

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



New Sports Group Limited **新體育集團有限公司**

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 299)

POSITIVE LESS LOSS ALERT

This announcement is made by New Sports Group Limited (the “**Company**”), together with its subsidiaries, (the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong) (the “**SFO**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”), the holders of convertible bonds (the “**CB Holders**”) and potential investors that based on the Board’s preliminary review of the unaudited consolidated management accounts of the Group and other information currently available, the Group is expected to record a decrease of approximately 20% to 50% in the net loss attributable to the Shareholders for the year ended 31 December 2015 (the “**Reporting Period**”), as compared to the corresponding period in 2014.

Based on the preliminary review of the unaudited consolidated management accounts of the Group and other available information, the expected decrease in loss attributable to the Shareholders is mainly attributable to the following:

1. Expected gain on disposal of the entire issued share interests in Sinocom Development Holdings Limited and Sinocom Japan Corporation of approximately HK\$82,000,000 as disclosed in the circular of the Company dated 30 September 2015.
2. Expected net profit before minority interest generated from the mobile gaming operation of the Group as a result of the acquisition of the entire issued share capital of Heroic Coronet Limited on 30 January 2015 of approximately HK\$27,000,000. Excluding the non-cash amortization charges of other intangible assets of approximately HK\$53,834,000 recognized upon the acquisition, mobile gaming operation has an operating net profit for the financial year ended 31 December 2015 before minority interest of approximately HK\$80,834,000.

As the Company is still in the process of finalizing the consolidated results of the Group for the Reporting Period, the information contained in this announcement is only based on preliminary review and assessment by the Board of the consolidated management accounts of the Group and other information currently available, which have not been reviewed or audited by the Company's auditors. Detailed financial information of the Group will be disclosed as and when the results of the Group for the Reporting Period are announced.

Shareholders, CB holders and potential investors are advised to read carefully the announcement of the Company in related to the results of the Group for the year ended 31 December 2015 which is expected to be released on 24 March 2016.

Shareholders, CB holders and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
New Sports Group Limited
Zuo Jian Zhong
Co-Chairman

Hong Kong, 29 January 2016

As at the date of this announcement, the Company's executive directors are Mr. Wang Zhiqiang, Mr. Zuo Jian Zhong, Mr. Tang Yau Sing, Mr. Zhang Zhige and Mr. Liu Wei; and the independent non-executive directors are Mr. Chui Man Lung, Everett, Mr. Han Chu and Mr. Wu Hong.