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(incorporated in the Cayman Islands with limited liability)

(Stock code: 1803)

## CHANGE OF COMPANY SECRETARY, CHIEF FINANCIAL OFFICER AND AUTHORIZED REPRESENTATIVE

The board of the directors (the "Board") of Beijing Sports and Entertainment Industry Group Limited (the "Company", together with its subsidiaries, the "Group") announces that Mr. Siu Wai Bun ("Mr. Siu") has resigned as (i) a company secretary and (ii) a chief financial officer of the Company and (iii) will cease to act as an authorised representative of the Company as required under Rule 3.05 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") and an authorised representative of the Company for accepting service of process and notices on behalf of the Company in Hong Kong as required under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (collectively, the "Authorised Representative") with effect from 27 July 2023 due to the pursuing of other career opportunities.

Mr. Siu has confirmed with the Board that he has no disagreement with the Board and there are no matters regarding his resignation which need to be brought to the attention of the shareholders of the Company or the Stock Exchange.

The Board is pleased to announce that Mr. Kwok Yu Fung ("Mr. Kwok") has been appointed as (i) the company secretary, (ii) the chief financial officer and (iii) the Authorised Representative of the Company with effect from 27 July 2023.

Mr. Kwok holds a degree of Bachelor of Business Administration in Accounting in the Hong Kong University of Science and Technology. He has 16 years of experiences in auditing, accounting, financial management and company secretarial matters. Prior to joining the Company, he had worked in international accounting firms as well as various Hong Kong listed companies. He is a member of the Hong Kong Institute of Certified Public Accountants.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Siu for his valuable contribution to the Group during his tenure of office and welcome Mr. Kwok for joining the Company.

## By order of the Board Beijing Sports and Entertainment Industry Group Limited Liu Xue Heng

Chairman

Hong Kong, 27 July 2023

As at the date of this announcement, the executive Directors are Mr. Liu Xue Heng, Mr. Lam Ka Tak, and Mr. Hou Gongda, the non-executive Director is Mr. Hu Yebi and the independent non-executive Directors are Mr. Tse Man Kit, Keith, Mr. Lok Lawrence Yuen Ming, Mr. Xin Luo Lin and Mr. Pan Lihui.