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NEW SPORTS GROUP LIMITED

新體育集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 299)

DATE OF BOARD MEETING

The board of directors (the “Board”) of New Sports Group Limited (the “Company”) announces that a meeting of the Board will be held on 24 March 2016 for the purpose of, among other matters, approving the final results of the Company and its subsidiaries for the year ended 31 December 2015 and considering the payment of a final dividend, if any.

By Order of the Board

New Sports Group Limited

Wang Zhiqiang

Zuo Jian Zhong

Co-Chairman

Co-Chairman

Hong Kong, 11 March 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.