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HK1803

北京體育文化產業集團有限公司  
BEIJING SPORTS AND ENTERTAINMENT INDUSTRY GROUP LIMITED

(incorporated in the Cayman Islands with limited liability)

(Stock code: 1803)

## DATE OF BOARD MEETING

The Board of Directors (the “**Board**”) of Beijing Sports and Entertainment Industry Group Limited (the “**Company**”) hereby announces that a meeting of the Board will be held at the meeting room of 10/F., Central Tower, 28 Queen’s Road Central, Central, Hong Kong on Monday, 29 August 2016 at 10:30 a.m. for the purpose of, among other matters, approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2016 and its publication and considering the payment of an interim dividend (if any).

By Order of the Board  
**Beijing Sports and Entertainment  
Industry Group Limited**  
**Liu Xue Heng**  
*Executive Director*

Hong Kong, 17 August 2016

*As at the date of this announcement, the executive Directors are Mr. Liu Xue Heng, Mr. Hu Yebi, Mr. Niu Zhongjie, Mr. Zhu Shixing, Mr. Lam Ka Tak, Mr. Zhang Tingzhe and Mr. Tsui Ngai, Eddie, 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.*