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POSITIVE PROFIT ALERT

This announcement is made by Wisdom Sports Group (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2016, the Group’s consolidated net profit for the year ended 31 December 2016 is expected to be substantially increased as compared with that recorded for the year ended 31 December 2015. The expected increase is mainly attributable to the rapid growth in the relevant revenue contributed by sports events in 2016 compared to that in 2015, and the overall profit recorded a significant increase.

This positive profit alert announcement is only based on the information currently available to the Board and the preliminary assessment of the consolidated management accounts of the Group for the year ended 31 December 2016 and the accounts has not been audited or reviewed by the Company’s auditors. The audited consolidated results of the Group for the year ended 31 December 2016 is expected to be published on or about 28 March 2017.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Wisdom Sports Group
Ren Wen
Chairlady and Executive Director

Hong Kong, 10 March 2017

As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Zhang Han, Dr. Shen Wei and Mr. Song Hongfei; the non-executive directors of the Company are Mr. Jin Haitao and Mr. Xu Jiongwei; and the independent non-executive directors of the Company are Mr. Wei Kevin Cheng, Mr. Ip Kwok On Sammy and Mr. Jin Guoqiang.