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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**”) hereby announces that a meeting of the Board of the Company will be held on Friday, 18 August 2017 for the purpose of, inter alia, approving the announcement of the interim results of the Company and its subsidiaries for the six months ended 30 June 2017 and considering the payment of an interim dividend, if any.

By order of the Board
New Sports Group Limited
Zhang Xiaodong
Chairman

Hong Kong, 4 August 2017

As at the date of this announcement, the Company’s executive directors are Mr. Zhang Xiaodong and Ms. Xia Lingjie; the non-executive director is Mr. Lau Wan Po; and the independent non-executive directors are Mr. Chen Zetong, Ms. He Suying and Dr. Tang Lai Wah.