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)

PROFIT WARNING

This announcement is made by Beijing Sports and Entertainment Industry Group Limited (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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders (the "**Shareholders**") and potential investors of the Company that based on a preliminary assessment by the Company's management on the consolidated unaudited management accounts of the Company, it is expected that the Group may record a substantial increase in loss attributable to the owners of the Company for the year ended 31 December 2018 as compared to the loss attributable to the owners of the Company for the corresponding year of 2017. The primary reasons for the increase in net loss was mainly attributable to:

(1) there were disposals of investment properties and others resulting in a gain of approximately HK$40.7 million for the year ended 31 December 2017, there was no such gain for the year ended 31 December 2018; and

(2) exchange loss due to the depreciation of RMB during the year under review.

The Company is still in the process of finalising its final results of the Group for the year ended 31 December 2018. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts and information currently available to the Board, which may be subject to adjustments. The final results of the Group for the year ended 31 December 2018 will be published by the Company within the timeframe stipulated under the Listing Rules.

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

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

Hong Kong, 13 March 2019

As at the date of this announcement, the executive Directors are Mr. Liu Xue Heng, Mr. Jan Wing Fu, Barry, Mr. Zhu Shixing, Mr. Lam Ka Tak, Mr. Zhang Tingzhe, and Mr. Tsui Ngai, Eddie, 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.