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BIRMINGHAM SPORTS HOLDINGS LIMITED

伯明翰體育控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2309)

CLARIFICATION ANNOUNCEMENT REGARDING A PRESS INTERVIEW

This announcement is made by Birmingham Sports Holdings Limited (the “Company”, and together with its subsidiaries, the “Group”) on a voluntary basis.

The Board of Directors (the “Board”) of the Company wishes to clarify certain statements made to the press by Mr. Ren Xuandong (“Mr. Ren”), chief executive officer of Birmingham City Football Club PLC (the “Club”), an indirect non-wholly owned subsidiary of the Company, regarding the financial information of the Club (the “Statements”).

Mr. Ren commented in an interview with BBC Radio WM on 12 February 2021 that the Club “lost in 20-21 season, which is not published yet, about £18 million, and the current season, under the COVID situation, we are forecasting £6.7 million losses”. The Board hereby makes the following clarifications:

1. The Club recorded approximately £18 million loss in the 2019-20 season, instead of the 2020-21 season as mentioned in the Statements, of the English Football League. Such loss has been consolidated in the audited final results of the Company for the year ended 30 June 2020. Due to the outbreak of novel coronavirus (COVID-19) pandemic, the Club has not filed its annual report for the financial year ended 30 June 2020 with Companies House of the United Kingdom yet.

2. The forecasted loss of the Club in the 2020-21 season of the English Football League represents the personal views of Mr. Ren, principally having taken into account historical financial performance of the Club and profit attributable to the sale of several players by the Club. Mr. Ren's forecast does not represent the views or expectations of the Board as to the financial performance of the Group, nor constitute, represent or indicate the full picture of the Group's financial performance. Please refer to the positive profit alert announcement of the Company dated 8 January 2021 for further information regarding the expected profits of the Group for the six months ended 31 December 2020.

Shareholders and potential investors of the Company are strongly advised not to rely on the Statements or on any press reports or other media based on the Statements.

By Order of the Board
Birmingham Sports Holdings Limited
Zhao Wenqing
Chairman

Hong Kong, 17 February 2021

As at the date of this announcement, the Board comprises nine Directors, namely Mr. Zhao Wenqing (Chairman), Mr. Huang Dongfeng (Chief Executive Officer), Mr. Yiu Chun Kong, Mr. Hsiao Charng Geng and Dr. Guo Honglin as Executive Directors; Mr. Sue Ka Lok as Non-executive Director; and Mr. Pun Chi Ping, Ms. Leung Pik Har, Christine and Mr. Yeung Chi Tat as Independent Non-executive Directors.