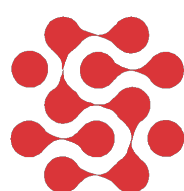


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HK1803

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 March 2021 for the purpose of, among other matters, approving the final results of the Company and its subsidiaries for the year ended 31 December 2020 and its publication and considering the payment of an final dividend (if any).

By Order of the Board

Beijing Sports and Entertainment Industry Group Limited

Liu Xue Heng

Chairman

Hong Kong, 17 March 2021

As at the date of this announcement, the executive Directors are Mr. Liu Xue Heng, Mr. Lam Ka Tak and Mr. Hou Gongda, 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.