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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 Friday, 27 August 2021 at 11:00 a.m. for the purpose of, among other matters, approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2021 and its publication and considering the payment of an interim dividend (if any).

By Order of the Board

Beijing Sports and Entertainment Industry Group Limited

Liu Xue Heng

Chairman

Hong Kong, 16 August 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.