

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



CRAZY SPORTS GROUP LIMITED

瘋狂體育集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 82)

POSITIVE PROFIT ALERT

This announcement is made by Crazy Sports Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and its potential investors that, based on the information currently available to the Company including the unaudited consolidated management accounts of the Group for the year ended 31 December 2021 (the “**Year**”), the Group is expected to record a profit attributable to owners of the Company of between HK\$90 million and HK\$130 million, as compared to a loss attributable to owners of the Company of approximately HK\$132 million for the year ended 31 December 2020 (“**Last Year**”). Such expected turnaround of the Group’s financial results is mainly attributable to:

- (i) the significant increase in revenue and gross profit contributed from every business areas operated by the Group, as driven by stronger demand for the Group’s digital sports entertainment products and services, in particular the online sports information platform and the newly launched sports and leisure games;
- (ii) the expected share of profit from associates based on the unaudited management accounts of the associates of the Company, as compared to a share of loss of approximately HK\$32 million from associates for Last Year; and
- (iii) the non-recurrence of loss from discontinued operations of telemedia and e-commerce business for Last Year due to the restructuring of the Group which was completed in December 2020.

The Company is still in the process of finalising the annual results of the Group for the Year. The information contained in this announcement is only based on preliminary review of the unaudited consolidated management accounts, which have not been confirmed, reviewed or audited by the auditor of the Company, nor reviewed by the audit committee of the Board. The annual results of the Group for the Year may be subject to further adjustment(s) and may be different from the information contained in this announcement and may therefore be subject to changes. Further details of the Group's financial information will be published in the Company's announcement of annual results for the Year, which is expected to be published before the end of March 2022.

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

By Order of the Board
Crazy Sports Group Limited
ZHANG Lijun
Chairman

Hong Kong, 28 February 2022

As at the date of this announcement, the directors of the Company are:

Executive directors:

Dr. ZHANG Lijun (*Chairman*)

Mr. PENG Xitao

Ms. CHENG Po Chuen

Independent non-executive directors:

Dr. LOKE Yu (alias LOKE Hoi Lam)

Mr. ZANG Dongli

Mr. ZHOU Jingping

Ms. LIU Haoming