



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)

**FORM OF PROXY
FOR USE AT THE ANNUAL GENERAL MEETING TO BE HELD ON
FRIDAY, 14 JUNE 2024 AT 10:30 A.M.**

I/We, ^(Note 1) _____
of _____
being the registered holder(s) of ^(Note 2) _____ shares of HK\$0.005
each in the share capital of Beijing Sports and Entertainment Industry Group Limited (the “Company”), hereby appoint the Chairman of the meeting
or ^(Note 3) _____
of _____
as my/our proxy to attend, act and vote for me/us and on my/our behalf as directed below at the annual general meeting (the “AGM”) of the
Company to be held at the Meeting Room, Unit 1101, Standard Chartered Bank Building, No. 4–4A Des Voeux Road Central, Central, Hong Kong on
Friday, 14 June 2024 at 10:30 a.m. (or any adjournment thereof).

Please make a mark in the appropriate boxes to indicate how you wish your vote(s) to be cast on a poll ^(Note 4).

ORDINARY RESOLUTIONS		FOR	AGAINST
1.	To receive, consider and adopt the audited consolidated financial statements and the reports of the directors and auditors for the year ended 31 December 2023.		
2.	(a) To re-elect Mr. Liu Xue Heng, a retiring director, as an executive director.		
	(b) To re-elect Mr. Hou Gongda, a retiring director, as an executive director.		
	(c) To re-elect Mr. Tse Man Kit, Keith, a retiring director, as an independent non-executive director.		
3.	To authorise the board of directors of the Company (the “Board”) to fix the respective directors’ remuneration.		
4.	To re-appoint Moore CPA Limited as the auditors of the Company and to authorise the Board to fix their remuneration.		
5.	To grant a general mandate to the directors to repurchase shares of the Company not exceeding 10% of the total number of issued shares of the Company as at the date of this resolution.		
6.	To grant a general mandate to the directors to issue additional shares of the Company not exceeding 20% of the total number of issued shares of the Company as at the date of this resolution.		
7.	To extend the general mandate granted to the directors to issue additional shares of the Company under resolution 6 by the total number of shares repurchased by the Company under resolution 5.		

Dated this _____ day of _____ 2024

Signature ^(Note 5 & 6): _____

Notes:

- Full name(s) and address(es) to be inserted in **BLOCK CAPITALS**.
- Please insert the number of shares registered in your name(s). If no number is inserted, this form of proxy will be deemed to relate to all the shares of the Company registered in your name(s).
- If any proxy other than the Chairman of the meeting is preferred, please strike out the words “the Chairman of the meeting, or” and insert the name and address of the proxy desired in the space provided. A member entitled to attend and vote at the AGM may appoint more than one proxy to attend and on a poll, vote on his behalf, provided that if more than one proxy is so appointed, the appointment shall specify the number and class of shares in respect of which each such proxy is so appointed. A proxy need not be a member of the Company. **ANY ALTERATION MADE TO THIS FORM OF PROXY MUST BE INITIALED BY THE PERSON(S) WHO SIGN(S) IT.**
- IMPORTANT: IF YOU WISH TO VOTE FOR A RESOLUTION, PLEASE TICK (“/”) THE BOX MARKED “FOR”. IF YOU WISH TO VOTE AGAINST A RESOLUTION, PLEASE TICK (“/”) THE BOX MARKED “AGAINST”.** If no direction is given, your proxy is entitled to vote or abstain at his discretion. Your proxy will also be entitled to vote at his discretion on any resolution properly put to the AGM other than those referred to in the notice convening the AGM.
- This form of proxy must be signed by you or your attorney duly authorized in writing. In case of a corporation, the same must be either under its common seal or under the hand of an officer or attorney so authorized.
- In case of joint holders, the vote of the senior who tenders a vote, whether in person or by proxy, will be accepted to the exclusion of votes of the other joint holder(s) and for this purpose seniority will be determined by the order in which the names stand first on the register of members of the Company.
- In order to be valid, this form of proxy together with the power of attorney or other authority (if any) under which it is signed or a certified copy thereof, must be deposited at the Company’s branch share registrar in Hong Kong, Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong, not less than 48 hours before the time fixed for holding the AGM or any adjournment thereof.
- Completion and delivery of this form of proxy will not preclude you from attending and voting at the AGM in person if you so wish.

PERSONAL INFORMATION COLLECTION STATEMENT

“Personal Data” in this statement has the same meaning as “personal data” in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong (the “PDPO”). Your supply of your and your proxy’s (or proxies’) Personal Data is on a voluntary basis for the purpose of processing your request for the appointment of a proxy (or proxies) and your voting instructions as stated in the proxy form (the “Purposes”). The Company may transfer your and your proxy’s (or proxies’) Personal Data to its agent, contractor, or third party service provider who provides administrative, computer and other services to the Company for use in connection with the Purposes and to such parties who are authorized by law to request the information or are otherwise relevant for the Purposes and need to receive the information. Your and your proxy’s (or proxies’) Personal Data will be retained for such period as may be necessary to fulfill the Purposes. Request for access to and/or correction of your and your proxy’s (or proxies’) Personal Data can be made in accordance with the provisions of the PDPO and any such request should be in writing by mail to the Privacy Compliance Officer of Tricor Investor Services Limited at the above address.