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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)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board (the “**Board**”) of the directors (the “**Director(s)**”) of Beijing Sports and Entertainment Industry Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) hereby announces that Ms. Hu Yi Na (“**Ms. Hu**”) is appointed as a non-executive Director of the Company with effect from 1 July 2024.

The biographical details of Ms. Hu are set out as follows:

Ms. Hu, aged 36, is currently a director and a responsible officer of Vision Finance Asset Management Limited (“**VFAM**”), a licensed corporation carrying out Types 1, 4 and 9 regulated activities under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”) in Hong Kong. She is an alumnus of Olin Business School at Washington University in St. Louis, where she was awarded the Bachelor of Science in Business Administration, specialising in finance and international business. Prior to joining VFAM, Ms. Hu worked in Credit Suisse Hong Kong, Bank J. Safra Sarasin AG and Clariden Leu Asset Management (Hong Kong) Limited. She has over 10 years of experiences in the financial sector, where she provided holistic financial solutions and comprehensive wealth management services for clients.

Ms. Hu has entered into a letter of appointment with the Company for a term of three years commencing from 1 July 2024, which is renewable automatically by one year on the expiry of such initial term and on the expiry of every successive period of one year thereafter, unless terminated by either the Company or Ms. Hu giving at least three months’ written notice of termination before the expiry of the then existing term. Ms. Hu shall hold office until the next annual general meeting of the Company (the “**AGM**”) and shall then be eligible for re-election by the shareholders of the Company at the AGM pursuant to article 86(3) of the Articles of Association of the Company (the “**Articles**”) and thereafter subject to retirement by rotation at least once every three years in accordance with article 87(1) of the Articles.

Pursuant to the letter of appointment, Ms. Hu is entitled to an annual remuneration of HK\$120,000 payable in 12 monthly instalments of HK\$10,000 per month. The remuneration package of Ms. Hu is recommended by the remuneration committee of the Company and determined by the Board with reference to her duties and responsibilities undertaken, the prevailing market conditions and the Company's policy on the Directors' and senior management's remuneration.

Ms. Hu is a daughter of Mr. Hu Yebi, a non-executive Director of the Company. As at the date of this announcement, Ms. Hu is interested in 922,500 shares of the Company, representing approximately 0.07% of the number of issued shares of the Company through a controlled corporation, namely Power Ace Investments Limited, which is equally owned by Ms. Hu and Mr. Hu Yebi. Save as disclosed above, Ms. Hu does not have any interest in the shares of the Company or any of its associated corporations within the meaning of Part XV of the SFO.

As at the date of this announcement and save as disclosed above, (i) Ms. Hu has not held any other major appointment and qualification or directorship in other listed companies in Hong Kong or overseas in the three years preceding the date of this announcement; (ii) Ms. Hu does not hold any other position in the Company or members of the Group; (iii) Ms. Hu does not have any relationship with any other Directors, senior management, substantial shareholders or controlling shareholders (having the meaning ascribed to it under the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**")) of the Company; and (iv) there is no other information which is required to be disclosed pursuant to the requirements of Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules or there are no any other matters that ought to be brought to the attention of the shareholders of the Company in relation to the appointment of Ms. Hu as a non-executive Director.

The Board would like to express its warmest welcome to Ms. Hu for joining the Board.

By order of the Board
Beijing Sports and Entertainment Industry Group Limited
Liu Xue Heng
Chairman

Hong Kong, 28 June 2024

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.