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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)

PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION OF THE COMPANY

The board (the "**Board**") of directors of Beijing Sports and Entertainment Industry Group Limited (the "**Company**") proposes to amend the existing articles of association of the Company ("**Articles**") in order to bring the Articles in line with the latest legal and regulatory requirements, including the amendments made to the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**"), which became effective from 1 July 2025.

The major details of the proposed amendments to the Articles (the "**Proposed Amendments**") include:

(i) amendment of the relevant provisions of the Articles to expressly allow voting by the shareholders of the Company (the "**Shareholders**") at its general meetings via electronic means;

(ii) amendment of the relevant provisions of the Articles to allow for holding electronic and hybrid general meetings of the Company;

(iii) amendments of the relevant provisions of the Articles to remove the requirement of giving notice of availability to shareholders when a notice or document is given by way of publication on the Company and the Stock Exchange websites; and

(iv) making consequential and other housekeeping amendments.

The Proposed Amendments are subject to passing of a special resolution by the Shareholders at the forthcoming annual general meeting of the Company (the "**AGM**"). A circular containing, among others, details of the Proposed Amendments, together with a notice convening the AGM and the proxy form will be issued to the Shareholders in due course.

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

Hong Kong, 26 March 2026

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 Directors are Mr. Hu Yebi and Ms. Hu Yi Na, 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.