

---

## THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

---

If you are in any doubt as to any aspect of this circular or as to the action to be taken, you should consult your stockbroker or other registered dealer in securities, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in **Beijing Sports and Entertainment Industry Group Limited**, you should at once hand this circular, together with the enclosed form of proxy, to the purchaser or the transferee or to the bank manager, licensed securities dealer, stockbroker or other agent through whom the sale or transfer was effected for transmission to the purchaser or the transferee.

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibilities for the contents of this circular, make no representations 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 circular.

---



*(incorporated in the Cayman Islands with limited liability)*

**(Stock code: 1803)**

**PROPOSED RE-ELECTION OF RETIRING DIRECTORS;  
PROPOSED GENERAL MANDATES TO REPURCHASE SHARES AND TO  
ISSUE NEW SHARES;  
AND  
NOTICE OF ANNUAL GENERAL MEETING**

---

A notice convening the AGM of Beijing Sports and Entertainment Industry Group Limited to be held at the Meeting Room, 10/F., Central Tower, 28 Queen's Road Central, Central, Hong Kong on Friday, 19 June 2020 at 10:30 a.m. is set out on pages 18 to 22 of this circular. A form of proxy for use at the AGM is enclosed. Such form of proxy is also published on the website of the Stock Exchange ([www.hkex.com.hk](http://www.hkex.com.hk)) and the website of the Company ([www.bsehk.com](http://www.bsehk.com)).

Whether or not you are able to attend the AGM, you are requested to complete the enclosed form of proxy in accordance with the instructions printed thereon and return it to the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong as soon as practicable and in any event not less than 48 hours before the time appointed for holding the AGM or any adjournment thereof. Completion and return of the form of proxy will not preclude you from attending and voting in person at the meeting or any adjourned meeting should you so wish.

29 April 2020



---

## DEFINITIONS

---

*In this circular, unless the context requires otherwise, the expressions stated below shall have the following meanings:*

“Annual General Meeting” or “AGM”	the annual general meeting of the Company to be held at the Meeting Room, 10/F., Central Tower, 28 Queen’s Road Central, Central, Hong Kong on Friday, 19 June 2020 at 10:30 a.m., to consider and, if appropriate, to approve the resolutions contained in the notice of the meeting which is set out on pages 18 to 22 of this circular, or any adjournment thereof;
“Articles of Association”	the articles of association of the Company currently in force, as amended from time to time;
“Board”	the board of Directors;
“Company”	Beijing Sports and Entertainment Industry Group Limited, a company incorporated in the Cayman Islands with limited liability, the Shares of which are listed on the Main Board of the Stock Exchange;
“Controlling Shareholder(s)”	has the meaning ascribed thereto under the Listing Rules;
“Director(s)”	the director(s) of the Company;
“Group”	the Company and the subsidiaries or, where the context so requires, in respect of the period prior to the Company becoming the holding company of the present subsidiaries, the present subsidiaries of the Company;
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong;
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China;
“Issuance Mandate”	as defined in paragraph 3 of the Letter from the Board;
“Latest Practicable Date”	23 April 2020, being the latest practicable date prior to the printing of this circular for ascertaining certain information in this circular;

---

## DEFINITIONS

---

“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange;
“Main Board”	the stock market operated by the Stock Exchange, which excludes the GEM and the options market;
“Memorandum of Association”	the memorandum of association of the Company;
“PRC”	the People’s Republic of China which, for the purposes of this circular only, excludes Hong Kong, the Macau Special Administrative Region of the PRC and Taiwan;
“SFO”	the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong;
“Shares(s)”	share(s) of HK\$0.005 each in the capital of the Company or if there has been a subsequent sub-division, consolidation, reclassification or reconstruction of the share capital of the Company, shares forming part of the ordinary equity share capital of the Company;
“Share Repurchase Mandate”	as defined in paragraph 3 of the Letter from the Board;
“Shareholder(s)”	holder(s) of Share(s) of the Company;
“Stock Exchange”	The Stock Exchange of Hong Kong Limited;
“Substantial Shareholder(s)”	has the meaning ascribed thereto under the Listing Rules; and
“Takeovers Code”	the Codes on Takeovers and Mergers issued by the Securities and Futures Commission in Hong Kong.

---

## LETTER FROM THE BOARD

---



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)**

*Executive Directors:*

Mr. Liu Xue Heng

*(Chairman and Chief Executive Officer)*

Mr. Zhu Shixing

Mr. Zhang Tingzhe

Mr. Lam Ka Tak

*Non-executive Director:*

Mr. Hu Yebi

*Independent non-executive Directors:*

Mr. Tse Man Kit, Keith

Mr. Lok Lawrence Yuen Ming

Mr. Xin Luo Lin

Mr. Pan Lihui

*Registered office:*

3rd Floor, Queensgate House

113 South Church Street

P.O. Box 10240

Grand Cayman

KY1-1002

Cayman Islands

*Head office and principal place of  
business in Hong Kong:*

Room 101, 5th Floor,

Greatmany Centre

111 Queen's Road East

Wan Chai

Hong Kong

29 April 2020

*To the Shareholders*

Dear Sir or Madam,

**PROPOSED RE-ELECTION OF RETIRING DIRECTORS  
PROPOSED GENERAL MANDATES TO REPURCHASE SHARES AND TO  
ISSUE NEW SHARES  
AND  
NOTICE OF ANNUAL GENERAL MEETING**

**1. INTRODUCTION**

The purpose of this circular is to provide the Shareholders with information in respect of certain resolutions to be proposed at the Annual General Meeting for (i) the re-election of the retiring Directors; (ii) the granting to the Directors of the Share Repurchase Mandate and the Issuance Mandate to repurchase Shares and to issue new Shares respectively; and (iii) the extension of the Issuance Mandate to include Shares repurchased pursuant to the Share Repurchase Mandate.

---

## LETTER FROM THE BOARD

---

### 2. PROPOSED RE-ELECTION OF RETIRING DIRECTORS

Pursuant to Article 86(3), the Directors shall have the power from time to time and at any time to appoint any person as a Director either to fill a casual vacancy on the Board or as an addition to the existing Board. Any Director appointed by the Board to fill a casual vacancy shall hold office until the first general meeting of members after his appointment and be subject to re-election at such meeting and any Director appointed by the Board as an addition to the existing Board shall hold office only until the next following annual general meeting of the Company and shall then be eligible for re-election.

Pursuant to Article 87(1), at each annual general meeting one-third of the Directors for the time being, or, if their number is not three or a multiple of three, then the number nearest one-third, shall retire from office by rotation provided that every Director, shall be subject to retirement by rotation at least once every three years.

Pursuant to Article 87(2), a retiring Director shall be eligible for re-election and shall continue to act as a Director throughout the meeting at which he retires. Any further Directors so to retire shall be those of the other Directors subject to retirement by rotation who have been longest in office since their last re-election or appointment and so that as between persons who became or were last re-elected Directors on the same day those to retire shall (unless they otherwise agree among themselves) be determined by lot. Any Director appointed by the Board pursuant to Article 86(3) shall not be taken into account in determining which particular Directors or the number of Directors who are to retire by rotation.

In accordance with Article 87(1) of the Articles of Association, Mr. Liu Xue Heng, Mr. Hu Yebi, Mr. Xin Luo Lin and Mr. Pan Lihui shall retire from office by rotation at the AGM. All the retiring Directors, being eligible, will offer themselves for re-election at the AGM.

Details of the retiring Directors who have offered themselves for re-election are set out in Appendix I to this circular.

---

## LETTER FROM THE BOARD

---

### 3. PROPOSED GENERAL MANDATES TO REPURCHASE AND ISSUE SHARES

The current general mandates previously granted to the Directors to repurchase and issue Shares by Shareholder at the annual general meeting of the Company held on 21 June 2019 will expire at the conclusion of the AGM. As at the Latest Practicable Date, the issued share capital of the Company was 1,302,019,000. In order to give the Company the flexibility to repurchase and issue Shares if and when appropriate, the following ordinary resolutions will be proposed at the AGM to approve:

- (a) the granting of the Share Repurchase Mandate to the Directors to purchase Shares on the Stock Exchange of not exceeding 10% of the total number of the issued Shares of the Company as at the date of passing of proposed ordinary resolution contained in item 5 of the notice of the AGM as set out on page 19 of this circular (i.e. a maximum of 130,201,900 issued Shares of the Company (equivalent to an aggregate nominal amount of Shares up to approximately HK\$651,010) on the basis that the issued share capital of the Company remains unchanged on the date of the AGM);
- (b) the granting of the Issuance Mandate to the Directors to allot, issue or deal with additional Shares of not exceeding 20% of the total number of the issued Shares of the Company as at the date of passing of proposed ordinary resolution contained in item 6 of the notice of the AGM as set out on pages 19 and 20 of this circular (i.e. a maximum of 260,403,800 issued Shares of the Company (equivalent to an aggregate nominal amount of Shares up to approximately HK\$1,302,019) on the basis that the issued share capital of the Company remains unchanged on the date of the AGM); and
- (c) the extension of the Issuance Mandate by adding the total number of Shares repurchased by the Company pursuant to the Share Repurchase Mandate.

With reference to the Share Repurchase Mandate and the Issuance Mandate, the Directors wish to state that they have no immediate plan to repurchase any Shares or issue any new Shares pursuant thereto.

An explanatory statement required by the Listing Rules to provide the Shareholders with requisite information reasonably necessary for them to make an informed decision on whether to vote for or against the granting of the Share Repurchase Mandate is set out in Appendix II to this circular.

---

## LETTER FROM THE BOARD

---

### 4. ANNUAL GENERAL MEETING AND PROXY ARRANGEMENT

The notice of the Annual General Meeting is set out on pages 18 to 22 of this circular.

Pursuant to the Listing Rules and the Company's Articles of Association, any vote of shareholders at a general meeting must be taken by poll. An announcement on the poll vote results will be published by the Company after the Annual General Meeting in the manner prescribed under Rule 13.39(5) of the Listing Rules.

A form of proxy for use at the Annual General Meeting is enclosed with this circular and such form of proxy is also published on the websites of the Stock Exchange (<http://www.hkexnews.hk>) and the Company (<http://www.bsehk.com>). To be valid, the form of proxy must be completed and signed in accordance with the instructions printed thereon and deposited, together with the power of attorney or other authority (if any) under which it is signed or a certified copy of that power of attorney or authority at the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited, at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong as soon as possible but in any event not less than 48 hours before the time appointed for holding the AGM or any adjournment thereof. Completion and delivery of the form of proxy will not preclude you from attending and voting at the AGM if you so wish.

The register of members of the Company will be closed from 16 June 2020 to 19 June 2020 (both days inclusive) during which period no transfer of shares will be registered. In order to qualify for attending and voting at the forthcoming AGM of the Company, all transfer documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited, at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong, not later than 4:30 p.m. on 15 June 2020.

### 5. RESPONSIBILITY STATEMENT

This circular, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this circular is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein misleading.



---

## LETTER FROM THE BOARD

---

### 6. RECOMMENDATION

The Directors consider that the proposed re-election of retiring Directors, the proposed granting of the Share Repurchase Mandate and Issuance Mandate, are in the best interests of the Company and the Shareholders. Accordingly, the Directors recommend the Shareholders to vote in favour of the relevant resolutions to be proposed at the AGM.

### 7. GENERAL INFORMATION

Your attention is drawn to the additional information set out in the Appendix I (Details of the Retiring Directors Proposed to be Re-elected at the Annual General Meeting) and Appendix II (Explanatory Statement on the Share Repurchase Mandate) to this circular.

Yours faithfully,

For and on behalf of the Board

**Beijing Sports and Entertainment Industry Group Limited**

**Liu Xue Heng**

*Chairman*

---

**APPENDIX I                      DETAILS OF THE RETIRING DIRECTORS PROPOSED TO BE  
RE-ELECTED AT THE ANNUAL GENERAL MEETING**

---

*The following are details of the Directors who will retire and being eligible, offer themselves for re-election at the Annual General Meeting.*

**(1) Mr. Liu Xue Heng (“Mr. Liu”)**

***Position and Experience***

Mr. Liu Xue Heng, aged 47, was appointed as an executive Director, the chairman of the Board, and the chief executive officer with effect from 25 January 2016. Mr. Liu is currently an executive director, joint-chief executive officer, an authorized representative and a member of Investment and Risk Management Committee of Beijing Enterprises Medical And Health Industry Group Limited (stock code: 2389). Before joining the Company, he served as an executive director and the chairman of Investment and Risk Management Committee of Beijing Properties (Holdings) Limited (stock code: 925) during the period from 1 January 2011 to 23 December 2015. He was also an executive director and the chief executive officer of Bestway International Holdings Limited (stock code: 718) during the period from 11 July 2014 to 19 January 2016, as well as an independent non-executive director of Guangshen Railway Co., Limited (stock code: 525) during the period from 2 June 2011 to 29 May 2014 respectively. Mr. Liu obtained a Master of Business Administration from Cambridge University in the United Kingdom. He has extensive experience in equity investment, corporate finance, initial public offer, and mergers and acquisitions.

Other than the aforesaid appointments, Mr. Liu has not held other directorships in the last three years in public companies the securities of which are listed on any securities market in Hong Kong or overseas.

***Length of Service***

Mr. Liu has entered into a letter of appointment with the Company for a term of three years. His appointment will be subject to retirement and re-election at the annual general meeting of the Company in accordance with the Articles of Association.

***Relationships***

Mr. Liu is an executive director, joint-chief executive officer, an authorized representative and a member of Investment and Risk Management Committee of Beijing Enterprises Medical and Health Industry Group Limited, a Substantial Shareholder of the Company. Save as disclosed above and in the immediately following section “Interests in Shares”, Mr. Liu does not have any relationships with any other Directors, senior management, Substantial Shareholders, or Controlling Shareholders of the Company.

***Interests in Shares***

As far as the Directors are aware, as at the Latest Practicable Date and within the meaning of Part XV of the SFO, Mr. Liu is deemed to be interested in 9,680,000 Shares, representing approximately 0.74% of the entire issued share capital of the Company.

***Director's Emoluments***

Mr. Liu is entitled to a monthly fee of HK\$15,000, which is determined by the Board by reference to his experience, duties and responsibilities, and the prevailing market conditions.

***Information that Needs to be Disclosed and Matters that Need to be Brought to the Attention of the Shareholders***

As far as the Directors are aware, there is no information of Mr. Liu to be disclosed pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules; and there are no other matters concerning Mr. Liu that need to be brought to the attention of the Shareholders in relation to his re-election.

**(2) Mr. Hu Yebi ("Mr. Hu")*****Position and Experience***

Mr. Hu Yebi, aged 56, was appointed as an executive Director with effect from 23 April 2015 and was redesignated from an executive Director to a non-executive Director of the Company on 7 November 2018. Mr. Hu is the founder and chairman of Vision Finance Group Limited. Mr. Hu received his Master of Business Administration from Netherlands International Institute for Management in the Netherlands and a Postgraduate Diploma in Management Engineering from Beijing Institute of Technology in Beijing, the PRC. Mr. Hu has more than 27 years of experience in securities and financial services, merger and acquisition and corporate finance.

Other than the aforesaid appointments, Mr. Hu has not held other directorships in the last three years in public companies the securities of which are listed on any securities market in Hong Kong or overseas.

***Length of Service***

Mr. Hu has entered into a letter of appointment with the Company for a term of three years. His appointment will be subject to retirement and re-election at the annual general meeting of the Company in accordance with the Articles of Association.

***Relationships***

Save as disclosed above and in the immediately following section “Interests in Shares”, Mr. Hu does not have any relationships with any other Directors, senior management, Substantial Shareholders, or Controlling Shareholders of the Company.

***Interests in Shares***

As far as the Directors are aware, as at the Latest Practicable Date and within the meaning of Part XV of the SFO, Mr. Hu is the sole beneficial owner of Hollyview International Limited and is deemed to be interested in 175,313,000 Shares, representing approximately 13.46% of the entire issued share capital of the Company.

***Director’s Emoluments***

Mr. Hu is entitled to a monthly fee of HK\$15,000, which is determined by the Board by reference to his experience, duties and responsibilities, and the prevailing market conditions.

***Information that Needs to be Disclosed and Matters that Need to be Brought to the Attention of the Shareholders***

As far as the Directors are aware, there is no information of Mr. Hu to be disclosed pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules; and there are no other matters concerning Mr. Hu that need to be brought to the attention of the Shareholders in relation to his re-election.

**(3) Mr. Xin Luo Lin (“Mr. Xin”)*****Position and Experience***

Mr. Xin Luo Lin, aged 70, was appointed as an independent non-executive Director with effect from 23 April 2015. Mr. Xin was a postgraduate from the Peking University in the PRC in 1980. He was a visiting scholar at the Waseda University, Japan between 1980 and 1983, an honorary research associate at the University of British Columbia, Canada during 1983 and 1984, and a visiting fellow at the Australia National University, Australia from 1984 to 1985. He was appointed as a Justice of the Peace in New South Wales of Australia in 1991. He was appointed as an adviser to the chairman of Guangdong Capital Holdings Limited from 1998 to 2000. He is an independent investor with over 21 years of experience in investment banking in the PRC, Hong Kong and Australia. Mr. Xin is currently: (i) an independent non-executive director of Sinolink Worldwide Holdings Limited (stock code: 1168); and (ii) an independent non-executive director of Central China Real Estate Limited (stock code: 832).

Other than the aforesaid appointments, Mr. Xin has not held other directorships in the last three years in public companies the securities of which are listed on any securities market in Hong Kong or overseas.

***Length of Service***

Mr. Xin has not entered into a letter of appointment with the Company. His appointment will be subject to retirement and re-election at the annual general meeting of the Company in accordance with the Articles of Association.

***Relationships***

Save as disclosed above and in the immediately following section “Interests in Shares”, Mr. Xin does not have any relationships with any other Directors, senior management, Substantial Shareholders, or Controlling Shareholders of the Company.

***Interests in Shares***

As far as the Directors are aware, as at the Latest Practicable Date and within the meaning of Part XV of the SFO, Mr. Xin is deemed to be interested in 968,000 Shares, representing approximately 0.07% of the entire issued share capital of the Company.

---

**APPENDIX I                      DETAILS OF THE RETIRING DIRECTORS PROPOSED TO BE  
RE-ELECTED AT THE ANNUAL GENERAL MEETING**

---

***Director's Emoluments***

Mr. Xin is entitled to a monthly fee of HK\$10,000, which is determined by the Board by reference to his experience, duties and responsibilities, and the prevailing market conditions.

***Information that Needs to be Disclosed and Matters that Need to be Brought to the Attention of the Shareholders***

As far as the Directors are aware, there is no information of Mr. Xin to be disclosed pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules; and there are no other matters concerning Mr. Xin that need to be brought to the attention of the Shareholders in relation to his re-election.

**(4) Mr. Pan Lihui (“Mr. Pan”)**

***Position and Experience***

Mr. Pan Lihui, aged 52, was appointed as an independent non-executive Director with effect from 23 April 2015. Mr. Pan obtained a bachelor degree in International Economics from Beijing University of International Relations in the PRC in 1989. He has over 26 years of experience in nonferrous metals industry. Mr. Pan worked in Mind Honour Limited from 1994 to 1998 as a manager. Mr. Pan founded Pentart Industrial Limited in 1998 and Able Plus International Limited in 2001 and has since been a director and general manager of these two companies.

Other than the aforesaid appointments, Mr. Pan has not held other directorships in the last three years in public companies the securities of which are listed on any securities market in Hong Kong or overseas.

***Length of Service***

Mr. Pan has not entered into a letter of appointment with the Company. His appointment will be subject to retirement and re-election at the annual general meeting of the Company in accordance with the Articles of Association.

***Relationships***

Save as disclosed above and in the immediately following section “Interests in Shares”, Mr. Pan does not have any relationships with any other Directors, senior management, Substantial Shareholders, or Controlling Shareholders of the Company.

***Interests in Shares***

As far as the Directors are aware, as at the Latest Practicable Date and within the meaning of Part XV of the SFO, Mr. Pan is deemed to be interested in 347,600 Shares, representing approximately 0.03% of the entire issued share capital of the Company.

***Director’s Emoluments***

Mr. Pan is entitled to a monthly fee of HK\$10,000, which is determined by the Board by reference to his experience, duties and responsibilities, and the prevailing market conditions.

***Information that Needs to be Disclosed and Matters that Need to be Brought to the Attention of the Shareholders***

As far as the Directors are aware, there is no information of Mr. Pan to be disclosed pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules; and there are no other matters concerning Mr. Pan that need to be brought to the attention of the Shareholders in relation to his re-election.

*The following is an explanatory statement required by the Listing Rules to provide the Shareholders with requisite information reasonably necessary for them to make an informed decision on whether to vote for or against the ordinary resolution to be proposed at the Annual General Meeting in relation to the granting of the Share Repurchase Mandate.*

**1. SHARE CAPITAL**

As at the Latest Practicable Date, the issued share capital of the Company was 1,302,019,000 Shares.

Subject to the passing of the ordinary resolution set out in item 5 of the notice of the Annual General Meeting in respect of the granting of the Share Repurchase Mandate and on the basis that the issued share capital of the Company remains unchanged on the date of the Annual General Meeting, i.e. being 1,302,019,000 Shares, the Directors would be authorized under the Share Repurchase Mandate to repurchase, during the period in which the Share Repurchase Mandate remains in force, a maximum of 130,201,900 issued Shares of the Company (equivalent to an aggregate nominal amount of Shares up to approximately HK\$651,010)), representing 10% of the total number of issued Shares of the Company as at the date of the Annual General Meeting.

**2. REASONS FOR SHARE REPURCHASE**

The Directors believe that the granting of the Share Repurchase Mandate is in the best interests of the Company and the Shareholders. Repurchases of Shares may, depending on the market conditions and funding arrangements at the time, lead to an enhancement of the net asset value per Share and/or earnings per Share and will only be made when the Directors believe that such a repurchase will benefit the Company and the Shareholders.

**3. FUNDING OF REPURCHASE**

In repurchasing Shares, the Company may only apply funds legally available for such purpose in accordance with its Memorandum and Articles of Association, the laws of the Cayman Islands in which the Company is incorporated and/or any other applicable laws, as the case may be.



**4. IMPACT OF REPURCHASE**

There might be a material adverse impact on the working capital or gearing position of the Company (as compared with the position disclosed in the audited accounts contained in the annual report of the Company for the year ended 31 December 2019) in the event that the Share Repurchase Mandate was to be carried out in full at any time during the proposed repurchase period. However, the Directors do not intend to exercise the Share Repurchase Mandate to such extent as would, in the circumstances, have a material adverse effect on the working capital requirements of the Company or the gearing levels which in the opinion of the Directors are from time to time appropriate for the Company.

**5. MARKET PRICES OF SHARES**

The highest and lowest prices per Share at which Shares have traded on the Stock Exchange during each of the following months were as follows:

<b>Month</b>	<b>Highest HK\$</b>	<b>Lowest HK\$</b>
<b>2019</b>		
April	2.48	2.18
May	2.44	2.06
June	2.19	2.01
July	2.13	0.18
August	0.45	0.28
September	0.51	0.285
October	0.42	0.30
November	0.395	0.265
December	0.295	0.243
<b>2020</b>		
January	0.325	0.22
February	0.255	0.22
March	0.243	0.188
April (up to the Latest Practicable Date)	0.275	0.194

**6. GENERAL**

To the best of their knowledge and having made all reasonable enquiries, none of the Directors nor any of their respective close associates (as defined in the Listing Rules) have any present intention to sell any Shares to the Company in the event that the granting of the Share Repurchase Mandate is approved by the Shareholders.

The Company has not been notified by any core connected persons (as defined in the Listing Rules) of the Company that they have a present intention to sell any Shares to the Company, or that they have undertaken not to sell any Shares held by them to the Company in the event that the granting of the Share Repurchase Mandate is approved by the Shareholders.

The Directors have undertaken to the Stock Exchange to exercise the power of the Company to make repurchases of Shares pursuant to the Share Repurchase Mandate in accordance with the Listing Rules and the applicable laws of the Cayman Islands.

**7. TAKEOVERS CODE**

If as a result of a repurchase of Shares pursuant to the Share Repurchase Mandate, a Shareholder's proportionate interest in the voting rights of the Company increases, such increase will be treated as an acquisition of voting rights for the purposes of the Takeovers Code. Accordingly, a Shareholder or a group of Shareholders acting in concert (within the meaning under the Takeovers Code), depending on the level of increase in the Shareholders' interest, could obtain or consolidate control of the Company and thereby become obliged to make a mandatory offer in accordance with Rule 26 of the Takeovers Code.

To the best knowledge of the Directors, as at the Latest Practicable Date, the following persons are interested in 5% or more of the Shares or underlying shares of the Company:

Name of Shareholder	Number of Shares/underlying shares held	Approximate percentage of shareholding in the Company
Beijing Enterprises Medical and Health Industry Group Limited (" <b>BEMH</b> ") (Note)	353,000,000 (L)	27.11%
Central Huijin Investment Limited	93,600,000 (L)	7.19%
	45,600,000 (S)	3.50%
Mr. Hu Yebi	175,313,000 (L)	13.46%
Mr. Niu Zhongjie	76,490,500 (L)	5.87%

The letter L denotes a long position and S denotes a short position.

*Note:*

Mr. Liu Xue Heng and Mr. Zhu Shixing are the executive directors of BEMH and Mr. Tse Man Kit, Keith is an independent non-executive director of BEMH. Three of them are therefore parties acting in concert with BEMH under the Takeover Code. Mr. Liu and Mr. Tse are interested in 9,680,000 and 968,000 Share Options of the Company respectively.

In the event that the Directors exercise the proposed Share Repurchase Mandate in full, the largest substantial Shareholder BEMH and parties acting in concert with BEMH together were interested in 363,648,000 Shares representing 27.93% of the issued share capital of the Company. On the assumption that the number of Shares in issue remains unchanged from the Latest Practicable Date up to the expiry of the Repurchase Mandate and in the event that the Directors should exercise in full the power to repurchase Shares pursuant to the Repurchase Mandate, the interest in Shares held by BEMH and parties acting in concert with BEMH would be increased to approximately 31.03% of then issued share capital of the Company. Such increase in the interest in Shares held by BEMH and parties acting in concert with BEMH give rise to an obligation to make a mandatory offer under Rule 26 and 32 of the Takeover Code.

In any event, the Directors have no intention to exercise the Share Repurchase Mandate to such an extent as would, in the circumstances, result in takeover obligation or the public holding of Shares would be reduced below 25% of the issued shares of the Company.

## **8. REPURCHASE OF SHARES MADE BY THE COMPANY**

The Company had not purchased any of its Shares (whether on the Stock Exchange or otherwise) during the previous six months immediately prior to the Latest Practicable Date.

---

## NOTICE OF ANNUAL GENERAL MEETING

---



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)**

### NOTICE OF ANNUAL GENERAL MEETING

Notice is hereby given that an annual general meeting of Beijing Sports and Entertainment Industry Group Limited (the “**Company**”) will be held at the Meeting Room, 10/F., Central Tower, 28 Queen’s Road Central, Central, Hong Kong on Friday, 19 June 2020 at 10:30 a.m. for the following purposes:

1. To receive, consider and adopt the audited consolidated financial statements of the Company and its subsidiaries and the reports of the directors and auditors of the Company for the year ended 31 December 2019.
2.
  - (a) To re-elect Mr. Liu Xue Heng, a retiring director, as an executive director.
  - (b) To re-elect Mr. Hu Yebi, a retiring director, as a non-executive director.
  - (c) To re-elect Mr. Xin Luo Lin, a retiring director, as an independent non-executive director.
  - (d) To re-elect Mr. Pan Lihui, a retiring director, as an independent non-executive director.
3. To authorize the board of directors of the Company (the “**Board**”) to fix the respective directors’ remuneration.
4. To re-appoint Ernst and Young as the auditors of the Company and to authorize the Board to fix their remuneration.

---

## NOTICE OF ANNUAL GENERAL MEETING

---

As special business, to consider and, if thought fit, pass with or without amendments, the following resolutions as ordinary resolutions of the Company:

5. **“THAT:**
- (a) subject to paragraph (b) below, a general mandate be and is hereby generally and unconditionally given to the directors of the Company to exercise during the Relevant Period (as defined below) all the powers of the Company to repurchase its shares in accordance with all applicable laws, rules and regulations;
  - (b) the total number of issued Shares of the Company to be repurchased pursuant to the mandate in paragraph (a) above shall not exceed 10% of the total number of issued Shares of the Company as at the date of passing of this resolution and the said mandate shall be limited accordingly; and
  - (c) for the purposes of this resolution:

**“Relevant Period”** means the period from the passing of this resolution until whichever is the earliest of:

- (i) the conclusion of the next annual general meeting of the Company;
- (ii) the expiration of the period within which the next annual general meeting of the Company is required by the articles of association of the Company or any applicable laws to be held; and
- (iii) the date on which the authority set out in this resolution is revoked or varied by an ordinary resolution of the shareholders in general meeting.”

6. **“THAT:**
- (a) subject to paragraph (c) below, a general mandate be and is hereby generally and unconditionally given to the directors of the Company during the Relevant Period (as defined below) to allot, issue and deal with additional shares in the capital of the Company and to make or grant offers, agreements and options which might require the exercise of such powers;

---

## NOTICE OF ANNUAL GENERAL MEETING

---

- (b) the mandate in paragraph (a) above shall authorize the directors of the Company to make or grant offers, agreements and options during the Relevant Period which would or might require the exercise of such powers after the end of the Relevant Period;
- (c) the total number of Shares allotted or agreed conditionally or unconditionally to be allotted by the directors pursuant to the mandate in paragraph (a) above, otherwise than pursuant to:
  - (i) a Rights Issue (as defined below);
  - (ii) the exercise of options under a share option scheme of the Company; and
  - (iii) any scrip dividend scheme or similar arrangement providing for the allotment of shares in lieu of the whole or part of a dividend on shares of the Company in accordance with the articles of association of the Company, shall not exceed 20% of the total number of issued Shares of the Company on the date of the passing of this resolution and the said mandate shall be limited accordingly; and
- (d) for the purposes of this resolution:

“**Relevant Period**” means the period from the passing of this resolution until whichever is the earliest of:

- (i) the conclusion of the next annual general meeting of the Company;
- (ii) the expiration of the period within which the next annual general meeting of the Company is required by the articles of association of the Company or any applicable laws to be held; and
- (iii) the date on which the authority set out in this resolution is revoked or varied by an ordinary resolution of the shareholders in general meeting.

“**Rights Issue**” means an offer of shares open for a period fixed by the directors to holders of shares of the Company or any class thereof on the register on a fixed record date in proportion to their then holdings of such shares or class thereof (subject to such exclusions or other arrangements as the directors may deem necessary or expedient in relation to fractional entitlements or having regard to any restrictions or obligations under the laws of any relevant jurisdiction or the requirements of any recognized regulatory body or any stock exchange).”

---

## NOTICE OF ANNUAL GENERAL MEETING

---

7. “**THAT** conditional upon the passing of resolutions set out in items 5 and 6 of the notice convening this meeting (the “**Notice**”), the general mandate referred to in the resolution set out in item 6 of the Notice be and is hereby extended by the addition to the total number of Shares which may be allotted and issued or agreed conditionally or unconditionally to be allotted and issued by the directors pursuant to such general mandate of an amount representing the total number of issued Shares repurchased by the Company pursuant to the mandate referred to in resolution set out in item 5 of the Notice, provided that such amount shall not exceed 10% of the total number of issued Shares of the Company in issue on the date of the passing of this resolution.”

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

Hong Kong, 29 April 2020

*As at the date of this notice, the executive Directors are Mr. Liu Xue Heng, Mr. Zhu Shixing, Mr. Lam Ka Tak and Mr. Zhang Tingzhe, the non-executive Director is Mr. Hu Yebi, and the independent non-executive Directors are Tse Man Kit, Keith, Mr. Lok Lawrence Yuen Ming, Mr. Xin Luo Lin and Mr. Pan Lihui.*

*Notes:*

1. All resolutions at the meeting will be taken by poll pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the results of the poll will be published on the websites of The Stock Exchange of Hong Kong Limited and the Company in accordance with the Listing Rules.
2. Any member of the Company entitled to attend and vote at the above meeting is entitled to appoint more than one proxy to attend and on a poll, vote instead of him. A proxy need not be a member of the Company. 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.
3. In order to be valid, the form of proxy together with the power of attorney or other authority, if any, under which it is signed or a certified copy of that power of attorney or authority, must be deposited at the Company’s branch share registrar in Hong Kong, Tricor Investor Services Limited, at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong not less than 48 hours before the time appointed for the holding of the meeting or any adjournment thereof. Delivery of the form of proxy shall not preclude a member of the Company from attending and voting in person at the meeting and, in such event, the instrument appointing a proxy shall be deemed to be revoked.
4. For determining the right to attend and vote at Annual General Meeting to be held on 19 June 2020, the register of members of the Company will be closed from 16 June 2020 to 19 June 2020 (both days inclusive) during which period no transfer of shares will be registered. In order to qualify for attending and voting at the forthcoming Annual General Meeting of the Company, all transfer documents accompanied by the relevant share certificates must be lodged with the Company’s branch share registrar in Hong Kong, Tricor Investor Services Limited, at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong, not later than 4:30 p.m. on 15 June 2020.

---

## NOTICE OF ANNUAL GENERAL MEETING

---

### **Precautionary measures for the Annual General Meeting**

Taking into account the recent developments of the coronavirus disease 2019 (COVID-19), the Company will implement the following prevention and control measures at the Annual General Meeting to safeguard the health and safety of the Shareholders attending the Annual General Meeting:

1. Compulsory body temperature check will be conducted for every Shareholder or proxy at the entrance of the venue. Any person with a body temperature of over 37.3 degrees Celsius will not be admitted to the venue.
2. Every Shareholder or proxy is required to wear a surgical face mask throughout the meeting.
3. No refreshments will be served and no corporate gifts will be distributed.

Shareholders, particularly those who are subject to quarantine in relation to COVID-19, are reminded that they may appoint any person or the chair of the Annual General Meeting as a proxy to attend and vote at the Annual General Meeting, instead of attending and voting in person. A form of proxy for use at the Annual General Meeting is enclosed with this circular and such form of proxy is also published on the websites of Hong Kong Exchanges and Clearing Limited (<http://www.hkexnews.hk>) and the Company (<http://www.bsehk.com>).