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(incorporated in the Cayman Islands with limited liability)

(Stock code: 1803)

POLL RESULTS OF THE EXTRAORDINARY GENERAL MEETING HELD ON 18 JUNE 2021

Reference is made to the circular of Beijing Sports and Entertainment Industry Group Limited (the "Company") dated 28 May 2021 (the "Circular") and the notice of the extraordinary general meeting of the Company (the "EGM") dated 28 May 2021 (the "Notice"). Unless otherwise defined, capitalised terms used herein shall have the same meanings as defined in the Circular.

POLL RESULTS OF THE EGM

The Board is pleased to announce that at the EGM held on Friday, 18 June 2021, the proposed ordinary resolutions (the "**Resolutions**") as set out in the Notice were duly passed by the Shareholders by way of poll.

The poll results in respect of the Resolutions proposed are as follows:

| ORDINARY RESOLUTIONS* | | Number of Votes (%) | |
|-----------------------|-----------------------------------------------------------------|-----------------------|---------|
| | | For | Against |
| 1. | To approve and adopt the New Share Option Scheme | 527,081,285 (100%) | 0 (0%) |
| 2. | To approve the termination of the Existing Share Option Scheme. | 527,081,285 (100%) | 0 (0%) |

^{*} Please refer to the Notice for full version of the Resolutions.

As more than 50% of the votes were cast in favour of the above Resolutions, these Resolutions were duly passed as ordinary resolutions of the Company at the EGM.

As at the date of the EGM, the total number of shares of the Company in issue was 1,408,019,000 Shares, which was the total number of shares entitling the Shareholders to attend and vote for or against the Resolutions at the EGM. There were no shares entitling the holder to attend and abstain from voting in favour of the Resolutions at the EGM as set out in Rule 13.40 of the Listing Rules.

No Shareholder was required under the Listing Rules to abstain from voting at the EGM. None of the Shareholders has stated their intention in the Circular to vote against or to abstain from voting on the Resolutions at the EGM.

Tricor Investor Services Limited, the branch share registrar of the Company, was appointed as the scrutineer at the EGM for the purpose of vote-taking at the EGM.

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

Chairman

Hong Kong, 18 June 2021

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.