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BIRMINGHAM SPORTS HOLDINGS LIMITED

伯明翰體育控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2309)

INSIDE INFORMATION EXPECTED DECREASE IN LOSS

This announcement is made by Birmingham Sports Holdings Limited (the “Company”, and together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board of Directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on the preliminary review on the information currently available to the Board, including the unaudited consolidated management accounts of the Group for the year ended 30 June 2022 (“FY21/22”), the Group is expected to record a decrease in loss attributable to owners of the Company for FY21/22 by over 35% as compared to that of the year ended 30 June 2021. The expected decrease in loss for FY21/22 was mainly due to (i) absence of loss on extinguishing financial liabilities with equity instruments; (ii) decrease in loss arising on fair value change on investment properties; (iii) decrease in impairment loss on right-of-use assets; and (iv) the gain on compensation from the football club segment in the United Kingdom receivable under the profit and loss sharing arrangement between the Company and a non-controlling shareholder of major subsidiaries of the Group pursuant to the shareholders’ agreement dated 9 October 2020; and these favourable factors were partly offset by (i) the significant decrease in profit on transfer activities of players; (ii) absence of gain on disposal of subsidiaries; (iii) absence of fair value gain on derivative financial instruments; and (iv) the increase in foreign exchange loss during the year.

The Company is still in the process of finalising its annual results announcement for FY21/22. The information contained in this announcement is only based on the preliminary assessment of the information currently available to the Board which have not been reviewed or audited by the independent auditor and/or the audit committee of the Company, and are subject to adjustments and amendments. The annual results of the Group for FY21/22 are expected to be announced by the end of September 2022.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Birmingham Sports Holdings Limited
Zhao Wenqing
Chairman

Hong Kong, 13 September 2022

As at the date of this announcement, the Board comprises eight Directors, namely Mr. Zhao Wenqing (Chairman), Mr. Huang Dongfeng (Chief Executive Officer), Mr. Yiu Chun Kong and Dr. Guo Honglin as Executive Directors; Mr. Sue Ka Lok as Non-executive Director; and Mr. Pun Chi Ping, Ms. Leung Pik Har, Christine and Mr. Yeung Chi Tat as Independent Non-executive Directors.