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## **OVERSEAS REGULATORY ANNOUNCEMENT**

An announcement has just been published by the issuer in the Chinese section of this website, a corresponding version of which may or may not be published in this section.

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

Hong Kong, 30 April 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*