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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)**

## **CHANGE OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG**

The board of the directors (the “**Board**”) of Beijing Sports and Entertainment Industry Group Limited (the “**Company**”) hereby announces that with immediate effect, the principal place of business of the Company in Hong Kong has been changed to Unit 703, 7/F, Pearl Oriental House, 60 Stanley Street, Central, Hong Kong.

The telephone number, facsimile number and website of the Company remain unchanged.

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

Hong Kong, 2 May 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.*