

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation 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 announcement.*



## **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)**

### **PROFIT WARNING**

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 and the Inside Information Provisions 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 information currently available to the Board, the Group is expected to record a substantial increase in loss for the six months ended 31 December 2017 as compared to the corresponding period in 2016. The increase in loss was mainly due to the increase in operating costs which largely attributed to the higher spending on players’ registration and staff costs as a result of the change of the club manager and signing in of a number of new players during the season with an aim to strengthen the competitiveness of the football club.

The information contained in this announcement is only based on a preliminary assessment made by the Board with reference to the information currently available to it, including the unaudited consolidated management accounts of the Group for the six months ended 31 December 2017 which have not been audited or reviewed by the Company’s auditor. Details of the Group’s interim results will be disclosed in the results announcement of the Company for the six months ended 31 December 2017 which is expected to be released before the end of February 2018.

**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, 6 February 2018

*As at the date of this announcement, the Board comprises nine Directors, namely Mr. Zhao Wenqing (Chairman), Mr. Huang Dongfeng (Chief Executive Officer), Ms. Chan Yuk Yee, Mr. Yiu Chun Kong and Mr. Hsiao Charng Geng as Executive Directors; Mr. Sue Ka Lok as Non-executive Director; and Mr. To Yan Ming, Edmond, Mr. Pun Chi Ping and Ms. Leung Pik Har, Christine as Independent Non-executive Directors.*