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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just been published by the issuer in the Chinese section of this website, a corresponding version of which may or may not be published in this section.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, 24 July 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 Directors are Mr. Hu Yebi and Ms. Hu Yi Na; 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.