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BIRMINGHAM SPORTS HOLDINGS LIMITED

伯明翰體育控股有限公司

*(Formerly known as Birmingham International Holdings Limited 伯明翰環球控股有限公司)
(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 2309)

CHANGE OF COMPANY NAME, STOCK SHORT NAMES AND COMPANY WEBSITE

CHANGE OF COMPANY NAME

The Board is pleased to announce that the English name of the Company has been changed from “Birmingham International Holdings Limited” to “Birmingham Sports Holdings Limited” and the Chinese name “伯明翰體育控股有限公司” as the dual foreign name of the Company has been adopted and registered in place of its existing Chinese name “伯明翰環球控股有限公司”.

CHANGE OF STOCK SHORT NAMES

The stock short names of the Company for trading in the Shares on the Stock Exchange will be changed from “BIRMINGHAM INTL” to “BIRMINGHAM SPTS” in English and from “伯明翰環球” to “伯明翰體育” in Chinese with effect from 9:00 a.m. on 24 May 2017. The stock code of the Company on the Stock Exchange will remain unchanged.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed to “www.bshl.com.hk” with effect from 24 May 2017.

References are made to the announcement of Birmingham Sports Holdings Limited (formerly known as Birmingham International Holdings Limited) (the “**Company**”) dated 20 February 2017 and the circular of the Company dated 10 March 2017 (the “**Circular**”) in relation to, among other things, the proposed change of name of the Company. Capitalised terms used herein shall have the same meanings as those defined in the Circular unless otherwise defined.

CHANGE OF COMPANY NAME

The Board is pleased to announce that subsequent to the passing of a special resolution in relation to the Change of Company Name by the Shareholders by way of poll at the EGM held on 5 April 2017, the Certificate of Incorporation on Change of Name has been issued by the Registrar of Companies in the Cayman Islands on 6 April 2017, certifying that the Company has changed its English name from “Birmingham International Holdings Limited” to “Birmingham Sports Holdings Limited” and has adopted and registered the Chinese name “伯明翰體育控股有限公司” as the dual foreign name of the Company in place of its existing Chinese name “伯明翰環球控股有限公司”, both with effect from 6 April 2017.

The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 15 May 2017, confirming the registration of the new English and Chinese name of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) with effect from 15 May 2017.

EFFECT ON CHANGE OF COMPANY NAME

The Change of Company Name will not affect any rights of the Shareholders, the daily business operation of the Company and its financial position. All existing share certificates of the Company in issue bearing the Company’s former name will continue to be valid evidence of legal title to the Shares and will continue to be valid for trading, settlement, registration and delivery purposes.

Accordingly, there will not be any arrangement for the exchange of the existing share certificates for new certificates bearing the new name of the Company. New share certificates of the Company will be issued under the new name of the Company in any subsequent issue of Shares.

CHANGE OF STOCK SHORT NAMES

The stock short names of the Company for trading in the Shares on the Stock Exchange will be changed from “BIRMINGHAM INTL” to “BIRMINGHAM SPTS” in English and from “伯明翰環球” to “伯明翰體育” in Chinese with effect from 9:00 a.m. on 24 May 2017. The stock code of the Company on the Stock Exchange will remain unchanged.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed to “www.bshl.com.hk” with effect from 24 May 2017.

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

Hong Kong, 19 May 2017

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. Zhu Kai 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.