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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)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and the potential investors that it is expected that the Group will record a substantial loss for the year ended 30 June 2011.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Birmingham International Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The Board of Directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that it is expected that the Group will record a substantial loss for the year ended 30 June 2011. Based on the information currently available, such loss is mainly due to the substantial impairment losses in respect of intangible assets, such as trademark and goodwill, mainly as a result of the relegation of Birmingham City Football Club from the Premier League to the League Championship for the year 2010/2011.

Trademark (which was included in intangible assets) and goodwill as at 31 December 2010 were approximately HK\$554,709,000 and HK\$22,769,000 respectively. The actual figures of the figures of the impairment on trademark and goodwill are still subject to further impairment assessment.

As the Company is still in the process of finalising the results of the Group for the year ended 30 June 2011 (the “Final Results”), the information contained in this announcement is based on the preliminary assessment according to the unaudited management accounts of the Group and a draft report for impairment test from the Company’s valuer. The actual figures of the Final Results will be determined after a review by auditors in respect of the audit for the year ended 30 June 2011.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By Order of the Board
Birmingham International Holdings Limited
Hui Ho Luek, Vico
Executive Director and Chief Executive Officer

Hong Kong, 31 October 2011

As at the date of this announcement, the executive directors of the Company are Mr. Yeung Ka Sing, Carson, Mr. Yang Yue Zhou, Mr. Hui Ho Luek, Vico, Mr. Hua Yong, Mr. Jiang Hong Qing, Mr. Steven McManaman, Mr. Lee Yiu Tung, Mr. Chan Shun Wah and Ms. Wong Po Ling, Pauline, the non-executive director is Mr. Chan Wai Keung and the independent non-executive directors are Mr. Yau Yan Ming, Raymond and Mr. Zhou Han Ping.