

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 or any part of the contents of this announcement.



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)

APPOINTMENT OF EXECUTIVE DIRECTOR, CHIEF EXECUTIVE OFFICER AND MANAGING DIRECTOR

The board of directors (the “Board”) of Birmingham International Holdings Limited (the “Company”) is pleased to announce that Mr. Peter Pannu (“Mr. Pannu”) has been appointed as an executive director, chief executive officer and managing director of the Company with effect from 19 September 2012.

Mr. Pannu is a qualified barrister in Hong Kong. He has obtained a LL.B degree and a LL.M degree (corporate and commercial law) from London University and a post graduate certificate law (P.C.L.L.) from Hong Kong City University. In addition, Mr. Pannu holds a Master of Management & Business of Football from the University of London.

The Board wishes to further disclose that there existed previously a consultancy agreement (the “Agreement”) which was entered into on 22 September 2009, and as varied by a deed on 28 December 2011, between the Company and Asia Rays Limited of which Mr. Pannu is the director and shareholder. The Agreement is still subsisting and is valid through to 30 September 2014. Mr. Pannu will hold office until the next annual general meeting of the Company and will be subject to retirement by rotation and re-election in accordance with the Articles of Association of the Company. He will be entitled to directors’ fee to be determined by the Remuneration Committee of the Company with reference to his duties and responsibility in the Company and the market benchmark.

Mr. Pannu has not held directorship in any other listed companies in Hong Kong in the last three years. Mr. Pannu is a director of Birmingham City Plc. and Birmingham City Football Club Plc. (“BCFC”), which are the subsidiaries of the Company, and an acting chairman of BCFC. Save as the above, he does not have any relationship with any director, senior management or substantial

or controlling shareholder of the Company. Mr. Pannu has interest in the shares of the Company in 1,500,000 shares in the Company but, apart from this, he does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

As at the date hereof, Mr. Pannu has not entered into any service contract with the Company. His remuneration will be determined by the Company's Remuneration Committee and an announcement on his entering into of a service contract with the Company (if any) will be made as and when applicable. The Board is not aware of any matter in relation to the appointment of Mr. Pannu that is required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange and any other matter that needs to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to welcome Mr. Pannu to join the Board.

By Order of the Board
Birmingham International Holdings Limited
Chan Shun Wah
Executive Director

Hong Kong, 19 September 2012

As at the date of this announcement, the executive directors of the Company are Mr. Yeung Ka Sing, Carson, Mr. Peter Pannu, Mr. Lee Yiu Tung, Mr. Chan Shun Wah, Ms. Wong Po Ling, Pauline and Mr. Cheung Kwai Nang, the non-executive director is Mr. Chan Wai Keung and the independent non-executive directors are Mr. Yau Yan Ming, Raymond, Mr. Zhou Han Ping and Mr. Wong Ka Chun, Carson.