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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)**

#### **ANNOUNCEMENT**

#### **PROFIT WARNING**

This announcement is made by the Company pursuant to Part XIVA of the SFO and Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that based on the preliminary assessment of the Group's unaudited management accounts for the year ended 30 June 2014, the Group is expected to record a significant loss for the year ended 30 June 2014.

**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 Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”) and 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 the directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on preliminary assessment of the Group's unaudited management accounts for the year ended 30 June 2014, the Group is expected to record a significant loss for the year ended 30 June 2014. Such loss was primarily attributable to (1) decrease in revenue generated from the Company's principal business; and (2) decrease in profit generated from sales of player's registrations.

According to the Group's unaudited management accounts for the year ended 30 June 2014, the Group's revenue decreased by approximately 17% and the net loss attributable to Shareholders increased by approximately 20%, as compared to respective figures for the year ended 30 June 2013. Those figures have yet to take into account any potential increase or decrease in value of the outstanding convertible bonds in principal amount of HK\$358.5 million as of the date of the year ended 30 June 2014. The valuation of the outstanding convertible bonds is currently being reviewed by the Company and its auditors, which could potentially affect the net loss figure materially in due course.

The information contained in this announcement is a preliminary assessment made by the Board based on the information currently available to the Group and such information has not yet been audited, confirmed or reviewed by the auditors nor the audit committee of the Company, and the actual results of the Group for the year ended 30 June 2014 may be different from what is disclosed herein. The audited consolidated results for the year ended 30 June 2014 will be published by the Company within the timeframe as stipulated under the Listing Rules. The results announcement of the Company for the year ended 30 June 2014 is expected to be released in September 2014.

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

By order of the Board  
**Birmingham International Holdings Limited**  
**Cheung Shing**  
*Chairman*

Hong Kong, 12 August 2014

*As at the date hereof, the executive directors of the Company are Mr. Cheung Shing, Mr. Ma Shui Cheong, Mr. Peter Pannu, Mr. Chan Shun Wah, Mr. Cheung Kwai Nang, Mr. Chen Liang, Mr. Panagiotis Pavlakis and the independent non-executive directors are Mr. Wong Ka Chun, Carson, Mr. Gao Shi Kui, Mr. Liu Enxue and Mr. Li Hanguo.*