

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 the whole or any part of the contents of this announcement.



WISDOM

WISDOM SPORTS GROUP

智美體育集團

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1661)

VOLUNTARY ANNOUNCEMENT ANNOUNCEMENT ON “ONE BELT ONE ROAD” MARATHON SERIES

This announcement is made by Wisdom Sports Group (the “**Company**”, together with its subsidiaries, the “**Group**”) as a voluntary announcement to allow the public to understand the latest information of the Group.

The Board of the Company is pleased to announce that a joint declaration was made by the Group with the Chinese Athletic Association (中國田徑協會) at the China Marathon Annual Forum 2015 held on January 9, 2016 that the “One Belt One Road” Marathon Series, organised by the Chinese Athletic Association and operated by the Group, was officially launched. Aiming to bring innovation to the model of sports event operation amidst the rapid development of sports industry, the event tracks closely the domestic and foreign cities related to “One Belt One Road” and strengthens the influence of China over each foreign city along the region covered in “One Belt One Road” through marathon races, promoting the internationalisation of the road running industry in China. As an international brand of sports events, the marathon series will be a paradigmatic example of using sports events as a stimuli to trigger the economic and cultural growth of the city where such sports events are organised.

The “One Belt One Road” Marathon Series will be held in 4-8 stops annually from 2016. The Chinese Athletic Association will be responsible for the general planning and technical management of the event, while the Group is responsible for, among others, the operation and execution of the event as well as managing its copyright and commercial operation.

The cooperation marks the beginning of the Group’s overall strategic collaboration with the Chinese Athletic Association, to be followed by other significant cooperative projects. The Group will also spare no efforts to support and contribute to the promotion of the development of the field and track sports events in China.

By order of the Board
Wisdom Sports Group
Ren Wen
Chairlady and Executive Director

Hong Kong, January 11, 2016

As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Sheng Jie, Mr. Zhang Han and Dr. Shen Wei; the non-executive directors of the Company are Mr. Jin Haitao and Mr. Xu Jiongwei; and the independent nonexecutive directors of the Company are Mr. Wei Kevin Cheng, Mr. Ip Kwok On Sammy and Mr. Jin Guoqiang.