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HK1803

**北京體育文化產業集團有限公司**  
BEIJING SPORTS AND ENTERTAINMENT INDUSTRY GROUP LIMITED

*(incorporated in the Cayman Islands with limited liability)*

**(Stock code: 1803)**

## **CHANGE OF COMPANY NAME, STOCK SHORT NAME, COMPANY LOGO AND COMPANY WEBSITE**

### **CHANGE OF COMPANY NAME**

The Board is pleased to announce that the English name of the Company has been changed from “ASR Logistics Holdings Limited” to “Beijing Sports and Entertainment Industry Group Limited” and the dual foreign name in Chinese of the Company has been changed from “瀚洋物流控股有限公司” to “北京體育文化產業集團有限公司”.

### **CHANGE OF STOCK SHORT NAME**

The stock short name for trading in the Shares on the Stock Exchange will be changed from “ASR LOGISTICS” to “BJ SPORTS & ENT” in English and from “瀚洋物流” to “北京體育文化” in Chinese with effect from 9:00 a.m. on 30 June 2016. The stock code of the Company remains unchanged as “1803”.

### **CHANGE OF COMPANY LOGO**

The logo of the Company will be changed to  to reflect the Change of Company Name with effect from 30 June 2016.

### **CHANGE OF COMPANY WEBSITE**

The corporate website address of the Company will be changed from “<http://www.asrholdings.com.hk>” to “<http://bsei.todayir.com>” with effect from 30 June 2016.

Reference is made to the announcement of ASR Logistics Holdings Limited (now known as Beijing Sports and Entertainment Industry Group Limited) (the “**Company**”) dated 8 April 2016, the circular of the Company dated 21 April 2016 (the “**Circular**”) and the announcement of the Company dated 24 May 2015 in relation to the poll results of the EGM. Capitalized terms used herein shall have the same meanings as those defined in the Circular unless defined otherwise herein.

## **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 at the EGM held on 24 May 2016, the English name of the Company has been changed from “ASR Logistics Holdings Limited” to “Beijing Sports and Entertainment Industry Group Limited” and the dual foreign name in Chinese of the Company has been changed from “瀚洋物流控股有限公司” to “北京體育文化產業集團有限公司”.

The Certificate of Incorporation on Change of Name of the Company was issued by the Registry of Companies in the Cayman Islands on 25 May 2016 and 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 22 June 2016.

## **CHANGE OF STOCK SHORT NAME**

The stock short name for trading in the Shares on the Stock Exchange will be changed from “ASR LOGISTICS” to “BJ SPORTS & ENT” in English and from “瀚洋物流” to “北京體育文化” in Chinese with effect from 9:00 a.m. on 30 June 2016. The stock code of the Company remains unchanged as “1803”.

## **EFFECTS ON THE CHANGE OF COMPANY NAME**

The Change of Company Name will not affect any of the rights of the Shareholders or the Company’s daily business operations or its financial position. All existing share certificates of the Company in issue bearing the former name of the Company will continue to be good evidence of legal title to such Shares and will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for free exchange of the existing share certificates of the Company for new share certificates printed in the new names of the Company. New share certificates of the Company will be issued under the new English and dual foreign names with effect from 30 June 2016.

## **CHANGE OF COMPANY LOGO**

The logo of the Company will be changed to  to reflect the Change of Company Name with effect from 30 June 2016.

## **CHANGE OF COMPANY WEBSITE**

The corporate website address of the Company will be changed from “<http://www.asrholdings.com.hk>” to “<http://bsei.todayir.com>” with effect from 30 June 2016.

By order of the Board  
**Beijing Sports and Entertainment Industry Group Limited**  
**Liu Xue Heng**  
*Chairman*

Hong Kong, 24 June 2016

*As at the date of this announcement, the executive Directors are Mr. Liu Xue Heng, Mr. Hu Yebi, Mr. Niu Zhongjie, Mr. Zhu Shixing, Mr. Lam Ka Tak and Mr. Zhang Tingzhe and the independent non-executive Directors are Mr. Tse, Man Kit, Keith, Mr. Lok Lawrence Yuen Ming, Mr. Xin Luo Lin and Mr. Pan Lihui.*