WISDOM SPORTS GROUP
智美體育集團
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1661)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATES EXECUTION OF THE JOINT VENTURE AGREEMENT

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 Company is pleased to announce that the Group entered into a Joint Venture Agreement with Circlic Interactive Tourism Sdn Bhd ("**CIRCLIC**") on February 27, 2017. CIRCLIC, a non-wholly owned subsidiary of Salcon Berhad (a Malaysian listed company), is principally engaged in the development of online social and consumption platforms in Southeast Asia, and has the local resources to plan and hold marathon events in Malaysia.

Pursuant to the Joint Venture Agreement, the Group and CIRCLIC will jointly hold and operate Belt and Road Marathon Majors in Malaysia through Wisdom Sports (M) Sdn Bhd (the "**Joint Venture Company**"), in which Shenzhen Wisdom Sports Business Co., Ltd. (a wholly-owned subsidiary of the Group) and CIRCLIC will hold 55% and 45% equity interest respectively. The Joint Venture Company will become a non-wholly owned subsidiary of the Group.

This cooperation symbolizes an important expansion of the Group in the sports tourism segment.

IMPLICATIONS UNDER THE LISTING RULES

As all the relevant percentage ratios under Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") for the joint venture above are less than 5%, the Acquisition is exempt from the requirements under Chapter 14 of the Listing Rules. To the best of the Company' knowledge, information and belief and having made all reasonable inquiries, the counterparties (including its ultimate beneficial owner) of the transaction are independent third parties of the Company and are not connected with the Company. This announcement is made by the Company on a voluntary basis to keep the shareholders and potential investors of the Company informed of the latest development of the Group's businesses.

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

Hong Kong, February 28, 2017

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