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NEW SPORTS GROUP LIMITED

新體育集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 299)

CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVE

The board of directors (“**Board**”) of New Sports Group Limited (“**Company**”) announces that with effect from 1 April 2017, Ms. Foo Man Yee, Carina (“**Ms. Foo**”) has resigned as (i) the company secretary of the Company (“**Company Secretary**”), (ii) the authorised representative of the Company (the “**Authorised Representative**”) as required under Rule 3.05 of the Rules Governing the Listing of Securities (“**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and (iii) the authorised representative of the Company for accepting on the Company’s behalf service of process or notices required to be served on the Company in Hong Kong under the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (the “**Companies Ordinance**”) due to the pursuit of her own career development. Ms. Foo has confirmed to the Board that she has no disagreement with the Board and there are no matters relating to her resignation that need to be brought to the attention of the Stock Exchange and the shareholders of the Company.

The Board is pleased to announce that Mr. Fong Ching Kong (“**Mr. Fong**”) will be appointed as the Company Secretary and the Authorised Representative of the Company pursuant to Rule 3.05 of the Listing Rules and also for the purpose of the Companies Ordinance with effect from 1 April 2017. Mr. Fong is currently the Chief Financial Officer of the Company. He has over 25 years of experience with respect to financial management, tax, company secretarial and accounting. Prior to joining the Company, Mr. Fong served as the financial controller and company secretary of a company listed on the Main Board of the Stock Exchange. He holds a master degree of Business Administration. He is an associate member of Hong Kong Institute of Certified Public Accountants and a fellow member of each of the Association of Chartered Certified Accountants, the Hong Kong Institute of Chartered Secretaries, the Institute of Chartered Secretaries and Administrators, and the Taxation Institute of Hong Kong.

The Board wishes to express its sincere gratitude to Ms. Foo for her contributions to the Company during her tenure of office and welcome Mr. Fong to his new appointment.

By Order of the Board
New Sports Group Limited
Zhang Xiaodong
Chairman

Hong Kong, 24 March 2017

As at the date of this announcement, the Company's executive directors are Mr. Zhang Xiaodong and Ms. Xia Lingjie; the non-executive director is Mr. Lau Wan Po; and the independent non-executive directors are Mr. Chen Zetong, Ms. He Suying and Dr. Tang Lai Wah.