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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)**

## **EXTENSION OF LONG STOP DATE FOR COMPLETION OF CONNECTED TRANSACTION ISSUE OF NEW SHARES UNDER SPECIFIC MANDATE**

Reference is made to the announcement of the Company dated 25 July 2017 (the “**Announcement**”) in relation to the Subscription Agreement dated 25 July 2017 (the “**Agreement**”). Capitalised terms used herein shall have the same meanings as those defined in the Announcement.

As disclosed in the Announcement, completion of the Subscription shall take place no later than 31 October 2017 (or such other day as the Company and the Subscriber may mutually agree in writing) (the “**Long Stop Date**”).

As more time is required for the completion of the Subscription, on 19 October 2017, the parties to the Agreement entered into the supplemental agreement to extend the Long Stop Date from 31 October 2017 to 29 December 2017 (or such other day as the Company and the Subscriber may mutually agree in writing).

Save for the aforesaid, all other terms and conditions of the Agreement shall remain unchanged and continue in full force and effect.

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

Hong Kong, 19 October 2017

*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, Mr. Zhang Tingzhe and Mr. Tsui Ngai, Eddie; 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.*