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POLL RESULTS OF THE ANNUAL GENERAL MEETING HELD ON 15 JUNE 2018

References are made to the circular (the “**Circular**”) of and the notice of annual general meeting (the “**AGM**”) of Beijing Sports and Entertainment Industry Group Limited (the “**Company**”) both dated 27 April 2018. Capitalized terms used in this announcement shall have the same meanings as defined in the Circular unless the context requires otherwise.

POLL RESULTS OF THE AGM

The Board is pleased to announce that all the proposed resolutions as set out in the notice of the AGM (the “**Resolutions**”) were duly passed by the Shareholders by way of poll at the AGM of the Company held on 15 June 2018. The poll results are set out as follows:

| Ordinary Resolutions | | Number of Votes <i>(approximately %)</i> | |
|-----------------------------|---|--|----------------|
| | | For | Against |
| 1. | To receive, consider and adopt the audited consolidated financial statements and the reports of the directors and auditors for the year ended 31 December 2017. | 22,817,525 (100%) | 0 (0%) |

| Ordinary Resolutions | | | Number of Votes (approximately %) | |
|----------------------|--|--|--------------------------------------|-----------------------|
| | | | For | Against |
| 2. | a. | To re-elect Mr. Liu Xue Heng, a retiring director, as an executive director. | 22,817,525 (100%) | 0 (0%) |
| | b. | To re-elect Mr. Zhu Shixing, a retiring director, as an executive director. | 22,817,525 (100%) | 0 (0%) |
| | c. | To re-elect Mr. Pan Lihui, a retiring director, as an independent non-executive director. | 22,570,025 (98.92%) | 247,500 (1.08%) |
| | d. | To re-elect Mr. Tse Man Kit, Keith, a retiring director, as an independent non-executive director. | 20,412,525 (89.46%) | 2,405,000 (10.54%) |
| 3. | To authorize the board of directors of the Company (the “ Board ”) to fix the respective directors’ remuneration. | | 22,817,525 (100%) | 0 (0%) |
| 4. | To re-appoint Ernst & Young as the auditors of the Company and to authorize the Board to fix their remuneration. | | 22,817,525 (100%) | 0 (0%) |
| 5. | To give a general mandate to the directors to repurchase shares of the Company not exceeding 10% of the issued share capital of the Company as at the date of this resolution. | | 22,817,525 (100%) | 0 (0%) |
| 6. | To give a general mandate to the directors to issue additional shares of the Company not exceeding 20% of the issued share capital of the Company as at the date of this resolution. | | 17,890,025 (78.40%) | 4,927,500 (21.60%) |
| 7. | To extend the general mandate granted to the directors to issue additional shares of the Company under resolution 6 by the total number of shares repurchased by the Company under resolution 5. | | 17,890,025 (78.40%) | 4,927,500 (21.60%) |

Note: Please refer to the notice of the AGM for the full text of the above Resolutions.

As at the date of the AGM, the number of issued Shares of the Company was 1,306,110,400 Shares, which was the total number of Shares entitling the holders to attend and vote on all the Resolutions at the AGM. There were no Shares entitling the holder to attend and abstain from voting in favour at the AGM as set out in Rule 13.40 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited. As more than 50% of the votes were cast in favour of each of the Resolutions numbered 1 to 7, all the Resolutions proposed at the AGM were duly passed as ordinary resolutions of the Company by the Shareholders by way of poll.

The Company's branch share registrar, Tricor Investor Services Limited, was appointed as the scrutineer for the vote-taking at the AGM.

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

Hong Kong, 15 June 2018

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.