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WISDOM SPORTS GROUP
智美體育集團

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1661)

VOLUNTARY ANNOUNCEMENT
STRATEGIC COOPERATION AGREEMENT WITH
QINHUANGDAO TRAINING CENTRE, GENERAL ADMINISTRATION OF
SPORT OF CHINA (CHINA FOOTBALL SCHOOL)*

This announcement is made by Wisdom Sports Group (the “**Group**”, together with its subsidiaries, collectively as the “**Group**”) on a voluntary basis to inform the shareholders and potential investors of the Group of the latest business development of the Group.

STRATEGIC COOPERATION AGREEMENT

The board of directors of the Group (the “**Board**”) is pleased to announce that on 1 October 2018, the Group and Qinhuangdao Training Centre, General Administration of Sport of China (China Football School)* (國家體育總局秦皇島訓練基地(中國足球學校)) (“**China Football School**”), entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) for a term commencing from October 2018 to October 2023, pursuant to which the Group and China Football School will form a comprehensive cooperation in relation to, amongst other things, football training, promotion of IP tournaments, construction of football industry talent training centre, football summit BBS held and football program production and cultural communication. Upon the expiry of the Strategic Cooperation Agreement, the Company has a preferential right to renew this agreement.

INFORMATION ABOUT CHINA FOOTBALL SCHOOL

Qinhuangdao Training Centre, General Administration of Sport of China (China Football School)* (國家體育總局秦皇島訓練基地(中國足球學校)) is a football professional school approved by the General Administration of Sport of China and managed by the Chinese Football Association. It has been recruiting students from all over China since 1996 and more than 30 of its students have become members of the national football team at different levels. It is also the training centre for youth football schools across China, the job training centre of the Chinese Football Association and the

training centre for young school football teachers (coaches) across the China that provides, amongst other things, sports training and rehabilitation services with comprehensive fundamental facilities such as multiple training stadiums and apartments for athletes.

REASONS FOR THE STRATEGIC COOPERATION AGREEMENT

The signing of the Strategic Cooperation Agreement marks the Group will be full-speed layout to expand the football industry upon achieving outstanding performance in the road running industry. Through this strategic cooperation, the Group will combine its advantages in the fields of event resources, sports venues resources, media resources, and business customer cooperation resources to collaborate with the quality teaching resources, venue resources and brand resources of Chinese football schools. It focus on the development of football coach training, youth football training, promotion of the Chinese football school cup event, and construction of a football industry compound talent training centre, contributing to the promotion of a healthy and sustainable upgrade of the Chinese football business and industry. The first phase of the cooperation will begin with the national D-class football coach training program. It is estimated that over 200,000 persons will be required to train as a national D-class coach in the next five years.

In view of the above, the Board considers that the Strategic Cooperation Agreement and the transactions contemplated thereunder are in the best interest of the Group and its shareholders as a whole.

By Order of the Board
Wisdom Sports Group
Ren Wen

Chairlady and Executive Director

Hong Kong, 15 October 2018

As at the date of this announcement, the executive directors of the Group are Ms. Ren Wen, Mr. Zhang Han, Mr. Song Hongfei, and Ms. Hao Bin; and the independent non-executive directors of the Group are Mr. Chen Zhijian, Mr. Ip Kwok On Sammy and Mr. Jin Guoqiang

* *For identification purpose only*