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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)

Dear Registered Shareholder(s),

23 September 2025

**Notification of publication of Corporate Communications on the Company's website**

We hereby notify you that the following Corporate Communication(s)<sup>1</sup> (the "Current Corporate Communication(s)") of Beijing Sports and Entertainment Industry Group Limited (the "Company"), in both English and Chinese versions, is now available on the Company's website at [www.bsehk.com](http://www.bsehk.com) (the "Company's Website") and the website of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") at [www.hkexnews.hk](http://www.hkexnews.hk) (the "Stock Exchange's Website"):

- Interim Report 2025

You may now access the Current Corporate Communications under "Investor Relations" section of the Company's Website or the Stock Exchange's Website. If you have previously requested to receive Corporate Communications in printed form, the Current Corporate Communication(s) are enclosed herewith.

In support of electronic communication by email, the Company recommends you to provide the Company with your email address by reasonable notice (of not less than 7 days) in writing to the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited ("Hong Kong Branch Share Registrar") at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to [is-ecom@vistra.com](mailto:is-ecom@vistra.com).

It is the responsibility of the Shareholders to provide email address that is functional. If the Company does not possess the email address of a Shareholder or the email address provided is not functional, the Company will send to you by post, (i) a notification letter for the availability of Corporate Communications on the Company's Website and (ii) future Actionable Corporate Communications<sup>2</sup> in printed form, until such time when you have provided a functional email address to the Company's Hong Kong Branch Share Registrar for receiving the same. The Company will be considered to have complied with the Rules Governing the Listing of Securities of the Stock Exchange if it sends Corporate Communications and/or Actionable Corporate Communications to the email address provided by a Shareholder without receiving any "non-delivery" message.

You are entitled to change the election of means of receipt and language(s) of future Corporate Communications or request for printed copy of the Current Corporate Communications at any time by completing, signing and returning the enclosed Change Request Form or by written request to the Company's Hong Kong Branch Share Registrar (at the address above) or by email to [is-ecom@vistra.com](mailto:is-ecom@vistra.com). We will promptly send the printed copies of the Current Corporate Communications to you free of charge upon receipt of your request for receiving printed form of Current Corporate Communications. Please note that the request for printed copies of future Corporate Communications will be valid until expiry on 31 December 2025 unless being revoked or superseded (whichever is earlier). Further request in writing will be required if you prefer to continue receiving printed copies of future Corporate Communications.

Should you have any queries relating to this notification, please call the enquiry hotline of the Hong Kong Branch Share Registrar at (852) 2980 1333 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday (excluding Hong Kong public holidays).

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

Encl.

**Notes:**

1. Corporate Communication(s) include any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities or the investing public, including but not limited to (a) the directors' report and its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
2. Actionable Corporate Communication(s) refer to any corporate communications that seek instructions from the Shareholders of the Company on how they wish to exercise their rights or make elections as the Company's Shareholders.

Registered Shareholder’s information (English name and Address):

Change Request Form

To:Beijing Sports and Entertainment Industry Group Limited (the “Company”) (Stock Code: 1803)  
c/o Tricor Investor Services Limited  
17/F, Far East Finance Centre,  
16 Harcourt Road,  
Hong Kong

Part A I/We would like to request for printed copy of Current Corporate Communications dated 23 September 2025  
(Please mark (X) in the following box)

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To receive printed English and Chinese versions of the Current Corporate Communications

Part B I/We would like to receive the Company’s future Corporate Communications<sup>1</sup> in the manner as indicated below:  
(Please mark “X” in ONLY ONE of the following boxes)

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to read all future Corporate Communications published on the Company’s website (www.bsehk.com) (the “Website Version”) ONLY in place of receiving printed copies and receive a notification letter for the publication of Corporate Communications on the website of the Company; or  
Email Address: \_\_\_\_\_  
(Please provide the email address in English Capital Letters and the email address provided is used for the purpose of receiving (i) all email notifications of the availability of the Corporate Communications on the website of the Company, and (ii) all future Actionable Corporate Communications<sup>2</sup> in electronic form from the Company. If no email address is provided or the email address provided by you is not functional, (i) a printed notification letter of the availability of the Corporate Communications on the website of the Company and (ii) all future Actionable Corporate Communications will be sent to you by post at your address as appearing in the Company’s register of members.)

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to receive **printed English version** ONLY of future Corporate Communications<sup>2</sup>; or

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to receive **printed Chinese version** ONLY of future Corporate Communications<sup>2</sup>; or

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to receive **printed English and Chinese versions** of future Corporate Communications.

Name of Registered Shareholder: \_\_\_\_\_

Contact telephone number: \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Notes:

1. Corporate Communications include any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities or the investing public, including but not limited to (a) the directors’ report and its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

2. Actionable Corporate Communications refer to any corporate communications that seek instructions from the Shareholders of the Company on how they wish to exercise their rights or make elections as the Company’s Shareholders.

3. Please complete all the items. If no box, or more than one box, is marked “X”, or any signature or other information is incorrectly completed, the Company reserves its right to treat this Change Request Form as void.

4. If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Change Request Form in order to be valid.

5. The above instruction will apply to future Corporate Communications to be sent to you. You have the right at any time to change the election of means of receipt and/or language(s) of future Corporate Communications by serving reasonable notice (of not less than 7 days) in writing to the Hong Kong Branch Share Registrar, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to is-ecom@vistra.com. This request for printed copy of the future Corporate Communications will be valid until expiry on 31 December 2025 unless being revoked or superseded (whichever is earlier). Further request in writing will be required if you prefer to continue receiving printed copies of future Corporate Communications.

6. For the avoidance of doubt, we do not accept any other special instructions written on this Change Request Form.

7. If both English and Chinese versions of a Corporate Communication are combined into one document, a printed version of the Corporate Communication in both English and Chinese will be sent to the non-registered shareholders requesting for any of the printed versions.

8. Should you have any queries in relation to this Change Request Form, please call the enquiry hotline of the Hong Kong Branch Share Registrar at (852) 2980 1333 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays.

PERSONAL INFORMATION COLLECTION STATEMENT

“Personal Data” in this statement has the same meaning as “personal data” defined in the Personal Data (Privacy) Ordinance, Cap. 486 (the “PDPO”), which may include but not limited to your name, contact telephone number, email address and mailing address. Your supply of Personal Data is on a voluntary basis for the purpose of receiving Corporate Communications in the manner chosen. Your Personal Data will be retained for such period as may be necessary for our verification and record purposes. You have the right to request access to and/or to correct the respective Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of the Personal Data should be in writing by either of the following means:  
By mail to: Data Privacy Officer  
Tricor Investor Services Limited  
17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong  
By email to: is-enquiries@vistra.com

(Please cut along the dotted line 請沿虛線剪下)

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Mailing Label 郵寄標籤

Please cut the mailing label and stick this on an envelope to return the Change Request Form to us.  
No postage stamp is required for local mailing in Hong Kong.  
當閣下寄回此變更申請表格時，請將此郵寄標籤剪貼於信封上。  
如在本港投寄，閣下無需支付郵費或貼上郵票。

Tricor Investor Services Limited  
卓佳證券登記有限公司  
Freeport No. 簡便回郵號碼：10 GPO  
Hong Kong 香港