



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)

23 September 2025

Dear Non-Registered Shareholder¹,

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

We hereby notify you that the following Corporate Communication(s)² (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 (the "Company's Website") and the website of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") at 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, non-registered shareholders are recommended to provide their functional email addresses to their bank(s), broker(s), custodian(s) or nominee(s) through which your shares are held (collectively, the "Intermediaries"). If the Company does not receive your functional email address or postal address from your Intermediaries via HKSCC Nominees Limited, no notice of publication of the website version of a Corporate Communication will be sent to you.

If you wish to receive printed copy of the Current Corporate Communications and/or printed copies of future Corporate Communications, please complete and return the enclosed Request Form to the Company's branch share registrar in Hong Kong (the "Hong Kong Branch Share Registrar"), Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or send an email to 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copies of future Corporate Communications will be valid until expiry on 31 December 2025 unless being revoked or superseded (whichever is earlier).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, 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) or send an email to is-ecom@vistra.com.

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

Encl.

Notes:

1. Non-Registered Shareholder(s) refers to a person or company whose shares in the Company are held in the CCASS.
2. 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) the quarterly report, if any; (d) a notice of meeting; (e) a listing document; (f) a circular; and (g) a proxy form.

Non-registered Shareholder's information (English name and Address):

REQUEST FORM

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

REMINDER

As a Non-Registered Shareholder¹, if you wish to receive Corporate Communications² pursuant to the Rules Governing the Listing of Securities of the Stock Exchange, you should liaise with your bank(s), broker(s), custodian(s) or nominee(s) through which your shares are held (collectively, the "Intermediaries") and provide your email address to your Intermediaries.

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)

☐	To receive printed English and Chinese versions of the Current Corporate Communications
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Part B: I/We would like to receive future Corporate Communications of the Company in the manner as indicated below:
(Please mark (X) in ONLY ONE of the following boxes)

☐	To read all future Corporate Communications via the Company's Website ; or
☐	To receive printed English version ONLY of future Corporate Communications ⁵ ; or
☐	To receive printed Chinese version ONLY of future Corporate Communications ⁵ ; or
☐	To receive printed English and Chinese versions of future Corporate Communications.

Signature: _____ Date: _____

Name: _____ (English) Contact Phone Number: _____
(Please use ENGLISH BLOCK LETTERS)

Postal Address: _____

Notes :

1. Non-Registered Shareholder(s) refers to a person or company whose shares in the Company are held in the Central Clearing and Settlement System.
2. 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.
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 Request Form for Non-Registered Shareholder(s) as void.
4. For the avoidance of doubt, we do not accept any other special instructions written on this Request Form for Non-Registered Shareholder(s).
5. 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.
6. This request for printed copy of 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.
7. Should you have any queries in relation to this Request Form for Non-Registered Shareholder(s), 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

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
Freepost No. 簡便回郵號碼：10 GPO
Hong Kong 香港