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WISDOM HOLDINGS GROUP

智美控股集团

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1661)

VOLUNTARY ANNOUNCEMENT WINNING BID FOR COMMERCIAL DEVELOPMENT RIGHT OF 2015–2017 GUANGZHOU MARATHON

This announcement is made by Wisdom Holdings Group (the “**Company**”, together with its subsidiaries, the “**Group**”) as a voluntary announcement to allow the public to understand the latest information of the Group.

The Board of the Company (the “**Board**”) is pleased to announce that, on June 5, 2015, the Group successfully won the bid for an arrangement in relation to the 2015–2017 Guangzhou Marathon as the cooperating party in development and operation of the event. Pursuant to the arrangement, the Group will be granted the exclusive right to the commercial development of the 2015–2017 Guangzhou Marathon, primarily including, among other things, television broadcasting rights, exclusive marketing rights, development rights of derivative products, and the rights to name the event, grant the status of designated products, publish advertisements on event publications, and assign the status of sponsors, suppliers and service providers of different ranks.

Since the successful bidding of the exclusive operation rights of the 2012–2014 Guangzhou Marathon by the Group in 2012, the event has become a premium event which is one of the nationwide fastest-growing major events, which also sets the exemplary operation standards for the marathon events industry in China. The repeated success in bidding for the event rights demonstrates that the local government has confidence in the professional operation conducted by the Group and illustrates that the industry operation standards established by the Group for large-

scale road-running events have been fully recognized. The Group will maintain its leading position in the industry by enhancing the overall planning of the industrialization of the sports culture through product portfolio, operation mode and means of communication.

By order of the Board
Wisdom Holdings Group
Ren Wen
Chairlady and Executive Director

Hong Kong, June 5, 2015

As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Sheng Jie, Mr. Zhang Han, Dr. Shen Wei and Mr. Hu Xing; the non-executive directors of the Company are Mr. Jin Haitao and Mr. Xu Jiongwei; and the independent non-executive directors of the Company are Mr. Wei Kevin Cheng, Mr. Ip Kwok On Sammy, Mr. Jin Guoqiang and Mr. Hu Jianguo