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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

THE LATEST DEVELOPMENT OF THE SPORTS BUSINESS

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 (the “**Board**”) of the Company is pleased to announced that the Group entered into an all-round strategic cooperation agreement in relation to social sports competitions in Hebei Province, and an all-round strategic cooperation agreement in relation to social sports competitions in Beijing (collectively, the “Strategic Cooperation Agreements”) on August 15, 2014 and August 28, 2014, respectively, with the Sports Bureau and Social Sports Direction Center of Hebei Province (河北省體育局社會體育指導中心) and Beijing Sports Federation (北京市體育總會) (collectively, “**Party A**”), with both expiry dates of cooperation on December 31, 2018. The Group has been delegated by Party A as its all-round strategic cooperation partner. The Strategic Cooperation Agreements entered into for the province and city concern 160 public sports events annually with expected audience of over 8 million people.

Pursuant to the terms of the Strategic Cooperation Agreements, the Group will be granted the exclusive rights for operating all the social sports competitions organized and operated by Party A, including various types of sports competitions such as road running, dragon boat racing, automobile racing, motorcycling, cycling, hiking, rock climbing, dancing sports, national fitness exercise, fitness, dragon and lion dancing (competition or performance), gateball, billiards, volleyball, roller skating and e-sports.

Pursuant to the Strategic Cooperation Agreements, the commercial rights to which the Group enjoys include, among others, the exclusive operating rights of competitions, the rights of commercial development, the development and operation rights of derivative products of the competitions, and broadcasting rights of the competitions. Meanwhile, the Group is responsible for the design, construction, maintenance and operation of the online sports registration platforms and management system of athletes' information database in the province and city of Party A. The platforms have entered the trial run phase successively. The Group shall have priority to renew the agreements after the expiry of the Strategic Cooperation Agreements.

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

Hong Kong, September 1, 2014

As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Sheng Jie, Mr. Zhang Han and Dr. Shen Wei; 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 and Mr. Jin Guoqiang.