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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 EXECUTION OF STRATEGIC COOPERATION AGREEMENT IN RELATION TO SPORTS COMPETITIONS IN ZHEJIANG PROVINCE WITH SPORTS COMPETITIONS MANAGEMENT CENTER OF SPORTS BUREAU OF ZHEJIANG PROVINCE

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 directors of the Company is pleased to announce that the Group has entered into a strategic cooperation agreement in relation to sports competitions in Zhejiang Province (浙江省體育賽事戰略合作協議) (the “**Strategic Cooperation Agreement**”) with the Sports Competitions Management Center of Sports Bureau of Zhejiang Province (浙江省體育局競賽管理中心) (the “**Sports Competitions Management Center**”) on 24 April 2014.

Pursuant to the terms of the Strategic Cooperation Agreement, the Group will be granted the exclusive rights for operating “Sports Competitions in Zhejiang Province from 2014 to 2018”, which include all sports competitions (the “**Sports Competitions**”) organized and operated by the Sports Competitions Management Center from the date of the Strategic Cooperation Agreement to 31 December 2018, namely, among other things, road running, football, basketball, volleyball, fencing, golf, table tennis, badminton, automobile racing, motorcycling, martial arts, cycling, dragon boat racing, boxing and Taekwondo.

Pursuant to the terms of the Strategic Cooperation Agreement,

1. The Group is responsible for branding, competitions organization, media communications, marketing and promotion and other related works in relation to the Sports Competitions. Meanwhile, the commercial rights which the Group enjoys include the exclusive rights

to operate the Sports Competitions, the rights in relation to commercial development, the developing and operating rights of derivative products of the Sports Competitions as well as the related intellectual rights.

2. The Group, as the organizer of the Sports Competitions, has the TV broadcasting right and internet copyright in relation to the Sports Competitions and enjoys the rights to negotiate with athletes of the Sports Competitions for usage and operating rights of portrait.
3. The Group is fully responsible for design, construction, maintenance and operation of the online sports registration platform and management system of athletes' information database in Zhejiang Province.

The Strategic Cooperation Agreement has been entered into for a term commencing from the date of the agreement to 31 December 2018, where the Group shall have priority over other parties to renew the agreement after the term expiry.

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

Hong Kong, 24 April 2014

As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Sheng Jie and Mr. Zhang Han; the non-executive directors of the Company are Mr. Jin Haitao, Mr. Wang Shihong 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.