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WISDOM

WISDOM SPORTS GROUP

智美體育集團

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1661)

PROFIT WARNING

This announcement is made by Wisdom Sports Group (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that, based on the preliminary information, it is expected that the Group will record losses for the six months ended 30 June 2019 (“**1H 2019**”).

Such expected performance was mainly due to: (1) a decrease in the number of marathon events held by the Group in 1H 2019; and (2) on 18 June 2019, the Chinese Athletic Association (the “**CAA**”) published the timetable (the “**Timetable**”) in relation to the marathons to be held in the second half of 2019 for its “Running in China*” (奔跑中國) marathons (the “**Running in China Marathons**”). The Board noticed from the Timetable that save for the Jinan Marathon* (濟南馬拉松), none of the Running in China Marathons will be operated jointly by the CAA with the Group. The Group had entered into several rounds of negotiations with the CAA to determine the way forward for the operation of the Running in China Marathons. Based on the progress of the negotiation so far and having discussed the results of the negotiation with the Group’s professional advisor, it is expected that the Group will no longer have the right to be the exclusive co-operator of the Running in China Marathons in the future. Accordingly, the Company expects that there may be a possibility to make provision for impairment of goodwill and intangible assets arising from the Running in China Marathons projects. Nonetheless, the Group will continue to exploit the marathon market in order to provide better services for running enthusiasts.

The information as contained in this announcement is based on the information currently available to the Company and the Company is still preparing the unaudited consolidated results for 1H 2019. The Company expects to publish the interim results of the Group by the end of August 2019.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board

Wisdom Sports Group

Ren Wen

Chairlady and Executive Director

Hong Kong, 2 August 2019

As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Sheng Jie, Mr. Song Hongfei and Ms. Hao Bin; and the independent non-executive directors of the Company are Mr. Chen Zhijian, Mr. Ip Kwok On Sammy and Mr. Jin Guoqiang.

** for identification purposes only*