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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 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 (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform potential investors and the shareholders of the Company (the “**Shareholders**”) that, having assessed the information currently available and the preliminary review of the Group’s unaudited consolidated financial statements for the financial year ended 31 December 2019, the Group is likely to record a consolidated loss for the financial year ended 31 December 2019.

Such expected loss was mainly due to the loss of right to operate the “Running in China* (奔跑中國) marathons (the “**Running in China Marathons**”) with the Chinese Athletic Association (the “**CAA**”). Reference is made to the Company’s announcement dated 18 October 2019 (the “**Announcement**”). As disclosed in the Announcement, despite various attempts to discuss the arrangement of operating the Running in China Marathons with the CAA, no consensus was reached and hence save for the Jinan Marathon* (濟南馬拉松), the Group did not operate any other Running in China Marathons during the second of half of 2019. Accordingly, the operation results for the financial year ended 31 December 2019 is expected to be worse than that of the same period in last year.

The Company is still in the process of finalizing the consolidated results of the Group for the financial year ended 31 December 2019. The information contained in this announcement is only based on the preliminary assessment by the management of the Company of the unaudited

consolidated financial statements of the Group currently available, which have not been audited by the auditors of the Company. The finalized audited consolidated results of the Group for the financial year ended 31 December 2019 are expected to be published in due course.

Potential investors and Shareholders of the Company should 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, 14 February 2020

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.