



CRAZY SPORTS GROUP LIMITED

瘋狂體育集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 82)

Shareholders' Communication Policy (this "Policy")

1 Purposes and Objectives

This Policy aims to set out the provisions with the objective of ensuring that shareholders of Crazy Sports Group Limited (the "**Company**"), both individual and institutional (collectively, the "**Shareholder(s)**"), and, in appropriate circumstances, the investment community at large, are provided with ready, equal and timely access to balanced and understandable information about the Company, including its financial performance, strategic goals and plans, material developments, governance and risk profile, in order to enable the Shareholders to exercise their rights in an informed manner, and to allow the Shareholders and the investment community to engage actively with the Company.

For the purposes of this Policy, references to the investment community are intended to include the Company's potential investors as well as analysts reporting and analysing the Company's performance.

The Company is required under the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") to comply with the requirements to make timely public disclosure of information which is expected to be price-sensitive. Further, all disclosure of information must be made in such a way that it does not place any person in a privileged dealing position and allows time for the market to price the concerned security to reflect the latest available information. The "Guide on Disclosure of Price-sensitive Information" issued by the Stock Exchange sets out the minimum mandatory standard for such disclosure. The directors of the Company shall consider the Company's own circumstances when deciding whether any information is material and should be disclosed properly to the public. Until that point is reached, it is imperative that the strictest security within the Company and its advisers is observed.

2 **This Policy**

This Policy sets out the standards and requirements of the Company in relation to the communication with the Shareholders and the investment community. It should be read in conjunction with the Company's other policies or guidelines available on the Company's corporate website.

This Policy is subject to regular review by the environmental, social and governance committee of the Company and will be amended, as appropriate, in response to changes in internal structure, legislative, regulatory and market developments to reflect current best practice in communications with the Shareholders and the investment community.

3 **Communication Strategies**

3.1 General meetings

The annual general meetings and other general meetings of the Company are the primary forum for communication by the Company with its shareholders and provide an opportunity for the Shareholders to meet with and question the directors and management of the Company. The Company's auditor attends the annual general meeting and is available to answer questions about the conduct of the audit and the preparation and content of the audit report. Chairmen of the audit committee, remuneration committee, nomination committee and any other committees, as appropriate, or in the absence of the chairmen of such committees, another member of such committees or failing this the duly appointed delegates, are invited to attend and answer questions at the annual general meetings. The Company will inform the public all notices of general meetings and the relevant explanatory materials by placing the same on the Stock Exchange's website and the Company's website and by posting the same to the Shareholders as per their requests.

Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at such meetings for and on their behalf if they are unable to attend such meetings.

Shareholders may deposit proxy forms according to the instruction as specified therein for general meetings of the Company to the share registrar at:

Tricor Tengis Limited
17/F, Far East Finance Centre
16 Harcourt Road
Hong Kong

3.2 **Financial results and reports**

The Company provides financial releases to the Stock Exchange in respect of its interim and final financial results and also the corresponding interim and final reports to allow its shareholders to have a deeper insight in the Company's activities, operations and performance over the past financial years or periods.

3.3 **Corporate website**

A dedicated investor relations section is available on the Company's corporate website (<http://ir.crazysports.com>). Corporate information, news releases and other information on the Company's corporate website is appropriately updated on a regular basis.

The Company will place on its corporate website all announcements, circulars, financial reports published pursuant to the Listing Rules as its official release of material information to the market as soon as reasonably practicable after such information is released to the Stock Exchange.

Announcements, circulars and financial reports published pursuant to the Listing Rules will be available on the Company's corporate website for at least five years from the date of first publication.

3.4 **Investment market communications and webcasts**

Investor/analysts briefings, media interviews, presentations and marketing activities for investors shall be available in order to facilitate communication between the Company, the Shareholders and the investment community.

The Shareholders and investors who are unable to attend the above-mentioned market activities may view the online webcasts under the news section of the Company's corporate website.

3.5 **Shareholders' enquiries**

The Shareholders should direct their questions about their shareholdings to the share registrar.

The Shareholders and the investment community may, at any time, direct questions or requests for information to the Company through the following contacts:

Investor Relations
Crazy Sports Group Limited
Suites 3702-3, 37/F, Tower Two, Times Square,
1 Matheson Street,
Causeway Bay,
Hong Kong

Telephone: 852-2869 8966

Facsimile: 852-2869 8960

E-mail: info@crazysports.com.hk / ir@crazysports.com.hk

4 **Shareholders' Privacy**

The Company recognises the importance of the Shareholders' privacy and will not disclose the Shareholders' information without their consent, unless required by law to do so.

Adopted on 7 March 2012 and last updated on 22 November 2022