

BEIJING INSTITUTE OF TECHNOLOGY FOOTBALL CLUB



About CSSB

BIT FC



- The senior management team at FC Barcelona from 2003 to 2010 took over an under-performing team in 2003 and transformed it to be the blue-ribbon benchmark for global football on the pitch and in the financial markets
- Having completed the constitutionally-limited two terms of management at FC Barcelona, this team reunited in 2011 to create CS Sport Brands with the objective of bringing championship football to China using the same proprietary system of training that was so successfully applied at FC Barcelona



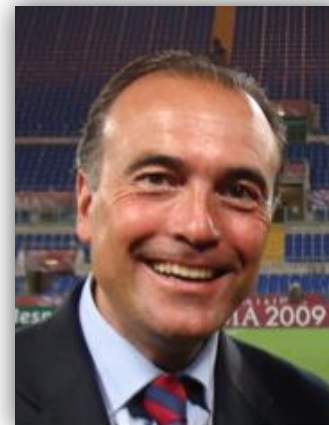
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- Firmly believing the football system introduced by its management team in FC Barcelona will work well in China, CS Sport Brands has taken the following steps
 - ❖ Acquired substantially all of the equity interests in a Second B Division football club near Barcelona, CF Reus Deportiu, and installed the same academy system of training that elevated FC Barcelona. After two years operation, the club has been promoted into the Second A Division in 2016.
 - ❖ Acquiring 50% of a League Two team in China, Beijing Institute of Technology Football Club ("BIT FC"), with the right to acquire an additional 30% when BIT FC is promoted to CSL
- Through cross-training and the installation of the same academy system of training at both CF Reus Deportiu and BIT FC, CS Sports Brand seeks to have both clubs promoted to their respective top leagues (La Liga and CSL) within 5 years




**Cross-Border
Football Development**



Why BIT

BIT FC



BIT FC is a reference in the Chinese football for the special identity of the club. It is the **only University club** which has been playing in the professional League One for nine years. Unfortunately, the club demoted to League Two in 2015-2016 season, but still won the **Champion of China University Football League** in 2016 after acquired by CSSB.

As the dominant team of the league, BIT won 9 Champions in the last 16 years.



Why BIT

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Representing the **top level of Chinese youth football**, BIT university football team always attend international university football matches and visit other countries.

In 2016 summer, the team visited France with Ms. Liu Yandong, Vice Prime Minister of PRC.



Why BIT

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There are significant opportunities for improvement.

BIT FC was managed by BIT Sport Department. As a teaching unit, the Sports Department of BIT undertakes the teaching task of all the undergraduates' sports class and is also in charge of the training task and performance of the football club.

After acquired by CSSB, the players of BIT FC are trained and organized by the coaches and technical staff from Spain with professional experience.



Why BIT

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Beijing is the top market with large fan base & business value.
As a special football club, BIT FC has loyal fans in Beijing and significant business value to be developed.



Why BIT

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Different with other Chinese professional club, BIT FC is a pure football team with **clean legal and organizational structure**.

Before acquired by CSSB, the club is 100% owned by the University.



The Acquisition

BIT FC



In April of 2016, CSSB acquired 50% shares of BIT FC. The shares owned by CSSB will be 65% when the club is promoted to League One, and 80% when in Super League.

CSSB is going to develop the first team and youth team of BIT FC to make the club become a top club of China in 5 years.



BIT Sports Field in Zhongguancun Campus

BIT FC



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