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China Maple Leaf Educational Systems Limited

中國楓葉教育集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1317)

POSITIVE PROFIT ALERT

This announcement is made by China Maple Leaf Educational Systems Limited (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 (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited management accounts of the Group for the year ended 31 August 2016, the Group is expected to record an increase of not less than 40% in net profit for the year ended 31 August 2016, as compared with that of the year ended 31 August 2015. Based on information available to date, the expected increase in net profit of the Group was primarily attributable to i) an increase in revenue, due largely to an increase in student enrollment, ii) an increase in gross profit margin, due primarily to an increase in utilization of certain schools and an increase in tuition fee rates of certain schools and iii) an effective cost control on administrative expenses.

The Company is still in the process of finalizing the annual results of the Group for the year ended 31 August 2016 which are subject to adjustments. The information contained in this announcement is only based on the management’s preliminary assessment of the management accounts of the Group for the year ended 31 August 2016 and the relevant information currently available, which have not been audited or reviewed by the Company’s independent auditors or the audit committee of the Board, and is therefore subject to change. Shareholders and potential investors are advised to read carefully the announcement of audited annual results of the Group for the year ended 31 August 2016 which is expected to be published before the end of November 2016.

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

By Order of the Board
China Maple Leaf Educational Systems Limited
Shu Liang Sherman Jen
Chairman and Chief Executive Officer

Hong Kong, 1 November 2016

As at the date of this announcement, the Board comprises Mr. Shu Liang Sherman Jen, Ms. Jingxia Zhang and Mr. James William Beeke as executive directors; Mr. Howard Robert Balloch as non-executive director; and Mr. Peter Humphrey Owen, Mr. Chak Kei Jack Wong and Mr. Lap Tat Arthur Wong as independent non-executive directors.

* *For identification purposes only*