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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)

VOLUNTARY ANNOUNCEMENT OF STUDENT ENROLMENTS AND POSITIVE PROFIT ALERT

This announcement is made by China Maple Leaf Educational Systems Limited (the “**Company**”, together with its subsidiaries and the consolidated affiliated entities, the “**Group**”).

VOLUNTARY ANNOUNCEMENT OF STUDENT ENROLMENTS

The Company would like to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, as of 15 October 2017, total enrolments at Maple Leaf schools numbered 28,111 students. This represents a 23.9% increase in enrolments since 31 March 2017 and a 36.5% increase since 15 October 2016.

The Group’s school year normally runs from the beginning of September to the middle of July in the next year. Each school year is divided into two terms. The unaudited enrolments data is provided for the purpose of allowing investors a view of our enrolments of each term. The number of students enrolled may vary from time to time in each school year.

The above operational data are based on the Group’s internal statistics which have not been reviewed or audited by the external auditors of the Company. Differences may arise between such data and the information disclosed in subsequent annual results announcement and annual report.

POSITIVE PROFIT ALERT

The following disclosure is made by the Company pursuant to Rule 13.09(2)(a) of 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 Company would like to inform Shareholders and potential investors that, based on a preliminary review of the unaudited management accounts of the Group for the year ended 31 August 2017, the Group is expected to record an increase of not less than 30% in net profit for the year ended 31 August 2017, as compared with that of the year ended 31 August 2016.

Based on information available to date, the expected increase in net profit of the Group for the year ended 31 August 2017 was primarily attributable to the effects of:

- i) an increase in student enrolments;
- ii) increases in utilization and tuition fees in certain schools; and
- iii) an increase in student-related service income

The Company is still in process of finalizing the annual results of the Group for the year ended 31 August 2017 which are subject to adjustments. The information contained in this announcement is only based on a preliminary assessment of the management accounts of the Group for the year ended 31 August 2017, 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 results of the Group for the year ended 31 August 2017 which is expected to be published before the end of November 2017.

Shareholders and potential investors are cautioned not to unduly rely on such data and 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, 29 October 2017

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. Xiaodan Mei and Mr. Lap Tat Arthur Wong as independent non-executive Directors.

* *For identification purposes only*