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China Chuanglian Education Financial Group Limited
中國創聯教育金融集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2371)

PROFIT ALERT

This announcement is made by China Chuanglian Education Financial Group Limited (the "**Company**" and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) 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 the shareholders of the Company (the "**Shareholders**") and potential investors of the Company that, based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group for the year ended 31 December 2017, it is anticipated that the Group would record a significant decrease of over 80% in loss attributable to owners of the Company for the year ended 31 December 2017 as compared to the loss of approximately RMB189,233,000 for the corresponding year in 2016.

The aforesaid significant decrease in loss was mainly attributable to:

1. a significant increase in the revenue from the educational consultancy and online training and education business;

2. a decrease in cost of sales and services as well as administrative expenses following the disposal of the other media business in June 2017. This disposal is in line with the business strategy of the Group;

3. a significant decrease in loss on fair value changes of held for trading investments;

4. a gain arising from the disposal of the other media business which was completed in June 2017; and

5. a significant decrease in impairment loss on goodwill and impairment loss on intangible assets is expected as a result of the better operational performance of the educational consultancy and online training and education business.

The information contained in this announcement is only based on the preliminary review and assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2017. The unaudited condensed consolidated financial statements of the Group for the year ended 31 December 2017 are still being finalised. The annual results announcement of the Group for the year ended 31 December 2017 will be published on 29 March 2018.

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

By order of the Board
China Chuanglian Education Financial Group Limited
Lu Xing
Chairman

Hong Kong, 1 March 2018

As at the date of this announcement, the Board comprises Mr. Lu Xing (Chairman), Mr. Li Jia, Mr. Wu Xiaodong, Mr. Wang Cheng and Mr. Li Dongfu as executive directors of the Company; and Mr. Leung Siu Kee, Mr. Wu Yalin and Ms. Wang Shuping as independent non-executive directors of the Company.