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**China Ecotourism Group Limited**  
**中國生態旅遊集團有限公司**  
*(Incorporated in Bermuda with limited liability)*  
(Stock Code: 1371)

## **“FOREST FOOD STORES” LAUNCHED ON FIVE ONLINE PLATFORMS SIMULTANEOUSLY**

The board of directors (the “Board”) of China Ecotourism Group Limited (the “Company”); together with its subsidiaries collectively referred to as the “Group”) is pleased to announce that Natural Forestfood Farm Company Limited, a subsidiary of the Company, has expanded the scale of online forest food flagship stores. Its stores are launched simultaneously on the official website of forestfood.com, the forest food App, the forest food mini program, Tmall and JD.com on 8 August 2022, comprehensively creating a matrix of exclusive online marketing platforms for forest food. The launch of the five online platforms will strongly support forest ecological protection, forest food promotion, promotion of forestry development, and rural revitalization so that users and merchants can buy or sell products sourced from recognized forest food bases and with the declaration or logo of China Forest Food Certification (“CFFC”) more conveniently.

The Chinese government attaches great importance to the green consumer goods market. In January 2022, seven departments including the National Development and Reform Commission issued the “Implementation Plan for Promoting Green Consumption”, which mentioned the accelerating the greening level of food consumption and orderly guiding green consumption in the field of culture and tourism.

### **About Forest Food**

As the top product of the food chain, forest food is a kind of unprocessed or processed food that takes wild or artificially cultivated/bred animals, plants and microorganisms in the forest environment as raw materials. Forest foods include forest vegetables, forest grains, forest oils, forest fruits, forest beverages, forest medicinal materials, forest bees, forest spices, forest nuts, forest tea and all kinds of food that people need in daily life. Forests can release various substances beneficial to biological growth, absorb and filter harmful substances. Forest food has the characteristics of rare, nutritious, green, natural and safe, and supplies high-value, high-end healthy food market.

## **About CFFC**

CFFC is a certification carried out by China Eco Development Association according to the business scope approved by the Ministry of Civil Affairs, which is intended to promote the sustainable management of forests through the certification of forest products and the labeling on forest products. Products with the declaration and/or logo of CFFC mean that their raw materials come from sustainable forests.

The five online forest food stores launching at the same time will form a large-scale consumption business model with eco-tourism as the core. The combination of high-quality ecological consumption goods and internet platforms, targeting new consumer groups with increasing cognitive and consumption capabilities, has huge room for sustainable development in the future. It will further strengthen the Group's business development in related fields and generate good financial returns.

By Order of the Board  
**China Ecotourism Group Limited**  
**CHAN Tan Na, Donna**  
*Chairperson of the Board*

Hong Kong, 8 August 2022

As at the date of this announcement, the Board comprises Ms. CHAN Tan Na, Donna, Mr. WU Jingwei, Mr. DI Ling and Mr. QIU Peiyuan as Executive Directors; and Mr. HUANG Shenglan, Mr. CHAN Ming Fai and Dr. MENG Zhijun as Independent Non-executive Directors.