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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)

## **SUCCESSFULLY WON THE LOTTERY'S SYSTEM AND BETTING STATION MANAGEMENT SERVICE PROJECTS**

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 Beijing Bestinfo Cyber Technology Co., Ltd. ("Bestinfo") and Guangzhou Lottnal Terminal Company Limited ("Guangzhou Lottnal Company"), both are subsidiaries of the Company, have recently succeeded in winning the bids for the "Technical Services Procurement Project for Guangdong Welfare Lottery Computer-Generated Ticket Game Sales Management System" ("Project I") and the "Integrated Management Service Station Service Provider Project of Guangzhou Welfare Lottery Betting Station Sales Area (2023)" ("Project II") respectively.

Under the requirement of the Project I, Bestinfo will provide the Guangdong Welfare Lottery Issuance Centre ("Guangdong Welfare Lottery") with the operation and maintenance for the Guangdong Welfare Lottery Computer-Generated Ticket Game Sales Management System and the Guangdong Welfare Lottery Issuance Centre's official website, as well as the technical development of new functions and new businesses. This is the fifth consecutive time that Bestinfo has won the bid of Guangdong Welfare Lottery's system service projects. So far, Bestinfo has been serving Guangdong Welfare Lottery for 23 consecutive years. In addition to the optimization of its original system, some modules development such as network management and stars rating management were added to this system service project. It is not only to realize the electronic file management on sales terminals, regions, consignees and salespersons related to betting stations, but also to support the stars rating management of the sites and the management of supporting funds to meet the requirements of the lottery center for improving sales channels and optimizing channel layout.

Under the requirement of the Project II, Guangzhou Lottnal Company will provide service management for the sales outlets of the Guangzhou Lottery Center which includes (1) provision of services related to instant ticket sales at sales outlets, consisting of logistics distribution, market development, inspection supervision, site training, sales promotion, material distribution, and information collection; (2) responsible for the inspection and reflection of material distribution, business operation status, fire safety management, image building and behavioral norms of computer-generated ticket game sales outlets, as well as various specialized business support tasks; and (3) responsible for the installation, maintenance, repair and replacement services of Paper-based Scratch Card sales terminals, computer-generated ticket game sales terminals, access terminals, display screens and communication equipment at sales outlets.

Guangdong Province is the largest provincial lottery market in China, achieving lottery sales of RMB 44.25 billion in 2022, accounting for 10% of China's total lottery market and a growth of 17% compared to the same period in 2021. In recent years, the Group's subsidiaries have successively won tenders for Guangdong Welfare Lottery's sales terminal projects, Guangdong Welfare Lottery's computer-generated ticket game sales management system project and Guangdong Sports Lottery's terminal supply project, creating a remarkable case in terms of both provincial scale and sales volume in the domestic lottery industry.

Channels are the cornerstone of the stable development for the lottery business whereby both the welfare lottery and sports lottery institutions have focused their work on constructing a new channel ecosystem in recent years. The two projects successfully won by the Group recently include a technical system in sustainable service for many years and a new integrated management service project for betting station. It would be anticipated that the Group's lottery business is expanding from the technical systems, terminal equipment and game products to the "capillaries" of the lottery business -- betting stations, which directly face the personnel and end users of lottery sales outlets, thus providing lottery institutions with a full range of products and services covering "technical systems + terminal equipment + game products + channel service management". In the future, the Group will continue to deepen its market presence, and contribute the sustainable development on the lottery business in China.

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

Hong Kong, 19 April 2023

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.