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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)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board of directors (the “Board”) of China Ecotourism Group Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce that Ms. ZHU Xinxin (“Ms. Zhu”) is appointed as an executive director of the Company with effect from 8 November 2023.

ZHU Xinxin

Ms. Zhu, aged 44, joined the Group in 2008. She is currently the Senior Vice President of the Group and Director of the Group’s Human Resource and Administrative Department. Ms. Zhu had been the operation manager of Protiviti Independent Risk Consulting, China, a global business consulting and internal audit firm. Ms. Zhu had also worked in Accenture, a global leading management consulting, information technology services and outsourcing company. At Accenture, she participated in various projects including the CNOOC SAP implementation project, Robert Half International PeopleSoft Implementation project and BP Finance & Accounting Outsourcing project. Ms. Zhu holds a Bachelor’s degree in Business and Finance from the University of Westminster and a Master’s degree in Development Finance from the University of Manchester. Ms. Zhu also holds the Chief Human Resource Officer certificate, conducted by the Business School at Renmin University of China and ILR School at Cornell University. At the beginning of 2020, Ms. Zhu applied for a graduate degree in psychology at China University of Political Science and Law, which ranks the third in psychology in China, and successfully obtained a graduation certificate in mid-2022. Meanwhile, in June 2022, Ms. Zhu obtained the professional technical level certificate of “Senior User Research Engineer” issued by the Ministry of Industry and Information Technology of the People’s Republic of China. Currently, Ms. Zhu is the director of various members of the Group and was an executive director of the Company, in the previous three years. Ms. Zhu is a niece of Ms. LAU Ting, a substantial shareholder of the Company.

Save as disclosed in this announcement, Ms. Zhu has not held any other directorship in any listed companies in the last 3 years and does not have any relationship with any other Director, senior management, substantial shareholder, or controlling shareholder of the Company.

As at the date of this announcement, Ms. Zhu has interests in 292,500 shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). The Company has entered into a service agreement with Ms. Zhu with no specified term of office after an initial term of 3 years commencing from 8 November 2023, unless terminated by either party giving to the other not less than three months' prior notice in writing or payment in lieu of notice. Her appointment is subject to the retirement by rotation and re-election in accordance with the Bye-laws of the Company. Ms. Zhu is entitled to receive a fixed director's fee of HK\$960,000 per annum and discretionary bonus determined by the Board. The director's fee is determined by the Board with the recommendation of remuneration committee of the Company with reference to the Company's remuneration policy and a range of factors including her duties and responsibilities with the Company, her qualifications and experiences, and levels of remuneration for peers in the prevailing market.

Save as disclosed above, there is no other information or matter required to be disclosed pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited nor is there any other matter that needs to be brought to the attention of the shareholders of the Company relating to the appointment of Ms. Zhu.

The Board would like to warmly welcome to Ms. Zhu.

By Order of the Board
China Ecotourism Group Limited
DI Ling
Chairman

Hong Kong, 8 November 2023

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