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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)

**RESIGNATION OF DIRECTOR,  
CHANGE OF MEMBERS OF NOMINATION COMMITTEE  
AND  
RESIGNATION OF PRESIDENT OF THE GROUP**

The Board announces that with effect from 22 November 2024,

- (1) Mr. JIA Muyun, has resigned as an Executive Director, the Chairman and the chairman of the Nomination Committee;
- (2) Ms. ZHU Xinxin, an Executive Director, has been appointed as the Chief Executive Officer and a member of the Nomination Committee;
- (3) Dr. MENG Zhijun, an Independent Non-Executive Director, has been re-designated as the chairman of the Nomination Committee; and
- (4) Mr. CHEN Jianhua has resigned as the president of the Group.

**RESIGNATIONS OF DIRECTOR, CHAIRMAN AND CHAIRMAN OF NOMINATION COMMITTEE**

The board of directors (the “Board”) of China Ecotourism Group Limited (the “Company”, together with its subsidiaries, collectively referred to the “Group”) hereby announces that due to the personal commitments and other business arrangements, Mr. JIA Muyuan (“Mr. Jia”) has resigned from his position as an executive director of the Company (“Executive Director”), the chairman of the Board (the “Chairman”) and the chairman of the nomination committee of the Company (the “Nomination Committee”) with effect from 22 November 2024.

Mr. Jia has confirmed that he has no disagreement with the Board and there are no matter relating to his resignation that needs to be brought to the attention of The Stock Exchange of Hong Kong Limited or the shareholders of the Company.

The Board would like to take this opportunity to express its gratitude and appreciation to Mr. Jia for his valuable contributions to the Company during his tenure of office.

## **APPOINTMENTS OF CHIEF EXECUTIVE OFFICER AND CHANGE OF MEMBERS OF NOMINATION COMMITTEE**

The Board of the Company is pleased to announce that Ms. ZHU Xinxin (“Ms. Zhu”), an Executive Director, has been appointed as the chief executive officer of the Company (“Chief Executive Officer”) and a member of the Nomination Committee with effect from 22 November 2024. Besides, Dr. MENG Zhijun, an Independent Non-Executive Director, has been re-designated as the chairman of the Nomination Committee with effect from 22 November 2024.

### **ZHU Xinxin**

Ms. Zhu, aged 45, 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.

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. Ms. Zhu’s appointment is not subject to the retirement by rotation and re-election in accordance with the Bye-laws of the Company. Ms. Zhu shall be entitled to an emolument of approximately HK\$960,000 per annum. This excluded bonus which is payable or other benefits which may be granted at the discretion of the Company. The emoluments of the Directors are determined by the Remuneration Committee with reference to that director’s responsibilities, abilities and performance, the Company’s operations, as well as remuneration benchmark in the industry and prevailing market conditions.

Save as disclosed above, as at the date of this announcement, Ms. Zhu (i) does not hold any other positions with the Company or other members of the Group; (ii) did not hold any directorships in the last three years in other listed public companies the securities of which are listed on any securities market in Hong Kong or overseas; (iii) does not have any other relationships with any directors, senior management, substantial or controlling shareholders of the Company; and (iv) has a personal interest of 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).

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

## **MENG Zhijun**

Dr. Meng, aged 56, joined the Group in July 2021 and is currently an Independent Non-executive Director of the Company. Dr. Meng holds a doctorate degree in Laws (the direction of Marxism in China) from the Central University of Finance and Economics. He is currently the Vice President of Orient Victory Group, President of China Comfort Travel Cultural Tourism Industry Group, Chairman of Jishan China Comfort Travel Health Technology Development Co., Limited and Director of China Comfort Travel Group. He is also the industry mentor of Beijing International Studies University MTA (Master of Tourism Management) & MBA (Master of Business Administration) Education Center, the Chairman of the CEO Association of the Central University of Finance and Economics, and a Director of the China Business Association. Dr. Meng was the Commissioner of the Economic Development Bureau of the Beijing Municipal Commission of Commerce (Headquarter), a temporary position of the General Manager of Marketing of COFCO Meat Investments Company Limited, a subsidiary of COFCO Corporation, and the Chief Executive Officer and President of China Comfort Travel Group Limited. Save as disclosed in this announcement, Dr. Meng has not held any directorship in any other listed companies in the past three years.

As at the date of this announcement, Dr. Meng does not have any interest of shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Dr. Meng does not have any relationship with any other director, senior management, substantial shareholder, or controlling shareholder of the Company. Dr. Meng has entered into a letter of appointment with the Company with no specified term of office after an initial term of three years commencing from April 2023. Dr. Meng is subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the bye-laws of the Company. Dr. Meng shall be entitled to a director fee of approximately HK\$312,000 per annum. The director fee is determined by the Remuneration Committee taking reference to that director's responsibilities, abilities and performance, the Company's operations, as well as remuneration benchmark in the industry and prevailing market conditions.

Save as disclosed above, there is no other information or matter required to be disclosed pursuant to Rule 13.51(2) (h) to (v) of the Listing Rules nor is there any other matter that needs to be brought to the attention of the shareholders of the Company relating to the re-designation of Dr. Meng.

The Board takes this opportunity to welcome Ms. Zhu and Dr. Meng as their new duties.

## **RESIGNATION OF PRESIDENT OF THE GROUP**

The Board of the Company announces that with effect from 22 November 2024, Mr. CHEN Jianhua ("Mr. Chen") has resigned as the president of the Group as he intended to devote more time to his other commitments. The Board would like to take this opportunity to express its gratitude and appreciation to Mr. Chen for his valuable contributions to the Company during his tenure of office.

By Order of the Board  
**China Ecotourism Group Limited**  
**ZHU Xinxin**  
*Director and Chief Executive Officer*

Hong Kong, 22 November 2024

As at the date of this announcement, the Board comprises Ms. ZHU Xinxin and Mr. DI Ling as Executive Directors; and Dr. MENG Zhijun, Mr. DUAN Xinxiao and Mr. WANG Anyuan as Independent Non-executive Directors.