卓越教育

China Beststudy Education Group
卓越教育集團*
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 3978)

POSITIVE PROFIT ALERT

This announcement is made by China Beststudy Education Group (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company and potential investors that based on the preliminary review and analysis of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the "**Reporting Period**"), it is expected that, during the Reporting Period, the Group's revenue was between RMB1.05 billion and RMB1.15 billion, with a year-on-year increase approximately between 114.5% and 135.0%, and the net profit was between RMB180 million and RMB200 million, with a year-on-year increase approximately between 100.3% and 122.5%.

The Board is of the view that the increase is mainly due to (i) during the Reporting Period, the Group's quality transformation has achieved excellent results, with related products highly recognised by parents and students, resulting in a significant increase in student enrollment and tutoring hours compared to the same period last year; and (ii) the Group actively promotes the application of AI technology in business and management, enhancing the quality of its products and services while significantly improving management efficiency.

The information contained in this announcement is based on the preliminary review and assessment by the Board on the unaudited consolidated management accounts of the Group that have not been reviewed by the Company's audit committee or the independent auditors and are subject to adjustments. Shareholders of the Company and potential investors are advised to read carefully the Group's results announcement for the year ended 31 December 2024, which is expected to be published before the end of March 2025 and the relevant annual report for 2024 will be published subsequently.

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

By order of the Board
China Beststudy Education Group
Junjing Tang
Chairman, Chief Executive Officer and Executive Director

Hong Kong, 21 February 2025

As at the date of this announcement, the executive directors are Mr. Junjing Tang, Mr. Junying Tang, Mr. Gui Zhou and Ms. Weiying Guan, the non-executive director is Mr. Wai Ng, and the independent non-executive directors are Ms. Yu Long, Mr. Jun Gan and Mr. Haipeng Shen.

* *For identification purposes only*