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CHINA EAST EDUCATION HOLDINGS LIMITED

中國東方教育控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 667)

ANNOUNCEMENT

POSITIVE PROFIT ALERT

This announcement is made by China East Education Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 in the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571, the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review and analysis of the unaudited management accounts of the Group for the six months ended 30 June 2025 (the “**Period**”) and other information currently available to the Board, it is expected that there will be an increase of not less than 45% but not more than 50% in the net profit of the Group for the Period as compared to that for the six months ended 30 June 2024.

Based on the information currently available to the Board, the increase in the net profit of the Group during the Period are primarily attributable to (i) an increase of approximately 10% in the revenue of the Company resulted by an increase of approximately 7% in the number of new student enrollments and new customers registered during the Period; and (ii) the Group’s efficient operations management and cost control so that the overall costs of the Group remain relatively stable despite the increase in the revenue during the Period.

The information contained in this announcement is based on the preliminary review and assessment by the Board of the unaudited management accounts of the Group for the Period that has not been reviewed by the Company’s audit committee or the independent auditors and is subject to finalisation and necessary adjustments (if any). The interim results announcement of the Group for the six months ended 30 June 2025 is expected to be published in August 2025 and the corresponding 2025 interim report will be published subsequently.

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

By Order of the Board
China East Education Holdings Limited
WU Wei
Chairman

Hong Kong, 31 July 2025

As at the date of this announcement, the Board comprises Mr. WU Wei and Mr. XIAO Guoqing as executive directors; Mr. WU Junbao and Mr. LU Zhen as non-executive directors; and Mr. HUNG Ka Hai, Clement, Dr. ZHU Guobin and Dr. ZANG Yunzhi as independent non-executive directors.