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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 consolidated management accounts of the Group for the year ended 31 December 2025 (the “**Year**”) and other information currently available to the Board, it is expected that there will be an increase of not less than 46% but not more than 51% in each of the net profit and adjusted net profit<sup>(1)</sup> of the Group for the Year as compared with those of approximately RMB513,000,000 and RMB525,000,000 respectively for the year ended 31 December 2024.

Based on the information currently available to the Board, the increase in the net profit and adjusted net profit of the Group during the Year are primarily attributable to (i) an increase of approximately 12% in the revenue of the Company resulted by an increase of approximately 6% in the number of new student enrollments and new customers registered during the Year; and (ii) the Group’s effective operational management and cost control so that the overall costs of the Group only has moderate increase despite the significant increase in the revenue during the Year. On the other hand, as disclosed in our 2024 Annual Report and 2025 Interim Report, in January 2025, the Group acquired Shanxi Metallurgical Technician College (山西冶金技師學院) and other related companies (collectively referred to as the “**Target Group**”), for an aggregate cash consideration of RMB10,000,000 (the “**Acquisition**”). In addition to the cash consideration paid, the Group also provided RMB15,350,000 to support the daily operation of the Target Group prior to the completion of the Acquisition. After the completion of the Acquisition, the Target Group recorded a loss of approximately RMB10,000,000 for the Year which has been consolidated into the consolidated management accounts of the Group for the Year while the net profit and adjusted net profit of the Group for the year ended 31 December 2024 was not affected by such impact.

<sup>(1)</sup> Adjusted net profit was derived from the net profit for the year excluding the effect of (i) non-cash share-based payment expenses; and (ii) the net foreign exchange gains. This is not Hong Kong Financial Reporting Standards measure.

The information contained in this announcement is based on the preliminary review and assessment by the Board of the unaudited consolidated management accounts of the Group for the Year 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 annual results announcement of the Group for the year ended 31 December 2025 is expected to be published in March 2026 and the corresponding 2025 annual 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, 9 February 2026

*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.*