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Minsheng Education Group Company Limited **民生教育集团有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1569)

VOLUNTARY ANNOUNCEMENT **ENTERED INTO THE COOPERATION FRAMEWORK AGREEMENT WITH** **CHINESE TESTING INTERNATIONAL CO., LTD**

This is a voluntary announcement made by Minsheng Education Group Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 18 November 2020, the Company and Chinese Testing International Co., Ltd* (漢考國際教育科技(北京)有限公司) (“**Chinese Testing International**”) have entered into a cooperation framework agreement (“**Cooperation Framework Agreement**”).

To the best of the Directors’ knowledge, information and belief and having made all reasonable enquiries, Chinese Testing International and its related parties are independent third parties of the Company and its connected persons (as defined under The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) .

COOPERATION FRAMEWORK AGREEMENT

Shenzhen TCL Education Technology Co., Ltd., a wholly-owned subsidiary of the Company, through Silk Road (Beijing) International Education Technology Center Co., Ltd* (絲綢之路(北京)國際教育科技中心有限公司) which it holds 80% of the equity interest, has been cooperating with Chinese Testing International on running Chinese proficiency test (HSK) with a good cooperation foundation for years. With a view to further utilize the respective advantages of the parties, explore the market and jointly create a comprehensive service platform that is primarily online with the integration of online and offline, providing a collection of services for inbound study in China, international Chinese teaching and training and domestic and foreign education cooperation. After friendly negotiation by the parties, the parties have entered into the Cooperation Framework Agreement.

The term of the Cooperation Framework Agreement is from 18 November 2020 to 17 November 2022 (subject to renewal), during which the Company and Chinese Testing International will cooperate in the following areas:

1. Services related to inbound study in China

- (i) Using Chinese proficiency test as the entry point to establish the market and gather the traffic of sources of inbound students, integrate third-party services related to inbound study in China, and provide a comprehensive online service platform consisting of services relating to submission of general application consultation for inbound study in China, scholarship applications, admissions services, social life, internship and career planning; and
- (ii) Jointly release “Study in Chinese University Rankings” and the “Studying in China Blue Book”, which will include comprehensive rankings and professional rankings in medicine, business, management, language, engineering, etc., to help Chinese colleges and universities to recruit and train overseas students, and build an inbound study service brand as the authority in ranking.

2. International Chinese Teaching and Training

- (i) The parties will create a primarily online, an offline merged online (OMO) model for international Chinese teaching;
- (ii) Regarding the online business: the parties will develop an international Chinese distance teaching and learning platform, adopt a teaching mode that combines live broadcast, recording and MOOC, etc., to optimize function setting, resource presentation, teaching system, evaluation system, service system, etc., and to achieve systemic and interactive teaching and learning; and
- (iii) Regarding the offline business: the parties will set up international Chinese learning and experience centre in China and abroad, build remote learning centre, to provide learners, teachers, and practitioners with language learning, cultural experiences, project operation with immersive experience in real environment.

3. Promote private education and play the role of think tanks

Implementing the "Chinese+" development concept, combining academic education with international Chinese education, adopt the online merged offline (OMO) model, the parties will cooperate in running schools, and set up a number of international colleges with the renowned higher education institutions along the “Belt and Road” countries, as well as regions primarily in Guangdong-Hong Kong-Macao Greater Bay Area, Hainan Free Trade District, primarily offering professional master's courses and preparatory courses, and cultivate professional talents mainly in business, management, Chinese language, and medicine.

INFORMATION ON THE CHINESE TESTING INTERNATIONAL

Chinese Testing International is a professional education and examination institution directly under the Sino-foreign Language Exchange and Cooperation Center of the Ministry of Education. It is committed to providing international Chinese education and examination research and design, technology research and development, examination implementation, marketing and other professional services for countries (regions) around the world. Chinese Testing International has set up 1,208 test centers in 149 countries (regions) around the world, and has served more than 30 million test takers of various types worldwide. It is the world's largest international Chinese education and examination company.

REASONS AND BENEFITS OF ENTERING INTO THE COOPERATION FRAMEWORK AGREEMENT

The Directors are of the view that the online education model as the mainstay with the integration of online and offline model, and the cooperation with Chinese Testing International in the development of service for inbound study in China, international Chinese teaching, domestic and foreign cooperating schools, etc., are in line with the Group's "Education with technology and construction of new ecology in higher education; the overall strategy of "campus education, online education, two-wheel drive, mutual integration and coordinated development", which mainly reflected in the following aspects:

1. Inbound study in China continues to grow, with huge market potential

In recent years, the country has actively promoted the work of studying in China, and the scale of studying in China has continued to grow. According to statistics from the Ministry of Education, in 2019, the number of international students from countries and regions reached 203, and the number of students studying in China exceeded 500,000, a year-on-year increase of approximately 5.5%. The number of international students coming to China for academic education reached 185,000, representing a year-on-year increase of approximately 12.4% and study in nearly 1,100 colleges and universities in 31 provinces (autonomous regions and municipalities) across the country. Due to the needs of the international development of domestic higher education, the scale of studying in China will continue to grow rapidly in the future. This will bring huge demand for the front-end and back-end service markets for studying in China. Currently, there is no established professional service institute that has Chinese proficiency test (HSK) qualification. The cooperation between the Company and Chinese Testing International will fill the gap in the unexplored market.

2. Obtain authoritative authorization and important data, channels, and customer support

The Company and Chinese Testing International have complementary advantages in resources. Chinese Testing International takes advantage of the resources of the Chinese test organizer, grants relevant business authorization and support, and mobilizes its domestic and overseas channel resources (including more than 900 Chinese test centers and more than 400

universities), to promote its broad group of candidates to use the service products jointly developed by the parties; the Company leverages its capital advantages and its own campus education and online education platform advantages to seize the current international Chinese education and overseas study services in China to transform from a single government supply to a diversified supply, it is an important development opportunity for China to use the Chinese test as the starting point to expand the business beyond the test, and “make the business bigger and broader.”

3. Enrich the Group’s online education business segment and enhance the Group’s international development level

The existing online education business of the Group focuses on higher education, covering MBA and professional degree postgraduate education services, as well as Chinese proficiency test services, vocational education training and other sectors. The cooperation between the Company and Chinese Testing International will open up new online business sectors such as services for inbound study in China, international Chinese education and teaching, domestic and foreign cooperation in running schools, and create greater synergy with the Group’s existing campus education and online education businesses, which will also play an important role in the development of international student education in the universities of the Group and the improvement of the Group’s overall internationalization level.

By the order of the Board
Minsheng Education Group Company Limited
Li Xuechun
Chairman

Hong Kong, 19 November 2020

As at the date of this announcement, the executive Directors are Mr. Li Xuechun, Ms. Zhang Weiping, Mr. Zuo Yichen and Mr. Lam Ngai Lung, the non-executive Directors are Mr. Lin Kaihua and Ms. Li Yanping, and the independent non-executive Directors are Mr. Chan Ngai Sang, Kenny, Mr. Yu Huangcheng and Mr. Wang Wei Hung, Andrew.

** for identification purpose only*