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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)

PROFIT WARNING

This announcement is made by China East Education Holdings Limited (the “**Company**”, and 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 and 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 shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2020 (the “**Period**”), it is expected that there will be a decrease of approximately not less than 20% but not more than 25% in the net profit of the Company for the Period as compared to that of the corresponding period in 2019, and a decrease of approximately not less than 45% but not more than 50% in the adjusted net profit of the Company as compared to that in the corresponding period in 2019.

Based on the information currently available to the Board, the decreases in net profit and adjusted net profit of the Company are primarily attributable to a decrease of approximately not less than 15% but not more than 20% in the revenue of the Company resulted by a decrease of approximately 20% in the number of new student enrollments and new customers registered and a delay in the back-to-school of our students due to the outbreak of COVID-19 during the Period.

The Company is in the process of finalising its unaudited consolidated results for the Period. The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the information currently available as aforementioned, which have not been reviewed by the audit committee or the independent auditors of the Company and may be subject to changes. Shareholders and potential investors are advised to read carefully the results announcement of the Group for the Period which is expected to be published in August 2020 and the corresponding 2020 interim report will be published subsequently.

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

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

Hong Kong, 31 July 2020

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, Mr. Cheung Tsun Yung, Thomas and Dr. Zhu Guobin as independent non-executive directors.