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China Maple Leaf Educational Systems Limited

中國楓葉教育集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1317)

VOLUNTARY ANNOUNCEMENT – BUSINESS UPDATE

This announcement is made by China Maple Leaf Educational Systems Limited (“**Company**” or “**Maple Leaf**”, together with its subsidiaries and consolidated affiliated entities, the “**Group**”) on a voluntary basis.

The board (“**Board**”) of directors (“**Directors**”) of the Company would like to provide further information about the Group’s Chinese as a second language (“**CSL**”) course. CSL course is one of the four pillar programs of Maple Leaf World School Program, offering courses of Chinese language and Chinese culture to international students from preschool to grade 12. Maple Leaf CSL program is divided into “five stages with nine levels” and use “K12 Standard Chinese” (formerly known as “Maple Leaf Chinese”) series of textbooks which are self-developed by the Group and has obtained independent intellectual property rights in the People’s Republic of China (“**PRC**”). CSL course has been benchmarked by the national international Chinese language standards, the full set of teaching materials has been selected as a national scientific research fund project and has been certified to be applicable to the international standardized test of Chinese language proficiency.

Beijing Language and Culture University Press* (“**BLCUP**”, 北京語言大學出版社) was founded in 1985. It is a national first-class publishing house and the only professional publishing house in the PRC that specialises in international Chinese language teaching and research. The publications developed by BLCUP have obtained the highest national awards such as the China Publishing Government Award* (中國出版政府獎) and the China Excellent Publications Award* (中華優秀出版物獎). BLCUP’s main features are publishing international Chinese language textbooks, Chinese language textbooks for Chinese ethnic minorities, foreign language books and other language book products. It publishes more than 1,000 books and more than 300 digital products each year.

On 3 July 2024, a consolidated affiliated entity of the Company, the Center for Language Education and Cooperation* (“CLEC”, 中外語言交流合作中心) of the Ministry of Education and BLCUP entered into a formal contract for publication of a full set of “K12 Standard Chinese” textbooks. The global distribution of the series of textbooks will strongly promote the marketization process of Maple Leaf’s overall Chinese language teaching system, thereby further strengthening and deepening the Group’s position in the field of international Chinese language education.

Shareholders of the Company and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
China Maple Leaf Educational Systems Limited
Shu Liang Sherman Jen
Chairman and Chief Executive Officer

Hong Kong, 3 July 2024

As at the date of this announcement, the Board comprises Mr. Shu Liang Sherman Jen, Mr. King Pak Lau and Mr. James William Beeke as executive Directors; Dr. Kem Hussain as a non-executive Director; and Mr. Peter Humphrey Owen, Ms. Wai Fong Wong and Mr. Ming Sang Chow as independent non-executive Directors.

* *For identification purposes only*