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China Beststudy Education Group

卓越教育集團*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3978)

POSITIVE PROFIT ALERT

This announcement is made by China Beststudy Education Group (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 under the Listing Rules) under 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 the shareholders of the Company and potential investors that based on the preliminary review and analysis of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the “**Reporting Period**”), it is expected that, during the Reporting Period, the Group’s revenue was no less than RMB850 million, with a year-on-year growth of no less than 167.8%, and the net profit was no less than RMB140 million, with a year-on-year growth of no less than 157.3%.

The Board is of the view that the increase is mainly due to (i) the continuous improvement of the quality of talent education products and services; and (ii) the market expansion in Guangzhou, Shenzhen and Foshan has achieved remarkable results.

The information contained in this announcement is based on the preliminary review and assessment by the Board on the unaudited consolidated management accounts of the Group that have not been reviewed by the Company’s audit committee or the independent auditors and are subject to adjustments. Shareholders of the Company and potential investors are advised to read carefully the Group’s interim results announcement for the six months ended 30 June 2025, which is expected to be published by the end of August 2025 and the relevant interim report for 2025 will be published subsequently.

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

By order of the Board
China Beststudy Education Group
Junjing Tang
Chairman, Chief Executive Officer and Executive Director

Hong Kong, 25 July 2025

As at the date of this announcement, the executive directors are Mr. Junjing Tang, Mr. Junying Tang, Mr. Gui Zhou and Ms. Weiying Guan, the non-executive director is Mr. Wai Ng, and the independent non-executive directors are Ms. Yu Long, Mr. Jun Gan and Mr. Haipeng Shen.

* *For identification purposes only*