

For immediate release

10 July 2013



**Hong Kong Education (Int'l) Investments Limited**  
**香港教育(國際)投資集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**Stock Code: 1082**

**Hong Kong Education Acquired Compass College 47% Equity Interest at HK\$ 47 million  
 And May Acquire Additional 4% Equity Interest to Total 51%  
 To Strengthen its Vocational Training and Higher Education Business**

(Hong Kong, 10 July 2013) **Hong Kong Education (Int'l) Investments Limited** ("Hong Kong Education" or the "Company"; Stock code: 1082) together with its subsidiaries (the "Group") today announce an acquisition (the "Acquisition") of an aggregate of 47% equity interest in Seasoned Leader Limited ("Seasoned Leader"), at a total consideration of HK\$47,000,000. Also, the Company may acquire additional 4% of equity interest of Seasoned Leader to a total of 51%, subject to negotiation and agreement with the vendors.

The consideration deposit has been settled in cash by the Group, which is funded by the Group's internal resources, and the remaining balance will be funded by the Group's internal resources and/or bank borrowings and/or future fund raising exercise. The consideration of the Acquisition will be adjusted if the average profit after tax of Seasoned Leader and its subsidiaries (the "Seasoned Leader Group") is less than HK\$12,000,000 for each of the two years ending 31 December 2013 and 2014.

For the year ended 31 December 2012, the turnover of Seasoned Leader Group was approximately HK\$29,726,000, net profit before taxation was approximately HK\$2,492,000 and net profit after taxation was approximately HK\$2,143,000.

Seasoned Leader Group is principally engaged in the provision of higher education services and vocational skills oriented training in Hong Kong. Seasoned Leader is an investment holding company and held:

- 100% equity interests in China Vantage International Holdings Limited which is principally engaged in the provision of education services, including non-local higher and professional education services and vocational oriented academic programmes in Business Management and Hotel and Tourism disciplines through, amongst others, the operation of Compass College
- 100% equity interests in Stage at Bridal Limited which is principally engaged in the operation of a wedding institution, namely Bridal Academy
- 100% equity interests in Hong Kong Institute of Hotel Management Limited which is principally engaged in the provision of marketing services in respect of the Hotel Management training provided by Seasoned Leader Group
- 100% equity interests in Compass Education International Limited which performs administrative functions of Seasoned Leader Group

The acquisition is in line with the Group's business strategy to actively explore the opportunity to broaden its range of business services to adjacent education services markets with high growth potential in Hong Kong. Under the New Senior Secondary Academic Structure (334 academic structure), the market for the secondary day school for repeater candidates is shrinking. We believe the acquisition offers a good opportunity for the Group to tap into the vocational training and higher education market, which provides, amongst other services, alternative means for students to further their studies after taking the Hong Kong Diploma of Secondary Education Examination, and this minimize any possible impact on the Group under the new academic structure. Through the acquisition, the Group is also able to acquire the expertise and connections from Seasoned Leader Group, connections with overseas educational institutions via the collaboration with overseas business partners in places (including the United Kingdom and the United States of America) without having to invest heavily or incur substantial costs in adapting to and exploration of the new market.

### **About Compass College**

Compass College was founded in 2003, Compass College is a hospitality community college specializes in providing numerous of academic programmes and vocational training in business, hospitality and tourism management disciplines. This includes acquiring Non-local Higher and Professional Education (including Bachelor degree's and master's degree) through courses registered under the Non-local Higher and Professional Education (Regulation) Ordinance by its affiliated overseas partners. The School of Hospitality & Tourism of Compass College is being supported by a team of experienced professionals who are equipped with not only years of industry-related experiences, but are also qualified with relevant academic qualifications at the highest level, this helps to prepare students with comprehensive professional knowledge. Programmes comprised of theoretical study and practical application equips students with pre-work experience so as to be well prepared to enter the multidimensional and competitive local labor market.

### **About Hong Kong Education (Int'l) Investments Limited (Stock Code: 1082)**

Hong Kong Education is one of the major chain education service providers in Hong Kong and the only company listed on the Main Board of the Hong Kong Stock Exchange in the industry. The Group offers a wide range of education programmes and services consisting of primary and secondary school tutoring services, English language training and test preparation courses, secondary day school education, overseas studies consultation services and other bridge programmes and services leading to overseas higher education. Leveraging the soft power of Hong Kong, the Group principally develops English education and test preparation courses with English as the medium of instruction and examination language. At the same time, the Group offers international courses for students in the PRC, and has launched international higher secondary education programmes at the top secondary schools of 3 cities in Guangdong Province. We expect to expand its coverage to 10 cities in the coming 3 years. The Group has co-operated with Shenzhen Yiwen Book IMP & EXP Co., which is affiliated to the Shenzhen News and Press Bureau to jointly explore opportunities in the PRC e-book market and e-learning service market, in which the collaborative "Modern Bachelor Education Center" Shenzhen branch has it grandly opened. The Company has formed a new joint venture company with High Luck Management Limited for the purpose of development of education services in Taiwan market. Also, the Group has announced the acquisition of Full Profit Hong Kong Development Limited to further expand business in Hong Kong child education market. Additional information on Hong Kong Education can be found at [www.hkeduui.com](http://www.hkeduui.com)

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Issued by PR ASIA Consultants Limited on behalf of **Hong Kong Education (Int'l) Investments Limited**.

For Enquiries, please contact:

**PR ASIA Consultants Limited**

TL Chow / Karin Chan

Direct: (852) 3183 0232 / (852) 3183 0246

Email: [tl.chow@prasia.net](mailto:tl.chow@prasia.net) / [karin.chan@prasia.net](mailto:karin.chan@prasia.net)