

17 August 2014



**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 intends to invest not more than RMB 12 million  
To cooperate with Shanghai Chuang-yi  
In developing an online education platform in the PRC**

(Hong Kong, 17 August 2014) **Hong Kong Education (Int'l) Investments Limited** (Stock code: 1082) ("Hong Kong Education" or the "Company"; together with its subsidiaries, the "Group") announced that it entered into the Cooperation Framework Agreement ("Agreement") with Shanghai Chuang-yi Enterprise Image Planning Co., Ltd. ("Shanghai Chuang-yi") on 15 August 2014 to cooperate in developing an online education platform which will mainly involve online international English courses and related theme contests to primary and secondary school students in the PRC. The Group intends to invest not more than RMB 12 million as the cost of the research and development of the platform.

According to the Agreement, Shanghai Chuang-yi will assist in developing the platform and will provide professional advice and technicians in relation to the development of the platform. It will also be responsible for marketing the platform in the PRC, looking for and securing customers. The Group will be responsible for providing the fundings for the development of the platform and the supply of the appropriate course materials and teachers for the online courses operated on the platform.

The Group and Shanghai Chuang-yi will carry out preliminary research and examination on the subject matters of the Agreement. The parties will enter into a formal cooperation agreement to set out definitive terms of the cooperation between the parties (such as the mode of cooperation, rights and obligations, investment amount, cost allocation and profit distribution) within 3 months after completion of the preliminary research and examination (or such longer period as agreed by the parties in writing).

The Group has been developing the market of the PRC by providing educational consultation and management services. Going forward, the Group would like to diversify its mode of operation in the PRC by expanding into the online education sector. The Group considers that the Agreement presents a good opportunity for the synergistic partnership between the Group and Shanghai Chuang-yi by leveraging on the respective established brand privilege and Shanghai Chuang-yi's regional advantages for the outreach to a wider range of customers in the PRC. The Group believes that the entering into of the Agreement is in the interests of the Group and the Shareholders as a whole.

**About Shanghai Chuang-yi**

Shanghai Chuang-yi and its related companies provide various education services to children and teenagers aged between 4 to 18 years old which include providing online courses and mock exams for the target children and teenagers.



**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 in the industry listed on the Main Board of The Stock Exchange of Hong Kong Limited. 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. Additional information on Hong Kong Education can be found at [www.hkeduui.com](http://www.hkeduui.com)

— End —

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)