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Minsheng Education Group Company Limited
民生教育集团有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1569)

VOLUNTARY ANNOUNCEMENT
ENTERED INTO THE STRATEGIC COOPERATION AGREEMENT WITH
ZHONGHONGWANG (BEIJING) CULTURE MEDIA COMPANY LIMITED

This is a voluntary announcement made by Minsheng Education Group Company Limited (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, the “**Group**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 25 March 2022, the Company and Zhonghongwang (Beijing) Culture Media Company Limited* (中宏網(北京)文化傳媒有限責任公司) (“**Zhonghongwang**”) have entered into a strategic cooperation agreement (“**Strategic Cooperation Agreement**”) pursuant to which the Company and Zhonghongwang will carry out in-depth cooperation with a specific focus on platform construction, project cooperation and brand engineering.

Zhonghongwang, which the National Development and Reform Commission is in-charge of and is sponsored by the editorial department of macroeconomic management, operates a central-level news website and has a national internet news information service license. It is a new media publishing platform for news information and important policies of the National Development and Reform Commission. It is a window for experts from think tanks in the field of macroeconomics to exchange ideas, and an important window for comprehensively displaying the achievements of national economic development. To the best of the Directors’ knowledge, information and belief and having made all reasonable enquiries, Zhonghongwang, its ultimate beneficial owner and its related parties are independent third parties of the Company and its connected persons (as defined under The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

STRATEGIC COOPERATION AGREEMENT

The Company will carry out in-depth cooperation with Zhonghongwang in the field of integration of industry and education pursuant to the Strategic Cooperation Agreement. The cooperation period is three years from 25 March 2022 (subject to renewal), during which the Company and Zhonghongwang will carry out in-depth cooperation with a specific focus on platform construction, project cooperation and brand engineering, as more particularly described below:

1. Cooperate to build an industry-education-integrated industrial digital service platform

The Company and Zhonghongwang jointly build an education + industry digital platform, develop an education + enterprise demand analysis system, integrate enterprise resources and educational resources, provide employees with a life-long learning education system, and provide enterprises with human resources and intellectual services.

2. Credit brand project cooperation

Zhonghongwang supports the Company to participate in projects and action plans related to the integration of industry and education. The Company joins the credit brand project of Zhonghongwang, which would build a corporate brand and credit system for the Company, and both parties jointly established the top industry brand summit in the field of vocational education.

3. “Belt and Road Initiative” international project cooperation

The Company and Zhonghongwang jointly carry out the “Belt and Road Initiatives” cooperation project, combining the needs of the “Belt and Road Initiatives” countries and “Going-out” enterprises for talent training, based on Chinese + vocational education, to help Chinese enterprises “Going-out” and provide training to skilled personnel in the countries along the route.

4. Project research and public welfare project cooperation

The Company cooperates with Zhonghongwang to undertake national research projects, carry out special research on the young generation, and jointly carry out public welfare projects.

REASONS AND BENEFITS OF ENTERING INTO THE STRATEGIC COOPERATION AGREEMENT

The Directors are of the view that the entering into of Strategic Cooperation Agreement by the Company with Zhonghongwang will benefit the Company (i) deepening the development strategy of “Internet + vocational education”, integrating educational resources to meet industrial needs, deepening the integration of industry and education and school-enterprise cooperation, serving the digital development needs of the industry, innovating the ecological service model of the industry and

education platform, cultivating new industrial formats and new kinetic energy, and exploring the integration and innovation mechanism of education chain, talent chain, industrial chain, and innovation chain; and (ii) building corporate brand, enhances brand image and industry influences.

By the order of the Board
Minsheng Education Group Company Limited
Li Xuechun
Chairman

Hong Kong, 27 March 2022

As at the date of this announcement, the executive Directors are Mr. Li Xuechun, Ms. Zhang Weiping, Mr. Zuo Yichen and Mr. Lam Ngai Lung, the non-executive Directors are Mr. Lin Kaihua and Ms. Li Yanping, and the independent non-executive Directors are Mr. Chan Ngai Sang, Kenny, Mr. Yu Huangcheng and Mr. Wang Wei Hung, Andrew.

* *For Identification purpose only*