

# CHINA EAST EDUCATION HOLDINGS LIMITED

## 中國東方教育控股有限公司

(the “Company”)

(「本公司」)

---

### Shareholders Communication Policy

(the “Policy”)

股東通訊政策

(「本政策」)

---

## 1. Purpose

### 宗旨

This Policy aims to set out the provisions with the objective of:

本政策旨在列明条文，以：

- 1.1 Ensuring that shareholders of the Company, both individual and institutional (collectively, “**Shareholders**”), and, in appropriate circumstances, the investment community at large (including but not limited to the Company’s potential investors as well as analysts reporting and analysing the Company’s performance), are provided with ready, equal and timely access to clear, accurate, balanced and understandable material information about the Company (including its financial performance, strategic goals and plans, material developments, governance and risk profile), in order to enable Shareholders to exercise their rights in an informed manner and to allow Shareholders and the investment community to engage actively with the Company; and  
确保本公司股东（个人及机构）（统称「**股东**」），以及（在适当情况下）一般投资群体（包括但不限于本公司潜在投资者及报告及分析本公司表现的分析师）可同样随时迅速取得有关本公司的重要资料（包括其财务表现、策略目标及计划、重大发展、管治及风险简介），而该等资料清楚明确，平衡易懂，以使股东能在知情情况下行使其权利，亦令股东及投资群体可与本公司积极交流；及
- 1.2 Maintaining consistent disclosure levels at all times.  
无论何时亦维持披露水平一致。

## 2. General Policy

### 一般政策

- 2.1 The board of directors of the Company (the “**Board**”) shall maintain an ongoing dialogue with Shareholders and the investment community, and will regularly review this Policy to ensure its implementation and effectiveness, and will amend the same (as appropriate) from time to time to reflect the current best practice in communications with Shareholders.  
本公司董事会（「**董事会**」）须与股东及投资群体保持对话，亦须定期检讨本政策以确保其执行及有效，不时修订本政策（倘适用）以最佳方式与股东沟通。

- 2.2 Information shall be communicated to Shareholders and the investment community mainly through the Company's financial reports (interim and annual reports), annual general meetings and other general meetings that may be convened, as well as by making available all the disclosures submitted to The Stock Exchange of Hong Kong Limited ("HKSE") and its corporate communications and other corporate publications on the Company's website.

向与股东及投资群体发放资料的方法，主要为本公司的中期及年度财务报告、股东周年大会及其他不定期召开的股东大会，以及载于本公司网站，已提交香港联合交易所有限公司（「香港联交所」）的所有披露文件、公司通讯及其他公司刊物。

- 2.3 Effective and timely dissemination of information to Shareholders and the investment community shall be ensured at all times. Any question regarding this Policy shall be directed to the head of the Investor Relations Department of the Company, who shall forward communications relating to matters within the Board's direct responsibilities to the Board and communications relating to ordinary business matters, such as suggestions, inquiries and customer complaints, to the chief executive officer of the Company.

无论何时，本公司将确保有效并及时向股东及投资群体发放资料。凡有关本政策的问题均会送到本公司投资者关系部门直接负责者，其会将与董事会直接责任范围内的相关问题转交董事会，有关日常业务者，例如建议、查询及客户投诉，将转交本公司首席执行官。

### **3. Communication Strategies** **沟通策略**

#### **3.1 Shareholders' enquiries** **股东查询**

- 3.1.1 Shareholders should direct their questions about their shareholdings to the Company's Hong Kong branch share registrar.

有关股东股权的问题应向本公司香港股份登记分处查询。

- 3.1.2 Shareholders and the investment community may at any time make a request for the Company's information to the extent such information is publicly available.

凡本公司的公开资料，股东及投资群体均可随时要求索取。

- 3.1.3 Shareholders and the investment community can contact the head of the Investor Relations Department of the Company by email, fax, phone or mail via designated contacts of the Company during office hours in order to enable them to make any query in respect of the Company.

股东及投资群体如欲查询本公司的信息，可于办公时间内，以指定电邮、传真、电话或邮件地址联络本公司投资者关系部主管。

## 3.2 Corporate Communication 公司通讯

3.2.1 Corporate communication, namely, any document issued or to be issued by the Company for the information or action of holders of any of its securities, including, but not limited to, the directors' report and annual accounts together with a copy of the auditor's report, the interim report, a notice of meeting, a circular and a proxy form, will be provided to Shareholders in plain language and in both English and Chinese versions to facilitate Shareholders' understanding. Shareholders have the right to choose the language (either English or Chinese) or means of receipt of the corporate communications (in hard copy or through electronic means).

公司通讯指本公司为令其证券持有人取得资料或藉此行动，而刊发或将刊发的文件，文件包括但不限于董事报告及年度账目连同审计报告文本、中期报告、会议通告、通函及代表委任表格。该等文件将以平实中英文编制，便于股东理解。股东有权选择所收取公司通讯的语言（英文或中文）或方式（印刷本或电子形式）。

3.2.2 Shareholders are encouraged to provide, amongst other things, in particular, their email addresses to the Company in order to facilitate timely and effective communications.

本公司鼓励股东提供（其中包括）电邮地址，以使沟通快捷有效。

3.2.3 For efficient communication with Shareholders and in the interest of environmental preservation, Shareholders are encouraged to browse the Company's corporate communications on the Company's website, in the place of receiving printed copies of the same.

为使沟通有效率，亦为环保，本公司鼓励股东浏览本公司网站，以取得本公司公司通讯，代替收取印刷本。

## 3.3 Corporate Website 公司网站

3.3.1 An Investor Relations section is available on the Company's website [www.chinaeastedu.com](http://www.chinaeastedu.com). Information on the Company's website is updated from time to time.

本公司网站 [www.chinaeastedu.com](http://www.chinaeastedu.com) 含专为投资者关系而设的版块。本公司网站所载资料不时更新。

3.3.2 Information released by the Company to HKSE is also posted on the Company's website immediately thereafter. Such information includes financial statements, results announcements, circulars and notices of general meetings and associated explanatory documents etc.

本公司提交香港联交所的资料亦于其后实时张贴于本公司网站，该等资料包括财务报告、业绩公告、股东大会通函及通告，以及相关说明文件等。

3.3.3 All presentation materials provided in conjunction with the Company's annual general meeting and results announcement each year will be made available on the Company's website as soon as practicable after their release.

凡与本公司每年股东周年大会及业绩公告有关的呈示资料，将于发出后尽快于本公司网站公开。

#### 3.4 Shareholders' Meetings

##### 股东大会

3.4.1 Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at meetings for and on their behalf if they are unable to attend the meetings.

本公司鼓励股东参加股东大会并于会上投票，无法亲身到场时可委任代表代其行事。

3.4.2 Appropriate arrangements for the annual general meetings shall be in place to encourage Shareholders' participation.

本公司将作出适当安排，鼓励股东参加股东周年大会。

3.4.3 The process of the Company's general meeting will be monitored and reviewed from time to time, and, if necessary, changes will be made to ensure that Shareholders' needs are best served.

本公司将不时监察并检讨股东大会的程序，适时予以改动，确保满足股东需要。

3.4.4 The annual general meetings of the Company provide a useful forum for Shareholders to exchange views with the Board. Board members, in particular, chairmen of Board committees or their delegates, appropriate senior management and external auditors will attend annual general meetings to answer Shareholders' questions.

本公司股东周年大会有助股东与董事会充分交换意见。董事会成员，尤其是董事会委员会主席或彼等的代表、适当的高级管理层及外聘核数师，将出席股东周年大会，回答股东提问。

3.4.5 Shareholders are encouraged to attend Shareholders' activities organised by the Company, where information about the Company, including its latest strategic plan and services etc. will be communicated.

本公司鼓励股东参加本公司举办的股东活动，活动中本公司会发放其资料，包括最新策略计划、服务等。

### 3.5 Investment Market Communications 投资市场通讯

3.5.1 Investor/analysts briefings and one-on-one meetings, roadshows (both domestic and international), media interviews, marketing activities for investors and specialist industry forums etc. will be available from time to time in order to facilitate communication between the Company, Shareholders and the investment community.

本公司将不时举办为投资者／分析师而设的简报会、单独会面、国内及国际路演、传媒访问、投资者市场活动及行业专家论坛，旨在促进本公司、股东及投资群体间的交流。

3.5.2 Directors and employees of the Company who have contacts or dialogues with investors, analysts, media or other interested outside parties are required to comply with the disclosure obligations and requirements under the Model Code for Securities Transactions by Directors of Listed Issuers as set out in Appendix 10 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

董事及本公司雇员，倘与投资者、分析师、传媒或其他利益相关的外部人士有接触或对话，均须遵守载于《香港联合交易所有限公司证券上市规则》附录十上市公司董事进行证券交易之标准守则内的披露责任及规定。

## 4. Shareholder Privacy 股东私隐

The Company recognises the importance of Shareholders' privacy and will not disclose Shareholders' information without their consent, unless required by law to do so.

本公司重视股东私隐，除法律规定外，未得股东同意，不会披露股东资料。

– END –

- 完 -