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China Vocational Education Holdings Limited
中國職業教育控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code:1756)

APPOINTMENT OF CHIEF DEVELOPMENT OFFICER

The board (the “**Board**”) of directors (the “**Directors**”) of China Vocational Education Holdings Limited (the “**Company**”, together with its subsidiaries collectively referred to as the “**Group**”) is pleased to announce that Mr. Kenneth Ke (“**Mr. Ke**”) has been appointed as the chief development officer of the Company with effect from January 3, 2023.

The biographical details of Mr. Ke are as follows:

Kenneth Ke, aged 38, has been the founder and chief executive officer of Shenzhen Bamboo Intelligence Technology Co., Ltd.* (深圳聞竹智慧科技有限公司) since June 2021 before being appointed as the chief development officer of the Company on January 3, 2023. Mr. Ke graduated from De La Salle University with a bachelor’s degree in business management. From 2010 to 2011, Mr. Ke successively served as an analyst, investment manager and special assistant to the president of ARC China Inc. (美國宏弧資本) (a US dollar private equity fund), where he participated in the completion of over US\$100 million of equity investments in consumer sector. From 2011 to 2014, Mr. Ke co-founded “FansTang (粉絲堂)”, a Hollywood and NBA celebrity agency, where he led the completion of the company’s angel, series A and series B rounds of financing and exits via mergers and acquisitions by Remark Holdings Inc. (a company listed on the Nasdaq, stock code: MARK.US). He served as the deputy director of Investor Relations Department of Tian Ge Interactive Holdings Limited (天鵝互動控股有限公司) (a company listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”), stock code: 1980) from 2014 to 2016, and subsequently served as the head of Investor Relations Department of IMAX CHINA (a company listed on the Main Board of the Stock Exchange, stock code: 1970) from 2016 to 2017. From August 2017 to November 2017, Mr. Ke was the head of Investor Relations Department of Tencent Music Entertainment Group (騰訊音樂娛樂集團) (a company listed on the New York Stock Exchange, stock code: TME.US). From November 2017 to January 2020, he served as the managing director of China New Higher Education Group (中國新高教集團) (a company listed on the Main Board of the Stock Exchange, stock code: 2001). Mr. Ke was the chief investment officer of Renrui Human Resources Technology Group (人瑞人才科技集團) (a company listed on the Main Board of the Stock Exchange, stock code: 6919) from February 2020 to May 2021. When working in the above companies, Mr. Ke was mainly responsible for initial public offerings, compliance of the Rules Governing the Listing of Securities

on the Stock Exchange (the “**Listing Rules**”), Environmental, Social and Governance (ESG), investments, mergers and acquisitions, follow-on placements, convertible bonds, syndicated loans, strategic development, new business incubation and cooperation with public welfare institutions.

Mr. Ke has more than 13 years of working experience in strategic planning and capital operation in vertical industries such as the Internet and the “University-Enterprise Curriculum Partnership”. He is currently a director of Professional Committee for Non-government Education of the Chinese Society of Educational Development Strategy* (中國教育發展戰略學會民辦教育專業委員會) and the Deputy Secretary-General of the Life Cycle Green & Technology Committee* (全生命週期綠色科技分會) of China International Association for Promotion of Science and Technology* (中國國際科技促進會). In 2016, Mr. Ke was named “2016 Best Investor Relations Officer – Mid-Cap Stock* (2016年年度最佳投資者關係官－中型股)” by the Hong Kong Investor Relations Association. In the same year, he won three awards for IMAX CHINA, namely “Best Investor Relations Company – Mid-Cap Stock* (最佳投資者關係公司－中型股)”, “Highest Growth Potential Listed Company* (最具成長性上市公司)” and “Best Investor Relations Management* (最佳投資者關係管理)”. In 2017, Mr. Ke was awarded “2017 Best Investor Relations Officer – Small-Cap Stock* (2017年年度最佳投資者關係官－小型股)” by the Hong Kong Investor Relations Association. In 2018, Mr. Ke was awarded “Rising Star 2018 – Greater China” by IR MAGAZINE in the United States. In the same year, he won the “China’s Best Education Investment Performance Awards – 2018 Most Influential Education Institution” * (中國教育「金知獎」2018最具影響力教育機構) for China New Higher Education Group.

As the Chief Development Officer, Mr. Ke will be responsible for new business development on top of the Group’s core higher education business as well as corporate strategy and capital operation matters. The new business development will focus on asset-light business model, which includes employment-oriented vocational training, up-skilling, business process outsourcing and human resources services, and the development of online and offline employment platforms. Through business diversification and business mix optimization of the Company, widening the space for further revenue potential and acceleration of our overall business growth. The Board believes that Mr. Ke will make valuable contributions to the Group with his extensive experience in leadership.

Save as disclosed above, Mr. Ke has also confirmed that he does not have any other relationship with any Director, senior management or substantial shareholder (as defined under the Listing Rules) or controlling shareholder (as defined under the Listing Rules) of the Company, or any interest in the shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, there is no other information that is required to be disclosed pursuant to Rule 13.51(2) of the Listing Rules nor are there any other matters that need to be brought to the attention of the shareholders of the Company relating to Mr. Ke’s appointment.

The Board would like to express its warmest welcome to Mr. Ke on his new appointment.

By order of the Board
China Vocational Education Holdings Limited
Zhang Zhifeng
Chairman

Hong Kong, January 11, 2023

As at the date of this announcement, the executive directors of the Company are Mr. Zhang Zhifeng, Mr. Ye Yaming, Mr. Zhang Yude and Mr. Zou Kang; and the independent non-executive directors of the Company are Ms. Chiu Lai Kuen Susanna, M.H., J.P., Mr. Yang Ying and Mr. Ding Yi.

** English translation of names in Chinese which is marked with “*” in this announcement is for identification purposes only*