

东软教育科技有限公司

Neusoft Education Technology Co. Limited

(Stock Code: 09616.HK)

Neuedu

Corporate Presentation

April, 2023



01 | Company Overview

02 | Financial Review

03 | Growth Strategies

04 | Appendix

Neuedu

01 | Company Overview



我们的价值观







创新 融合 进取

Innovation, Integration, Progression

China's Leading Provider of Digitalize Education Services

Neuedu

- First private IT higher education provider listed on HKEX, on 29th Sept 2020;
- Founded in 2000, 23 years' brand history, and leading in Chinese IT higher education industry;
- Up to now, with the most educational IT Intellectual Properties and High-tech Products in the private Higher education sector;
- Full-time formal higher education as the basic service with education resources and continuing education as 2 Strategic Businesses.

"One Subject Two Wings"			
	 Education Resources	 Full-time Formal Higher Education	 Continuing Education Services
Products & Services 	<ul style="list-style-type: none"> • Joint establishment of academic majors and industrial colleges • Smart education platform and Teaching resources • Laboratory solutions 	<ul style="list-style-type: none"> • Bachelor degree • Junior college diploma • Junior college to bachelor degree transfer 	<ul style="list-style-type: none"> • Formal continuing education • 2C training • 2B training
Enrollments 	<ul style="list-style-type: none"> • Joint establishment of academic majors : 24,845 	<ul style="list-style-type: none"> • Full-time students: 52,882 	<ul style="list-style-type: none"> • Offline customer: 30K+ • Online customer: 1 Million+
Revenue in 2022 	<ul style="list-style-type: none"> • 182 Million RMB • 30.1% YOY growth • 11.8% of total revenue 	<ul style="list-style-type: none"> • 1.175 Billion RMB • 14.6% YOY growth • 75.9% of total revenue 	<ul style="list-style-type: none"> • 147 Million RMB • 10.5% YOY growth • 9.5% of total revenue

Majors and Year 2022 Rewards in 3 universities

Dalian University



22/23 school-year New majors:

Bachelor:
Supply-chain management

Vocational education

Bachelor:
Electronic IT engineering

Current Majors:

32 bachelor
6 college
3 college to bachelor
3 Vocational bachelor

Rewards:

3 National-level First class bachelor
7 Accumulative
Rank 1st in National

1 Provincial-level
8 Accumulative

71 Provincial-level First class bachelor
1 National and 115 Provincial Accumulative

52 MOE Supply & Demand Matching on Employment and Education programme
Rank 2nd in National
Rank 1st in Provincial

- 4 new National-level First class bachelor, 8 in total;
- 4 new Provincial-level First class bachelor, 17 in total;
- 93 new provincial-level First class bachelor degree course, 151 in total, 1 is the national;
- 95 MOE supply & demand matching on employment and education programme;
- Rank 3rd among national and Rank 1st among engineering universities and colleges in 2021 and 2022 “Ruanke” Best China’s private higher education.
- Rank 1st among National Teaching Development Index for Private Higher education for 4 consecutive years.
- 11 new provincial-level teaching achievement awards (2 First Prize), and 3 vocational education (2 First Prize), accumulative 79 in total (3 national level).

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Chengdu University

22/23 school-year New majors:

Bachelor:
Visual comm. design

Vocational education Bachelor:
Software engineering
Electronic commerce

Current Majors
29 bachelor
5 college
7 college to bachelor

Rewards:

1 National-level bachelor
1 Provincial-level bachelor
6 Accumulative
Rank 1st in Provincial

15 Provincial-level First class bachelor
25 Accumulative

20 MOE SD Programme
Rank 2st in Provincial



Guangdong University

22/23 school-year New majors:

Bachelor:
Robot engineering

Current Majors:
23 bachelor
10 college to bachelor

Rewards:

2 Provincial-level First class bachelor
3 Accumulative

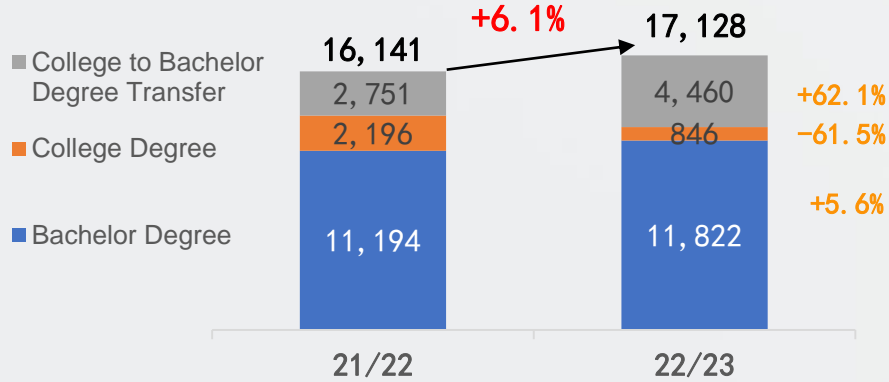
7 Provincial-level First class bachelor
11 Accumulative

23 MOE SD Programme
Rank 1st in Provincial

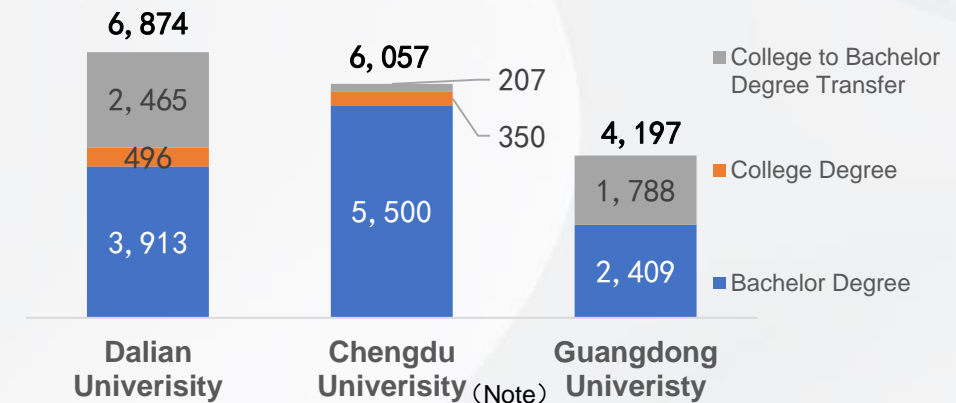
Formal Higher Education Quota and Enrolment

Admission quota continues growing

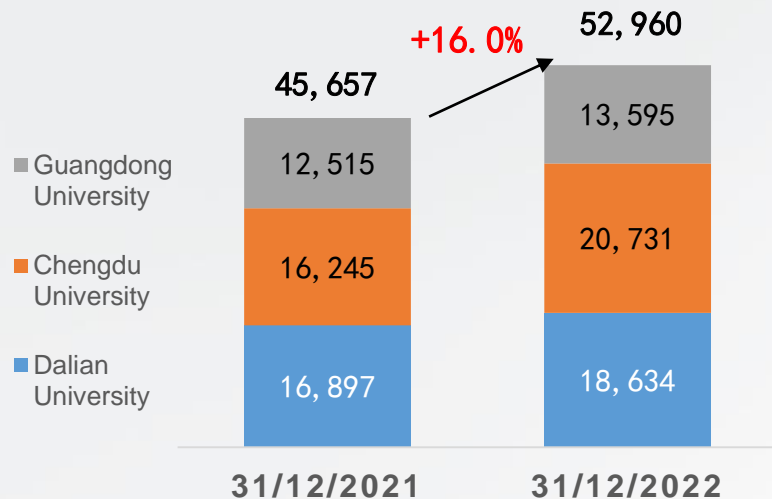
Full-time Formal Higher Education Admission Quota:



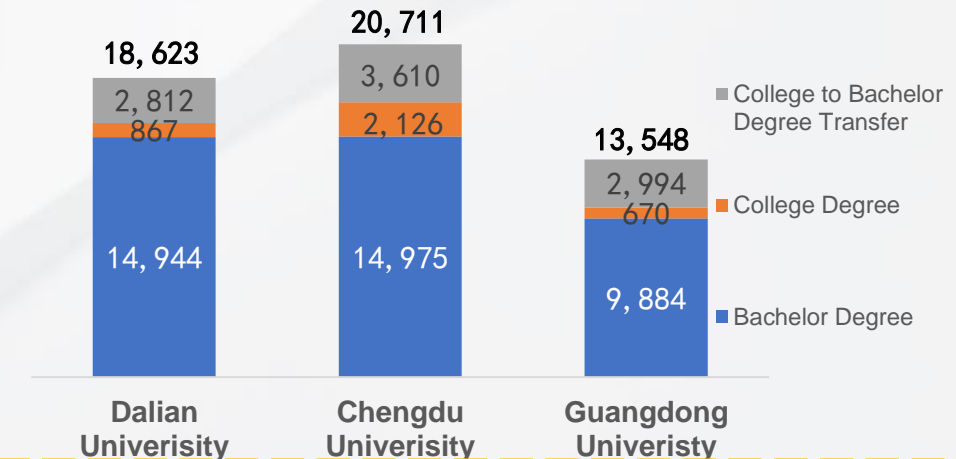
22/23 School Year Full-time Formal Higher Education Admission Quota :



Student enrolment continues growing



Up to 31th December 2022, Enrolments in the 3 Universities:



Note: Chengdu University has the college to bachelor degree transfer adjustment policy

Formal Higher Education Tuition Fees and Admission Scores Neuedu

Tuition Fee

Admission Score

The average tuition fee in school year 22/23 is **23,851** Currency: RMB

Attracting and recruiting more high-quality students

School	Degree	School Year 22/23
Dalian University	Bachelor	28,000 – 34,000
	College	28,000
	Junior college to bachelor degree transfer	28,000
Chengdu University	Bachelor	18,000 – 20,000
	College	18,000 – 19,000
	Junior college to bachelor degree transfer	18,000 – 19,000
Guangdong University	Bachelor	28,000 – 32,000 ^(Note)
	Junior college to bachelor degree transfer	28,000 – 32,000

The score range is keeping above each provincial control line in 2022						
	Dalian University		Chengdu University		Guangdong University	
	Physics	History	Science	Liberal Art	Physics	History
Maximum admission score above provincial control line	156	84	98	52	60	56
	to	to	to	to	to	to
Minimum admission score above provincial control line	54	6	13	13	23	10

Note: Guangdong University and the University of the West of England is RMB68,000 per year (Bachelor Degree)

Capacity and Utilization

Dalian New Campus



Dalian New Science and Technology Park



Chengdu New Campus



Guangdong New Expansion



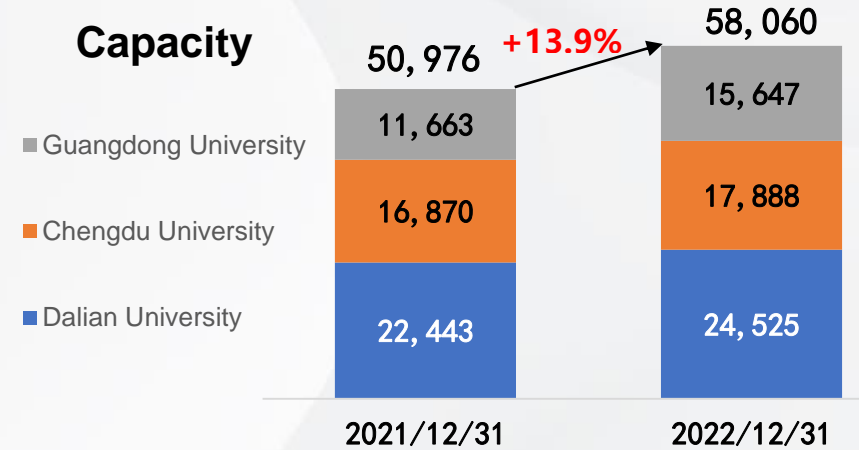
Intelligent Teaching Environment

Combining future technological development trends with personalized and precise teaching trends, we aim to integrate new technologies with teaching activities, providing teachers and students with a **Multi-functional**, highly **Interactive**, and **Service-oriented** teaching environment.

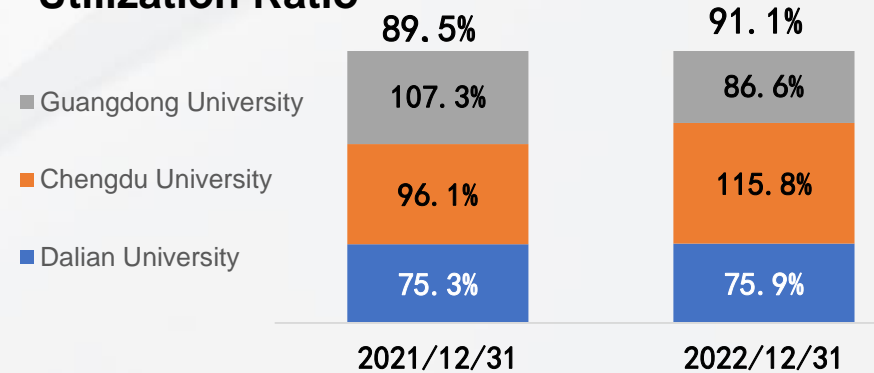


Continuously promoting **Smart Campuses** and deploying the integration of network and communication: Dalian University Bochuan Campus has built a 5G campus network infrastructure, and the first 162 smart classrooms has been put into use.

Capacity



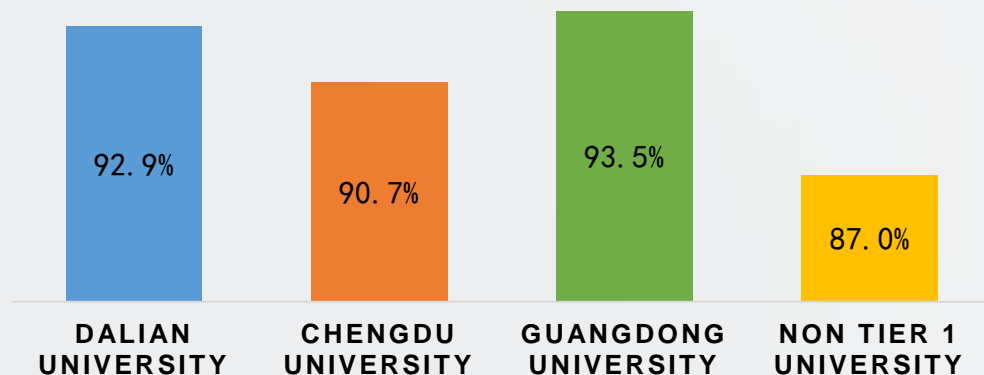
Utilization Ratio



Student Employment and Entrepreneurship

Graduates Employment Rate

Year 2021 Graduates (June 30th 2022)



Industry-Education Integration and School-Enterprise Cooperation Cases

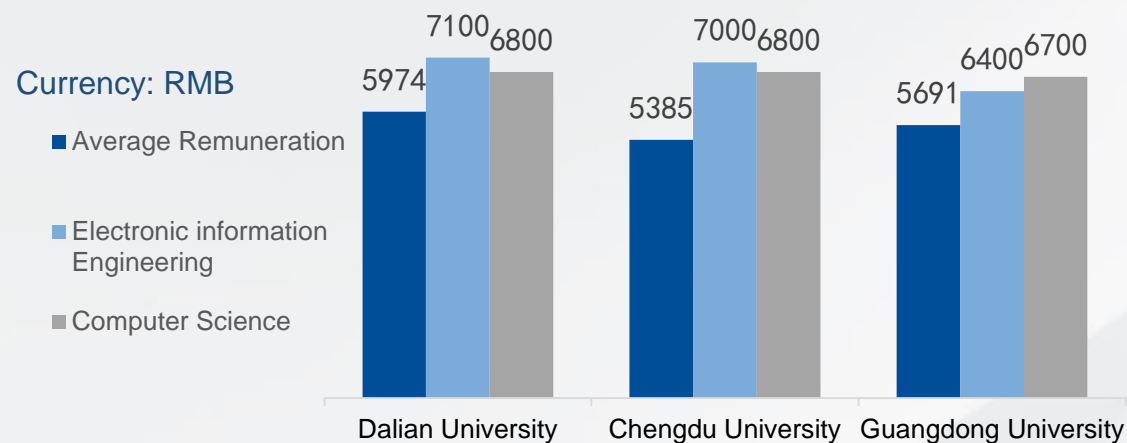
Relying on 5 major clusters, 17 industrial colleges

Dalian University and Alpine Electronics have launched a customized class;

Chengdu University and Intel AI Industry Application Research joint construction of practical training platforms, and targeted trainings;

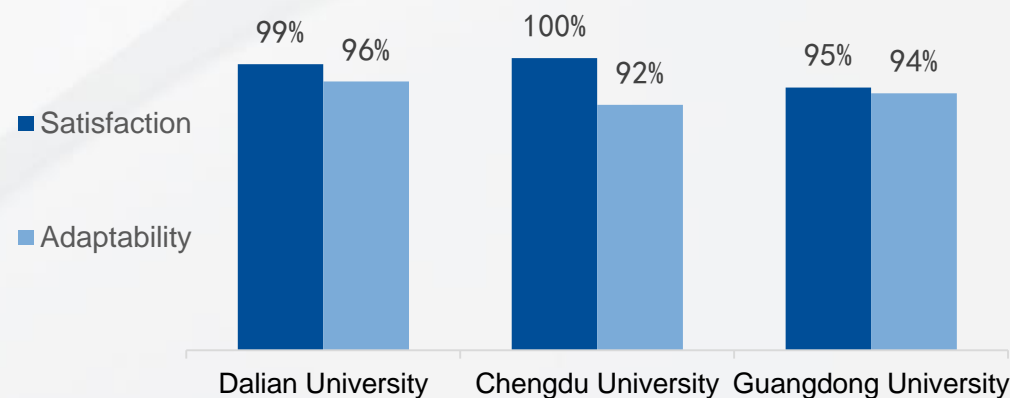
Guangdong University Graduates have interned at KPMG Foshan Company for employment.

Year 2021 Graduates' Average Remuneration and Top 2 Majors



Employers Evaluation

Satisfaction Survey

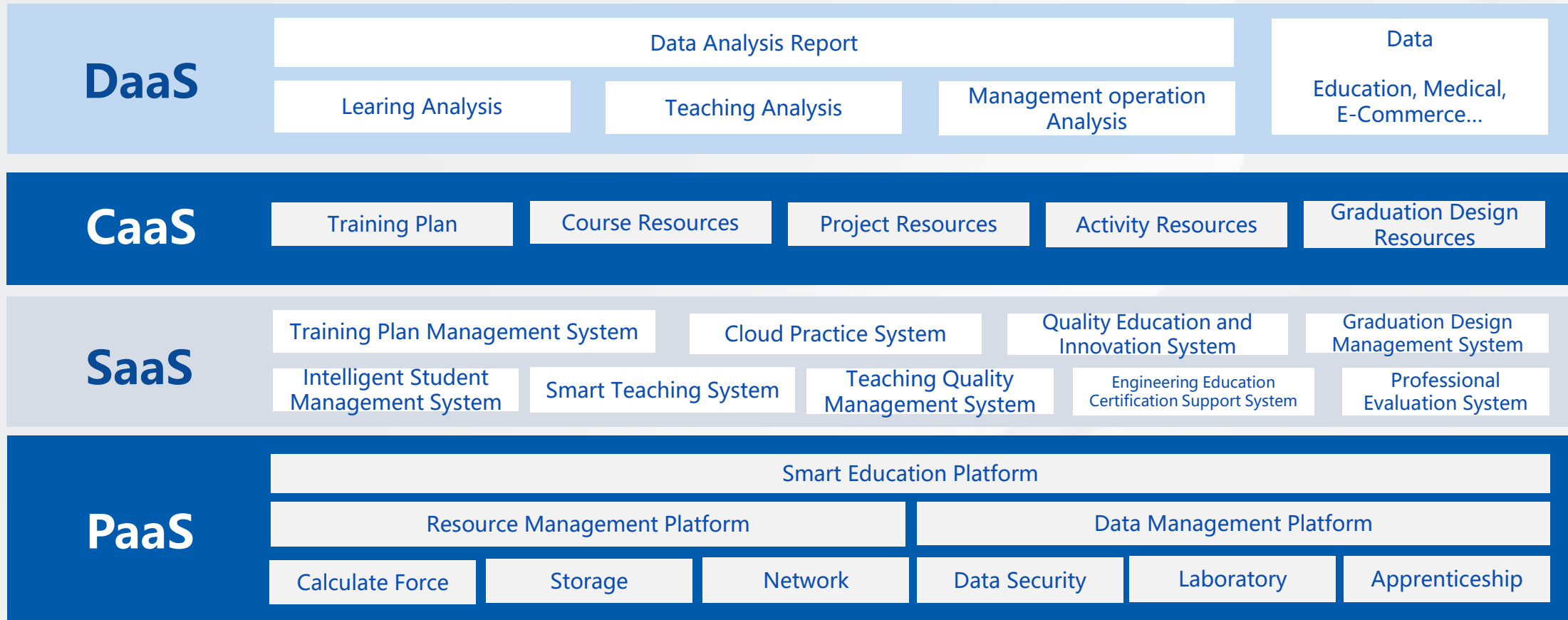


Note: Sources from each provincial government employment management systems, and MYCOS research

R&D – Based on the “4S” Service Model

Neuedu

Relying on the Neusoft-industrial advantages and educational accumulation, we digitize, productize, and platformize leading educational concepts, methods, models, systems, and standards to create an innovative "4S" service model, empowering partners and students.



Neuedu “Smart Education Platform” and “Laboratory solutions”: 82 Million Revenue with 19% Growth

Assist clients in achieving personalized and intelligent education driven by technology and data

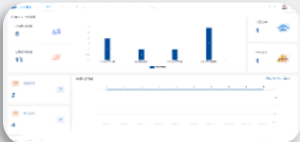
Neuedu “Smart Education Platform”



Intelligent Student Management System



Cloud Lab Platform



Project Training System



Examination System



Talent Training Program Management System



Innovation and Entrepreneurship Management System



Graduation Design Management System



Intelligent Student Management System



Engineering Education Certification Support System



Professional Appraisal System

The two new platforms launched in 2022

1 Neuedu Smart Education Platform

- Covering the fields of education management, teaching operation, and practical teaching, providing data reports on multiple links of "teaching, learning, training, management, and evaluation", assisting clients in achieving precise perception of digital education, and data-driven personalized and intelligent education.



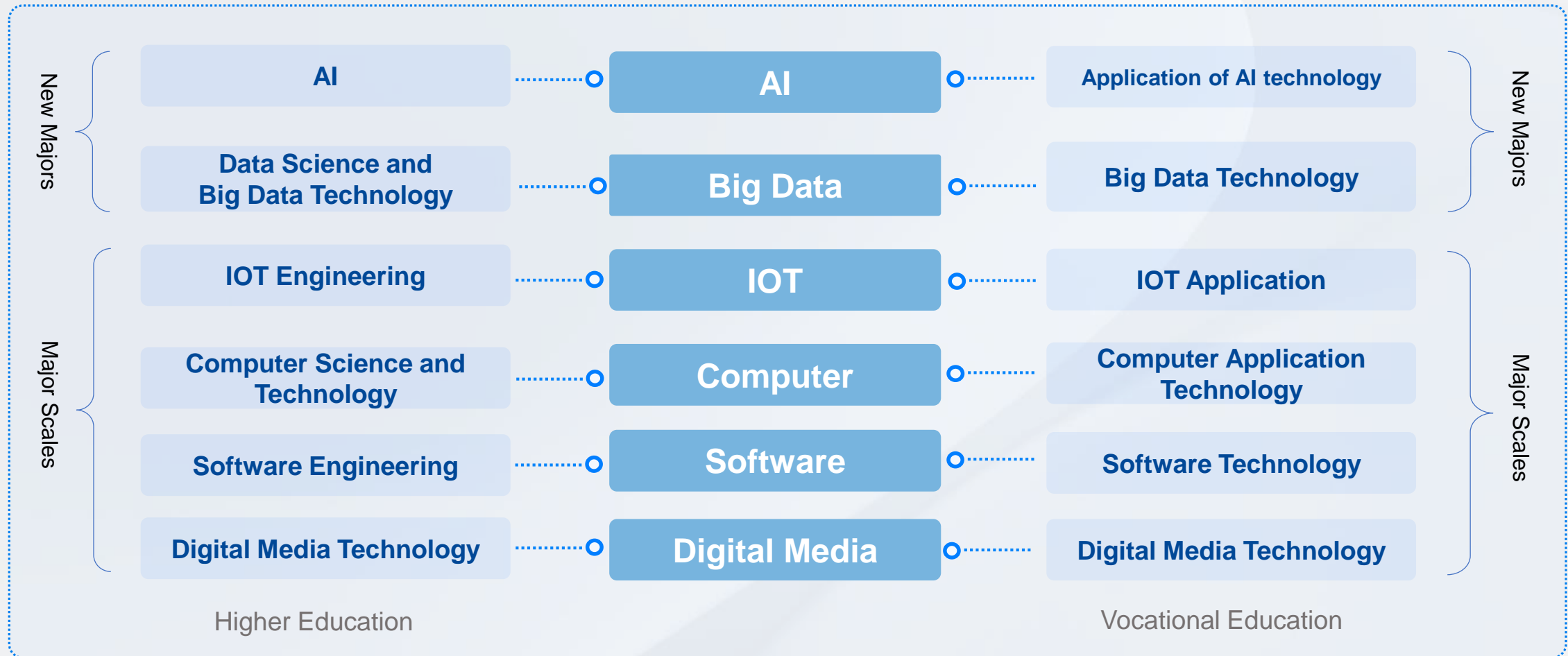
2 Neuedu IT Cloud Class

- To create an integrated lifelong learning and training platform for learners, lecturers, and managers that integrates learning, practice, testing, socializing, and career advancement.



Education Resources—Teaching Resource and Content **Neuedu**

Focusing on key elements such as **interactive design**, **TOPCARES achievement**, and the **integration of the “5 New”**, also focus on 6 core majors and create digital teaching content, including talent training plans, courses, projects, activities, graduation projects, etc., to form a systematic resource package.



Education Resources— Laboratory Solutions

34 Laboratory Solutions targeting 9 professional directions

Optimizing the training environment, Improving support projects, Enriching teaching content

AI	Computer Technology	Software Development	Big Data	Smart Management	Smart Media	IOT	Embedded	Smart Application
Computer Vision	C Language	C Language	Big Data Technology Comprehensive	Big Data Analysis	Product Design	IOT Awareness	Microprocessor	Microprocessor
Natural Language Processing	PHP Application	Java Application	Big Data Platform Operation and Maintenance	Big Data Collection and Analysis	3D Modeling	Smart IOT	Embedded Application Development	Intelligent Robot
Data Preprocessing	Web Front-end Technology	Web Front-end Technology	Big Data Collection and Analysis	Commercial Data Analysis	Media Product Development	IOT Application Development	Intelligent Perception	Industrial Robot
		Mobile Application Development	Big Data Visualization	Multi-industry Data Analysis	Gaming Development	IOT Cabling	Intelligent Tracking	Intelligent Manufacturing
			Python Application Technology		Virtual Reality	Smart Transportation		



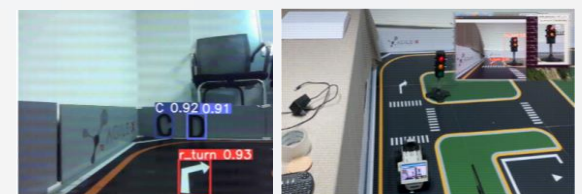
Medical Imaging Lab



Smart monitoring Lab



Unmanned driving Lab



New Launched:

Education Resources - Joint Establishment Academic Majors **Neuedu**

Neuedu Education Resources Advantages

23 Years	TOPCARES teaching methods and Neusoft
7	IT+HT Majors
81	Professional Practical Courses
772	Level 1-5 Laboratory Projects

Joint Establishment Academic Majors in 2022

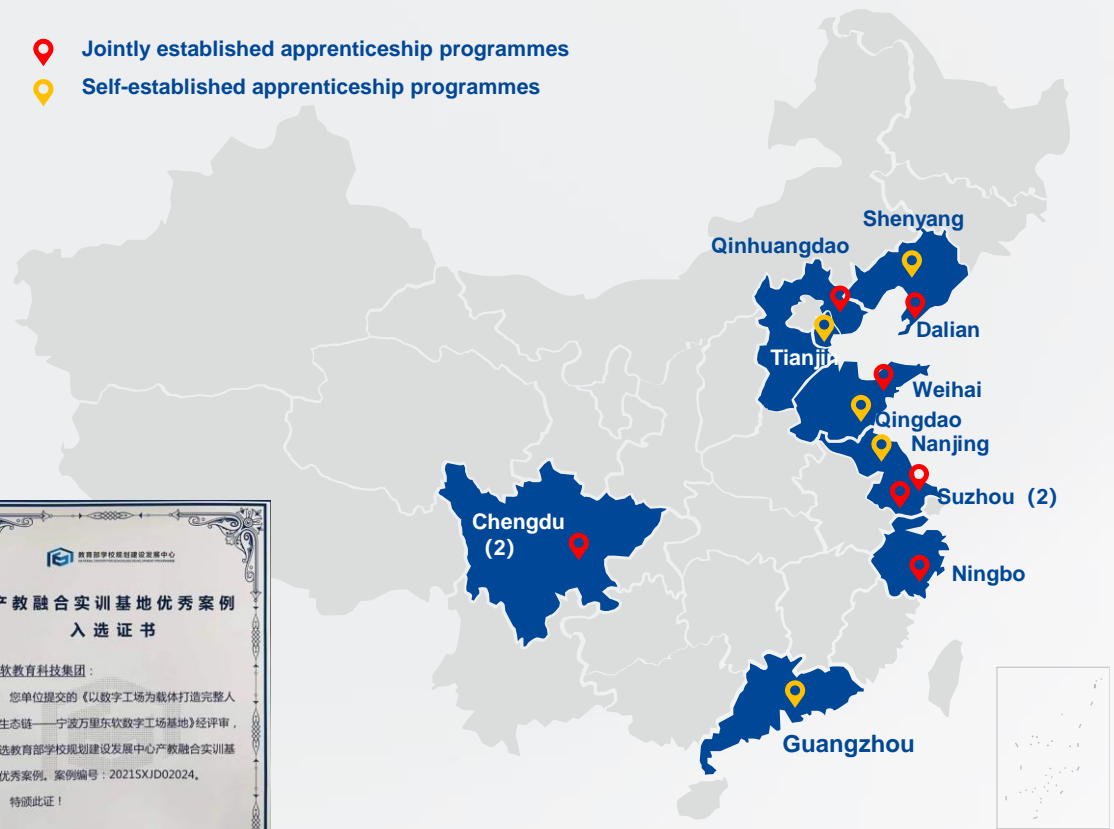
69 universities, 323 Joint Establishments
Covered 24,845 Students with 17% Growth
80 Million Revenue with 54% Growth
New 8 Openings in the Coming School Year

Typical Cases

- Jointly established by us with Dalian University of Technology, Northeastern University and China University of Petroleum, was approved among the first batch of the Characteristic Demonstration Software Colleges;
- Jointly established with Nanjing University of Information Science and Technology, and the “Intelligent Software College”, jointly established with Guangzhou University, were rated as the national-level modern industrial colleges.
- Jointly established with Fujian Meizhouwan Vocational Technology College was selected as MOE industry-education integration & school-enterprise cooperation typical case;
- Jointly established with Changchun Guanghua College, the Electronic information major was selected as a national 1st Class undergraduate major construction site;
- Jointly established with Yunnan Technician College was selected as one of excellent cases of industry-education integration in the 5th China IT Education BOAO Forum in CIE 2021;
- As of 2022, Students in the Joint establishment academic majors won over 80 National, Provincial, and Municipal prizes.

14 Apprenticeship Programme workshops

-  Jointly established apprenticeship programmes
-  Self-established apprenticeship programmes



Ningbo Wanli Neuedu apprenticeship programme was awarded the excellent case of industry-education Integration Training Base of China Ministry of Education.

Workshop:14 Capacity:5,300

- ✓ The apprenticeship programme serves as a platform for students to obtain practical training in a real corporate environment and is an important part for our cooperation with other colleges and universities on joint establishment of industrial colleges and academic majors.
- ✓ Replacing the self-established apprenticeship programme training bases with those jointly established with government; there have been 9 jointly established apprenticeship programmes.
- ✓ With the existing 14 digital workshops, we will promote the implementation of Zhengzhou workshop, negotiate with Jinan and Jinzhou workshops, and the jointly workshops with government are 9 out of 14.



Continuing Education Services

Obtained Total 63 Training Qualifications

2022 Obtained:

- Ministry of Human Resources and Social Security, National professional and technical personal continuing education base;
- Ministry of Education, National dual-teacher training base;
- National Standardization Management Committee, non-academic continuing education standardization site.

Online Education is Thriving

- Neuedu Online app launched in 2021, more content and functions, with over 1 million users, and 40k+ average monthly active users;
- Education and Examination Center, Online Learning Platform Development Committee of Ministry of Industry and Information Technology, Online platform cooperation unit, and Vice chairman unit;
- Ministry of Human Resources and Social Security, New career platforms, 100 high-quality online vocational skill platforms.

Continuing Education Services

Formal Continuing Education

Stabilize business scale and innovate enrollment models



Student **8,073**
72 million revenue in 2022

To B training

Standardize delivery standards and create a marketing system



Student **7,819** Project **112**
26 million revenue in 2022

To C training

Promote online 2c training



Student **14,700**
49 million revenue in 2022

02 | Financial Review



我们的愿景

中国数字化人才教育服务引领者
Leading Education Service Provider of Digital Talents in China

2022 Financial Highlights

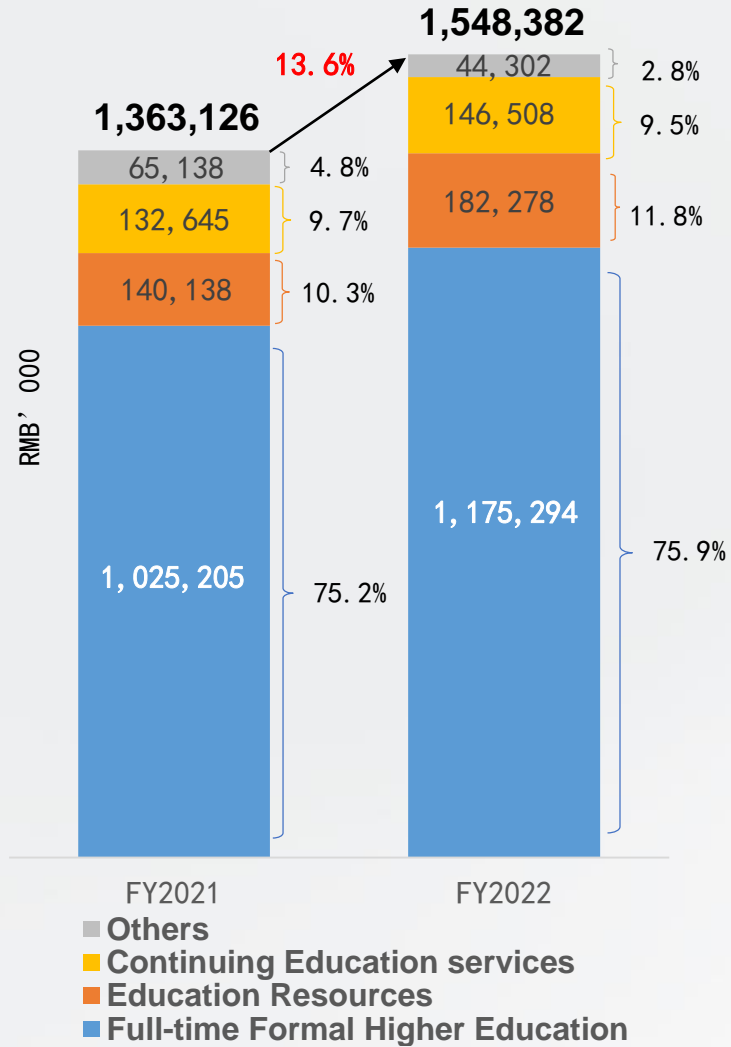
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(RMB '000)	FY2022	FY2021	Change
Revenue	1,548,382	1,363,126	+13.6%
Gross Profit	666,739	591,430	+12.7%
Gross Profit Margin	43.1%	43.4%	-0.3pp
Net Profit	385,416	301,220	+28.0%
Net Profit Margin	24.9%	22.1%	+2.8pp
Adjusted Net Profit ^(Note)	380,608	328,132	+16.0%
Adjusted Net Profit Margin	24.6%	24.1%	+0.5pp
Adjusted Net Profit Attributable To Owners of the Company	380,585	309,320	+23.0%
Earnings Per Share (RMB)	0.59	0.43	+37.2%
Dividend Per Share (HK cents)	16.5	14.1	+17.0%
Contractual Liabilities	989,341	769,183	+28.6%

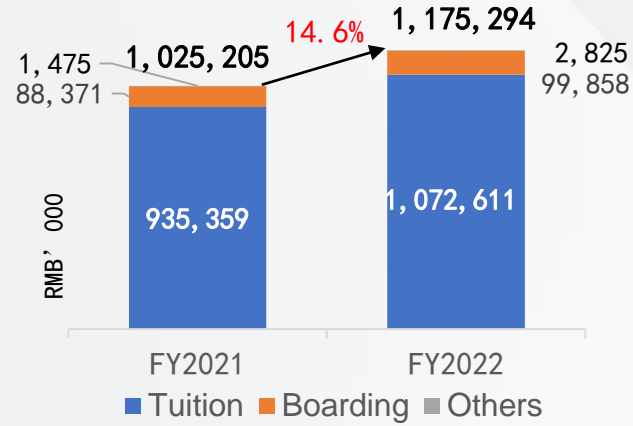
Note: Adjusted Net Profit = Net profit + Share based compensation expenses - Net foreign exchange gains

Revenue

Revenue:



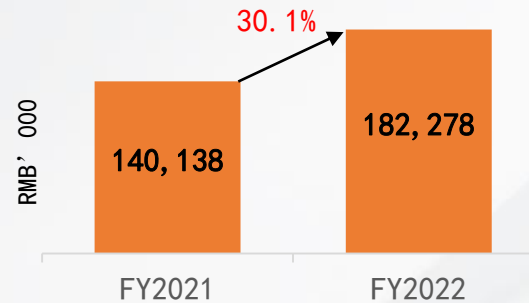
Full-time Formal Higher Education



- **14.6% Revenue Growth**

Due to increase of formal higher education students and average tuition

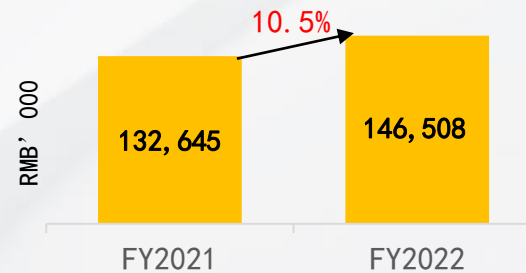
Education Resources



- **30.1% Revenue Growth**

Due to developed joint establishment of academic majors

Continuing Education Service

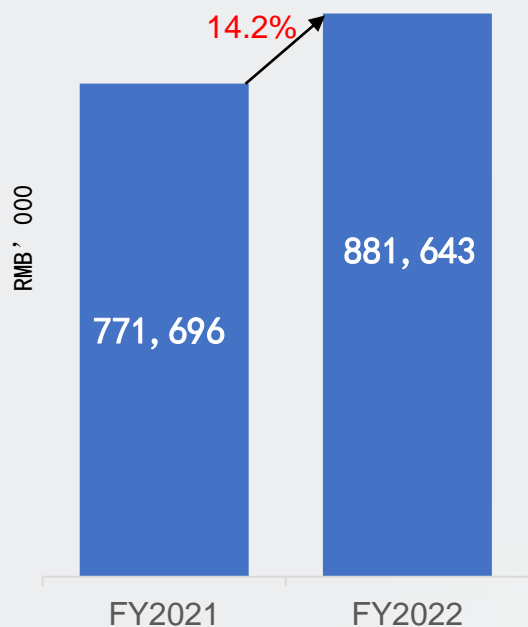


- **10.5% Revenue Growth**

Due to both the Formal continuing education and To C are growing

Cost and Expenses

Cost of Revenue

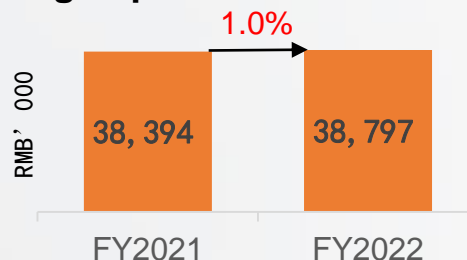


Cost of revenue increased 14.2%

Due to:

1. Increase of employee and salaries;
2. Increase in depreciation and amortization expenses after Dalian and Chengdu new campuses came into use

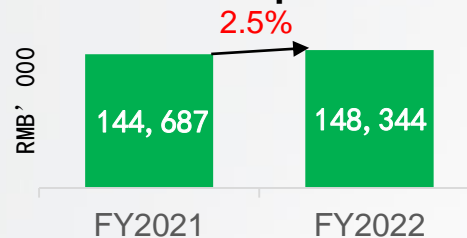
Selling Expenses



- 1.0% increased

Keep developing two wings business market, Yearly marketing expense rate is 2.5%

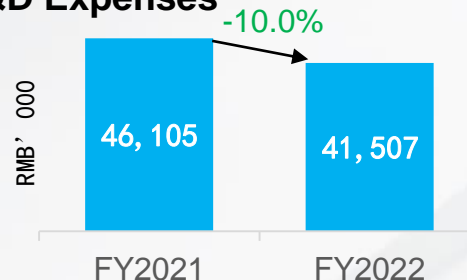
Administrative Expenses



- 2.5% increased

A slight increase

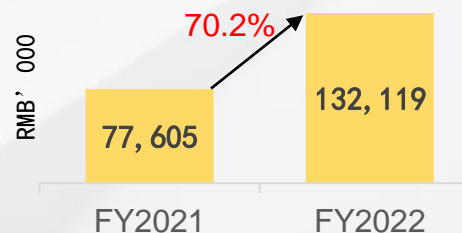
R&D Expenses



- 10.0% decreased

- Several early R&D projects were completed;
- R&D expenses were mainly used for educational resources and continuing education products

Taxation Expenses



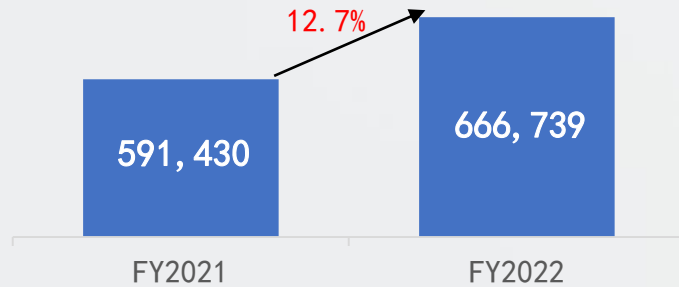
- 70.2% increased

Due to the net profit growth and average taxation rate increased

Profitability

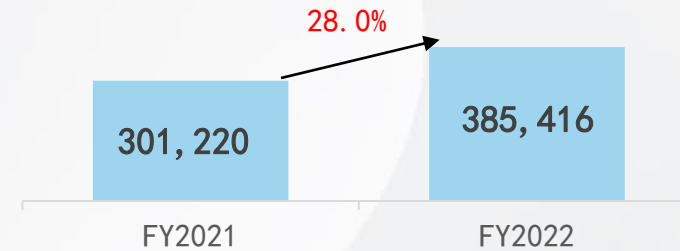
Gross Profit

(RMB '000)



Net Profit

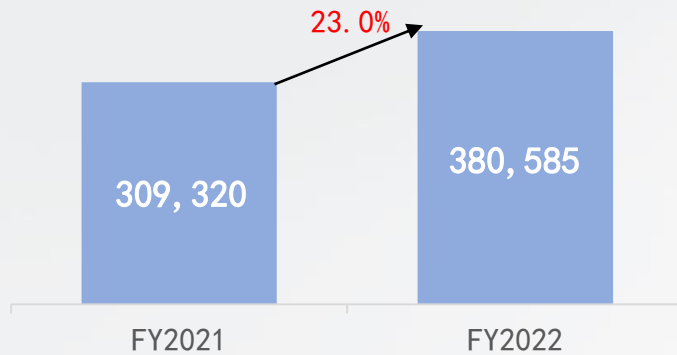
(RMB '000)



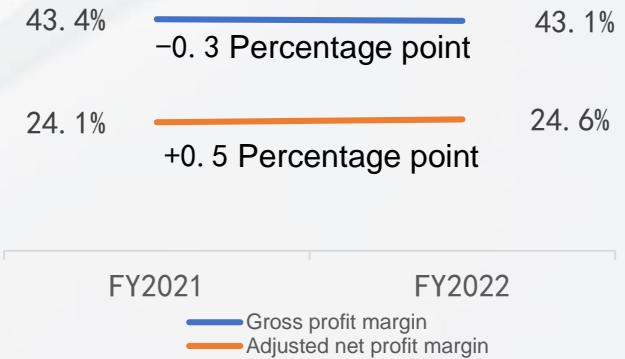
Adjusted Net Profit Attributable to the Owners of the Company

(note)

(RMB '000)



Gross Profit Margin / Adjusted Net Profit Margin

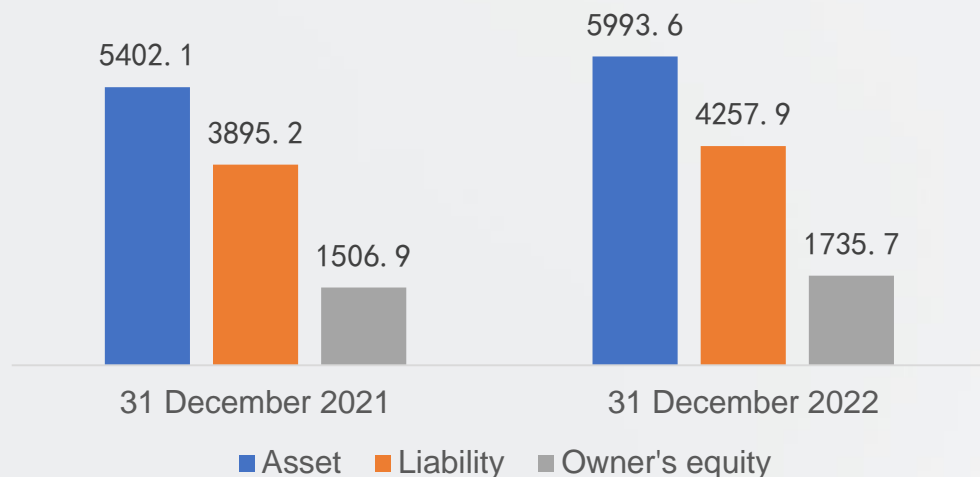


Note: Adjusted Net Profit = Net profit + Share based compensation expenses - Net foreign exchange gains

Capital Structure

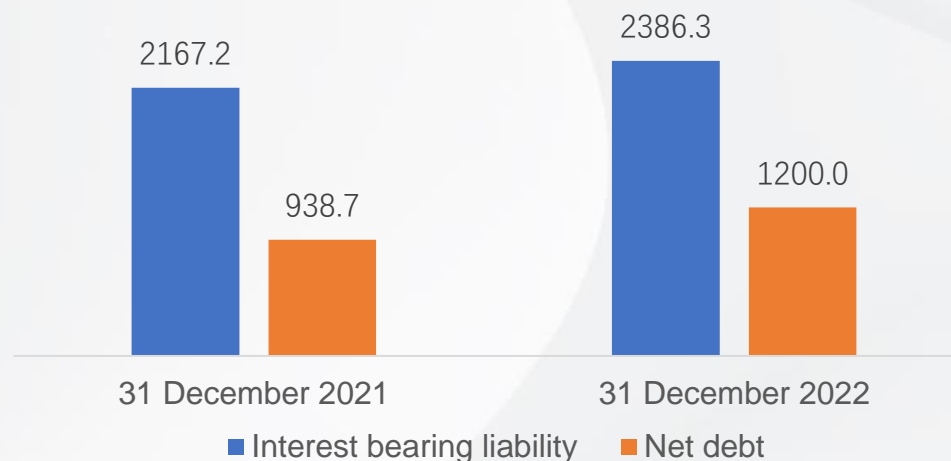
Asset, Liability, Owner's equity

(RMB Million)



Interest bearing liability ⁽¹⁾ and Net debt ⁽²⁾

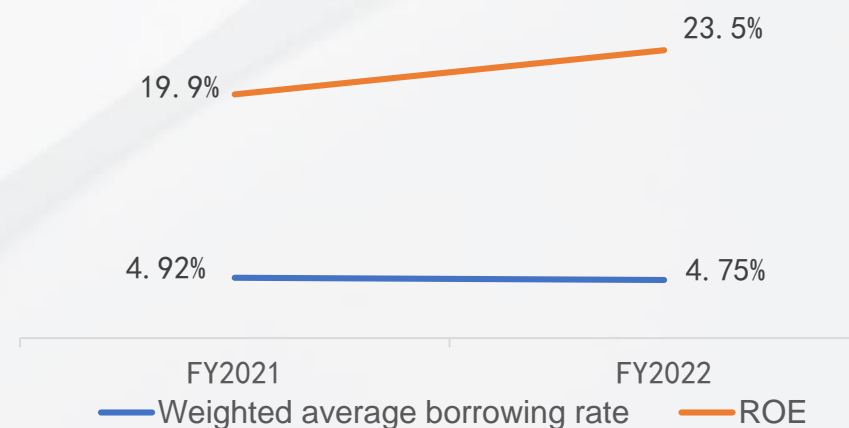
(RMB Million)



Liability ratio and Interest bearing liability ratio



Weighted average borrowing rate and ROE



Notes: (1) Interest bearing liability = Bank borrowing

(2) Net debt = Interest bearing liability – Cash and cash equivalents – Restricted cash

Cash Flow

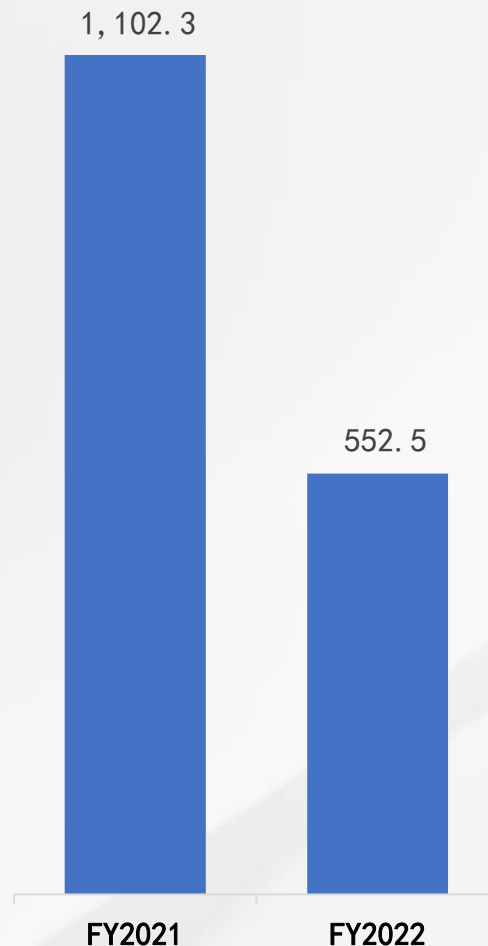
Net Cash Flow from Operating Activities

(RMB Million)



Capital Expenditure

(RMB Million)



Cash and Cash Equivalent

(RMB Million)



Usage of IPO Proceeds

Up to 31 December, 2022

(RMB Million)

Net Proceeds: 777.5

Unused Amount : 112.6

Upgrading existing school facilities and expanding campus

337.0

62.6

Acquisitions

50.0

50.0

Repay loans

198.0

0.0

Supplement working capital

79.9

0.0

■ Used

■ Remaining



03 | Growth Strategies

我们的使命

教育创造学生价值

Empower Students with Innovative Education

Quality

- The 20th Conference report, adhere to the people-centered, develop high-quality education system, promote educational equity, and accelerate the transformation from having to learn to good learning.

Party Building

- The 20th Conference report, fully implement the Party's educational policy, implement the fundamental task of cultivating morality and talents, and cultivate socialist builders and successors.

Digitalization

- National 14th Five Year Plan, leverage the advantages of Online education;
- Ministry of Education, National Education Digitalization Strategy Action as a major project;
- World Digital Education Conference, released 7 standards and specifications for smart education platforms.

Evaluation

- The 20th Conference report, Improve the school management and education evaluation system;
- Ministry of Education, Evaluation reform education methods, models, management systems.

Standardization

- “Strategic Plan for Expanding Domestic Demand(2022 – 2035), Support and standardize the development of private education, and steadily promote the reform of classifications.

Policies Support

- ◆ Encourage and support social forces to participate in operating schools, especially encourage social capital to participate more extensively and deeply in the development of vocational education;

- ◆ Policies on financial support, tax incentives and land guarantee have been clarified to provide more support for the development of private colleges and universities.

- ◆ Pushing cooperations deeply participate in vocational education, encourage cooperation host high quality vocational education.

- ◆ Encouraging and reward cooperation which involves integration industry and education, in order to promote technical and skilled personals' quality, key roles of enhancing employment rate.

Regulations on the Implementation of Private Education Promotion Law

01

Opinions on Promoting the High-quality Development of Modern Vocational Education

02

PRC Vocational Education Law

03

The implementation plan of the Education Empower Project in the 14th Five-year Plan period

04

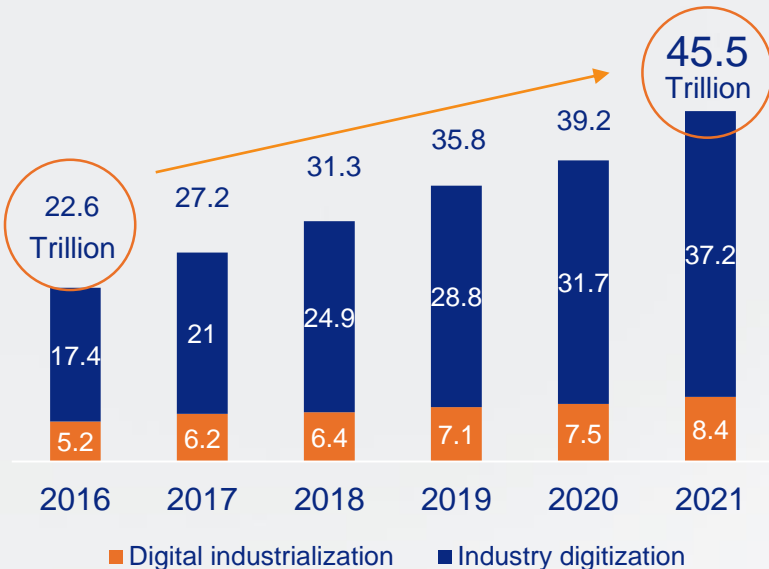
Neuedu

- ◆ Encourage listed companies and leading enterprises in the industry to provide vocational education, and encourage all kinds of enterprises to participate in providing vocational education in accordance with the law;
- ◆ Encourage vocational schools and social capital to jointly build vocational education infrastructure and training bases, and jointly build and share public training bases;
- ◆ Working together to promote deeper integration of industry and education, and governments at all levels should put such integration in their economic and social development plans.

- ◆ Concentrating on supporting a number of high-quality vocational colleges and application-oriented undergraduate colleges and universities, to build a number of high-level and specialized industry and education integration training bases.

Rapid growth of digital economy ⁽¹⁾

- Average annual growth rate is 9%, which will exceed 50% of GDP



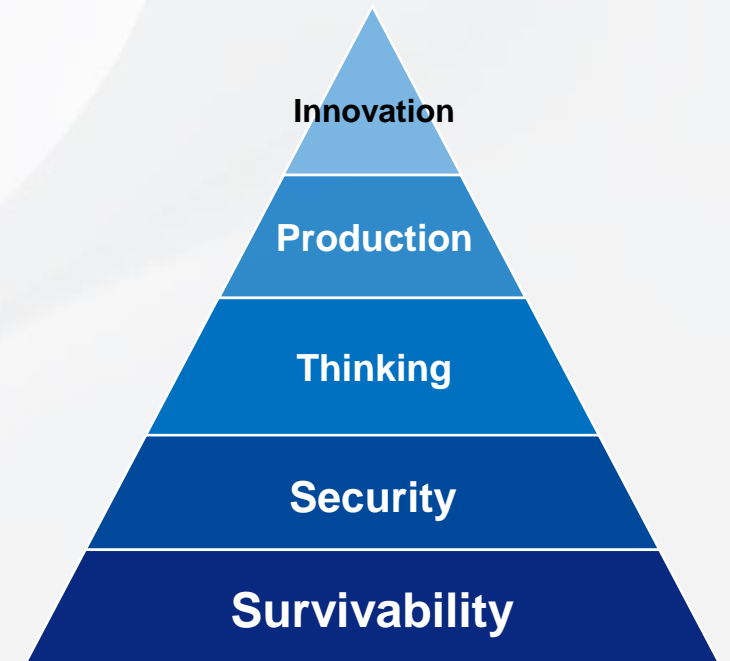
High demand for digital talent ⁽²⁾

- New version of the National Occupational Classification Dictionary adds 158 new professions and marks 97 digital professions for the first time.
- New economy, new professions, new formats, and new technologies have given rise to new demands:

- Cloud computing engineering **1.5 million**
- AI **5 million**
- IOT engineering **5 million**
- Industrial robot **1.25 million**
- Digital manager **2 million**
- E-sports operator **1.5 million**

High requirements for abilities

- 5 abilities for digital technology:



Note: (1) Sources from China Academy of Information and Communication Technology ;

(2) Sources from Human Resources and Social Security, Employment Training Technology Guidance Center published "New Vocational Online Learning Platform Development" in 2022.

The State supporting and creating a good market environment for digital media industry

National Development and Reform Commission, the Ministry of Science and Technology, and other 4 departments, Encourage the development of digital creative industries with cultural education, healthcare, and elderly care, and stimulate market consumption activities.

→ “Digital Media ,HT”

State Council, Innovate and develop “Cloud Life” services, deepen the integration of AI, VR, 8K high-definition video and other technologies, expand applications in social, shopping, entertainment, and exhibition fields, and promote the upgrading of life consumption quality.

→ “Metaverse”

China’s Digital Media Industry

The sustained growth of consumption and the steady improvement of culture media consumption have driven the industry growth

1.05 Billion

Internet users

4000

New media industry companies

600 Billion RMB

Market size prediction
in 2025

16%

Market annual growth rate
in 2023 to 2025

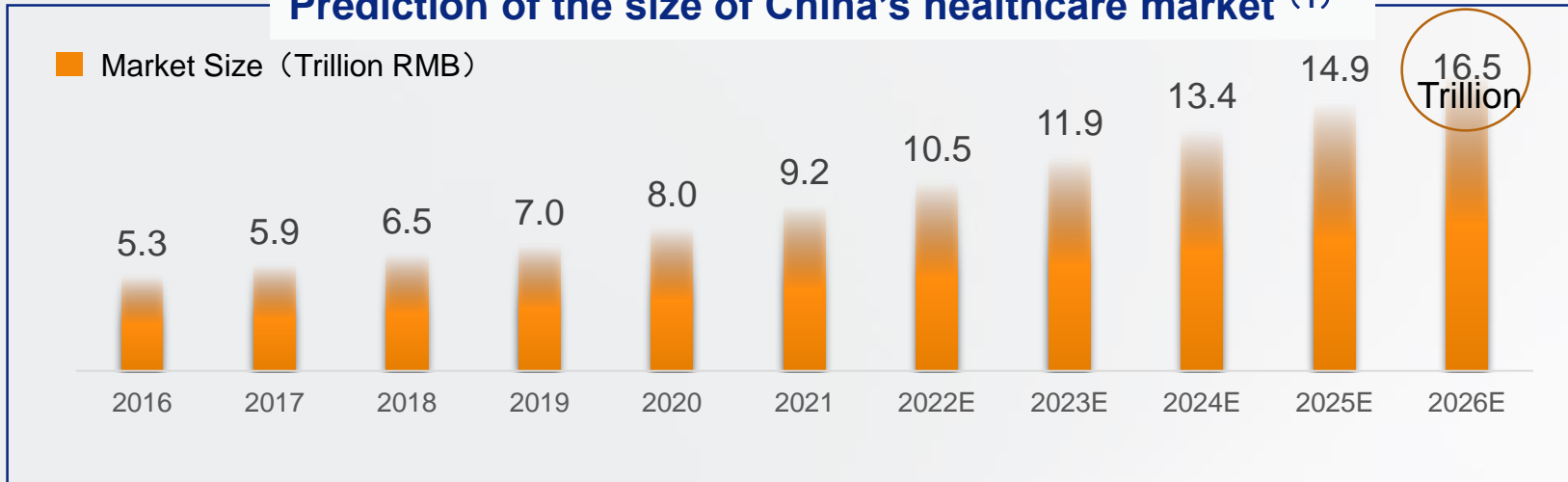
※ **Approximately 1.5 million professional talents gap**

Requires a large number of professional talents

Health and Medical Industry

Wide Market and Strong Demand for talent

Prediction of the size of China's healthcare market ⁽¹⁾



Talent demand in Healthcare ⁽⁵⁾

In 2023, labor market demand:

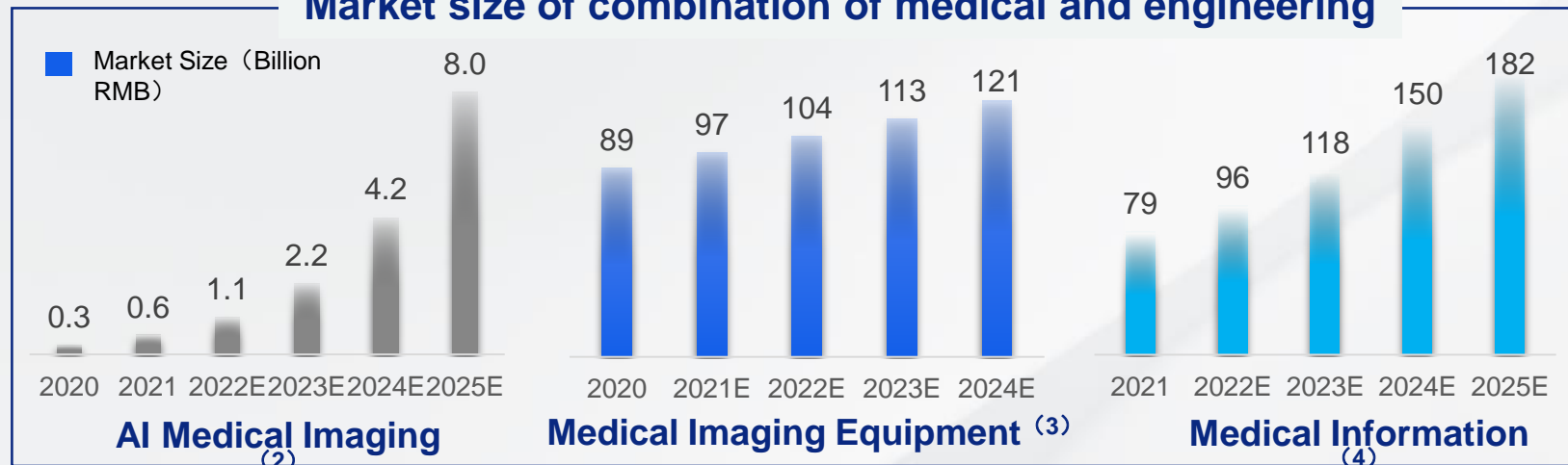


47.7 Million
Total Demand



25.4 Million
Gap

Market size of combination of medical and engineering



Note: (1) Sources from iResearch Consulting; (2) Sources from Health research, Jinrongjie; (3) Sources from China Business Intelligence Network; (4) Sources from Huajing Industrial Research Institute; (5) Sources from Frost Sullivan Report

Digital Transformation of Education

Digital technology will become the core content of the education revolution, with **smart campuses**, **smart study partners**, and **smart management** becoming the "desk words" for the construction of vocational colleges, which will inevitably bring comprehensive, fundamental, and disruptive changes to vocational education;

Requirements of Digital transformation of education

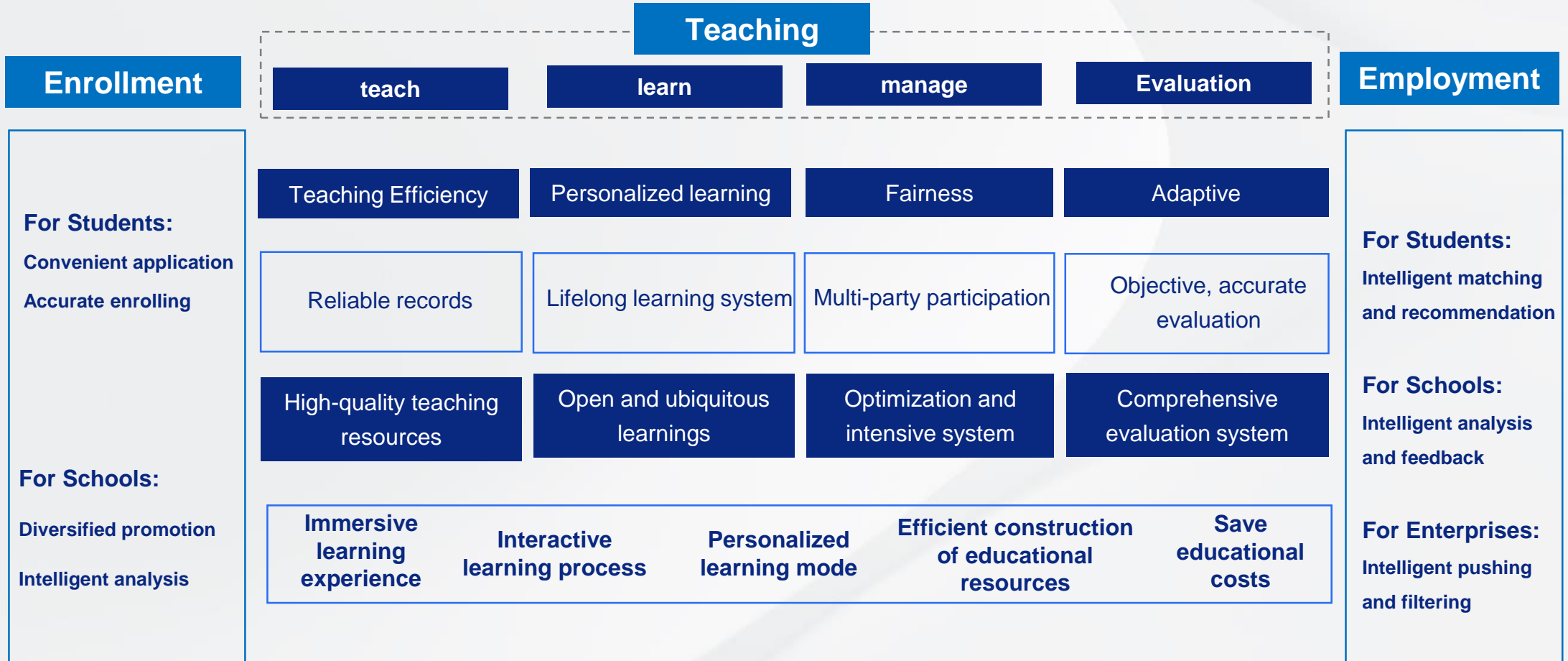
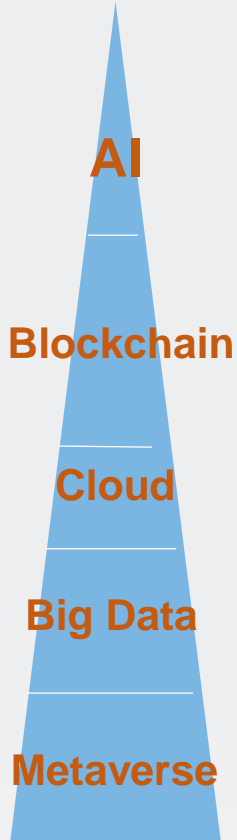
- **Transforming educational concepts**
Systematically promoting digital infrastructure
- **Building a Smart Education Environment**
Building a comprehensive digital resource platform
- **Reform teaching mode**
Modular assistance in exploring new educational scenarios
- **Implementing evaluation changes**
Big data enhances educational governance capabilities

The core demand of higher vocational colleges to industrial colleges (Note)



New Technologies Drive Education Transformation

Neuedu



Stronger “One Subject”

Focusing on **building a first-class application-oriented university**, guided by TOPCARES methodology, we adhere to the path of high-quality development, and promote the group's universities to achieve better results in **enrollment and employment, program construction, teaching reform, R&D development, quality assurance, environmental construction, and brand reputation.**

1. Optimize and adjust majors

- Closely following industrial development and building urgently needed majors in the market;
- Closely following the direction of the digital media industry and optimize related majors in the metaverse;
- Add vocational majors in elderly care, such as elderly care and management, rehabilitation engineering technology, smart health elderly care services and management, nursing, rehabilitation treatment technology, etc.

2. Strengthen advantages of program leadership

- Carry out curriculum, projects, activities, entrepreneurship and innovation, practical training, and graduation construction in accordance with unified concepts, methods, models, standards, etc.
- Using advantages to radiate and drive the overall improvement of programs clusters

3. Ensure the improvement of program level

- Programs cluster support
- Programs certification traction
- Unified programs standard construction
- Sharing Co-building resources

4. Promote program quality evaluation

Covering 6 evaluation dimensions including:
Teaching works, Scientific research, Social services, Student growth, Teacher development, and Program reputation

Further theorize, systematize, and generalize innovative educational practices, and continuously promote the iterative upgrading of TOPCARES educational methodology, so as to better guide the education and teaching reform of the 3 schools and better serve the expansion of the business of the two wings

Strengthen research on educational methodology and key technologies, empower the construction of digital educational products

- **Innovative products for digital talent cultivation**

Focusing on professional development and job skill quality, facing the needs of industry talents, we develop systematic, specialized, and personalized digital talent training innovative products, and provide **excellent digital talent training product solutions for customers.**

- **Continuously iteratively upgrading the digital platform for smart education**

Based on the need for digital education and teaching, we aim to develop smart education digital products and services with high market potential, high quality, and strong market competitiveness for the entire process of education and management, significantly **improving customers' digital teaching capabilities and management efficiency.**

- **Research on Key Technologies of Empowered Products**

Explore the directions of AI, computer vision, intelligent voice, natural language processing, intelligent edge computing and big data, Hadoop3.0, Spark 3.0, data lake, etc., explore cloud computing, cloud services, cloud native, and try to integrate information innovation and low code technology in educational products.



- **Research on products and solutions that empower research capabilities in universities**

Focusing on the problems and required resources encountered in scientific research work by ordinary undergraduate and vocational colleges, we will carry out research empowerment research and develop solutions to **empower various teachers' scientific research capabilities,** thereby promoting the sales of various scientific research products of the group.

- **Theoretical and practical research on educational methods empowering products**

Conduct **research on teacher growth paths, IT professional evaluation and ranking,** and the implementation of TOPCARES methodology in platform and resource products to make the group's educational products more scientific, forward-looking, and competitive.

Bigger “Two Wings”

Neuedu

“4S” Service Model

SaaS (Software) + PaaS (Platform) + CaaS (Content) + DaaS (Data)

Neusoft’s “IT+HT” Industry



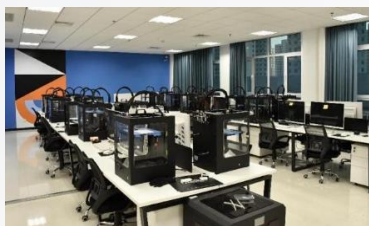
3 Schools’ Experience



TOPCARES Teaching Methods

Bigger “Education Resource”

- Expand the richness of products and services, continue to optimize the marketing methods through skills competitions, teaching ability competitions, engineering certifications, and other tunnels, to **expand market share**;
- Strengthen the precise customers expansion, focus on the co-operation **scale of individual universities**, improve delivery quality, and **improve customer satisfaction**;
- Deeply promote the **implementation of the 4S business model** and achieve a transformation from product solution implementation to delivery method;
- Coordinate the layout of digital workshops and **Strengthen regional business support capabilities**; Actively co-constructing new digital workshops in **South China, Central Southwest China, and Northeast China**.



Bigger “Continuing Education Services”

- Enrich products** to meet the needs of personalized learning, employment, and re-employment, and enrich employment, skill enhancement, and resource products;
- Pay close attention to **teaching quality**, accelerate the establishment of an education process management system, process supervision and quality control, and continuously optimize the 4S delivery process and standards;
- Continue to **expand training qualifications**;
- Build **Neuedu Online** as a "brand online learning platform", and **Neuedu IT Cloud Classroom** as a "brand channel"; Optimize the existing professional skill level certification, special technology certification, Internet plus learning platform, HR services and other businesses; Strengthen user operation, **focus on payment conversion**, and improve user payment rates.





04 | Appendix

No.1 in China

The number of national first batch first-class bachelor degree construction site in private universities

No.1 in China

Teaching Development Index of Private and Independent Colleges of Chinese Association for Higher Education

No.1 in China

Three consecutive years on teachers' competition status of private and independent colleges by Chinese Association of Higher Education

One of the First in China

One of the first 35 model software vocational and technical colleges in China

One of the First in China

One of the first 50 universities with typical experience in innovation and entrepreneurship

One of the First in China

One of the first 99 model universities for deepening innovative education reformation

First in China

Won the national-level teaching achievements first prize in private universities

First in China

Selected as SAP Global Seed University

First in China

Private university that joined CDIO International Engineering Education Cooperation Organization

First batch of Ministry of Education

Specialized model software institute recommended institute

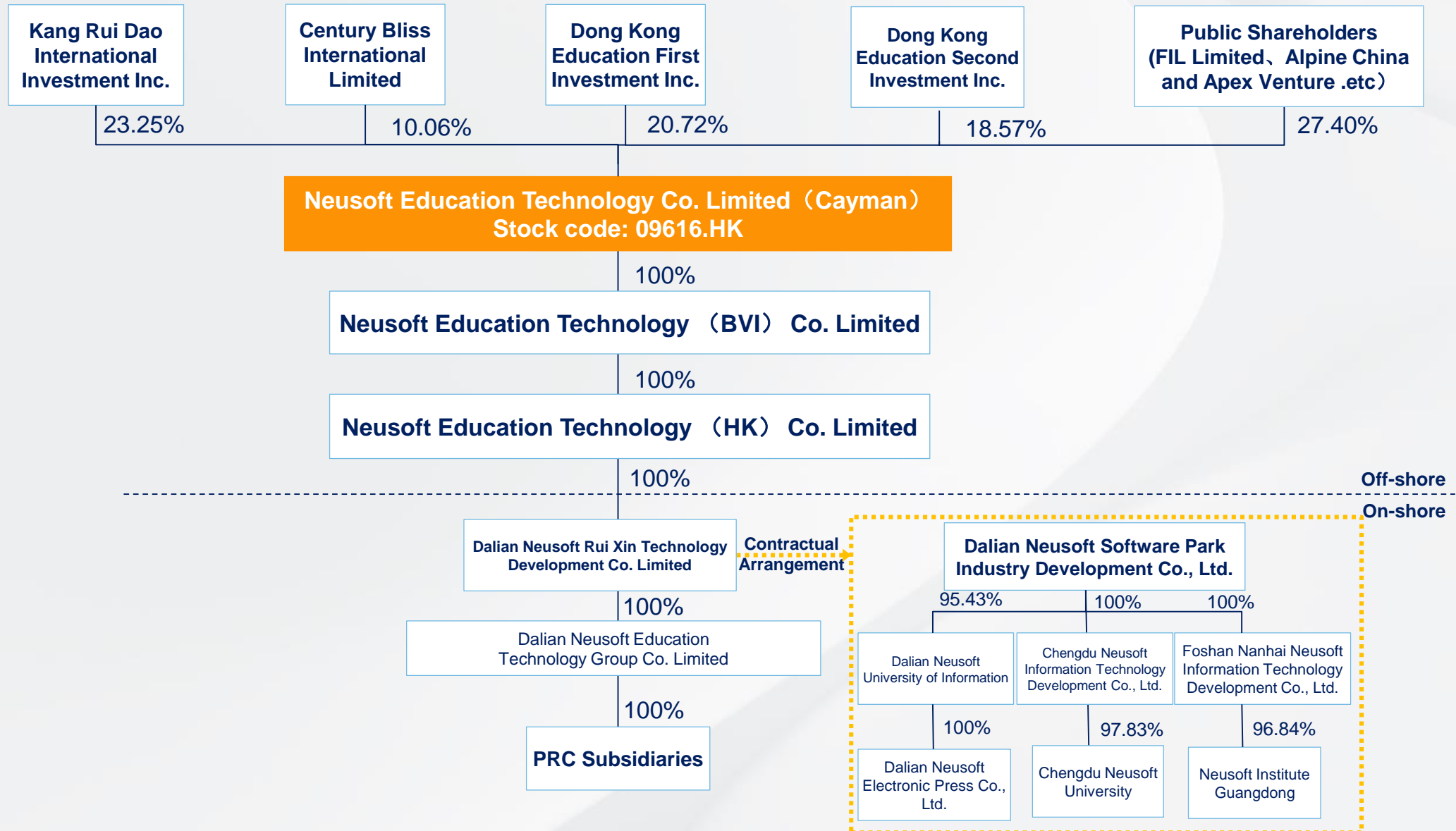
The First batch of the Ministry of Education Informationization Teaching Indicator Committee

Vocational college information training base

First batch of Ministry of Human Resources and Social Security

54 vocational skills training online platform institutions

Corporate Structure (Up to 31 January, 2023)





Dr. Liu JiRen

Chairperson, Non-executive director

- **30+** years experience in the education & IT industry
- Former Vice Principal of Northeastern University, and Professor and Ph.D. supervisor at Northeastern University
- "China Software Industry Decade Great Player" in 2011
- "One Hundred Outstanding Private Entrepreneur for the 40-Year Reform and Opening up" in 2018
- Chairperson of Neusoft Corporation (600718.SH)



Dr. Wen tao

Executive director, CEO, Honorary Principal of Dalian University

- **30+** years experience in the education industry
- Former Vice Principal of Liaoning Shihua University, and Professor, and Ph.D. supervisor at Northeastern University
- Deputy director member of the National Industry and Information Segment Education Steering Committee
- Member of the Software Engineering Professional Education Supervision Committee of the Ministry of Education
- From 2000 to March, 2022, Principal of Dalian University.



Dr. Zhang YingHui

**Non-executive director
Principal of Chengdu University**

- **20+** years experience in the industry
- Professor and Ph.D.
- Principal of Chengdu University since 2003



Mr. Chao YuJun

Senior Vice President, CFO

- Former Financial Controller of Dalian University
- Senior Accountant
- Overseeing financial operations and management



Mr. LI YinGao

Senior Vice President

- President of Tianjin Ruidao since May, 2012
- Overseeing the operations of education resources and continuing education



Dr. Wang WeiKun

Senior Vice President

- **20** years experience in the industry
- Professor and Ph.D.
- Overseeing the operations of branding, administration, and logistics management

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Neuedu

科技赋能智慧教育

Boost Smart Education with Digital Technologies

教育创造学生价值

Empower Students with Innovative Education

THANKS!

