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華夏視聽

CATHAY MEDIA AND EDUCATION GROUP INC.

華夏視聽教育集團

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1981)

**VOLUNTARY ANNOUNCEMENT –
TOTAL STUDENT ENROLMENT OF CUCN AS
OF THE BEGINNING OF THE 2021/2022 SCHOOL YEAR**

This announcement is made by Cathay Media and Education Group Inc. (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, the “**Group**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that a total of 24,694 students were enrolled in Communication University of China, Nanjing (南京傳媒學院) (“**CUCN**”) as of the beginning of the 2021/2022 school year, which comprised 20,085 undergraduates, 4,240 vocational education students and 369 international preparatory students, representing a year-on-year growth of approximately 40.3%.

The above number of undergraduates included the undergraduates enrolled in the Binjiang campus of CUCN (formerly Olympic College of Nanjing Sport Institute (南京體育學院奧林匹克學院)). The registration rate of our new undergraduates for the 2021/2022 year was approximately 97.8%. The total number of new students enrolled in CUCN (including the Binjiang campus) as at the beginning of the 2021/2022 school year reached 9,364, representing a year-on-year increase of approximately 42.1%.

The Board wishes to remind shareholders of the Company (the “**Shareholders**”) and potential investors that the information contained in this announcement is unaudited and represents preliminary statistics based on internal record of the Group as at the date of this announcement, which has not been audited or reviewed by the Company’s auditor. Such unaudited information may differ from figures to be disclosed in subsequent financial reports to be published by the Company on an annual or half-yearly basis. Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Cathay Media and Education Group Inc.
Pu Shulin
Chairperson and Executive Director

China, 27 October 2021

As at the date of this announcement, the executive Directors are Mr. Pu Shulin, Mr. Sun Haitao, Mr. Wu Ye and Mr. Yan Xiang and the independent non-executive Directors are Mr. Zhang Jizhong, Mr. Lee Cheuk Yin Dannis and Mr. Huang Yu.