

**Neuedu**

**东软教育科技有限公司**

Neusoft Education Technology Co. Limited

(Stock Code: 09616.HK)

# Corporate Presentation

July, 2024



# Content

Neuedu

**01**

**Company  
Overview**



**02**

**Financial  
Review**



**03**

**Growth  
Strategies**



**04**

**Appendix**





**01**

# **Company Overview**

**Our Values**

Innovation / Integration / Progression / Responsibility / Integrity

# China's Leading Provider of Digitalize Education Services

## 1<sup>st</sup> prize of National-Level Teaching Achievement Award

Reward again, and the only National-Level Teaching Achievement Award in vocational education in Liaoning Province this time

## Top 2 among the private universities in China

National General Colleges and Universities Students' Computer Competition Status Data from 2012-2022

## Only 1 University in China in 2023

MIIT, Industrial Internet Security Talent Cultivation Pilot Demonstration Project

Recognised as the typical case on product, application and service of the new generation of information technology in 2023 by the MIIT

## Senior Partner

2<sup>nd</sup> Vocational Skills Competition Providing technical support for the "Mobile Application Development" and "Computer Software Testing" competitions;

- First private IT higher education provider listed on HKEX, on 29<sup>th</sup> 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" in 2023



Full-time Formal Higher Education

1.45 Billion  
24.1% YOY growth  
80.8% of total revenue

Education Resources  
192 Million  
5.3% YOY growth  
10.6% of total revenue



Continuing Education

159 Million  
8.3% YOY growth  
8.5% of total revenue

## First Batch in China

- Pilot units for the construction of a national-level university for the elderly
- Co-construction units of National Elderly University

## First in China

the 1st application-oriented university in China with 2 affiliated hospitals

## First Batch by MOE

3 textbooks were selected as the first batch of National Planning Textbook in the 14th Five-Year Plan of Vocational Education by MOE

## Ranked 1st in the Country For 5 Consecutive Years

"National Private and Independent College Teacher Teaching Development Index" (2019 to 2023)

Jointly hosted 2023 "Belt and Road and BRICS Future Skills Challenge" Computer Software Testing finals

# Remarkable Achievements in Major Construction For the 3 Universities

	DaLian University	ChengDu University	GuangDong University	Total
<b>Majors</b>	32 Bachelor 6 College 3 College to bachelor	31 Bachelor 2 College 12 College to bachelor	23 Bachelor 3 College 10 College to bachelor	
<b>1<sup>st</sup> Class Bachelor Major</b>	National <b>7</b> + Provincial <b>8</b> <small>Rank 1<sup>st</sup> in National private    Rank 1<sup>st</sup> in Provincial private</small>	National <b>1</b> + Provincial <b>6</b> <small>Rank 1<sup>st</sup> in Provincial private</small>	Provincial <b>3</b>	<b>8 National</b> <b>17 Provincial</b>
<b>1<sup>st</sup> Class Course</b>	National <b>2</b> + Provincial <b>115</b> <small>Rank 1<sup>st</sup> in Provincial private</small>	National <b>1</b> + Provincial <b>25</b> <small>Rank 1<sup>st</sup> in Provincial private</small>	National <b>1</b> + Provincial <b>20</b>	<b>4 National</b> <b>160 Provincial</b>
<b>MOE Supply &amp; Demand Matching on Employment and Education Program in 2023</b>	<b>34</b>	<b>40</b>	<b>25</b>	<b>99</b>

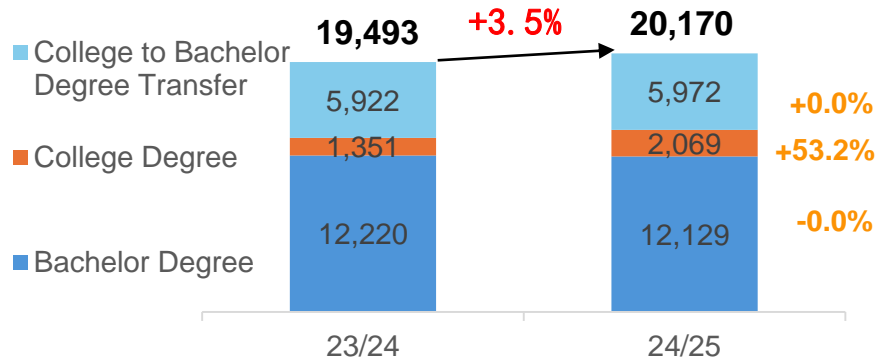


- In 2023, “Neuedu IT Industrial College”, “Modern Semiconductor Industrial College”, “Neuedu Internet of Cars Industrial College” and “Yonyou Digital Intelligence Industrial College”, were successfully recognized as the Provincial-Level Modern Industrial Colleges in Liaoning Province. So far, there has been **Six industrial colleges** which are including “Neuedu Baidu Artificial Intelligence College” and “Digital Media Creative Industrial College”, recognized as Provincial-Level Modern Industrial Colleges in Liaoning Province
- In 2023, the “Digital Culture and Tourism Industrial College” was recognized as Provincial-Level Modern Industrial Colleges in Sichuan Province, and with “Network Security Industrial College”, so far has **2 industrial colleges** recognized as Provincial-Level Modern Industrial Colleges, the number ranking first among private universities in Sichuan Province.

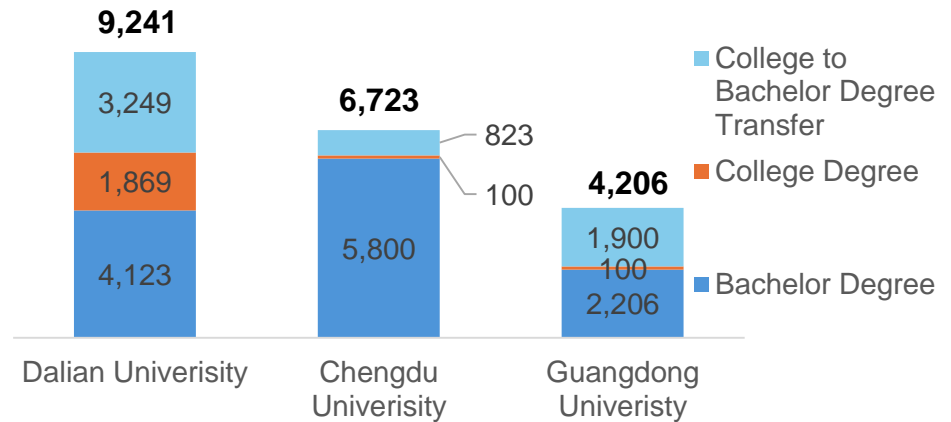
# Formal Higher Education Quota and Enrolment

## Admission quota continues growing

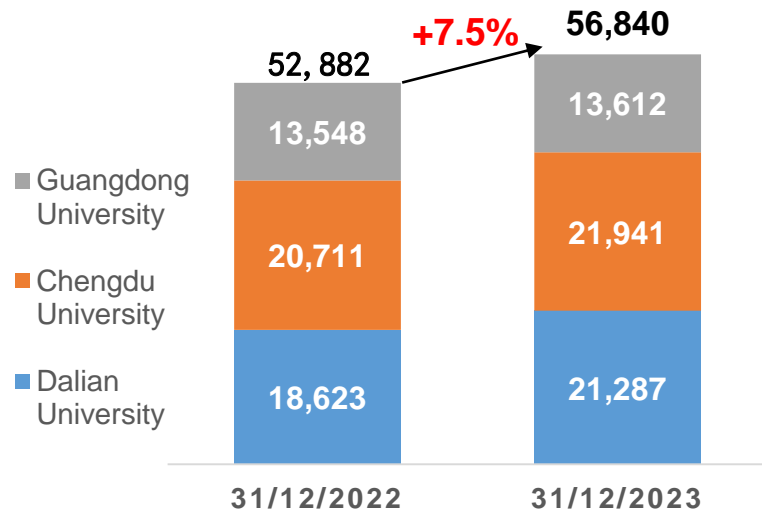
Full-time Formal Higher Education Admission Quota:



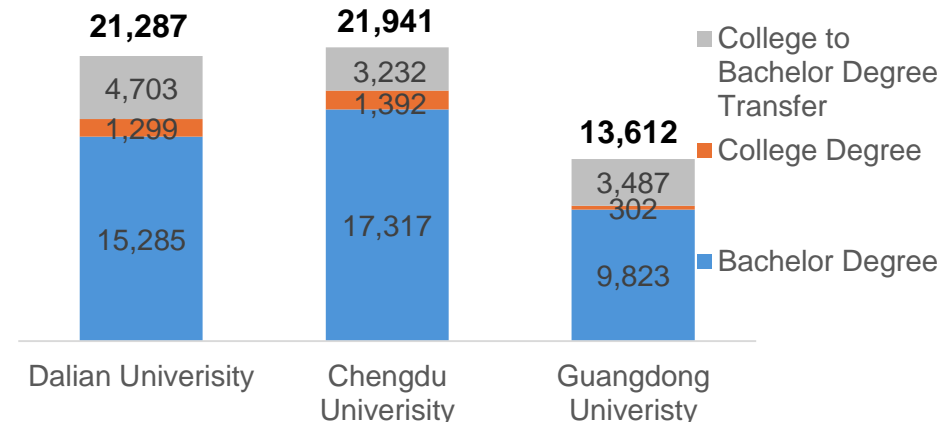
24/25 School Year Full-time Formal Higher Education Admission Quota :



## Student enrolment continues growing



Up to 31<sup>th</sup> December 2023, Enrolments in the 3 Universities:



# Formal Higher Education Tuition Fees and Admission Scores

## Tuition Fee

The average tuition fee in school year 23/24 is **24,625** Currency: RMB

School	Degree	School Year 24/25
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	19,080 - 20,000
	Junior college to bachelor degree transfer	18,000 - 20,000
Guangdong University	Bachelor	30,800 – 33,800
	College	23,000
	Junior college to bachelor degree transfer	30,800 – 33,800

## Admission Score

Attracting and recruiting more high-quality students

The score range is keeping above each provincial control line in 2023						
	Dalian University		Chengdu University		Guangdong University	
	Physics	History	Science	Liberal Art	Physics	History
Maximum admission score above provincial control line	<b>108</b>	<b>64</b>	<b>96</b>	<b>46</b>	<b>77</b>	<b>55</b>
	<b>to</b>	<b>to</b>	<b>to</b>	<b>to</b>	<b>to</b>	<b>to</b>
Minimum admission score above provincial control line	<b>47</b>	<b>0</b>	<b>17</b>	<b>17</b>	<b>28</b>	<b>11</b>

The quality of students of Chengdu University ranks first among science and engineering universities of national-wide in the 2022 China Private University Student Quality Rankings released by China University Rankings (CNUR).

# Comprehensive Progress of Digital Campus Construction

## Further development on campus construction

In August 2023, the main project of student dormitories of Chengdu University Phase VIII Expansion Project was successfully completed and has been put into use in the second half year of 2023, increasing the campus capacity of approximately 3,200 beds. The campus capacity of the three universities has exceeded 60,000 beds

### Comprehensive Progress of Digital Campus Construction

#### Dalian University

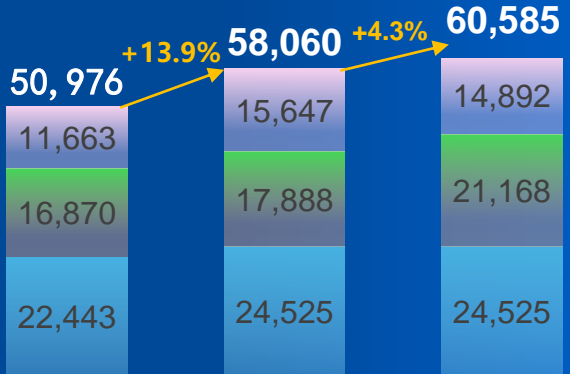


## Creating A New Model of Integrated Practical Campus

**Chengdu University** on the occasion of the 20th Anniversary of the Establishment of Chengdu University, relying on Neuedu’s background in the industry, we have built a new campus – **Neuedu Healthcare Park**, which integrates **digital technology, smart medical, artistic creativity, training laboratories, scientific research and teaching**.

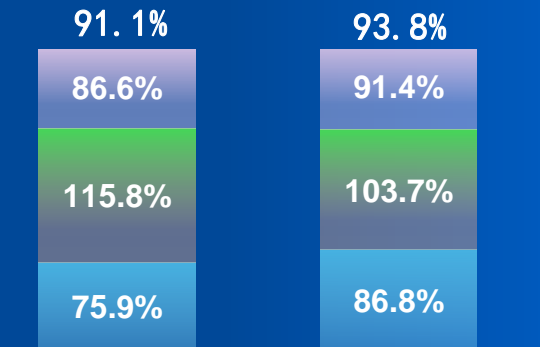


## Campus Capacity



2021/12/31 2022/12/31 2023/12/31  
■ Dalian ■ Chengdu ■ Guangdong

## Utilisation Rate




2022/12/31 2023/12/31  
■ Dalian ■ Chengdu ■ Guangdong



# Empowering students with more value


## Academic competitions

In 2023, won more than 5,500 awards of provincial third prizes and above in all academic competitions

 National college Computer Education Research Association, etc-  
**National General Colleges and Universities Students' Computer Competition State Data of 2012-2022**

**Dalian University – Ranks 1<sup>st</sup> among private universities in China**

**Chengdu University – Ranks 2<sup>nd</sup> among private universities in China**

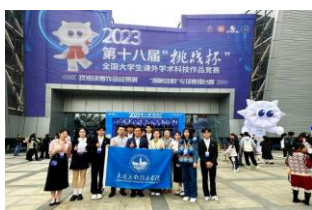
 China Association of Higher Education -  
**2018-2022 National "Private and Independent College" student competition list**

**Dalian University- Ranks 2nd among private universities in the province**

**Guangdong University - Ranks 1st among private universities in the province for 2 years**

 National Virtual Teaching and Research Office of University Teachers' Teaching Development & School of Education, Zhejiang University - "**Research Report on Innovation and Entrepreneurship Competition in National Universities**"

**Dalian University - Ranks 1st among private universities in the province**



## Graduates Employment

### Employment rate of 2023 graduates of three universities



Dalian University  
**94.8%**



Chengdu University  
**96.0%**



Guangdong University  
**91.4%**

**Data source:** Education Administration Employment Management System, as of 31 December 2023

## Industry- education Integration

- We have carried out all-round and in-depth cooperation in customized programmes, curriculum construction, laboratory co-construction, scientific and technological research and development, and internship and practical training with 144 companies in the fields of **software engineering, smart logistics, AI** and others;
- The 3 universities have been approved a total of **231 industry education integration projects** (including 85 industry-university cooperative education projects of the MOE), of which Dalian University has the highest number of approved provincial-level industry-university cooperative education projects among private universities in the province;

## SOVO (Student Office & Venture Office)

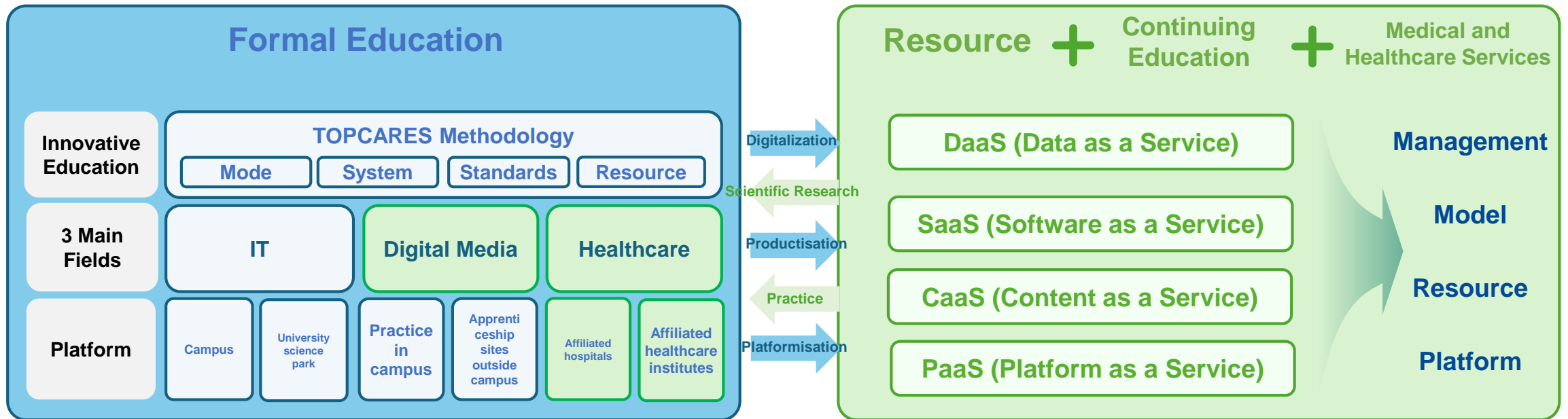
Continued to play their supporting role as **National-Level Mass Entrepreneurship Spaces**, inviting experts from multiple fields of "**universities + enterprises + industries**" to organise students to discover and select and develop and refine the projects through online + offline policy interpretation, expert lectures, road shows, etc.

- In 2023 the SOVOs of the three universities developed a total of **over 700** entrepreneurial projects above the provincial level, incubating **nearly 300** virtual companies and **approximately 100** physical companies
- Dalian University was recognised as: the "Entrepreneurship Incubation Demonstration Base of Liaoning Province" and the "Provincial-level Innovation and Entrepreneurship College of Liaoning Province"
- Chengdu University was recognised as: "Excellent Mass Entrepreneurship Space in 2022" the only private university mass entrepreneurship space
- Guangdong University was recognised as: Best Innovative and Practical University for High-quality Employment in 2023

# R&D — Building An All-around Services and Product Portfolio

- Following the digital transformation trend of education and the main line of technology empowering education, we have built our strong product R&D team, based on our practice and school-running accumulation of over 20 years in the IT field

By the end of 2023, products and services have been applied to 550+ customer colleges and universities, including 31 "double First-Class" construction universities and 64 vocational education "double high plan" construction universities.



In 2023, we successfully attained the CMMI3 certification, which means that we have been recognised by international authorities in terms of software research and development capabilities and service delivery quality, marking that our software engineering and quality management has entered a new stage, and that our comprehensive strength and core competitiveness have been further improved.

**Note:** "TOPCARES" an acronym of eight types of capabilities/ skills, which are technical knowledge and reasoning, open thinking and innovation, personal and professional skills, communication and teamwork, attitude and manner, responsibility, ethical values, social values created by application practice.

# Smart Education Platforms Help Clients with Accurate Perception of Digital Education

Smart Education Platform, Laboratory Solutions and Education Contents in 2023: Revenue of 81 million

## New Products in 2023

### Meta-universe Intelligent Healthcare Future Education Platform

- the 1st meta-universe intelligent healthcare future education platform in China;

Integrate “meta-universe intelligent healthcare big data + digital teaching resource library + online courses + VR system + vocational education”



## Upgrade Products in 2023

- Relying on 4S service model, we have **built the Integrated Smart Education Platform** with many smart education software covering education management, teaching operation, practical teaching and other areas to help colleges and universities to achieve digital



- Constantly enriching functions and optimizing user experience.



IT Cloud Class V3.0, V3.1



Cloud Lab Platform V2.0



Smart Education Platform



Engineering Education Certification Support System

## Other Products on Sale



Intelligent Student Management System



Project Training System



Examination System



Talent Training Program Management System



Innovation and Entrepreneurship Management System



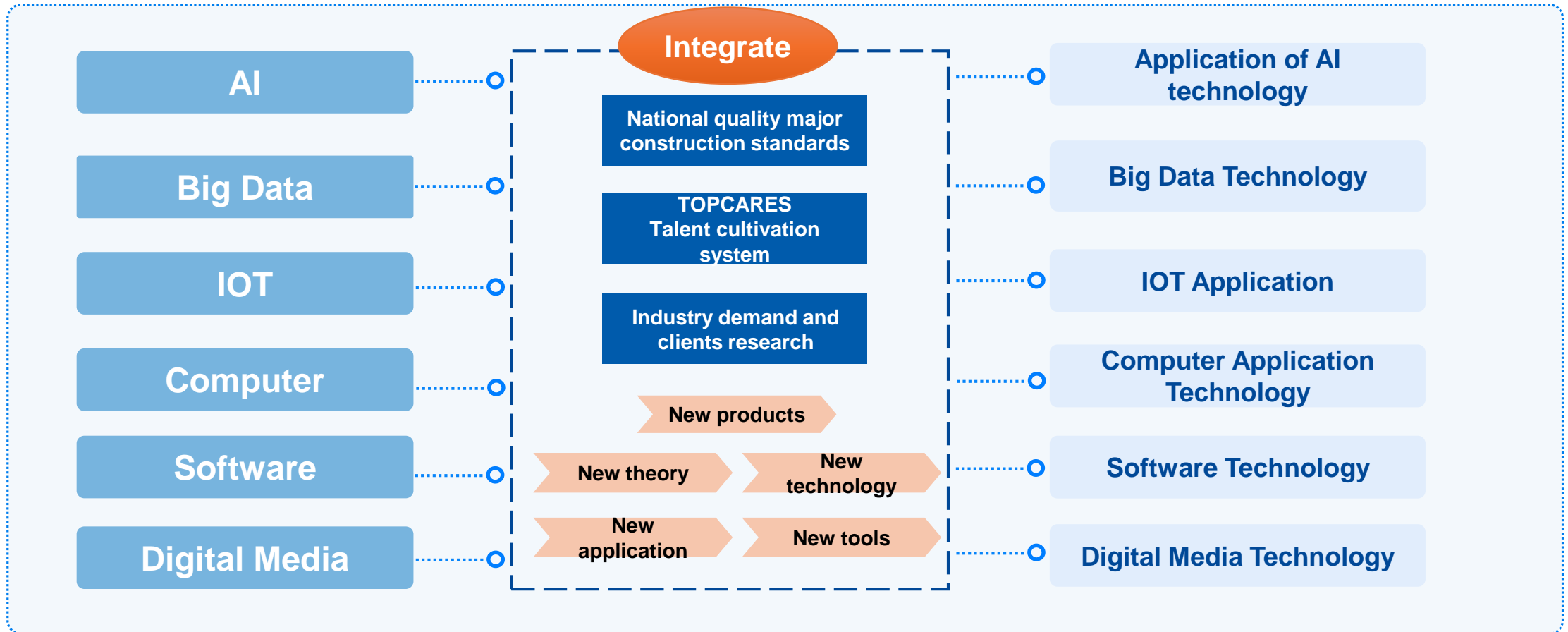
Graduation Design Management System



Engineering Education Certification Support System

# Digital Teaching Resources Enable Clients to Improve Teaching Quality

Based on Neuedu's advantageous majors, focusing on key elements such as **interactive design**, **TOPCARES achievement**, **industry demands** 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.



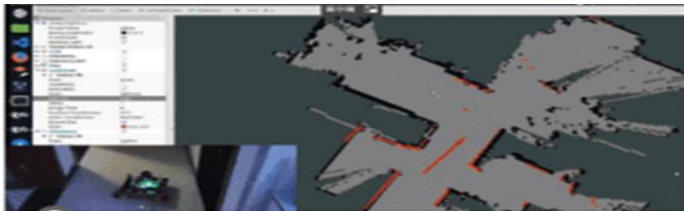
**As of the end of 2023, we have developed marketable digital teaching resources for 15 majors (8 for Computer and Software, 4 for AI and Big Data, 3 for Digital Media)**

# Smart Training Labs Provide Clients with Integrated Practical Training Solutions

- Focusing on **computer, AI, big data, IOT, software development, software testing, smart application Meta-universe** and other majors, **34** Labs have been released.
- **5 key features:** panoramic project design, advanced project system, industrialization of practice cases, information of experimental process management, and refinement of supporting resources.

## New Products in 2023

### 1. Officially Released Unmanned Training Lab



### 2. E-commerce Big Data Training Lab

一级项目：电商大数据实时及离线处理系统



- 1-大数据平台搭建**
  - 实训项目 1 搭建Hadoop分布式存储系统
  - 实训项目 2 搭建Hadoop分布式计算系统
  - 实训项目 3 搭建Hadoop分布式数据库
  - 实训项目 4 搭建Hadoop分布式应用系统
  - 实训项目 5 搭建Hadoop分布式监控系统
- 2-大数据采集与处理**
  - 实训项目 1 数据采集与清洗
  - 实训项目 2 数据预处理
  - 实训项目 3 数据集成
  - 实训项目 4 数据仓库
  - 实训项目 5 数据可视化
- 3-大数据分析与挖掘**
  - 实训项目 1 关联规则挖掘
  - 实训项目 2 决策树分类
  - 实训项目 3 支持向量机
  - 实训项目 4 神经网络
  - 实训项目 5 聚类分析
- 4-大数据可视化**
  - 实训项目 1 数据可视化基础
  - 实训项目 2 数据可视化进阶
  - 实训项目 3 数据可视化应用
  - 实训项目 4 数据可视化开发
  - 实训项目 5 数据可视化部署

### 3. Comprehensive Software Development Training Lab



## Other Products on Sale



Smart Application



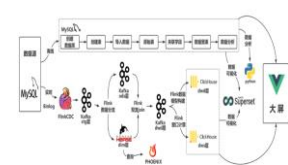
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IOT



Smart Media



Big Data



Computer Technology



Smart Management



Medical Imaging



Smart Monitoring

# Joint Establishment of Industrial Colleges and Academic Majors Enables to Optimise the Teaching Quality of Clients

Cooperation projects with  
**62** universities and colleges

**280** projects

Covering students of partner  
universities and colleges

**24,406** students

Realising revenue

**79** million

- In 2023, we newly signed up agreements on cooperation with 7 partner universities and colleges, optimised the original cooperation structure, and deepened large-scale major joint establishment cooperation;
- Established the **Medical Healthcare Technology Industrial College** with Shenyang Medical College, established **Digital Finance Industrial College** with Hebei Finance University, and established of the first **Digital Intelligent Children Education Industrial College** in China with Shaanxi Xueqian Normal University, realising the empowerment cooperation in cross-discipline fields and among the cross-group users;
- Established of the “**PUSUNE Digital College**” with Pu`er University in Yunnan Province and Souphanouvong University in Laos, realising international empowerment cooperation;
- Partner universities won 1 international-level, 30 national-level, 120 provincial-level and 41 industry-level awards in 2023.
- 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 Changchun Guanghua College, the Electronic information major was selected as a **national 1st Class undergraduate major construction site**;
- “Task-driven Courses on Computer Application Basics (3rd edition)” jointly published by Shandong Vocational College of Science and Technology and us is on the list of **the first batch of National Planning Textbook in the 14th 5-Year Plan of Vocational Education**.

# Solid Progress on Continuing Education Services

Accumulatively obtained more than 70 national-level, provincial-level, municipal-level and industry-level training qualifications

- MOE, “National Vocational Education Double-qualified Teacher Training Base”
- MOE, “Digital Art Innovation and Entrepreneurship Education Base”
- MOE, “The First Batch of National Vocational Education Teacher Enterprise Practice Base”
- MHRSS, “National Continuing Education Base for Professional and Technical Personnel”
- The Ministry of Science and Technology, “National Digital Media Technology Industrialization Talent Training Base”
- MIIT, “Industrial and Information Technology Vocational Skills Upgrading Action Working Committee Member unit”
- National Standardization Administration, National Non-Academic Continuing Education Services Standardisation Pilot Project

## Neuedu Online and IT Cloud Class

- Over 400 courses with a total course duration of 1600 hours; Over 1.7 million registered users and more than 150,000 learning users;
- MIIT, Partner Unit of Education and Examination Centre Online Platforms; MIIT, Vice Chairman of Online Learning Platform Development Committee;
- Settled in the MHRSS Employment and Entrepreneurship Platform and New Career Platform; MHRSS, top 100 high-quality online vocational skills platforms; Settled in "Jiangsu Technician Class" Jiangsu Provincial Department of Human Resources and Social Security



### Formal Continuing Education

**Stabilize business scale and innovate enrollment models**

popular majors including software engineering, digital media, virtual reality, big data, health service and management

**FY23 Revenue 70 million**



### To B Training

**make solid progress on training qualification application and an overall layout in domestic markets**

carry out 166 projects, 50% YOY growth covering 25000 trainees, 200% YOY growth

**FY23 Revenue 36 million**



### To C Training

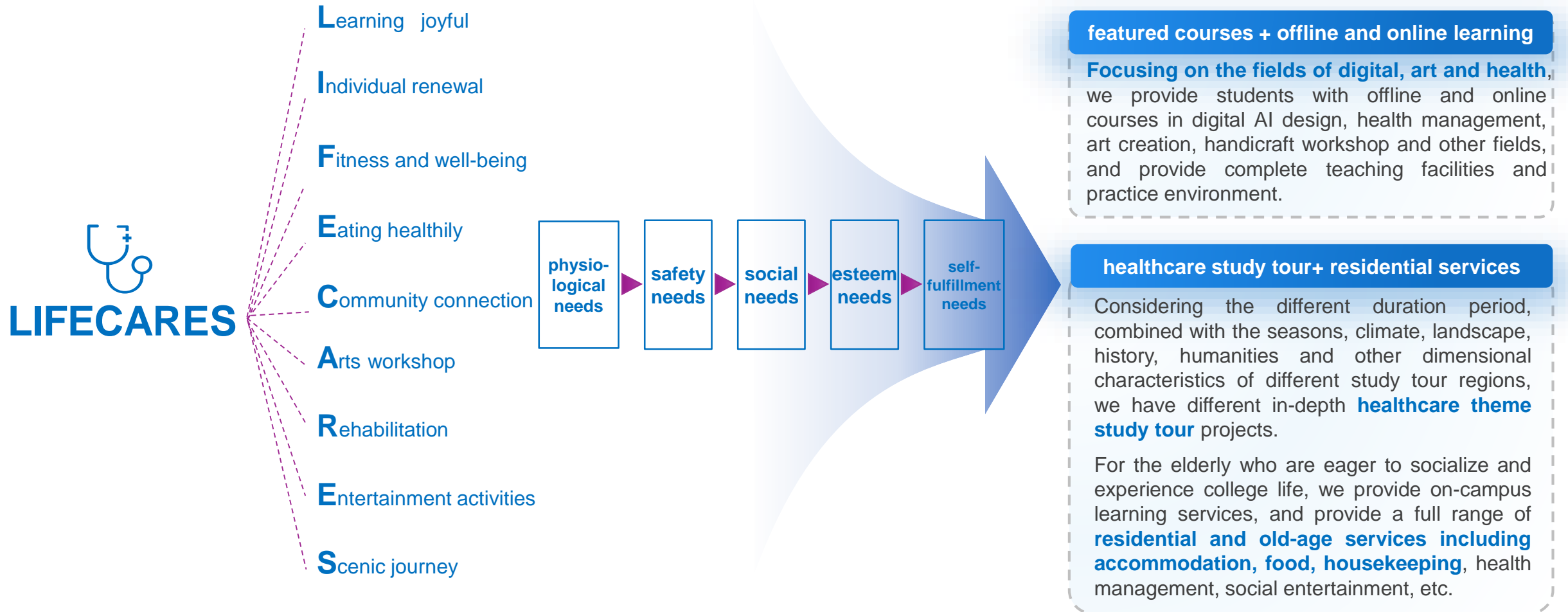
**strengthen the brand radiation and promote the OMO delivery continuously**

“Neuedu Cup” series of copetitions attracted more than 5,000 applicants, and the number of universities applying to be competition hosts reached 13  
recommended rate of the employment class reached 87%, and the maximum annual salary of them is nearly RMB300,000

25,000 Individual trainees for the year  
**FY23 Revenue 53 million**

# Neuedu Phoenix College - helping the elderly to restructure their lives in the digital age

- In view of the fact that the elderly have enough time, as well as their special needs in the fields of learning, social interaction, health and other fields, we created the characteristic "LIFECARES" new model of integrated medical care that integrates happiness, wellness, medical care, learning, and achievements. Through the independent or combined implementation and delivery of multiple modules, we can empower the elderly with first-class medical and nursing services and platform services, and realize **"to have something to enjoy, to be cared, to have medical care, to learn and to achieve for the elderly"**.







**02**

# Financial Review

**Our Values**

Innovation / Integration / Progression / Responsibility / Integrity

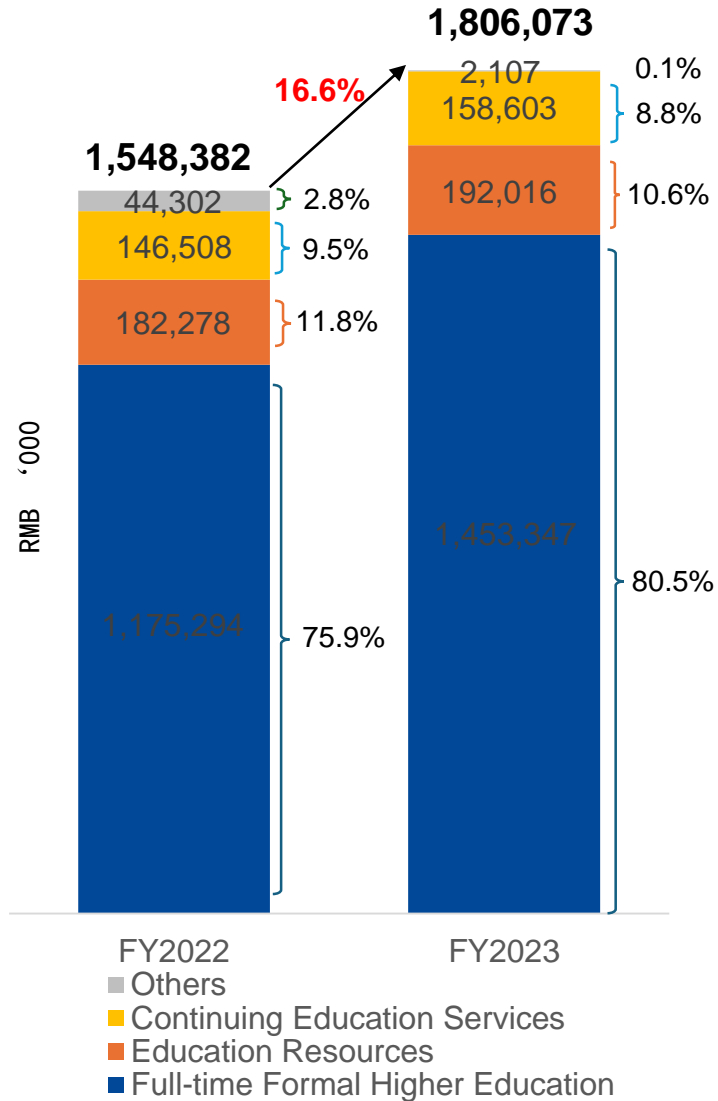
# 2023 Financial Highlights

(RMB '000)	FY2023	FY2022	Change
Revenue	1,806,073	1,548,382	+16.6%
<b>Gross Profit</b>	865,076	666,739	+29.7%
<b>Gross Profit Margin</b>	47.9%	43.1%	+4.8pp
<b>Net Profit</b>	429,641	385,416	+11.5%
<b>Net Profit Margin</b>	23.8%	24.9%	-1.1pp
<b>Adjusted Net Profit</b> <sup>(Note)</sup>	428,713	380,608	+12.6%
<b>Adjusted Net Profit Margin</b>	23.7%	24.6%	-0.9pp
<b>Adjusted Net Profit Attributable To Owners of the Company</b>	428,612	380,585	+12.6%
<b>Earnings Per Share (RMB)</b>	0.66	0.59	+11.9%
<b>Dividend Per Share (Cents)</b>	36.6	16.5	+121.8%
<b>Contract liabilities</b>	1,067,911	989,341	+7.9%

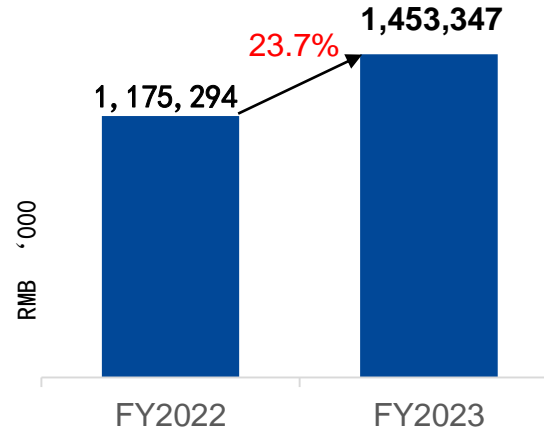
Note: Adjusted Net Profit = Net profit + Share based compensation expenses - Net foreign exchange gains. In 2023, Share based compensation expenses is 0.

# Revenue

Revenue:



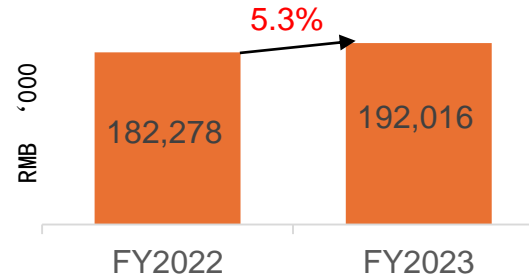
## Full-time Formal Higher Education



- **23.7% Revenue Growth**

Mainly due to the increase of student enrolment and average tuition fee in our three universities

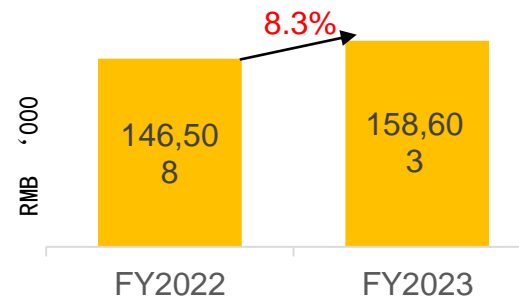
## Education Resources



- **5.3% Revenue Growth**

Mainly due to the increase of revenue from project training

## Continuing Education Service

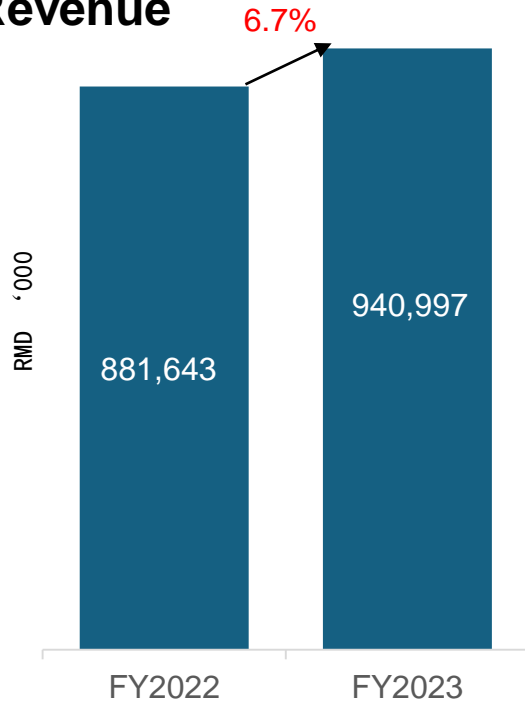


- **8.3% Revenue Growth**

Due to the growth of 2B training business

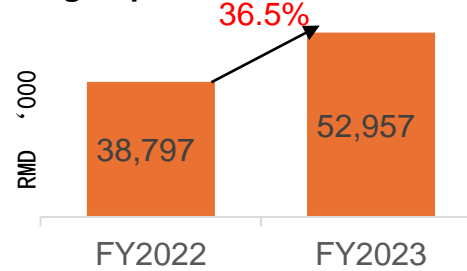
# Cost and Expenses

## Cost of Revenue



1. Mainly due to the increase of staff remuneration and depreciation
2. a total of 3,273 full-time and part-time teachers, 92% of which have master or doctor degrees, and 49% of which have practice experience

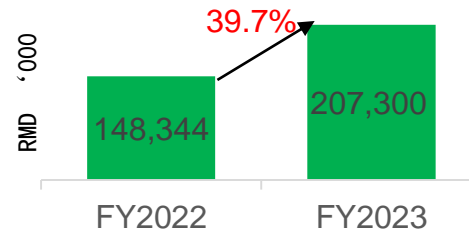
## Selling Expenses



- **36.5% increased**

Keep developing two wings business market, half year marketing expense rate is 2.3%

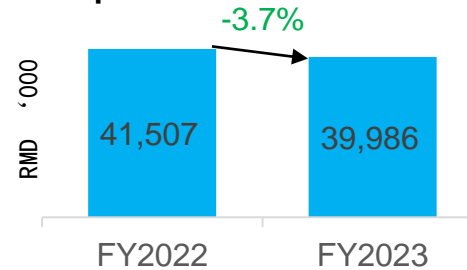
## Administrative Expenses



- **39.7% increased**

Mainly due to a one-off increase in employee and administrative benefits

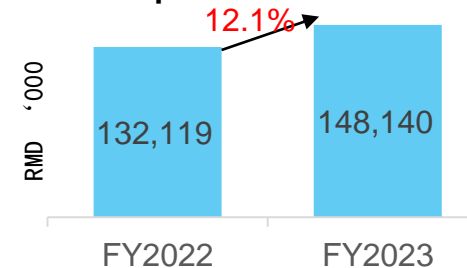
## R&D Expenses



- **3.7% decreased**

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

## Taxation Expenses



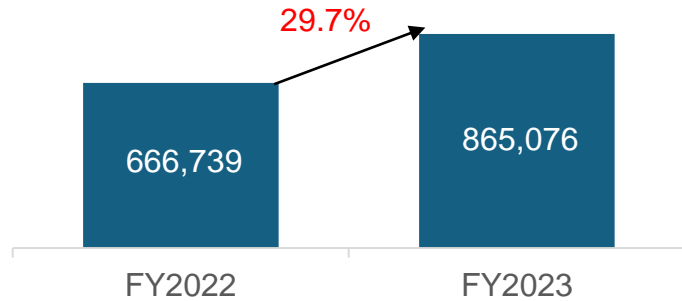
- **12.1% increased**

Due to the taxable profit growth and the withholding income tax on dividends, with an annual consolidated tax rate of 25.6%

# Profitability

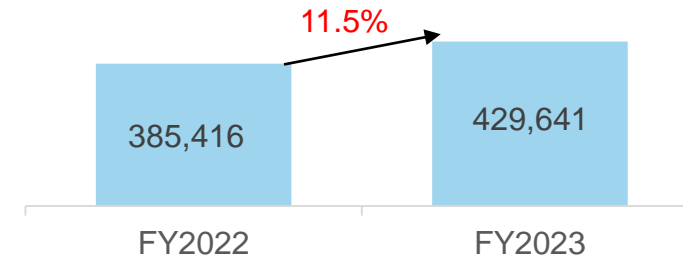
## Gross Profit

( RMB '000 )



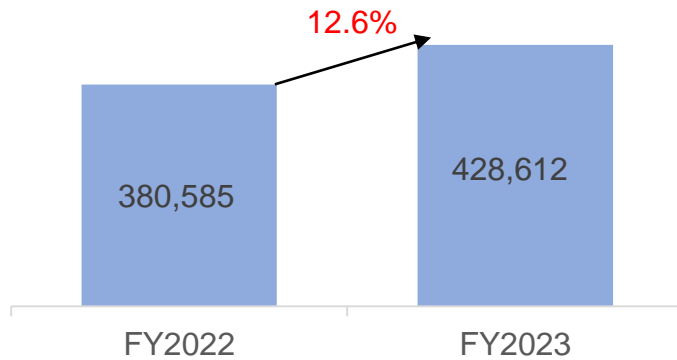
## Net Profit

( RMB '000 )

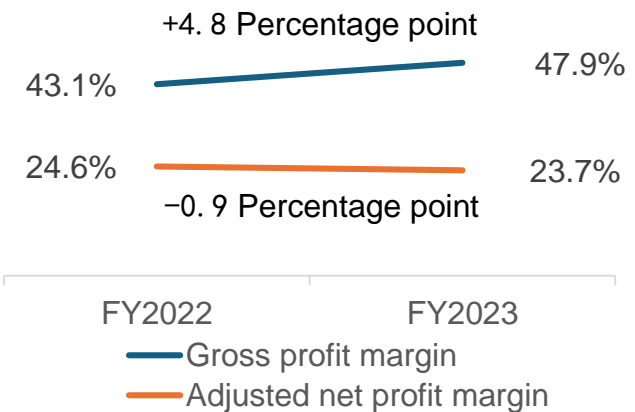


## Adjusted Net Profit Attributable to the Owners of the Company <sup>(note)</sup>

( RMB '000 )



## Gross Profit Margin / Adjusted Net Profit Margin

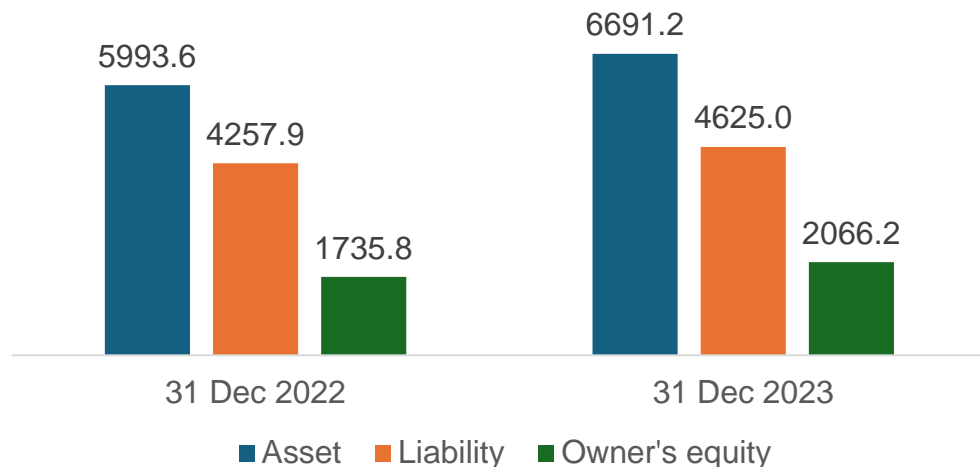


**Note:** Adjusted Net Profit = Net profit + Share based compensation expenses - Net foreign exchange gains  
In 1H2023, Share based compensation expenses = 0.

# Capital Structure

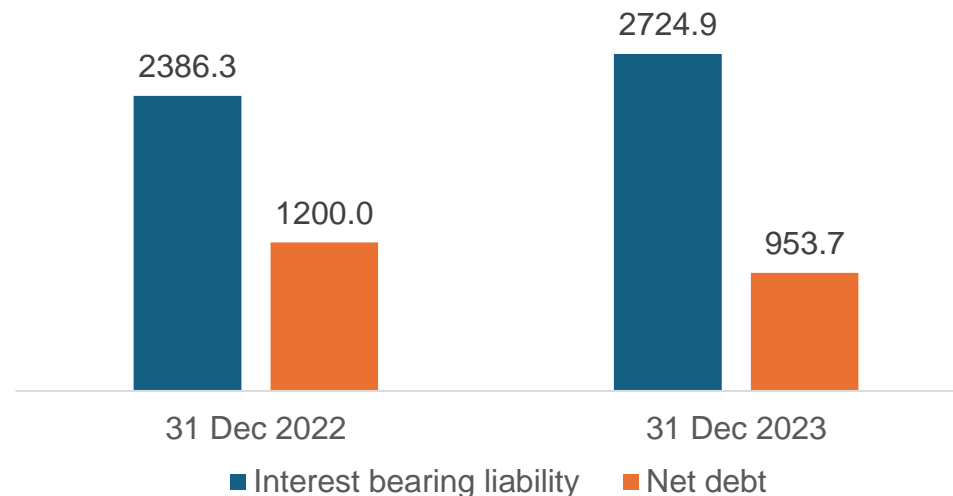
## Asset, Liability, Owner's equity

( RMB Million )

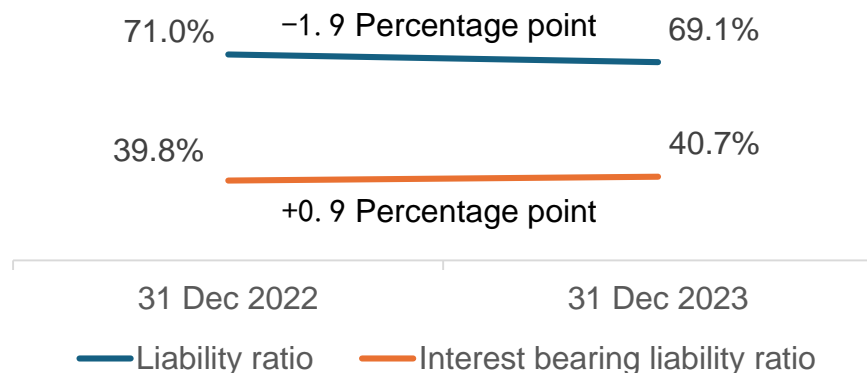


## Interest bearing liability <sup>(1)</sup> and Net debt <sup>(2)</sup>

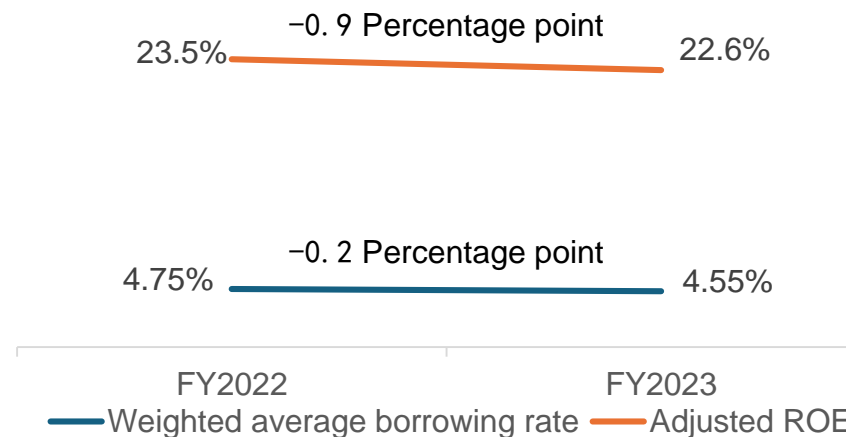
( RMB Million )



## Liability ratio and Interest bearing liability ratio



## Weighted average borrowing rate and Adjusted 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 )



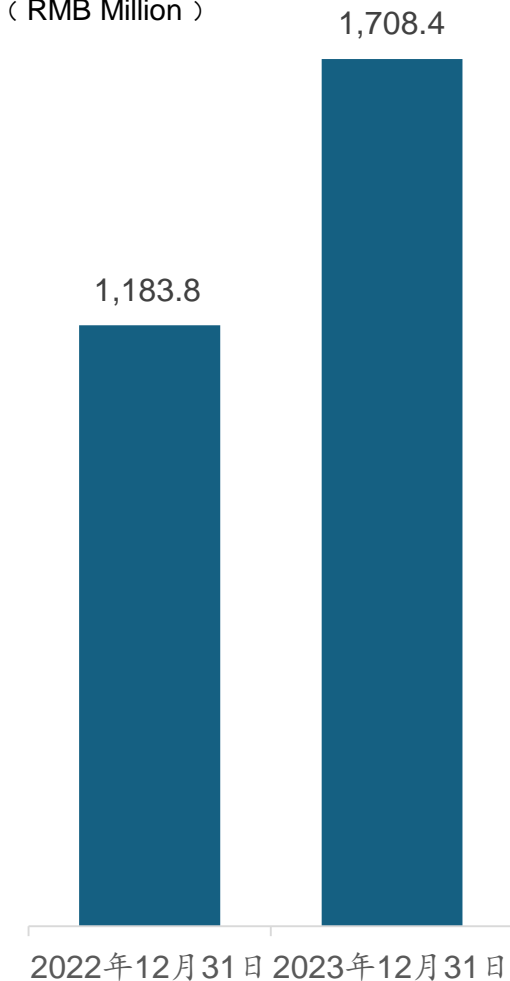
## Capital Expenditure

( RMB Million )



## Cash and Cash Equivalent

( RMB Million )



# Usage of IPO Proceeds

Up to 8 March 2023 <sup>(note)</sup>

(RMB Million)

**Net Proceeds: 777.5**

**Unused Amount : 100.0**

Upgrading existing school facilities and  
expanding campus

399.6

0.0

Acquisitions 0.0

Repay loans

198.0

93.4

Supplement working capital

79.9

6.6

■ Used ■ Remaining

Note: On 8 March 2024, the Board resolved to reallocate the unutilised IPO proceeds of approximately RMB100.0 million (representing approximately 12.9% of the IPO proceeds) originally intended to be used for the acquisition of other schools, of which approximately RMB93.4 million to repay commercial loans, and approximately RMB6.6 million to supplement working capital.





**03**

# **Growth Strategy**

**Our Values**

Innovation / Integration / Progression / Responsibility / Integrity

# Frequent Policies - Support the Development of Vocational Education

## Establishing a Deep Integration of Industry and Education to Promote the Reform of the Vocational Education System

- In June 2023, eight departments including the **National Development and Reform Commission**, **MOE**, and **MHRSS** jointly issued the “**Implementation Plan for the Empowerment and Enhancement of Vocational Education Industry- Education Integration (2023-2025)**”, proposing various policy measures focusing on the empowerment and enhancement of vocational education industry-education integration.
- In July 2023, the General Office of **MOE** issued the “**Notice on Accelerating the Implementation of Key Tasks for the Reform of Modern Vocational Education System**”, emphasising that all regions and schools should adhere to the principle of “education following production and industry-education going hand in hand”. It also pointed out that regions should support leading enterprises and high-level universities and vocational schools to take the lead and unite the industry organisations, schools, research institutions, upstream and downstream enterprises, and others to establish a cross-regional industry-education integration community with deep integration of industry and education, efficient connections between services, and support for industry development.

## Implementing the Strategy of Education Digitalisation to Build a Learning-Oriented Country for Lifelong Learning by All People

- In February 2023, the **Central Committee of the CPC and the State Council** issued the “**Overall Plan for the Construction of a Digital China**”, emphasising the need to promote citizens’ equitable access to digital public services, vigorously implement the national education digitalisation strategy, and improve the national smart education platform. It also called for the overall layout of a number of academic major sites in the digital field to cultivate innovative, applied, and compound talents, and to promote the participation of universities, research institutions, enterprises, and others in the construction of a digital China.
- In September 2023, the **Ministry of Education** issued the “**Key Tasks for the Construction of a Learning-Oriented Society**”, emphasising that we will implement the “Strategy for the Construction of a Learning-Oriented Society and National Education Digitalisation”, and use education digitalisation as a “multiplier” to accelerate the construction of a learning-oriented society.
- In March 2024, **Central Cyberspace Administration**, **MOE**, **MIIT**, **MHRSS** jointly issued the “Key Work Points for Improving National Digital Literacy and Skills in 2024”, proposing to innovate education resources industry-education integration, and to give full play to the main role of enterprises, and to support enterprises to jointly establish colleges, laboratories, and practice bases with ordinary universities and vocational colleges to accelerate the construction of standardised digital skills teaching and practice training systems.

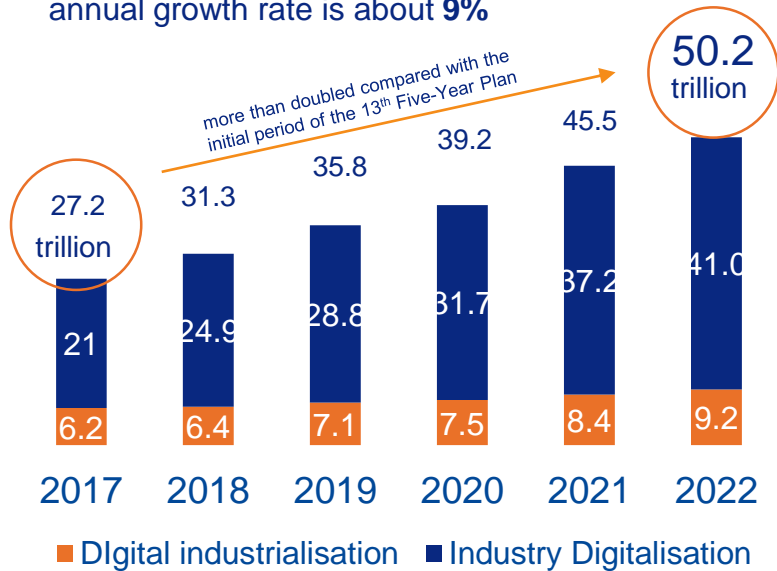
## New industries and the new era have spawned new demands, and a large number of digital talents are urgently needed in multiple industries

- In December 2023, the General Office of the **MOE** issued the “**Guidance on the Cultivation of Talents for Health Services and Health Industries**”, encouraging universities to accelerate the establishment of a number of adaptive and leading new medical majors. These include bachelor degree programmes such as health management and services, medical imaging technology, and intelligent medical engineering, as well as junior college diploma programmes in health management and services, and elderly care services and management.

# Rapid Development of Digital Industry Drives the Demand for Talents

## Rapid growth of digital economy<sup>(1)</sup>

- By 2025, the overall scale of China's digital economy is expected to exceed **RMB60 trillion**, accounting for over **50%** of GDP. The average annual growth rate is about **9%**



"Industrial Digital Talent Research and Development Report (2023)": "The overall gap of digital comprehensive talent in China is about 25 million to 30 million, which is still expanding."

## High demand for digital talents<sup>(2)</sup>

- Newly "National Occupational Classification" has added **158** new occupations, with **97** digital occupations, **61%** of the new occupations

### Next 5 years

Fast disappearing jobs

- Bank teller
- Cashier
- Clerk
- Secretary
- Storage management
- ....

### Next 5 years

Fast growing jobs

- AI professionals
- Business analyst
- Information security
- Robot engineer
- Digital professionals
- .....

## Difficulty for enterprise digital employment<sup>(3)</sup>

- 3 main contradictions between supply and demand of digital talents:**

### Long-term quantitative shortages

According to the research, supply and demand of digital technology talents in China is seriously unbalanced, and IT and data talents have become **the third largest shortage of talents in China.**

### Worsening high-quality talents shortages

The focus of digital transformation is accelerating from the field of consumption to the field of production, and there is an urgent need for **highly skilled and interdisciplinary talents.**

### Accelerating structural shortage

According to the data, there is a problem of unbalanced distribution in **industrial structure and regional structure** the digital talents in China.

Note: (1) Data from China Academy of Information and Communications Technology;

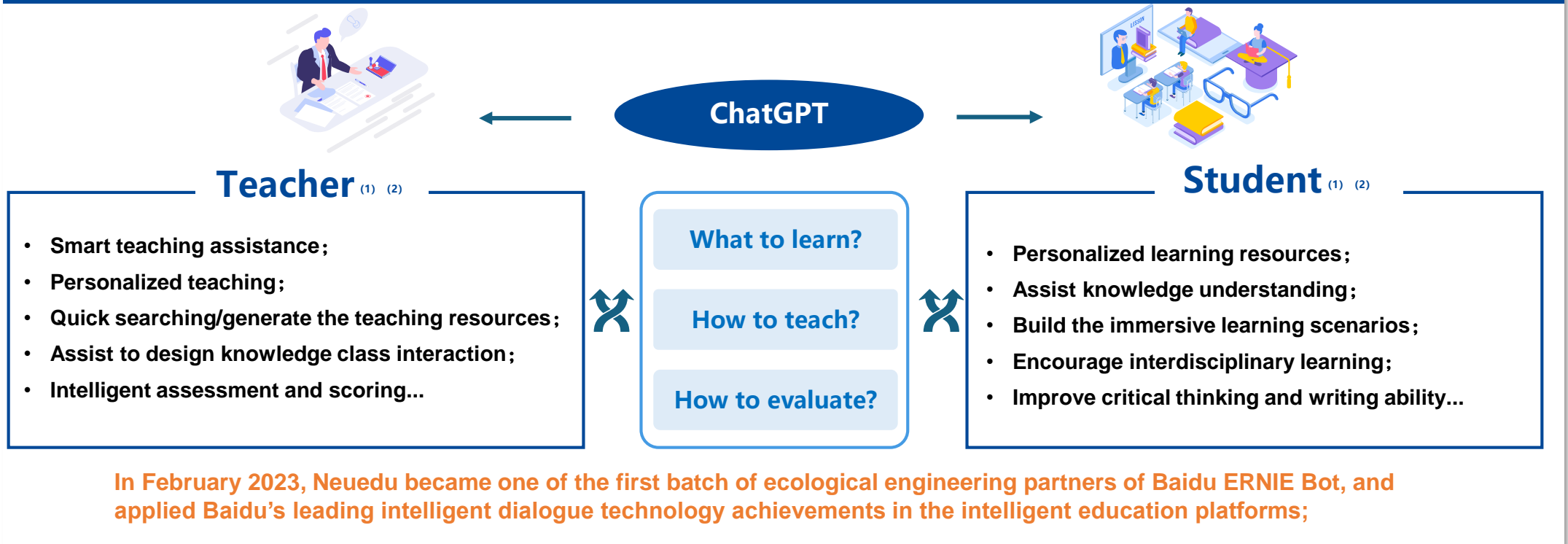
(2) Data from the "New Career Online Learning Platform Development Report" issued by the MHRSS China Employment Training Technical Guidance Centre and Ali Dingding in 2020.

(3) Zhang Lin, Wang Lixiang, Hu Yanni. The causes and suggestions of digital talent shortage in China [J]. Information and Communication Technology and Policy.2021-12-15

# New Technologies Drive Educational Change

ChatGPT and other AI technologies brings challenges and opportunities, which are changing education, boosting the continuous construction of education **digitalization**, and promoting the change from educational concept to educational practice.

The deep penetration and application of generative AI in **teaching-learning-management**, such as ChatGPT, will promote systemic changes in global education

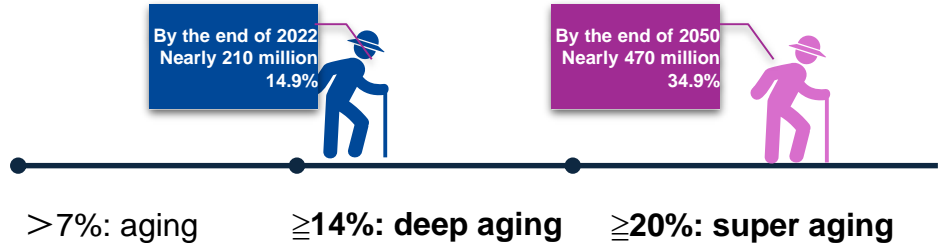


**Note:** (1) Chenjingyuan—"ChatGPT, Generative AI promotes the research of teaching method"  
(2) Jiangli—"AI drives education reformation: ChatGPT/GPT impact and outlook"

# Demands Derive From the Aging Promote the Rapid Development of the Silver-economy

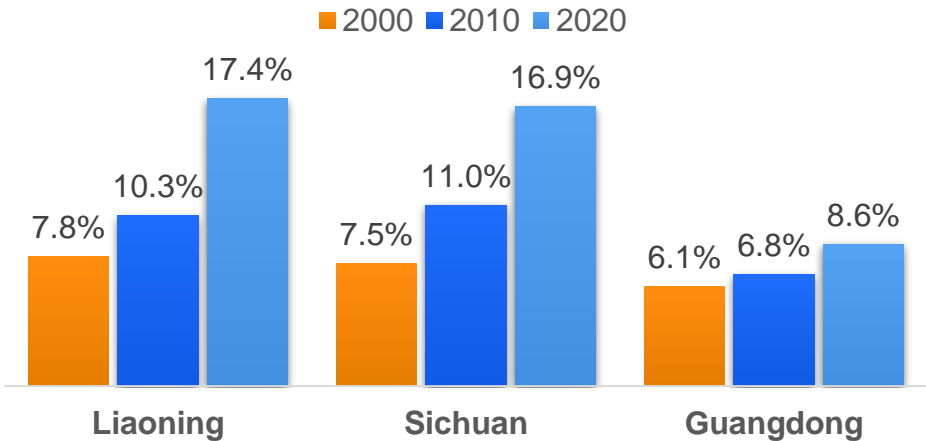
## The population has entered the early stage of deep aging

WHO's classification criteria for an aging society: the proportion of elderly people aged 65 and over



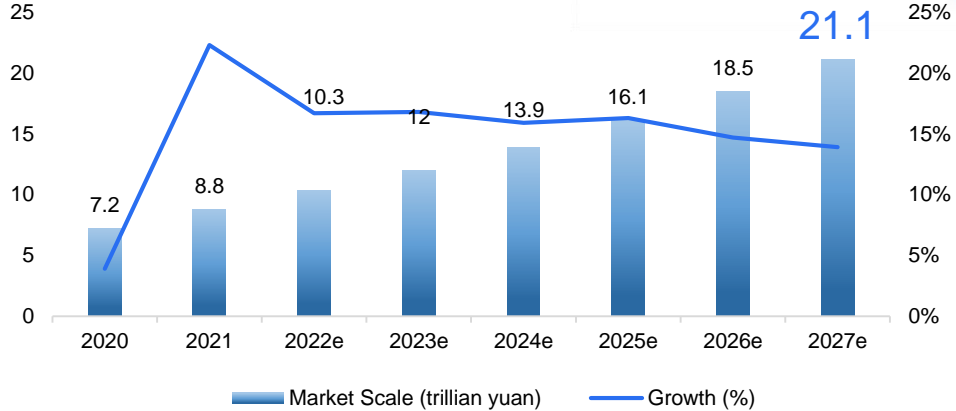
## The proportion of the elderly population in Liaoning, Sichuan and Guangdong provinces is increasing

In 2000, 2010 and 2020, the proportion of the population aged over 65 in the three provinces



Note: Data from WHO, IResearch, 7th Census data

## China's healthcare industry has a broad market



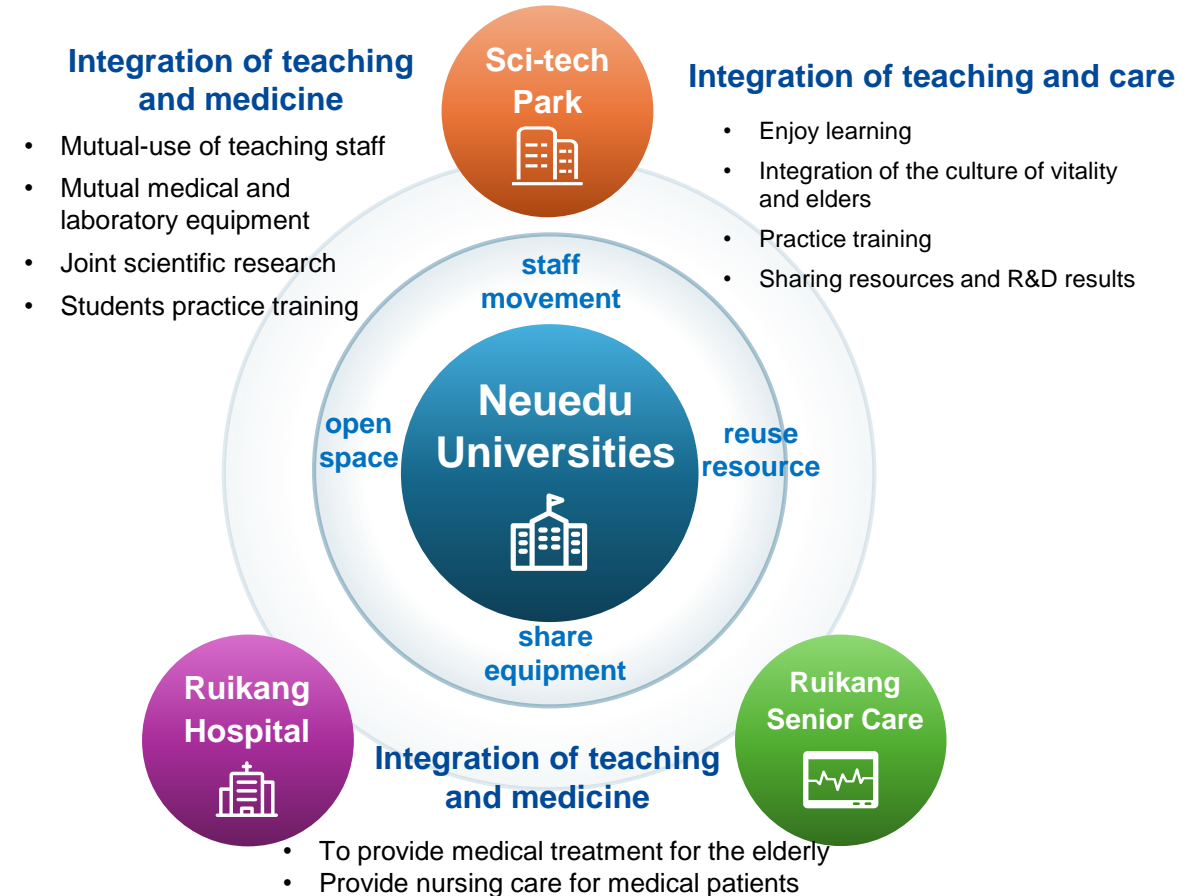
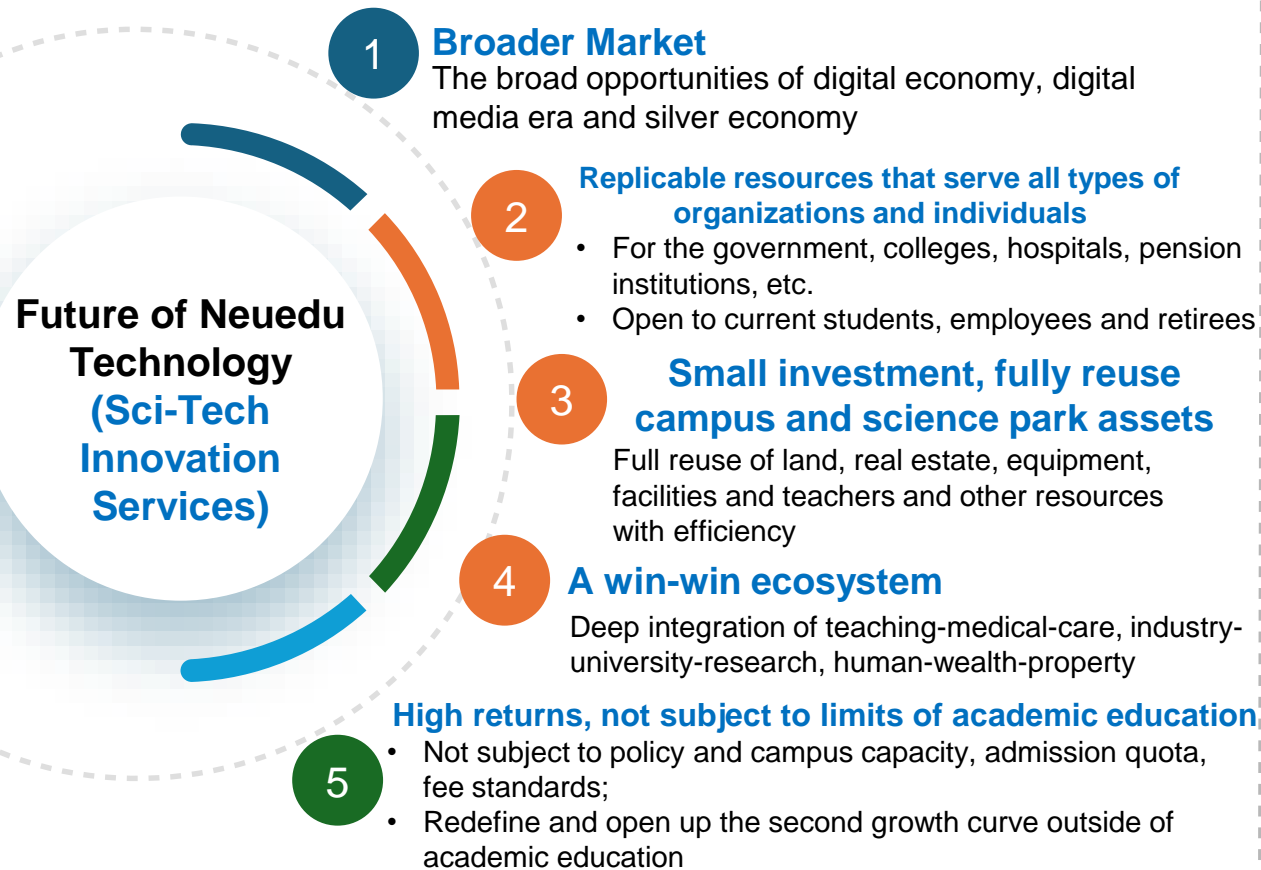
## The needs of the elderly are increasingly diverse

With the elderly people born in the 1950s and 1960s who have careers, knowledge and vision gradually entering retirement life, the concept of old-age care has changed and the diversified development of industries has been forced from the demand market.

Age 60-80 (career retirement)		Age 80+ (body degeneration)	
Learning and entertaining oriented, teaching + care combination		Nursing oriented, medical + nursing combination	
Reshape life	Hobbies	Nursing and Care	Medical Support
Social and Entertainment	Wellness	First Aid	Hospice Dignity

# Build a New Integrated Ecology of "Education + Sci-Tech + Medical Care"

Compared with the traditional education development mode, the **integrated development mode of "Education + Sci-Tech + Medical Care"** could share the existing advantageous resources, provides Sci-Tech innovation services for a wider range of organizations and individuals **without geographical limitations. It has smaller investment, higher returns, a broad market and more certainty**, and enables us to open up the second growth curve outside of academic education.



# Stronger “One Subject” - Adhere to High-Quality Development

- **Around the main line of improving quality and excellence**, we promote the three universities in aspects of enrolment and employment, major construction, teaching reform, industry-education integration, sci-tech R&D, quality guarantee, environment construction and brand reputation and others
- We will further theorize, systemize and universalize our innovative school-running practice, and continue to promote the iterative upgrading of TOPCARES education methodology, so that it can better guide the education and teaching reform of the three universities and **better serve the expansion of the two wings business**
- Relying on the school's infrastructure, **we have built characteristic affiliated hospitals and elderly care centres**, which will become a disciplinary and major construction base and form more operational assets and resources



## Optimize majors layout

- **Optimize the professional layout of IT and digital media**

We will keep up with the development of IT and digital media industries, build the majors urgently needed by the market, and optimize the metauniverse majors

- **Build Health and Medical Majors**

Such as elderly healthcare management, rehabilitation engineering technology, smart health elderly care services and management, nursing, rehabilitation treatment technology, etc



## First-Class University Construction

- We will consolidate the leading position in the IT field, make efforts to create "new star majors" in the field of digital media and healthcare, and promote other major groups to continue to improve
- We will build a digital campus and continue to improve the campus environment
- We will steadily increase the campus capacity and strive for more admission quota



## Deepen Industry-Education Integration

- We will achieve comprehensive collaboration and interaction between “universities, enterprise and research”
- Support two wings business development

# Better R&D - Enabling the Construction of Digital Products for "Education" and "Medical Care"

## 3. Expand from "IT" to "IT+ digital media + medical care"

Focusing on the construction of smart education, digital creativity, and smart health platform, we integrate the "five new" industry into the research and development process, constantly enriching the "4S" product service system, **making the service content more competitive, and providing basic power and important support for the company's sci-tech innovation services**

## 2. Theoretical practice on TOPCARES and LIFECARES

TOPCARES education methodology and LIFECARES new medical care model are **studied in platform products and resource products respectively**, making the products more scientific, forward-looking and competitive

## 1. Research on Key Technologies

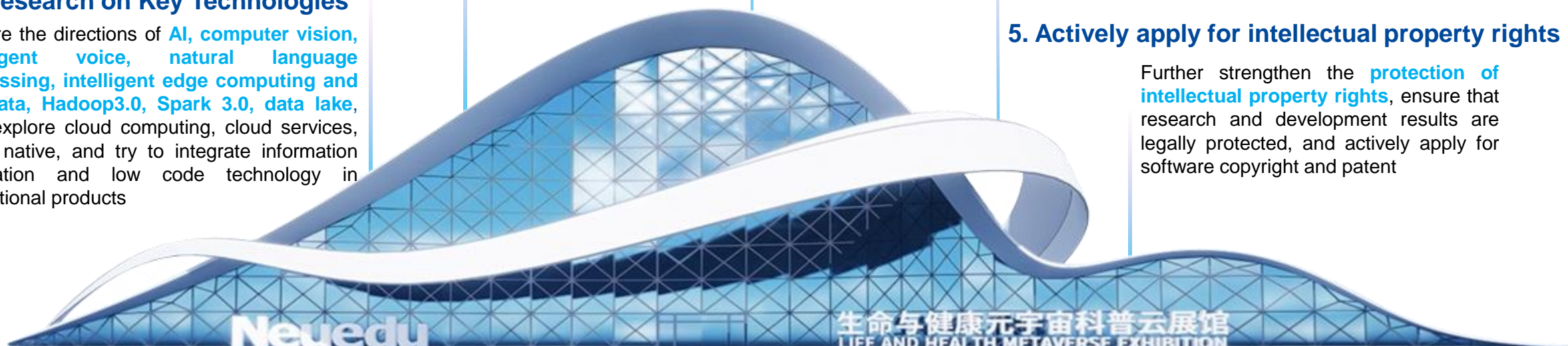
Explore the directions of **AI, computer vision, intelligent voice, natural language processing, intelligent edge computing and big data, Hadoop3.0, Spark 3.0, data lake**, etc., explore cloud computing, cloud services, cloud native, and try to integrate information innovation and low code technology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

## 4. Digital talent training innovative products

Focusing on the direction of **software, AI, big data, digital media technology, and health care**, we develop systematic, professional, and personalized digital talent training innovative products, and provide customers with excellent digital talent training product solutions

## 5. Actively apply for intellectual property rights

Further strengthen the **protection of intellectual property rights**, ensure that research and development results are legally protected, and actively apply for software copyright and patent





# Bigger “Two Wings” - Empowering Educational Change and Digital Transformation

Industry practice of Neuedu’s  
“IT+HT”



Applied-oriented Education  
Experience of 3 Universities



TOPCARES Teaching Methods

## Expand Market Share

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

## Increase Cooperation Scale

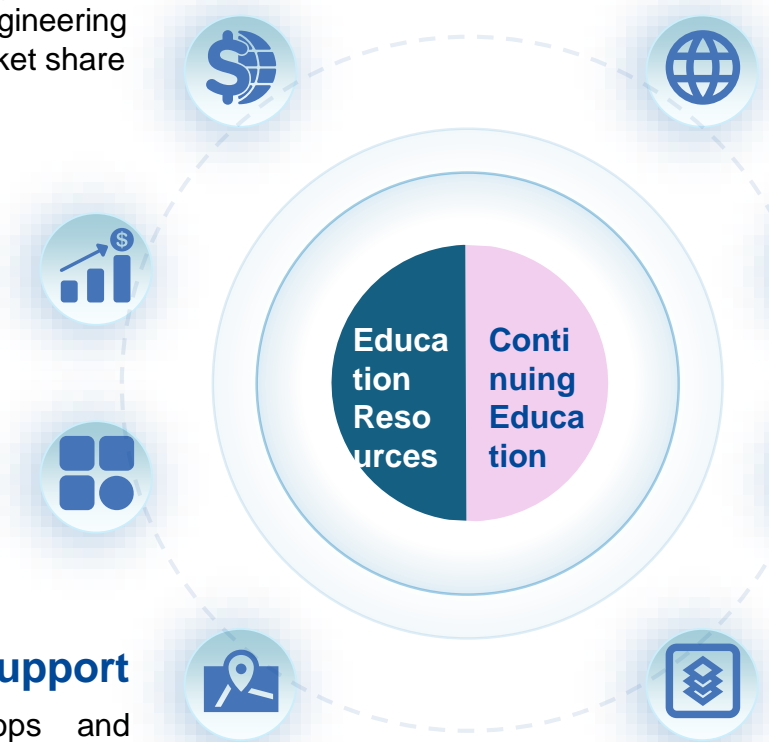
Strengthen the precise customers expansion, focus on the co-operation scale of individual universities, improve delivery quality, and improve customer satisfaction

## Implement 4S Services

Deeply promote the implementation of the 4S business model and achieve a transformation from product solution implementation to delivery method;

## Strengthen Local Support

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



## Develop Online Education

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

## Apply for Training Qualification

Continue to expand training qualifications

## Focus on Education Quality

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 standard;

## Enrich Training Products

Enrich products to meet the needs of personalized learning, employment, and re-employment, and enrich employment, skill enhancement, and resource products

# Vision for Future Development

Relying on the construction of the first-class applied-oriented universities, we will explore scientific and technological innovation services, and strive to become a leading provider of education technology and healthcare technology innovation services in China



IT

Become a leader in featured digital talent education services



Digital Media

Become a demonstrator of an open digital creative sharing community



Medical Care

Become a leader in the new ecology integrating teaching, medical and nursing



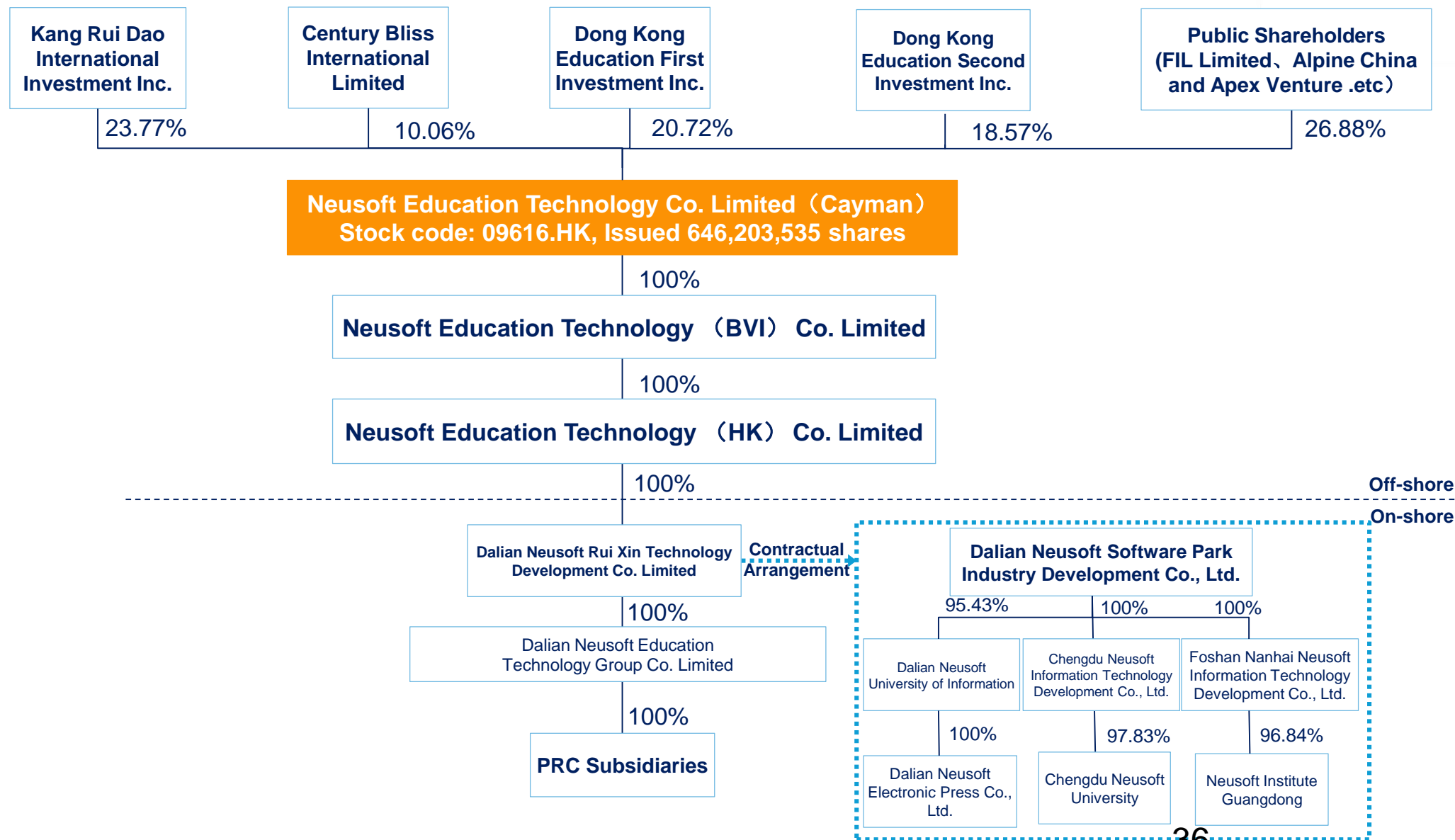


# 04 | Appendix

## **Our Values**

Innovation / Integration / Progression / Responsibility / Integrity

# Corporate Structure (Up to 31th December, 2023)



# Brand Reputation and Teaching Quality

 <b>No.1 in China</b> The number of national first batch first-class bachelor degree construction site in private universities 	 <b>No.1 in China</b> Teaching Development Index of Private and Independent Colleges of Chinese Association for Higher Education 	 <b>No.1 in China</b> Three consecutive years on teachers' competition status of private and independent colleges by Chinese Association of Higher Education 
 <b>One of the First in China</b> One of the first 35 model software vocational and technical colleges in China 	 <b>One of the First in China</b> One of the first 50 universities with typical experience in innovation and entrepreneurship 	 <b>One of the First in China</b> One of the first 99 model universities for deepening innovative education reformation 
 <b>First in China</b> Won the national-level teaching achievements first prize in private universities 	 <b>First in China</b> Selected as SAP Global Seed University 	 <b>First in China</b> Private university that joined CDIO International Engineering Education Cooperation Organization 
 <b>First batch of Ministry of Education</b> Specialized model software institute recommended institute 	 <small>The First batch of the Ministry of Education Informationization Teaching Indicator Committee</small> Vocational college information training base 	 <b>First batch of Ministry of Human Resources and Social Security</b> 54 vocational skills training online platform institutions 

# Management Team



**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)
- Chairperson of Neusoft XIKANG (9686.HK)



**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**

- **30+** years experience in Accounting
- Former Financial Controller of Dalian University
- Senior Accountant
- Overseeing financial operations and management



**Mr. LI YinGao**

**Senior Vice President**

- President of Tianjin Ruidao May, 2012 to Feb. 2024
- Overseeing the operations of branding and marketing



**Dr. Wang WeiKun**

**Senior Vice President**

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

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# Thanks

