

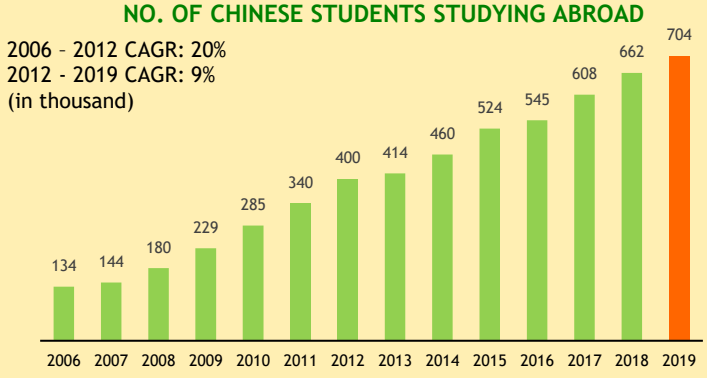
**OVERVIEW** Founded in 1993, New Oriental is China's leading private education service provider with the best brand in terms of number of program offerings and geographic presence. As of August 31, 2025, we had a network of 1,347 learning centers, including 76 schools, 8 bookstores and access to a nationwide network of online and offline bookstores through 262 third-party distributors and over 41,800 highly qualified teachers across China.

**OUR VISION** Based on founder Michael Yu's innovative vision, New Oriental's inspirational instruction integrates humor and active student participation with traditional Chinese educational values. New Oriental seeks to:

- Inspire Chinese students to improve their lives and expand their horizons through a lifelong commitment to education and learning.
- Serve as the trusted, lifelong education partner of Chinese students.
- Nurture and influence the next generation of Chinese business and community leaders.

## MARKET DATA

### NO. OF CHINESE STUDENTS STUDYING ABROAD




Source: China Ministry of Education

### NEW ORIENTAL MARKET SNAPSHOT

**NYSE:** EDU / **HKEX:** 9901

**52-WEEK RANGE:**
US$40.66 - US$68.53
HK$31.20 - HK$53.50

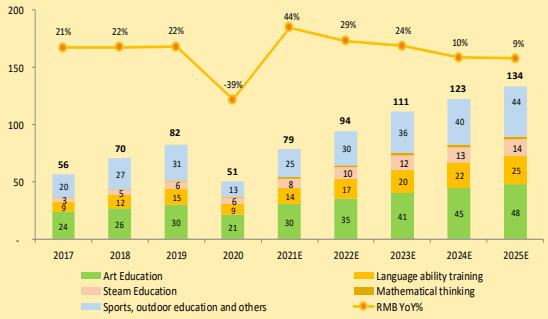
**MARKET CAP:**
US$9.35B/ HK$74.45B

**AVG DAILY VOLUME:**
US 1,120,880
HK 5,939,697

(29 October 2025)

### QUALITY-ORIENTED EDUCATION MARKET IN CHINA

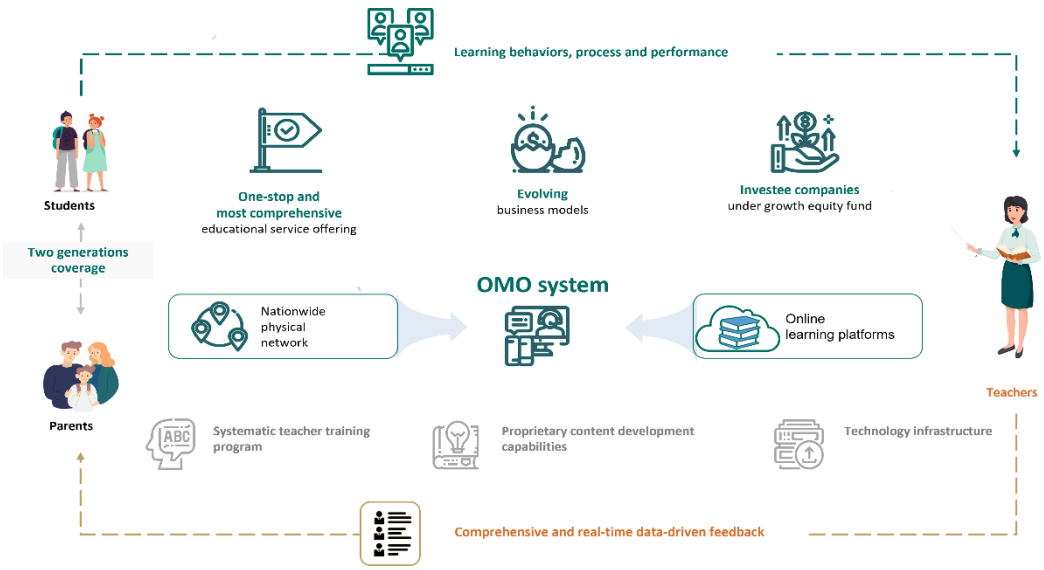
(in US$ billion)




Source: iResearch (2021)

## OUR OFFERINGS

New Oriental's comprehensive education ecosystem and diversified portfolio of educational programs, services and products meet the needs of students in every stage of life.





## PROFITABLE BUSINESS MODEL

- Recurring revenues: multi-year, multi-decade, multi-generational
- Strong customer brand loyalty, lower student acquisition costs
- Enormous cross-selling and up-selling opportunities

## SUSTAINABLE COMPETITIVE ADVANTAGE

- Extensive Nationwide Network
- Best Teachers
- Best Proprietary Content
- Proprietary Computerized Assessment Testing
- Best Customer Service and Study Consulting

## OUR MANAGEMENT



**Michael Yu, Founder & Executive Chairman**
- 41 years of experience in school management and English language training



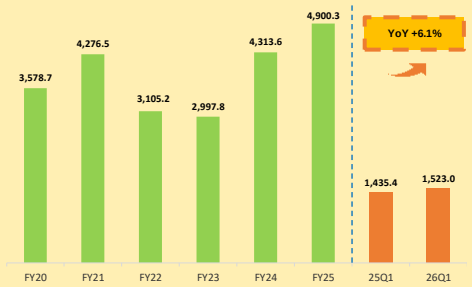
**Chenggang Zhou, Board Director & CEO**
- 26 years with New Oriental
- Former BBC Correspondent and program host for Asia Pacific



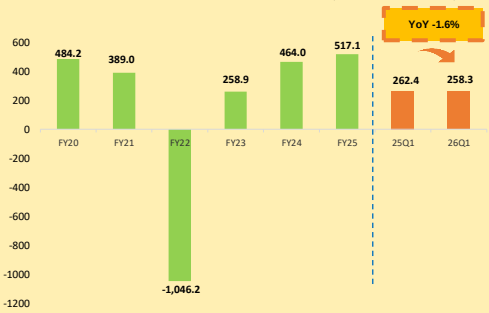
**Stephen Yang, Executive President & CFO**
- 20 years with New Oriental
- Public Accountant for PricewaterhouseCoopers

## SUCCESSFUL TRACK RECORD

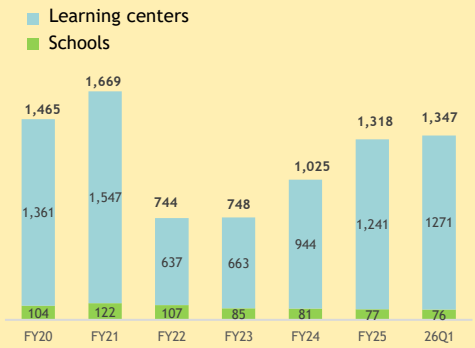
### NET REVENUES (US$ millions)




### Non-GAAP NET INCOME (US$ millions)




### NATIONWIDE NETWORK




For more information, visit www.xdf.cn

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