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BExcellent Group Holdings Limited

精英匯集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1775)

MEMORANDUM OF UNDERSTANDING ON STRATEGIC COLLABORATION WITH CHINA MOBILE

The board (“**Board**”) of directors (“**Directors**”) of BExcellent Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that on 14 March, 2019, the Company entered into a legally binding memorandum of understanding with China Mobile Hong Kong Company Limited (中國移動香港有限公司), a wholly-owned subsidiary of China Mobile Limited (中國移動有限公司), a company listed on The Stock Exchange of Hong Kong Limited (Stock Code: 941) (“**China Mobile**”) under which the parties have set out a framework for potential strategic collaboration in relation to businesses of supplementary education, mobile and multi-media communication and information platforms (“**Strategic Collaboration**”).

Under the Strategic Collaboration, China Mobile and the Group will jointly develop high-value-added supplementary education services and solutions in the Guangdong-Hong Kong-Macau Greater Bay Area, in particular digital education product(s) or platform(s) integrated with big data to facilitate learning assessment and progress-tracking, via multi-media communications and technological solutions, with the joint aim to synergistically increase application of the parties’ products and services to a larger customer base including young and family customers in the Guangdong-Hong Kong-Macau Greater Bay Area.

Shareholders and potential investors should note that the Strategic Collaboration is subject to the execution of definitive agreement(s) and therefore may or may not proceed, and are advised to exercise caution when dealing in the securities of the Company. The Company will publish further announcement(s) in respect of any material development as and when appropriate in accordance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

By order of the Board
BExcellent Group Holdings Limited
Leung Ho Ki, June
Chairman and Executive Director

Hong Kong, 14 March, 2019

As at the date of this announcement, the executive Directors are Ms. Leung Ho Ki, June (Chairman), Mr. Tam Wai Lung (Chief Executive Officer), Mr. Chan Tsz Ying, Wister and Mr. Li Man Wai; the non-executive Director is Dr. Shen Xu Hui; and the independent non-executive Directors are Mr. Kwan Chi Hong, Mr. Li Kai Sing, and Professor Wong Roderick Sue Cheun.