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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)

APPOINTMENT OF CHIEF ASSESSMENT SCIENTIST AND ESTABLISHMENT OF A JOINT-VENTURE FOR ASSESSMENT-RELATED SERVICES

The board (“**Board**”) of directors (“**Directors**”) of BExcellent Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that with effect from 12 March 2019, Dr LUO Guan Zhong (“**Dr Luo**”) has been appointed as the Chief Assessment Scientist of the Group.

Dr Luo held a doctorate degree of philosophy in Mathematical Psychology obtained from Murdoch University in 1995. Prior to joining the Group, Dr Luo was the Director – Assessment Technology and Research (D-ATR) at the Hong Kong Examinations and Assessment Authority (the “**HKEAA**”) and had been serving the authority for almost 15 years, leading the team at the HKEAA responsible for the design and development of the procedures and programmes of the Hong Kong Diploma of Secondary Education Examinations (HKDSE). Before his stint at the HKEAA, Dr Luo had held various academic positions as professor and adjunct professor at a number of universities in the mainland of The People’s Republic of China, Singapore and Australia. Dr Luo’s major area of research includes development of various psychometric models and parameter estimation algorithms for achievement and attitude measurements. His publications are internationally recognized, in particular the computer programmes for test data analysis and processing developed/co-developed by him are widely used by numerous major examination organisations and academic researchers in the education industry globally.

Having the benefit of Dr Luo’s in-depth knowledge and expertise in academic assessment, the Group entered into a joint-venture with Dr Luo on 1 April 2019 for developing assessment-related services. The joint-venture vehicle is named Assessment International (HK) Limited (“**Joint-Venture**”). The Joint-Venture is owned as to 63.2% by the Group and as to 36.8% by Dr Luo. Through the Joint-Venture, the Group aims at enhancing its current assessment tools for senior secondary school level, as well as developing and introducing assessment tools for extending to junior secondary school and primary school levels. The ultimate goal of the Group is to utilize technologies in the collection, application and analysis of big data to provide effective assessment tools to students worldwide (with particular focus on the Great Bay Area of The People’s Republic of China) for the purpose of smart learning.

The Joint-Venture is a non-wholly owned subsidiary of the Company and its financial results will be consolidated into the financial statements of the Group.

As all the applicable percentage ratios under Rule 14.07 of the Listing Rules in respect of the Joint-Venture are below 5%, the Joint-Venture does not constitute a notifiable transaction under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited. This announcement is published by the Company on a voluntary basis.

The Board would like to express its warm welcome to Dr Luo on his new appointment.

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

Hong Kong, 1 April 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.