



CHINA EDUCATION RESOURCES INC.

PRESENTATION

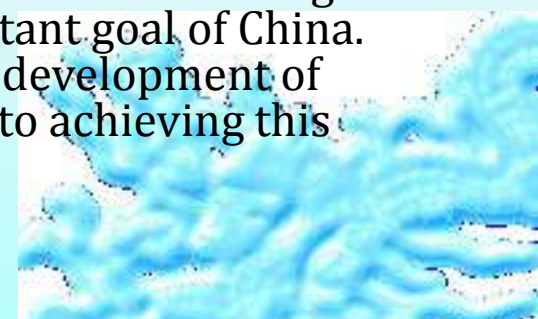
China Soccer Education Program



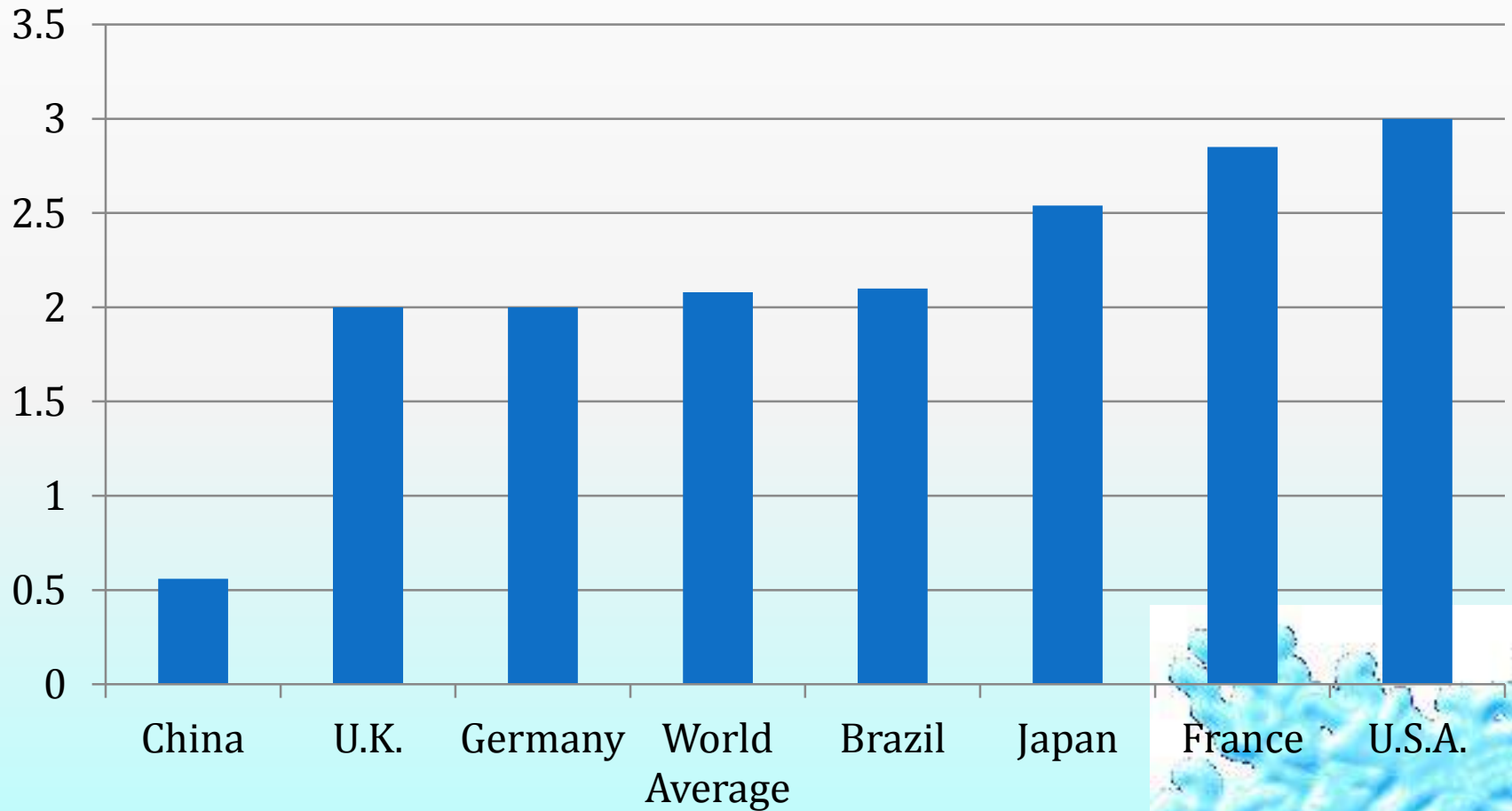
The Policy of the Chinese Central Government



- ◆ February 2015, Mr. XI Jinping, the General Secretary of the CPC Central Committee and President of China, hosted the tenth conference of the Central Leading Group for Deepening Reform of China on consideration and adoption of the master plan for the Chinese soccer reform.
- ◆ March 2015, the Chinese Central Government issued notice of the master plan for the reform and development of Chinese soccer.
- ◆ July 2015, the Ministry of Education with six other ministries of China issued the implementation plan on expediting the development of school soccer.
- ◆ April 2016, National Development and Reform Commission issued the medium-and long-term development plan for the Chinese soccer.
- ◆ June 2017, XI met with the Chairman of FIFA and pointed out that: building China into a strong and powerful sports nation is an important goal of China. The Chinese Government attaches great importance to the development of soccer sports and provides strong and continuing support to achieving this goal.



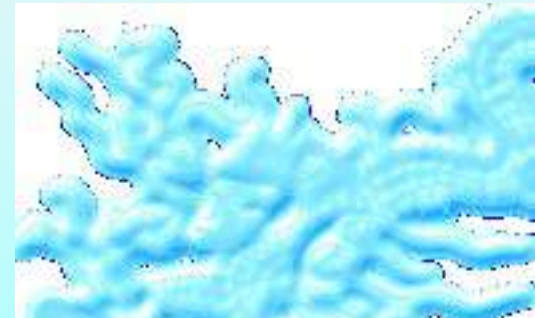
The gap between China and other countries (Sports percentage in GDP)



Huge Upward Space



- ◆ There is a huge upward space in China's sports sector based on the fact that there is a lack of real professional sports and real sports industry.
- ◆ If the output of China's sports industry is to catch up with that of America's, it would be equal to \$556 billion annual sales. The next decade would be the golden decade of sports industry in China.



The Soccer Plan of China's Central Government

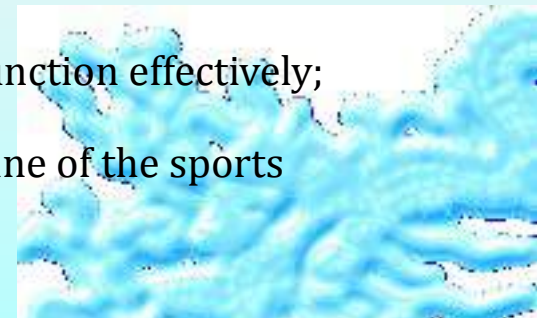


(2016-2020)

- ◆ School soccer has been developing at an accelerated speed; the plan is to achieve 20,000 soccer schools with more than 30 million primary and middle school students participating in soccer sports on a regularly basis.
- ◆ There will be more than 50 million people participating in soccer sport on a regularly basis.
- ◆ There are more than 70,000 soccer fields nationwide (0.5-0.7 Soccer field per 10,000 people). There are also 40,000 campus soccer stadiums and 20,000 community soccer fields respectively.
- ◆ Each primary and middle soccer school is required to have one or more soccer fields, and each college/university, conditions permitting, is required to have more than one standard soccer field.

(2021-2030)

- ◆ One soccer field per 10,000 people.
- ◆ Campus soccer, social soccer and professional soccer systems to function effectively; various market entities participate actively.
- ◆ Soccer industry increases in scale, and becomes an important engine of the sports industry.



The Soccer Plan of China's Central Government

--soccer education



- ◆ Extensively develop school soccer activities. Carry out campus soccer games to promote fitness, wellness and happiness of the participants; organize school soccer activities in various forms with the purpose of improving students' fitness level and willpower, popularizing soccer knowledge and skills, and cultivating soccer interests.
- ◆ Gradually complete a four-level soccer competition system including college, high school, middle school and elementary school. Organize competitions in a scientific, reasonable and proper fashion.
- ◆ Support social soccer competition activities. Encourage locals to utilize available conditions and various forms to establish community soccer teams, community soccer associations and regional amateur soccer associations, with a focus on family participation and enriched forms of social soccer games.
- ◆ Focus on organic connection between regional level competitions, youth games and campus soccer events, gradually build a scientific competition structure.
- ◆ Support government organs, enterprises, institutions, organizations, grass-roots units to carry out regular internal competitions. Further promote community soccer.



The Opportunity of China Soccer Education



- ◆ July 2015, the Ministry of Education, together with six other ministries, announced the plan on expedition of the development of school soccer.
- ◆ The school soccer plan requires setting up of 20,000 soccer schools with 20 million students participating in soccer in 2017.
- ◆ By 2025, build 100,000 soccer schools and China can enter the World Cup soccer game.
- ◆ School soccer currently has gained initial popularity and gradually formed a league system, with more than 100,000 games a year.
- ◆ Social soccer atmosphere has initially formed. More than 20,000 amateur soccer competition matches are organized by enterprises and all social circles annually.



The Market of China's Soccer Education



- ◆ The Chinese Central Government announced its master plan for school soccer in 2015

20,000 soccer schools
have been set up with
20 million students
involved by 2018

To have 100,000
soccer schools
by 2025 and
qualify for the
World Cup
competition

- ◆ The current China soccer market is estimated to be \$200 billion
- ◆ By 2025, China's sports industry is forecasted to reach \$859.9 billion, with soccer as the biggest segment

CORPORATE OVERVIEW: BACKGROUND

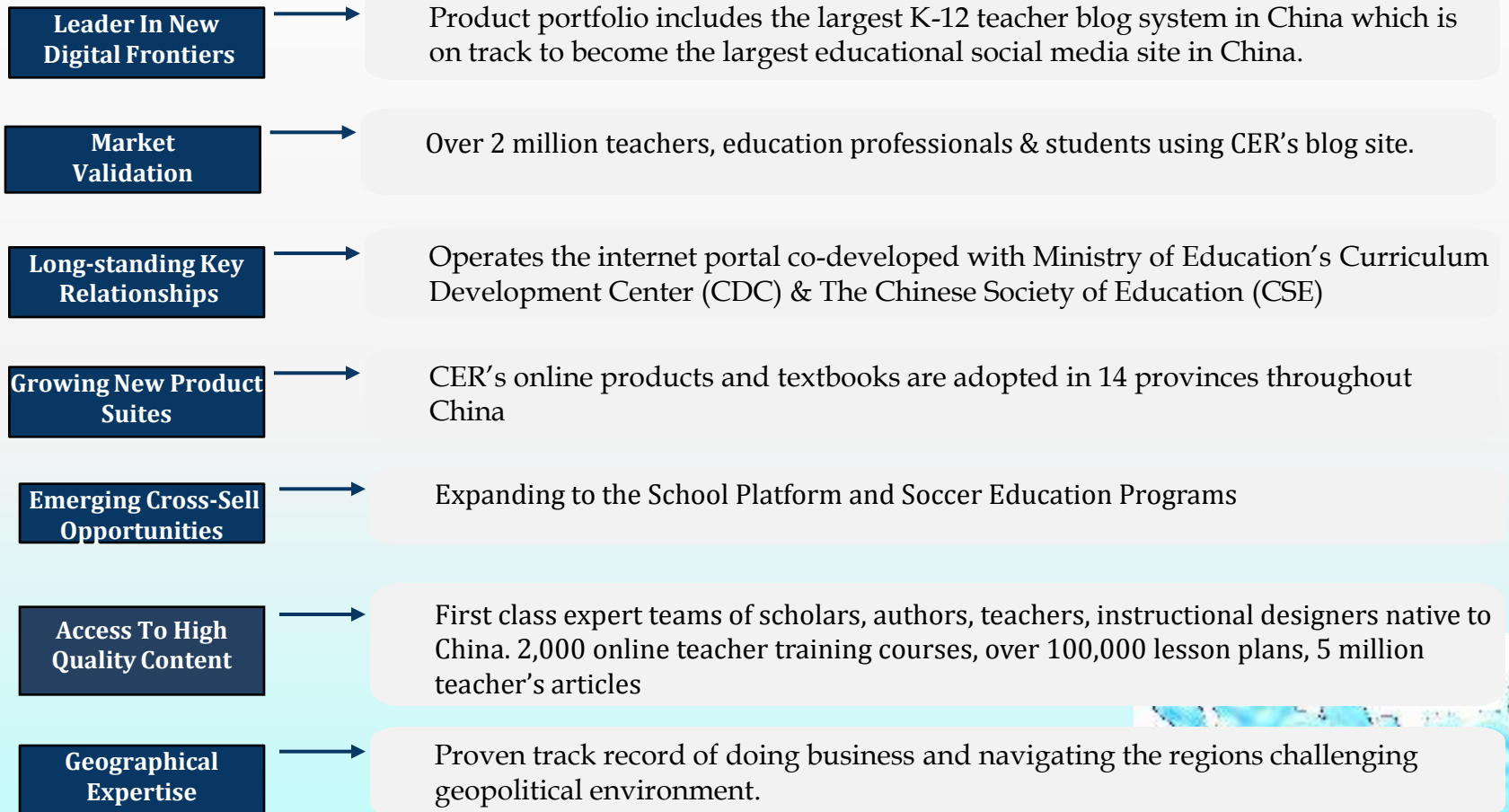


Overview :

- ◆ Originally formed in 1997, Vancouver based China Education Resources Inc. (“CER” or the “Company”) is a public listed company (TSX-V – CHN and OTC - CHNUF) and one of China’s leading providers of educational content and services.
- ◆ CER works with various educational authorities and organizations in China, including the Curriculum Development Center (CDC) and the Chinese Society of Education (CSE).



CORPORATE OVERVIEW: HIGHLIGHTS AND MILESTONES





Progress to Date: Textbook and Online Products

Textbook Products

- ◆ **Process:** Products are created in collaboration/ oversight with various education authorities
- ◆ **Subjects:** Green Certificate, General Skill, Ethic, Arts, Music, Career Planning, Soccer textbook
- ◆ **Target:** Primary and secondary schools
- ◆ **Competitive advantage:** One of the few private entities to publish education textbooks in China's K-12 public school system
- ◆ **Customers:** Public schools (mandated curriculum)
- ◆ **Key advantages:** Dependable revenue stream, Limited risk, Paved key Relationships & Enhances brand reorganization

Online Products

- ◆ **Product:** Training platform and content distribution (Online & Text)
- ◆ **Subjects:** All key subjects such as Chinese, Math, English, physics, chemistry, history, PE, Soccer, etc.
- ◆ **Primary Source of Revenue:** Sales of teaching modules and seminars
- ◆ **Target:** K to 12 sector
- ◆ **Competitive advantage:** Endorsed by Ministry of Education, China for national level online teacher training
- ◆ **Customers:** Provincial education authority, Municipal education authority, teachers, students and central government authority (Ministry of Education)
- ◆ **Key advantages:** Connect with customers on a personal basis, cross sell existing products, build relationships with young educators.



The Most Comprehensive and Quality Soccer Textbooks with Online/Offline Total Solutions for Soccer Education Program

- ◆ Developed by the top international soccer expert teams
- ◆ Guidance by the National Expert Committee on China School Soccer Plan
- ◆ Tightly integrated with network information technology and innovative materials
- ◆ Dynamic progress of the learning of soccer through our integrated textbook and on-line video contents
- ◆ Vertical and horizontal social network system and learning environment through lessons with textbook and our education portal
- ◆ High interaction between teachers and students in classes and education portal
- ◆ Breakthrough soccer textbook model with the best soccer textbook contents and leading edge online training platform for K to 12 students and teachers.
- ◆ Three parties form a premier team for soccer education program
 - ◆ Encyclopedia of China Publishing House publishes and distributes textbooks
 - ◆ European partners provide UEFA certified coach training guide
 - ◆ CER provides the network platform and technical support services

Thirteen Student Soccer Textbooks (one book per grade)



Primary school
(6 books)



Junior high
school (3 books)



Advance level
(1 book)



Senior high school
(3 books)

Indoor/Outdoor Soccer Education Program



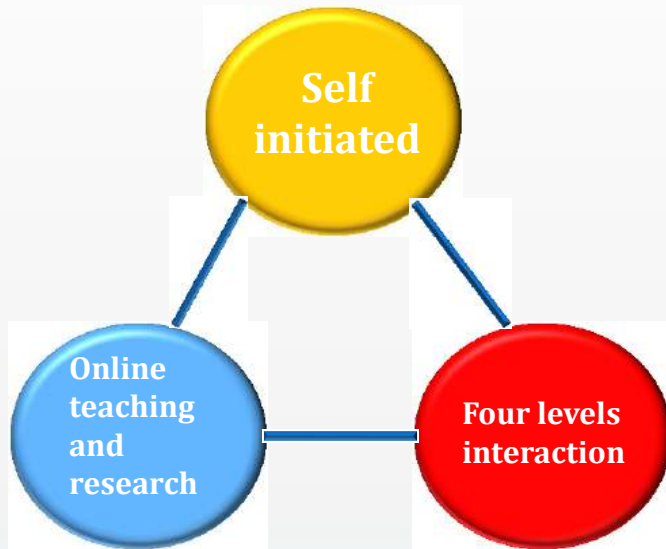
CER's Successful Indoor/Outdoor Soccer Education Pilot Project



Online platform of soccer education



Internet + education, total solution with interactive network technology



- Highlights the central role of personal studio, provides various forms of curriculum resources and interactive learning tools for students to choose courses and services
- Builds a blended learning, teaching and research system for multiple levels "students-teacher- teaching and research community" , supports specialists, various forms of interaction between teachers, students, teaching and research, and resource sharing
- Combines district, school, class and individual as a whole unit with multiple functions of learning, teaching, research and management. provides support services for individuals schools for different levels of learning, teaching and research activities.

The CER portal is a well-known educational platform which

- has the largest K to 12 teachers blog system with 2 million K-12 teachers registered in China and
- is recommended by the Ministry of Education as the nation's outstanding educational resource website.

Scan the QR code to enter learning & training platform



Total solution

Teaching materials

Teachers' manual and training



Four books for teachers

Registered UEFA soccer coaches come to China for face-to-face tutoring and teaching demonstration

Online training and services for teachers on the teaching and research of soccer education

Arranges for foreign coaches on campus



According to the arrangement of funding and teaching conditions, we can arrange European coaches to organize daily soccer training activities for students in schools. These activities will be available for boys and girls of different ages

Help build soccer training centre



Assist local education authorities to establish soccer training centre and help arranging registered with UEFA soccer coaches for teachers and coaches training,

School supplies and equipment



Assist local education authorities in selecting, purchase of soccer teaching and training supplies and related equipment, such as football, jerseys, sneakers, soccer ball bags, tag, sign, sign barrels, energy ring, ladders, goal, and for indoor and outdoor mini soccer pitch, inflatable pitch and regular soccer field design and reference services.

To satisfy different teaching situations and conditions, the vertical service provides a solid, comprehensive teaching and training system for soccer education.

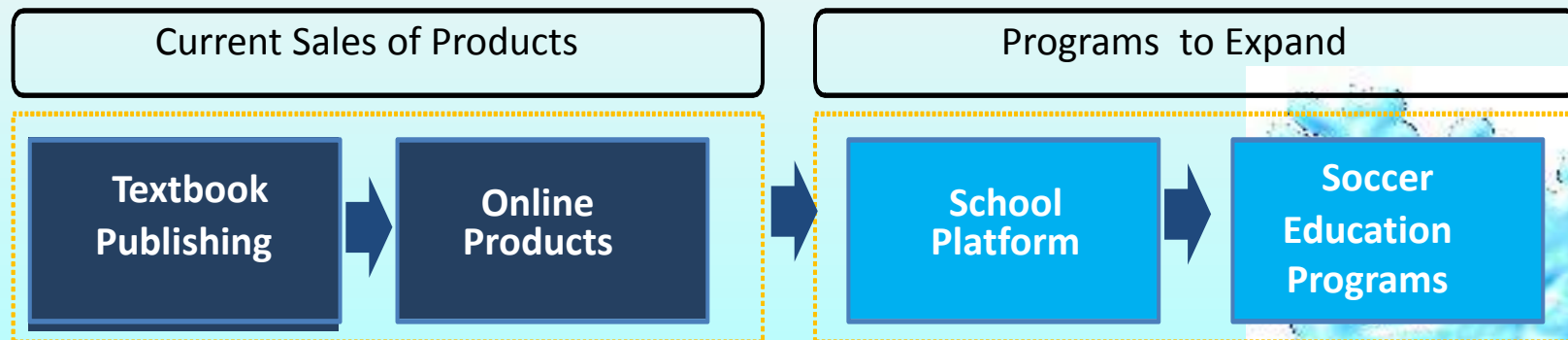




ROADMAP: ROLLOUT PLAN

- ◆ Leverage current relationships and distribution networks to sell soccer education programs in various provinces
- ◆ Focus on expanding the digital product portfolio
- ◆ Expand CER's pilot project of soccer program into each major city
- ◆ Partner with the academic divisions of various education authorities and promote through the education conferences organized by the local education authorities
- ◆ Provide a more robust "online/offline" mutually complementary solution
- ◆ Expand products into different segments of the K-12 education system

ROLLOUT PLAN



MARKET OPPORTUNITY



Key Government Initiatives

- ◆ China's Central Government has committed to allocate 4% of Chinese GDP to education annually (approximately USD\$328 billion annually)
- ◆ In 2011, China achieved this goal, and included the figure in its publicly released budget for the first time.
- ◆ The Ministry of Education is currently concluding a ten year plan which would result in the allocation of 10% of the annual education expenditure towards education digitalization

China K – 12 Market

400,000 schools

12 million teachers

230 million students

CER Target Market

- ◆ 223,000 schools
- ◆ 5.6 million teachers
- ◆ 101 million students

CER Initial Market

- ◆ 102,000 schools
- ◆ 2.3 million teachers
- ◆ 55 million students