

CHINA EDUCATION RESOURCES INC.

PRESENTATION

AN INTELLIGENT EDUCATION SYSTEM, CONTENTS AND SERVICES PROVIDER



Corporate Overview: Background



Overview :

- Originally formed in 1997, China Education Resources Inc. (“CER” or the “Company”) is a publicly listed company (TSX-V: CHN and OTC: CHNUF) based in Vancouver, Canada, and is one of China’s leading providers of educational content and services.
- CER works with various educational authorities and organizations in China.



Corporate Overview: Highlights and Milestones



Leader In New Digital Frontiers	→	Product portfolio includes the largest K-12 teacher blog system in China which is on track to become the largest educational social media site in China
Market Validation	→	Over 2 million K-12 teachers, education professionals & students using CER's blog site
Long-standing Key Relationships	→	CER has been operating the internet portal co-developed with varies levels of education authorities and academic expert teams since 2004
Growing New Product Suites	→	CER's online products and textbooks span in 20 provinces throughout China
Emerging Cross-Sell Opportunities	→	Expanding to the School Platform and Soccer Education Programs
Access To High Quality Content	→	First class expert teams of scholars, authors, teachers, instructional designers native to China. 2,000 online teacher training courses, over 100,000 lesson plans, 5 million teacher's articles
Geographical Expertise	→	Proven track record of doing business in and navigating the region's challenging geopolitical environment

Progress to Date: Textbooks 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 top international soccer (“football”) 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 textbooks and online video contents
- Vertical and horizontal social network system and learning environment through lessons with both 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

Roadmap: Four Step Plan



•Step One: Online Teacher Training Program

- Relationships built through the successful textbook publishing business are critical to the digital growth strategy
- Program connects classroom teachers with recognized experts in their subject areas
- Highly relevant to teachers' daily job
- Interactive and participatory active learning process
- Provides participants with community and platform to practice tech skills



•Step Two: Online Teaching & Research Platform

- Integrates into teachers' daily routine
- Allows teachers to interact and communicate with experts and other teachers
- Comprehensive social network for teachers to use in order to support their administrative, teaching, learning, testing and assessment needs



•Step Four: School-based Platform for Students

- Education resource center
- Online tutoring
- Homework system
- Interaction with teachers and parents
- Communication amongst students
- Educational games
- Formative assessment
- Customized resources



•Step Three: School-based Platform for Teachers

- Endorsement of CER Portal by schools for use by teachers
- Enables collaboration between teachers in various regions
- Video database of real-life classroom teaching records
- Provides crucial support for teachers' administrative, teaching, learning, testing and assessment needs

New programs launched during COVID-19 Pandemic



- Online training course on teachers' manners and etiquette
- Online IT Proficiency Training Program
- Online Psychological Counselling Training Program
- Online School Safety Training Program
- CER's new training programs launched during the span of the COVID-19 pandemic, has been created in direct response to market demand, especially from the teacher community.

Progress to Date: Sales and Marketing



Overview

- Tightly knit team of sales professionals based in mainland China
- Uniquely firsthand understanding the Chinese educational market
- Proven track record of closing deals and growing revenue
- Over a decade of experience in the region, has enabled the team to build long-standing relationships and understand/identify key decision-makers
- Sales team members are trusted partners in recommending products to officials

Marketing Channels

- The increasing popularity of the company's portal, internet portal, www.cersp.com creates an inexpensive additional cross sell opportunities
- Organic growth through word-of-mouth/teacher recommendations

Actionable Feedback

- The salesforce serves a critical role as a liaison between educational authorities and the Company
- The salesforce plays a key role in identifying new opportunities and developing future products

Roadmap: Rollout Plan



- Leverage current relationships and distribution networks to sell new products and soccer education programs in various provinces
- Focus on expanding the digital product portfolio
- Set up “show case” schools of the program in 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

Current Sales of Products

Textbook
Publishing

Online
Products

Programs to Expand

School
Platform

Soccer
Education
Programs

Market Opportunity



Key Government Initiatives

- China's Central Government has committed to allocate 4% of Chinese GDP to education annually (approximately USD\$816 billion in 2020)
- In 2011, China achieved this goal, and included the figure in its publicly released budget for the first time.
- The Ministry of Education has implemented a ten years plan which resulted 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

Deploying North American Market



- Along with the gradual recovery of economy in China following COVID-19's peak period of impact, our online business has received very positive responses from the government, private sector and general public as a result of the lifestyle changes which have occurred to combat the COVID-19 pandemic.
- The COVID-19 pandemic has accelerated the digitalization process of classrooms and changed the education landscape indefinitely. Now, more than ever, online education and educational technology is in great demand. CER is perfectly poised to cater towards the intensified e-learning market demands which have arisen as a direct result of the COVID-19 pandemic.
- Education sector has benefitted during the pandemic, the intensified e-learning market demands which have arisen as a direct result of the COVID-19 pandemic.
- CER is planning to utilize its existing online education system and certain contents to deploy North American market opportunities.