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China Ecotourism Group Limited 中國生態旅遊集團有限公司

(Incorporated in Bermuda with limited liability) (Stock Code: 1371)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board of directors of China Ecotourism Group Limited (the "Company", together with its subsidiaries, the "Group") (the "Board") is pleased to announce that Mr. QIU Peiyuan ("Mr. Qiu") was appointed as an executive director of the Company with effect from 18 November 2021.

Mr. QIU Peiyuan

Mr. Qiu, aged 56, is a chartered financial analyst, a certified financial planner in Canada and has Canada security practitioner qualification. He holds a Bachelor's degree in Biology from Nankai University, a Master's degree in BioScience from the University of Hong Kong and a Master's degree in Business Administration from the University of Western Ontario, Canada. Mr. Qiu has over twenty years of experience in financial, where he was involved in several fields including but not limited to personal financial planning, pension investment, bank treasury investment, investment risk management and asset management.

Mr. Qiu joined the Bank of Nova Scotia as a senior analyst and manager since 2003. He was the vice president of Asia of T. Rowe Price Group from 2008 to 2011. He established the International Business Department and was a general manager of International Business Department of Huabao Trust Co., Limited from 2011 to 2015. He was the president of Overseas Investment Department and senior managing director of Ping An Trust Co., Limited from 2015 to 2019. Mr. Qiu serves as the chief executive officer of First Ocean Financial Holdings Co. Limited.

Mr. Qiu is an executive director of Chong Kin Group Holdings Limited, which is a listed company in Hong Kong. Mr. Qiu was an non-executive director of China Health Group Limited and an independent non-executive director of NOVA Group Holdings Limited, both listed in Hong Kong, in the previous three years.

The Company will enter into a service agreement with Mr. Qiu with no specified term of office after an initial term of 3 years commencing from 18 November 2021, unless terminated by either party giving to the other not less than three months' prior notice in writing or payment in lieu of notice. His appointment is subject to the retirement by rotation and re-election in accordance with the Bye-laws of the Company. Mr. Qiu is entitled to receive a fixed director's fee of HK\$600,000 per annum and discretionary bonus determined by the Board. The director's fee is determined by the Board with the recommendation of remuneration committee of the Company with reference to the Company's remuneration policy and a range of factors including his duties and responsibilities with the Company, his qualifications and experiences, and levels of remuneration for peers in the prevailing market.

Save as disclosed above, as at the date of this announcement, Mr. Qiu (i) does not hold any other positions with the Company or other members of the Group; (ii) did not hold any directorships in the last three years in other listed public companies the securities of which are listed on any securities market in Hong Kong or overseas; (iii) does not have any other relationships with any directors, senior management, substantial or controlling shareholders of the Company; and (iv) has interests in 37,910,000 shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, there is no other information or matter required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited nor is there any other matter that needs to be brought to the attention of the shareholders of the Company relating to the appointment of Mr. Qiu.

The Board would like to warmly welcome to Mr. Qiu.

By order of the Board China Ecotourism Group Limited CHAN Tan Na, Donna Chairperson of the Board

Hong Kong, 18 November 2021

As at the date of this announcement, the Board comprises Ms. CHAN Tan Na, Donna, Mr. WU Ying Ha, Mr. WU Jingwei, Mr. DI Ling and Mr. QIU Peiyuan as Executive Directors; and Mr. HUANG Shenglan, Mr. CHAN Ming Fai and Dr. MENG Zhijun as Independent Non-executive Directors.