

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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)

PUBLICATION OF THE BLUE BOOK OF ECOLOGICAL DEVELOPMENT: CHINA ECOTOURISM DEVELOPMENT REPORT

China Ecotourism Group Limited (the “**Company**”) is pleased to announce that the Company collaborated with China Forestry Ecological Development Promotion Association (a national first-level social organization approved by the State Council) to develop the “Blue Book of Ecological Development: China Ecotourism Development Report (2021-2022) ” (“**the Blue Book jointly developed by the Company**”), which has recently been published and distributed by Social Sciences Academic Press (China) under the Chinese Academy of Social Sciences. It provides policy suggestions and references on promoting ecotourism development in China, and offers market players the guidance in expanding ecotourism business.

The Chinese government attaches great importance to the establishment of eco-civilization. It formulates the “Beautiful China” initiative and incorporates the establishment of eco-civilization in its overall strategy. While emphasizing that “clear waters and green mountains are as valuable as mountains of gold and silver”, it puts forth the eco-civilization ideologies of “respecting for nature, conforming to nature, conserving nature and green development”. The related government departments and commissions issued the “National Plan on Ecotourism Development (2016-2025)” accordingly, which has become an important guiding document for ecotourism development in the country.

With reference to the “National Plan on Ecotourism Development (2016-2025) ”, the Blue Book jointly developed by the Company make conclusions and comprehensive evaluation of overall strategy and major missions of the ecotourism industry, including its industrial planning, environmental protection and coordination mechanism. They provide references for specialists, scholars, regulatory departments and business entities to explore the ways for expansion of ecotourism and to develop benchmarking and index

systems for scientific development of ecotourism industry in China. It not only sums up the past experiences of ecotourism development from different perspectives such as policies, regulations and regional development, but also puts forth policy advice and guidance for the industrial growth. The Blue Book calls for digital technological innovation to drive the growth of ecotourism, as smart ecotourism will create new opportunities for ecotourism development.

The Company will grasp the emerging opportunities in ecotourism industry brought by the government's supportive policies by optimizing its resources, taking proactive measures to promote integrated development of ecotourism destinations and enhance related supporting system, and developing various high-quality ecotourism routes. It will take the lead to drive ecotourism development in China.

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

Hong Kong, 24 January 2022

As at the date of this announcement, the Board comprises Ms. CHAN Tan Na, Donna, 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.