CORPORATE FACT SHEET
October 2026



OVERVIEW Founded in 1993, New Oriental is China's leading private education service provider with the best brand in terms of number of program offerings and geographic presence. As of August 31, 2026, we had a network of 1,565 learning centers, including 74 schools, 8 bookstores and access to a nationwide network of online and offline bookstores through 350 third-party distributors and over 46,800 highly qualified teachers across China.

NEW ORIENTAL MARKET SNAPSHOT (29 October 2026)

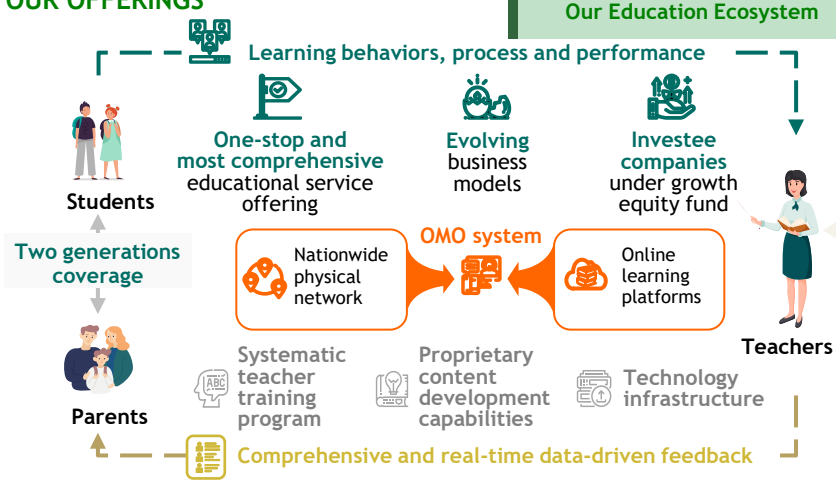
	52-WEEK RANGE	MARKET CAP	AVG DAILY VOLUME
NYSE: EDU	US$44.25 - 64.97	US$7.86B	775,700
HKEX: 9901	HK$34.26 - 51.05	HK$66.29B	4,069,418

OUR VISION

- Inspire Chinese students to improve their lives and expand their horizons through a lifelong commitment to education and learning.
- Serve as the trusted, lifelong education partner of Chinese students.
- Nurture and influence the next generation of Chinese business and community leaders.

OUR OFFERINGS

Our Education Ecosystem



AI Technology Powers our Innovative Teaching-Learning Process

- **ASR/TTS** Voice Recognition
- **OCR** Text Recognition
- **LLM** Advanced Language Understanding

East Buy
Multi-platform live streaming strategy



Strategic Initiatives

- Private Label Portfolio Expansion
- Strengthen Membership Ecosystem
- Product R&D and Quality Enhancement
- Offline Experience Store Growth

新东方 EASTBUY 东方甄选 新东方文旅

New Oriental Home
Full-spectrum offerings for the entire family unit



新东方



PROFITABLE BUSINESS MODEL

- Recurring revenues: multi-year, multi-decade, multi-generational
- Strong customer brand loyalty, lower student acquisition costs
- Enormous cross-selling and up-selling opportunities

SUSTAINABLE COMPETITIVE ADVANTAGE

- Extensive Nationwide Network
- Best Teachers
- Best Proprietary Content
- Proprietary Computerized Assessment Testing
- Best Customer Service and Study Consulting

OUR MANAGEMENT



Michael Yu, Founder & Executive Chairman
- 42 years of experience in school management and English language training



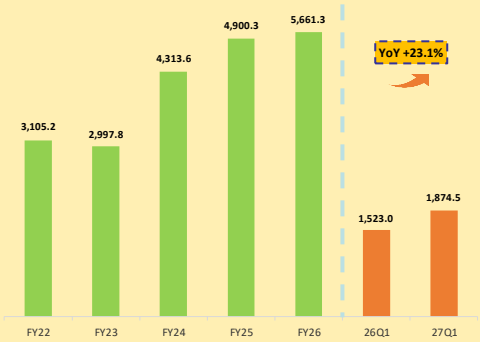
Chenggang Zhou, Board Director & CEO
- 27 years with New Oriental
- Former BBC Correspondent and program host for Asia Pacific



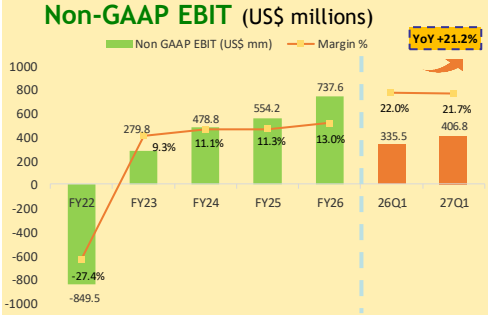
Stephen Yang, Executive President & CFO
- 21 years with New Oriental
- Public Accountant for PricewaterhouseCoopers

SUCCESSFUL TRACK RECORD

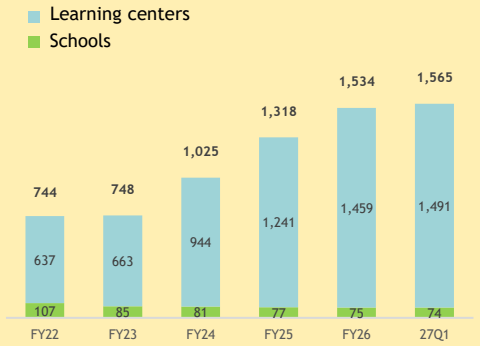
NET REVENUES (US$ millions)



Non-GAAP EBIT (US$ millions)



NATIONWIDE NETWORK



For more information, visit www.xdf.cn

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