



## The Leading Online Professional Education Provider in China

China Distance Education Holdings Limited is a leading provider of online education in China focusing on professional education. The courses offered by the Company through its websites are designed to help professionals and other course participants obtain and maintain the skills, licenses and certifications necessary to pursue careers in China in the areas of accounting, law, healthcare, construction engineering, information technology and other industries. The Company also offers online test preparation courses to self-taught learners pursuing higher education diplomas or degrees and to secondary school and college students preparing for various academic and entrance exams. In addition, the Company offers online foreign language courses, offline GaoKao retake courses and offline business start-up training courses.

### INVESTMENT PROFILE

Ticker:	NYSE: DL
Market Cap:	\$129M
Current Price:	\$3.77
Shares Outstanding:	34.2M

Price as of May 17, 2011  
Source: CDEL, Bloomberg

## A WIDE RANGE OF ONLINE EDUCATION COURSES, SERVICES & PRODUCTS

<p>Online Professional Test Preparation Courses</p> <p>Online Professional Continuing Education</p>	Accounting Healthcare Law Construction Engineering Information Technology Occupational Skills Exam Occupational Training
<p>Online Higher Education for Self-Taught &amp; Adult Learners</p>	Higher Education for Self-Taught Learners Adult Higher Education
<p>Other Online Courses (e.g. Foreign Language)</p>	Graduate School Entrance Exam Foreign Languages Primary and Secondary Education Chinese Language
<p>Book &amp; Reference Materials</p>	<ul style="list-style-type: none"> <li>❖ Sell books and reference materials relating to various courses and exams</li> </ul>
<p>Other</p>	<ul style="list-style-type: none"> <li>❖ Provide course production services on a contractual basis</li> <li>❖ Provide in person professional training for "Big 4" accounting firms</li> <li>❖ Provide business start-up training services to students, job seekers and individuals</li> </ul>

Online Course Enrollment



## STRONG OPERATIONAL FOUNDATION

- Strong, nationwide brand name
- Diverse course offerings addressing needs of a large and growing market
- Focus on high quality courses and superior support and services
- Highly scalable and adaptable business model
- Largest provider of online education in China
- Experienced and stable management team

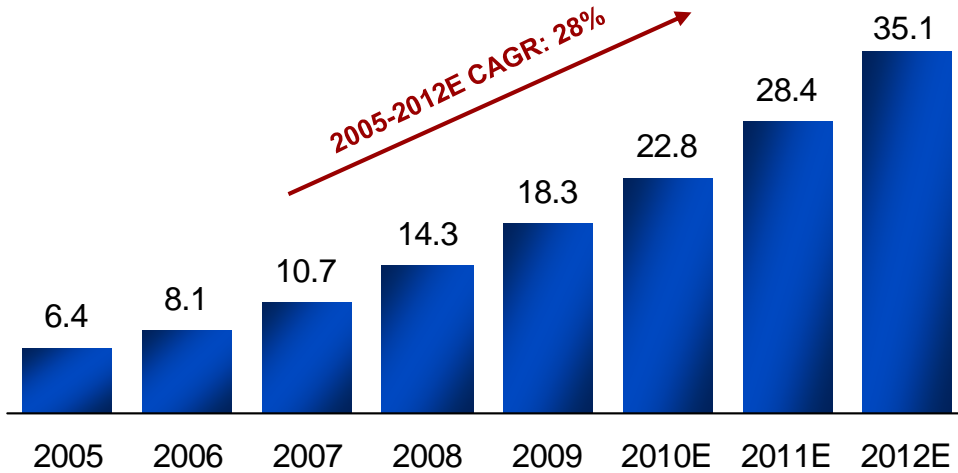




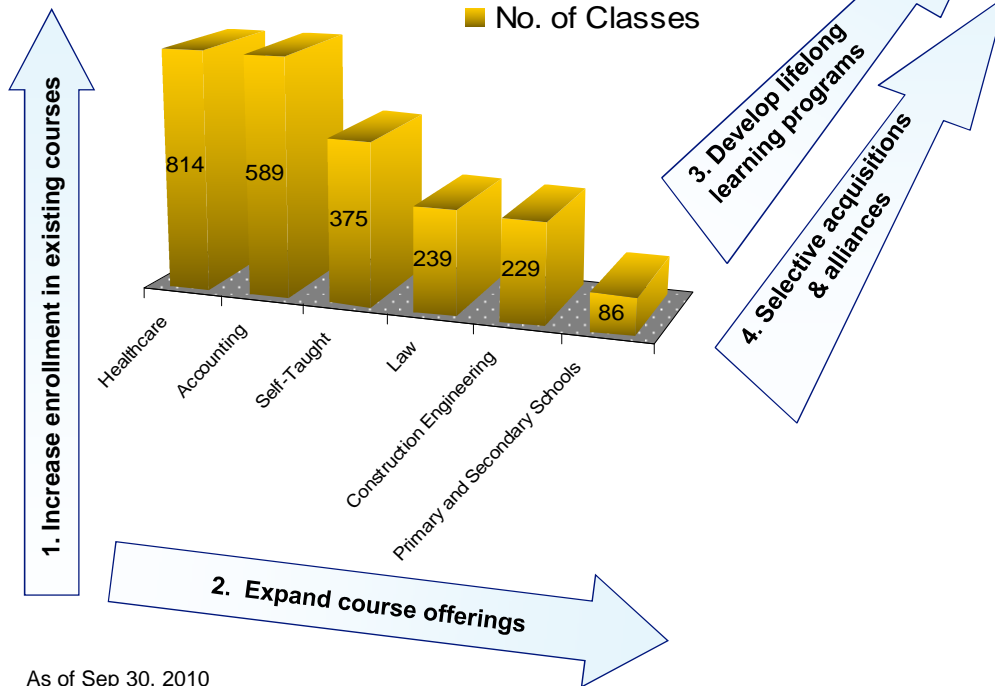
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### APPROACHING A LARGE MARKET OPPORTUNITY...

China Prof. Education & Test Prep Market Size  
(US\$ Billion)



### ... WITH A DYNAMIC STRATEGY FOR GROWTH



As of Sep 30, 2010

### SOLID FINANCIAL TRACK RECORD (US\$ Million)

