



CDEL
www.cdeledu.com

Your future, Your choice

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, 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 and offline business start-up training courses.

INVESTMENT PROFILE

Ticker: NYSE: DL
Market Cap: \$106.0M
Current Price: \$3.26
Shares Outstanding: 32.5M

*Price as of 18 Sep, 2012
Source: CDEL, Bloomberg*

DIVERSE AND COMPREHENSIVE PRODUCT OFFERINGS...

Delivering Life-long Learning Opportunities

Age 0-18

✓ K-12 after school

Age 18-25

Self-taught

Age 26-60

Accounting
Healthcare
Construction Engineering
Law

TEST PREPARATION

Becker's US CPA; Other third party courses

Future Opportunities

PROFESSIONAL DEVELOPMENT & CONTINUOUS EDUCATION

Business Start-up Training

Accounting Healthcare
Construction Engineering
Business start-up training

Eleutian / Ellis English & English tutoring

Future Opportunities

OTHER OFFERINGS

✓ Famous school coalition

✓ Self-taught study process monitoring program

✓ Books and reference materials
✓ In-person training
✓ Online and offline combined course

EduComp Smart Class, Ellis English and others

Future Opportunities

...WITH DYNAMIC CONTENT DELIVERY CHANNELS



Interactive Mobile Learning

- Any where, Any time
- iOS, Android, Windows & Symbian applications
- WiFi, 3G, GPRS and local versions



Mobile Magazine- CDEL Learning Daily

- Timely information on exams and industry
- Easy to use
- Larger customer base



Online High-definition Courseware

- Classroom environment
- Fully interactive
- User-friendly





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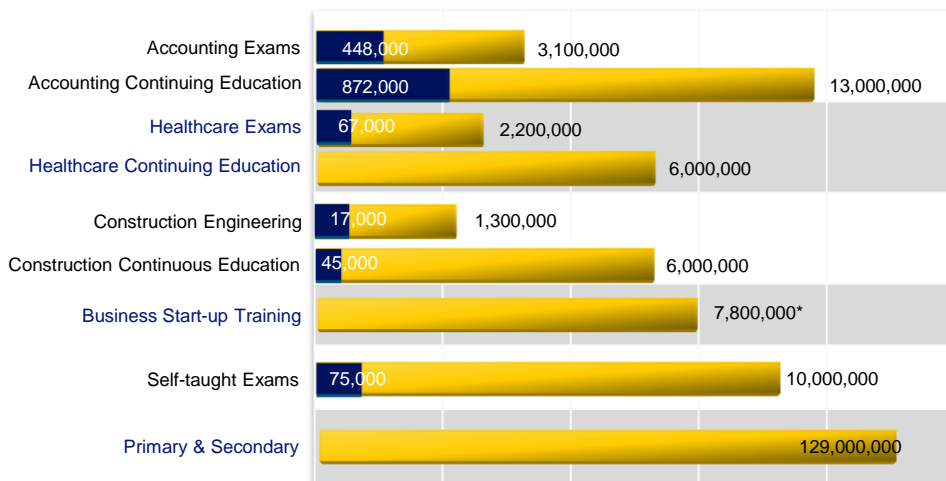
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APPROACHING A LARGE MARKET OPPORTUNITY...

Enrollments in CDEL vs Immediate Market Potential in Selected Courses

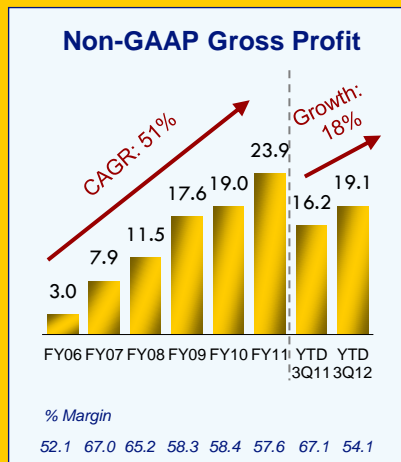
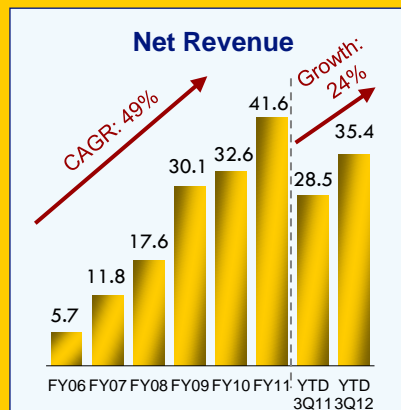
■ CDEL FY11 Enrollments ■ Market Size



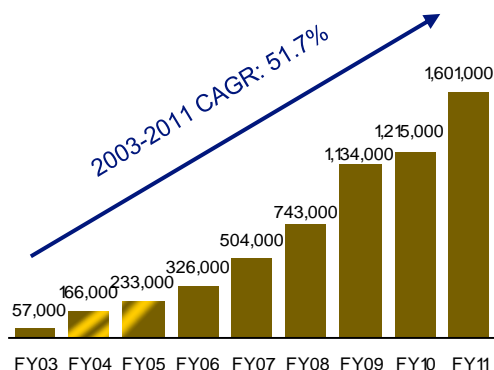
As of Sep 30, 2011

SOLID FINANCIAL TRACK RECORD

(US\$ Million)



Consistent Enrollment Growth



Multi-Pronged Strategy

- Increase enrollments & ASP in existing courses
- Expand content offerings
- Develop lifelong programs
- Leverage Open Platform concept to generate new revenue streams

Analyst Coverage: Citigroup, Grace Lam • Piper Jaffray, Mark Marostica
Oppenheimer, Ella Ji • OLP Global LLC, Adele L. Mao

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