

Ambow Education Forms Strategic Cooperation with Adobe Authorized Training Centre in China (AATC) for Digital Creative Talents Training and Relevant Certification Services

BEIJING, June 10, 2021 /[PRNewswire](#)/ -- Ambow Education Holding Ltd. ("Ambow" or "the Company") (NYSE American: AMBO), a leading provider of educational and career enhancement services in China, today announced that in order to further promote the service of high-quality overseas education and training resources for more learners, it has established a partnership with Adobe Authorized Training Centre (AATC), the world's leading digital media and online marketing solution provider. The partnership will aim to carry out in-depth cooperation in international talent training and certification services, providing international certification services for Chinese students, and helping students improve their competitiveness and professional skills in the workplace.

Adobe Certified Professional (ACP) is recognized as a comprehensive, scientific, rigorous and efficient assessment system launched by Adobe Company for Adobe software learners and users around the world, including Adobe Photoshop Certification, Adobe Illustrator Certification, Adobe InDesign Certification, Adobe Animate Certification, etc. ACP is available in 19 languages across 128 countries and regions, and is widely accepted and recognized by the international community. Additionally, it has become an important scientific reference standard for enterprise during the process of talent selection and recruitment.

As part of the cooperation agreement between Ambow and AATC in international talent development and certification services, AATC will officially authorize Ambow as the "Authorized Regional Management Center," through which Ambow is able to develop AATC Authorized offices and assist in the training and certification of Adobe products in the authorized region. Simultaneously, Ambow will conduct intensive pre-exam trainings for students who are taking ACP certificate exams at its training institutions nationwide with experienced teachers, combining practical and simulated training with theory to help students pass the exams. The two-way cooperation effectively combines technologies from a leading company in software with China's prominent education service provider. Ambow will leverage this collaboration to offer more practical courses and value, creating new opportunities to nurture digital creative talents.

"The digital creative industry is growing rapidly, and the gradual adoption of 5G and the advancement of artificial intelligence will likely trigger another round of development and growth in this industry. We are very excited about our timely collaboration with Adobe as it perfectly positions internationally-recognized professional talents to seize opportunities in the rapidly-developing digital creative industry," said Dr. Jin Huang, President and Chief Executive Officer of Ambow. "The strategic cooperation between Ambow and AATC will leverage Ambow's more than 20 years of experience in professional education that meets the needs of the industry and the future through various ways such as international certification, teacher training, competition etc., to equip talents with professional, practical skills and international communicating skills, empowering our students to improve their work skills and professional qualities and setting them on course for great digital creative careers."

About Ambow Education Holding Ltd.

Ambow Education Holding Ltd. is a leading national provider of educational and career enhancement services in China, offering high-quality, individualized services and products. With its extensive network of regional service hubs complemented by a dynamic proprietary learning platform and distributors, Ambow provides its services and products to students in 15 out of the 34 provinces and autonomous regions within China.

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Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the outlook and quotations from management in this announcement, as well as Ambow's strategic and operational plans, contain forward-looking statements. Ambow may also make written or oral forward-looking statements in its reports filed or furnished to the U.S. Securities and Exchange Commission, in its annual reports to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ

materially from those contained in any forward-looking statements, including but not limited to the following: the Company's goals and strategies, expansion plans, the expected growth of the content and application delivery services market, the Company's expectations regarding keeping and strengthening its relationships with its customers, and the general economic and business conditions in the regions where the Company provides its solutions and services. Further information regarding these and other risks is included in the Company's filings with the U.S. Securities and Exchange Commission. All information provided in this press release is as of the date of this press release, and Ambow undertakes no duty to update such information, except as required under applicable law.

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