

2021 财新国际介绍

Caixin Global Media Kit

Caixin
GLOBAL



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Who are we?

财新国际简介

Caixin, China from the inside
Read Caixin, know China better

About Caixin Global

Caixin Global is one of the most respected sources for macroeconomic, financial and business news and information about China. Built on Caixin Media's award winning journalism, Caixin Global delivers fast, reliable business and financial news about China to the world. It offers its English news via a 24/7 digital and mobile platform (caixinglobal.com), and runs a print magazine.

Through cooperation with a leading financial services platform — **Caixin Insight** — Caixin Global also provides policy analysis, industry monitoring, financial database services and more in-depth research and consulting services on China's economic policymaking and its financial markets. It organizes a series of **high-level global events**, including Caixin Roundtables and the Caixin Summit.

About Caixin Global

**The
Economist**

经济学人

One of China' s more outspoken media organizations, Caixin...

中国最敢言的媒体之一——财新

The New York Times

纽约时报

Caixin,an intrepid Chinese magazine well known for unusually bold investigations...

财新，勇敢的中国媒体，以深入的揭示性调查报道著称.....

**Bloomberg
Businessweek**

彭博商业周刊

Caixin, a leading Chinese business magazine.

财新，中国领先的财经媒体.....

the guardian

卫报

The well-respected Caixin site...

备受尊重的财新网.....

FT

FINANCIAL
TIMES

金融时报

Influential reformist magazine Caixin...

具有影响力的改革派媒体，财新.....

1.2

Who read us?

财新国际读者

Who Read Us

Users Profile

Male 76%



Senior corporate executives **51%**

Bachelor degree or above









Generally have annual income > 100,000 USD



Most of them are professionals from all over the world, from the world's leading think tanks, research institutes, investment institutions, banks, government, state-owned enterprises and consulting companies+



Users Geographic Distribution

Country	% Users
1.  United States	 29.62%
2.  China	 10.98%
3.  Hong Kong	 7.17%
4.  Singapore	 6.46%
5.  United Kingdom	 4.98%
6.  India	 4.60%
7.  Canada	 3.74%
8.  Australia	 3.16%
9.  Malaysia	 2.31%
10.  Japan	 2.02%

Who Read Us

High-net-worth Individuals

Individuals working in family offices, family trusts, family funds, individual investors, professional managers, etc.

Global Investors

Professionals working in the world's major investment banks, commercial banks, PE funds, VC funds, hedge funds, sovereign investment funds etc.

Global Impact

Local Governments

Officials of more than 200 of the world's major cities who work in mayor's offices, departments of commerce, departments of investment and trade, chambers of commerce, etc.

Multinational Corporations, World-leading Think Tanks and Institutes

Professionals working in Fortune 500 corporations; Professionals working in the world's top 100 think tanks and China research organizations in well-known higher-education institutions.

Who Read Us



YI Gang
Governor of the People's
Bank of China



LIAO Min
Vice minister
of finance of China



ZHOU Xiaochuan
Former Governor
of People's Bank of China



LOU Jiwei
Former Minister
of Finance Of China



ZHANG Tao
Deputy Managing
Director of IMF



ZHU Min
Former Deputy Managing
Director of IMF



**Paul CHAN
Mo-po**
Financial Secretary,
of Hong Kong SAR



**Carrie LAM CHENG
Yuet-ngor**
Chief Executive
of Hong Kong SAR



HENG Swee Keat
Minister for Finance
of Singapore



Lawrence SUMMERS
Former U.S. Treasury
secretary;
Former President of
Harvard University



Robert HOMATS
Former Deputy
Secretary of State



Dominic BARTON
Honorary Chairman of
Caixin Global, Former
Global President of
McKinsey & Company



John THORNTON
Former President And Chief
Operating Officer Of
Goldman Sachs



Stephen SCHWARZMAN
Co-founder and CEO of
Blackstone Group



Charlene BARSHEFSKY
Former United States
Trade Representative

02

内容&传播矩阵

Multimedia & Multi-platform

Content & Channels

“English coverage comparable to the quality of international mainstream media

PRINT

China Economics & Finance

Circulation of **50,000** copies per issue



PC

- Registered users 190,000
- Monthly average PV 4.5million
- Monthly average UV 1.2million



APP

- Downloads: 70,000



Content & Channels

facebook



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<https://www.caixinglobal.com/.../agriculture-sector-to-boom-i-...>



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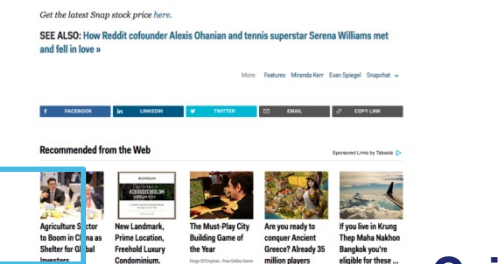
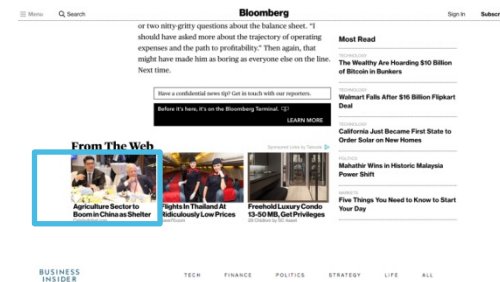
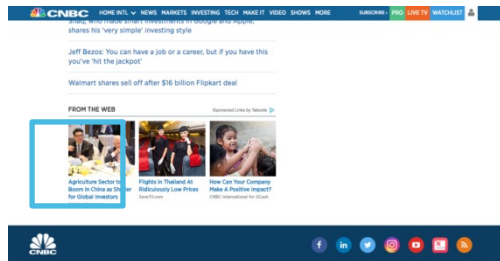
Riot at Indonesia's most secure jail leaves 6 dead
Nikkei Asian Review



Agriculture Sector to Boom in China as Shelter for Global Investors
Caixinglobal.com



Ultra Luxury Condo from AP Thai with Privileges Offer
The Vertical Palazzo



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03

2021合作企划

What is New in 2021

Cooperation Plan Ads

杂志 Magazine



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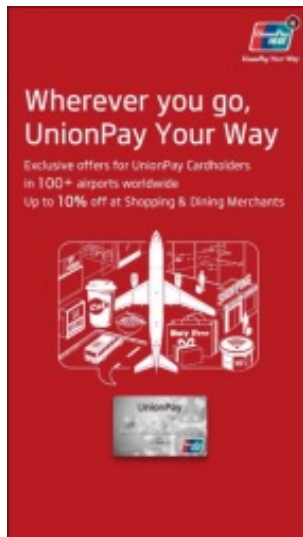


What's **New**?

- 定向推送 / Geographic Targeting
- 可视广告 / Viewability
- 底纹广告 / Shading AD

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App 开机广告



App opening image ad



App文章页信息流广告

App Front page newsfeed ad

What's **New**?

- 定向推送 / Geographic Targeting
- 可视广告 / Viewability
- 底纹广告 / Shading AD

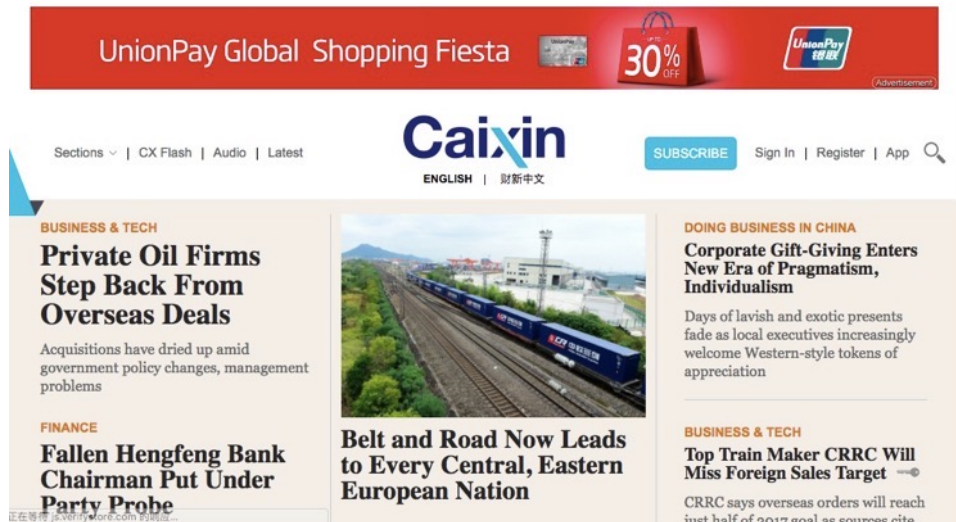
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App开机屏硬广
App Opening Page AD



App首页Banner
App Front Page Banner



PC首页Banner
PC Front Page Banner



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Magazine Ads



**Linking Southeast Asia to China,
the Voyage for Glory and Prosperity**

Highlights:

- Discover business opportunities under the B&R Initiative
- Learn more about China's economy and win with China
- Gain more insights into Southeast Asia's local enterprises
- Communicate with leading entrepreneurs from both China and Southeast Asia

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and business leaders!**

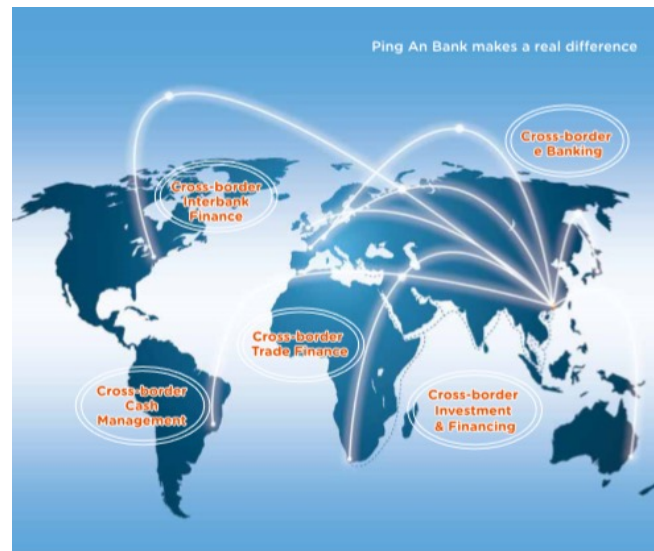
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Application Deadline: Feb 25, 2019
Class Starts: Sept 2019

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1967

Starr's Maurice R. "Hank" Greenberg established AIG.

Greenberg streamlined operations to form American International Group, Inc. (AIG) as an umbrella organization for many of Starr's enterprises.

1969 Greenberg took AIG public with a market value of \$500 million.

1989 Greenberg met with Deng Xiaoping, the paramount leader of the People's Republic of China.

1990 Greenberg met with Zhu Rongji, former mayor of Shanghai and Premier of the People's Republic of China.

1992 Greenberg secured the first foreign life insurance license in China.

2018 Greenberg was awarded the China Reform Friendship Medal by Chinese President Xi Jinping.

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High quality content
高质量内容采编

Multimedia
communication
多媒体交互平台



Text, photo, video,
multiple ways of
presentation
文字、图片、视频等
多种呈现

Data graphic
沉浸式报道，以数据
图表体现专业

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POWER TO THE PEOPLE

PINTEC SERVES A BOOMING CONSUMER CLASS



Testifying to the rise of China's consumer class is a daily stream of Chinese travelers hurrying through airport terminals from Paris to Palau with a suitcase in one hand and smartphone in the other.

What's inside each suitcase is, of course, personal business. But an app inside a growing number of traveler smartphones is Pintec's business.

Pintec is a consumer-savvy, fintech services provider that builds bridges connecting enterprises, financial institutions, small businesses and the upwardly mobile urbanites at the forefront of China's transition to a consumption-based economy.

The Beijing-based company's stated commitment to "leveraging technology to advance financial services" while "leveling the playing field" underscores a business model with a future as big as the digital economy itself.

Pintec's key app offers access to millions of Chinese consumers who now rely on mobile internet for various transactions by facilitating short-term loans and personal financing.

Pintec also pursues a "Powered by Pintec" strategy by which seamless, integrated financial systems are available through a variety of online platforms.

Fintech app users are generally young adults raised in the internet age who expect convenient, seamless transactions. They order clothing through e-commerce websites, bank online, and tap a smartphone screen to reserve airline seats.

Many banks, meanwhile, remain grounded in brick-and-mortar traditions that limit their ability to interact with the smartphone generation.

Pintec serves both groups via its ability to access and electronically process consumer background data – the "big data" that in the United States, for example, is managed by credit agencies but in China is fragmented and hard to collect. Pintec's data-fueled "tech engine" gives banks the power to weigh loan applicant risks before issuing or rejecting credit.

Pintec is not a lender and assumes no consumer-credit risk. However, bank loans arranged through its app Dumiao Qianbao and Pintec's digital loan system for e-commerce companies help consumers buy plane tickets to Paris, Palau resort packages, and a lot more.

The "Powered by Pintec" tech engine also drives credit inquiries supporting smartphone sales at China Telecom stores and student tuition payments for Huijiang Education, an online learning platform. Pintec also works with e-commerce provider Tencent Weidian, and backs the internet-based Xinwang Bank by finding customers and managing risk.

“AS LONG AS WE CAN COLLECT DATA, AND THE DATA IS RICH ENOUGH,” WEI SAID, “WE CAN DO WHAT WE WANT TO DO.”

In addition to credit support, Pintec provides a robo-advisory fintech service called Xuanji that helps institutions and third-party platforms offer automated investment products to consumers by using an asset allocation algorithm to execute trades. The service, licensed

by the China Securities Regulatory Commission, uses an asset allocation algorithm to execute trades.

Pintec has grown rapidly since 2012, when four friends with IT and financial sector skills co-founded the company. One founder, CEO William Wei, said successful rounds of funding in 2014 and 2015 secured about \$130 million.

By serving everyday consumers with low-cost, manpower-light, easy-to-use digital systems, Pintec occupies a unique position in China's fintech sector.

"Most of the middle class is overlooked" by fintech providers in China, Wei said, and "a small part of the population (the wealthy) is over-served."

Participating in Pintec's whole-service approach are Chinese online travel agencies Ctrip and Qunar.com, which supply some consumer data -- obtained with each consumer's permission -- that helps Pintec rate credit applicants for its banking partners. Pintec collects allowable user data from other sources, too,

WHO IS USING DUMIAO?

Dumiao has partnered with dozens of major online businesses in China, becoming one of China's largest third party provider of digital consumer lending.



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SPONSORED CONTENT

while building loan models and managing risk through its end-to-end digital lending system. PinteC's bank partners can thus issue credit with confidence, while travel agents benefit by selling tickets to the banks' borrowers.

Yang Miao, vice president of Qunar, said Dumiao cooperates with Qunar to satisfy growing demand for travel and installment loans among young adults, the agency's largest client group.

No wonder PinteC is now an important player in China's Online Travel Agency (OTA) installment market, with as

much as a 40% market share. To date, PinteC has helped more than 5 million consumers obtain more than 8.4 billion yuan in new loans. The company plans to add OTA partnerships with travel agencies Tongcheng and eLong, too.

The digital and financial know-how that sparked the collaboration among PinteC's co-founders has been a springboard for several ventures. For example, the company recently launched B2B partnerships with Minsheng Securities, Harbin Bank and others.

Jin Kuhua, Minsheng's vice president, calls cooperation with Xuanji "a symbol"

of his firm's push for "products and services on a strategic level."

Now, while adding services and growing to satisfy China's rising consumer class, PinteC is reaching out to potential partners who recognize the value of a fintech sector leader with a big data edge.

CEO Wei says access to consumer information and big data skills are powering PinteC to lead the fintech sector and achieve its goals.

"As long as we can collect data, and the data is rich enough," Wei said, "we can do what we want to do."

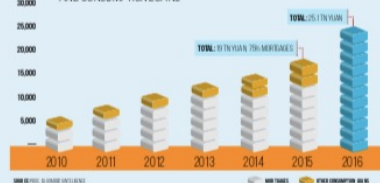
FAST GROWTH FOR NIMBLE, FORMIDABLE FINTECH

The internet's incursion into territories long dominated by banks is accelerating in China as financial technology firms leverage computing skills to serve a growing consumer market.

China is the world's undisputed leader in the "fintech" space, where technologically adept companies with big data access harness the internet to link lenders and other financial institutions to consumers, small businesses and retail investors.

In a recent report, analysts led by Katherine Lei at J.P. Morgan in Hong Kong heralded fintech as a "lucrative" business opportunity in China, where 2016 consumer online borrowing doubled from the previous year to about

CHINA'S HOUSEHOLD AND CONSUMPTION LOANS



75 billion yuan. This year, it's expected to double again to 158 billion yuan.

"We expect fintech to become a 460 billion yuan revenue market in China by 2020," Lei wrote.

A broad look at fintech's role in Chinese online banking by Bloomberg analyst Francis Chan cited "continued growth in online purchases" as fuel for internet-based consumer lending. Of the 25.1 trillion yuan in household borrowing nationwide last year, he said, credit card and consumer loans accounted for about one-fourth.

Nimble, cost-efficient fintech

companies also facilitate investments including wealth management products.

Fintech companies earn fee income without incurring the risks shouldered by banks. And while they should avoid competing against banks, Lei wrote, fintech firms make excellent bank partners.

Fintech is all about "enhancing user experience and client acquisition, reducing operating costs by leveraging technology, and managing credit risks by utilizing big data analysis," Lei wrote. And it's on the front lines of the internet's financial industry incursion.

PINTEC IN NUMBERS

40%

MARKET SHARE
IN CHINA'S ONLINE TRAVEL
INSTALLMENT (OTA) MARKET

LOANS

5 MILLION
CONSUMERS HAVE OBTAINED MORE THAN
8.4 BILLION
YUAN IN NEW LOANS TO DATE
WITH PINTEC'S HELP

PARTNERS WITH
ENTERPRISES
FINANCIAL INSTITUTIONS
SMALL BUSINESSES

PINTEC
品钛

董事长 首席执行官

DUMIAO 读秒
XUANJI 璇玑
HONGDIANFUND 红点基金
MUFFINSURE 麦芬

PINTEC CEO
WILLIAM WEI

"YOU NEED TO
FOCUS"



CEO William Wei at PinteC headquarters in Beijing

A conversation with bankers about improving customer satisfaction was a watershed moment for William Wei shortly before he and three friends founded the fintech services provider PinteC in 2012.

The conversation hit a dead-end when Wei suggested executives field some calls at a customer service desk to "hear customer complaints," he said. "For those big banks, that was impossible."

Ever since, tech entrepreneur Wei has directed his energy toward satisfying consumers and providing services beyond the reach of traditional bank models. The success of PinteC's Dumiao, China's largest third-party provider of digital consumer lending solutions, as well as its robo-advisor Xuanji prove he's in the right track.

A graduate of the Beijing Institute of Technology and China Europe International Business School, Wei cut his teeth at Huawei, Nokia and Philips before founding the telecom services provider Innovation Technology Corp. (ITC) in 2006.

ITC served firms such as China Mobile and Nokia before being acquired by VancInfo. Wei served as VancInfo's vice president for

mobile technology, then left to pursue start-ups as an angel investor.

Wei fondly remembers chatting with business school classmates who later agreed to collaborate. And PinteC was born.

"I was eager to find some new opportunities," Wei said. "I strongly believed that technology sales could not survive. They had to be involved in some other industry. Something had to change."

PinteC's first product was a credit-related, data management system that replaced paper records.

"With paper, you can never track the data (or) customer behavior," he said.

Banks have always been target customers, Wei said, although early on PinteC chiefly served guarantee and loan companies.

Today, banks are assessing credit risks and issuing consumer loans through Dumiao, or working with PinteC on B2B platforms. Meanwhile, PinteC is pursuing more bank and commercial clients.

But rather than try new businesses, Wei said, PinteC will focus on internet technologies serving the financial sector.

"Every day you need to focus, to concentrate," he said. "I hope I can help the company stay calm, concentrate and achieve our goals."

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AGRICULTURE SECTOR TO BOOM IN CHINA AS SHELTER FOR GLOBAL INVESTORS

A massive potential exists for investors in China's rural areas as the government seeks "rural revitalization" as part of its latest economic development drive, prominent investors and thought leaders said at a side event during the recent Boao Forum for Asia Annual Conference.

"Enormous opportunities exist in China's agricultural sector. You and I share this optimism," remarked U.S. investor Jim Rogers told hundreds of guests in a keynote speech at a dinner forum hosted by China Minsheng Investment Group (CMIG) during the forum on April 10.

Accelerating the growth engine of China's agricultural sector has topped the country's policy agenda. One of the outcomes of the National People's Congress session in March was identifying a higher living standard for the rural population, brought about by advanced agricultural technology, as something that is crucial to China's modernization.

Rogers, alongside two other keynote speakers — Justin Yifu Lin from Peking University and CMIG President Huoshan Li — said they believe the development of villages and agricultural practices are the key to success for the Chinese economy over the coming decades, and that rural revitalization presents a multitude of opportunities for investment managers.

The rural-revitalization plan, first put forward during China's 19th



CMIG Executive Vice Chairman Kevin S. Lee (left) and Rogers at the dinner forum.

Party Congress in October last year is an ambitious road map. The vision includes raising agricultural practices, a beautiful countryside, and a more efficient farming community by 2050.

At the event, CMIG Executive Vice Chairman Kevin S. Lee shared his optimism over the growth prospects of rural China — an achievement that resonated with the audience, including Rogers.

"Great minds think alike," Lee said, adding that the government's promise is perfectly aligned with CMIG's existing business model, which goes

beyond chasing after returns by investing in environmental, social and governance (ESG).

Through ESG-based investing, CMIG explores opportunities and incubates businesses that benefit society, Lee said. CMIG has already made strides in the rural sector: the group manages a total property area of 800 million square meters (260 square miles) in China, distributed nationwide across over 150 towns and generates a combined 1.8 billion kilowatt-hours per year in renewable energy. Furthermore, CMIG plans

1,600 patents related to architecture and building technologies.

CMIG has gone further to support rural communities by offering rural emergency management. "Our leased helicopter was among the earliest batches of rescue teams landing at Jinchenglu during a remote Sichuan earthquake in August last year," Huoshan Li, the CMIG President provided a grounded evidence.

Apart from the rural opportunities, the audience at the CMIG event was also keen on discussing the future of China in relation to the world.

"My humble opinion is that China will continue its path of growth. CMIG is well-positioned to take advantage of what has happened and will happen in China, and beyond China, too," former Pakistani Prime Minister Shehbaz Sharif said.

In another keynote speech, Peking University's Lin expressed confidence in China's ability to continue with reforms to open up the economy. Huoshan Li from CMIG said the government should take prudent measures to internationalize the Chinese yuan in order to protect the country's stable economy.

The 73-year-old Rogers chimed in: "I am probably the oldest in the room, and the most financial crisis will be the worst in my lifetime because the U.S. debt is going higher every day and you should all prepare yourself."

The 19th century was the century of the U.K., the 20th century was the century of the U.S., and the 21st is going to be the century of China," he said.

CMIG RURAL AND URBAN SERVICES



“ONE OF THE FEW AREAS I KNEW WHICH WOULD BE EXTREMELY ATTRACTIVE TO AGRICULTURE, ESPECIALLY IN CHINA”

Dubbed "the Chinese

silver annual growth, averaging 12

series place each year in Heilongjiang, China's south-eastern province to engage governments, businesses and academia in a high-level business dialogue covering the most pressing economic concerns in Asia Pacific and beyond.

The gathering of business allies and investors in Heilongjiang at the Boao Forum coincided with the island's 30th anniversary as a special economic zone.

Compared with China's other government-nominated special economic zones, such as Shenzhen and Xiamen, which have achieved remarkable success, Heilongjiang has experienced

attractive coastal environment means tourism is its dominant industry, while its central and rural areas are largely landlocked and self-contained.

This is something that Chinese President Xi Jinping vowed to fundamentally improve when he publicly announced the establishment of the Heilongjiang Free Trade Zone on April 12, just three days after the CMIG event took place.

ABOUT CMIG

CMIG is a leading global investment group headquartered in Shanghai, co-founded by six leading Chinese companies in 2015 with registered capital of 20 billion yuan, refers to the data above for more information about CMIG's work.

CMIG URBAN/RURAL PROPERTY MANAGEMENT

FACTS AND FIGURES

30
MILLION PEOPLE

Living in CMIG managed property

50
BILLION YUAN

CMIG's registered capital

155
PROVINCES

Coverage of CMIG assets in China

30
CITIES

The total property area under CMIG management

800
MILLION M²

The total property area under CMIG management

400,000
STAFF

CMIG direct and indirect employees

CREDIT EASE:

A BIG

SMALL FINTECH COMPANY



A TRAIL BLAZER FOR INCLUSIVE FINANCE IN CHINA

Once when Mr. Tang took an exam at Sewanee in 1995, he found that the answers to the questions were printed on the reverse side of the exam paper, but that no classmates had peeked at them. "It's unbelievable," Mr. Tang said. Impressed by the vital role of trust in American society, he mulled over the possibility of building a credit system in China.

The following summer, Mr. Tang was exposed to microfinance for the first time as an intern at Grameen Bank, which offered collateral-free small loans to marginalized women in rural Bangladesh. For most of that winter,

ing summer, Mr. Tang was on a dirt road, visiting potential borrowers and providing credit education. He garnered firsthand experience in handing out loans.

Tang did research on the number of potential customers who were denied traditional credit in China. He found that over 40 million small firms and 200 million farmers in need of credit had no access to bank loans. Meanwhile, many wealthy Chinese had no place to put their money but in low-interest bank accounts. To bridge the gap, he founded CreditEase, connecting lenders to borrowers through technology.

In 2012, he took inclusive finance online by launching fintech platform Yirendai, which found its clients on the Internet and sought to make instant credit decisions.

As the sole Chinese speaker at the Fortune Global Forum 2018, in a panel discussion with the General Manager of eBay Canada and Latin America, Mr. Tang said: "With access to real-time transaction data from eBay, CreditEase is able to assess small merchants with light or no tangible assets and hand out instant loans."

In a recent interview with Caixin Global, the CEO of CreditEase shared his insights on minimizing bad loan rates. "The key is to diversify risks," he said. "For example, when an investor puts 100,000 yuan (about US\$14,500) into CreditEase, we will lend the money to numerous borrowers rather than to just one borrower. On the micro level, we gather information in order to analyze the credit of microbusinesses and individuals." "In the next decade and beyond, inclusive digital finance will continue to help China's real economy, and it will play a bigger role by building credit records for small and microbusinesses, individuals and farmers, and extending credit to them," Mr. Tang stressed.

In 1992, Tang Ning, a graduate of prestigious Yachui High School, ranked No. 8 in China's National Mathematics Olympiad.

In 1995, Mr. Tang transferred from Peking University to the Sewanee, the University of the South, learning economics on an idyllic campus dotted with Gothic-style buildings in Tennessee.

In 1997, he oversaw real changes in the lives of underprivileged Bangladeshi women through microcredit in a summer internship with Grameen Bank, founded by Nobel Peace laureate Muhammad Yunus.

In 1998, he joined Wall Street investment bank Donaldson, Lufkin & Jenrette Inc., specializing in IPOs, debt issuance and M&As for firms in the technology, media & telecom sectors.

In 2000, he invested in tech startups, including online vocational-training IT company Tarena International, which was listed on Nasdaq in 2014.

The aforementioned events paved the way for his next move. In 2006, he founded CreditEase, dedicated to providing better financial services through technology.

A TOP PLAYER IN WEALTH MANAGEMENT

Prior to founding CreditEase, Mr. Tang was an angel investor and a venture capitalist. In 2002, he invested in Tarena International with IDG, and in 2003, in Beijing Emay Softcom Technology. It was just as the U.S. dot-com bubble was bursting, and it may have seemed like the wrong timing. But Tang reaped a return of over 1,000 times than the listing of Tarena on Nasdaq in 12 years, as well as a return of over 100 times on investment when Emay Softcom was acquired by a Shenzhen-listed company about a decade later.

"Funds flood the market in good weather. However, we need to plant seeds in the winter," Tang told reporters at the Fortune Global Forum. "In a time of anxiety and uncertainties, we need to focus on certainties, namely internationalization, the new economy and generational succession. The new economy, driven by the emerging middle class and technological innovations, offers new opportunities. Passing on wealth, business and values to the next generation is very

important to China's entrepreneurs, high net-worth individuals (HNWIs) and ultra-high net-worth individuals (UHNWIs). If these three things are taken care of, then anxiety is significantly reduced."

Mr. Tang is always on the go, in possession of both book smarts and street smarts. From mid-October to mid-November 2018 alone, the energetic entrepreneur spoke at the 2018 Fortune Global Forum, exchanged opinions with Nobel Economics Laureate Robert Merton in Chengdu and Nobel Physics Laureate Donna Strickland in Toronto, discussed blockchain technology with the advisory committee of the Monetary Authority of Singapore, attended the APEC summit in Papua New Guinea, and gave an array of interviews to news organizations, including Bloomberg, Fortune and CCTV. With his mathematical ingenuity, investment acumen and warm charisma, Mr. Tang steered CreditEase from a startup in 2006 into a fintech conglomerate with strong asset management

"FUNDS FLOOD THE MARKET IN GOOD WEATHER. HOWEVER, WE NEED TO PLANT SEEDS IN THE WINTER."

—Mr. Tang

and wealth management divisions in 2018.

CreditEase's wealth management business has a clear focus on Fund of Funds (FOF), family offices and insurance solutions. Five years ago, CreditEase launched its first FOF, featuring risk diversification and long-term investments. Now the AUM of CreditEase FOFs is over 2.56 billion yuan (about US\$370 million) and the valuation of projects in which CreditEase invested has doubled in five years, according to the company's official website.

"With about 0.16% of total investments in China, CreditEase invested in 25.5% of unicorns in China. A total of 15 companies in which CreditEase invested have been listed on exchanges, including Qiyi and Bilibili," said Tang.

CreditEase has expanded its investment activities into overseas markets. In July 2018, CreditEase's venture fund, CreditEase Fintech Investment Fund (CEPIF), ranked No. 3 among "The Most Active Fintech VCs," according to CB Insights.

According to CB Insights.

After nearly four decades of high economic growth, the number of China's UHNWIs skyrocketed. In 2018, China had the second-highest number of UHNWIs (16,510) in the world, behind only the U.S., according to the Credit Suisse Global Wealth Report. It is time for them to pass on wealth and family values to a younger generation.

CreditEase set up its family office business subsidiary in 2015. "While China's entrepreneurs focus on creating wealth, CreditEase provides comprehensive and customized succession solutions to them," Tang said. Relying on its strong investment team and a wide array of investment products, CreditEase offers best-in-class domestic and offshore family trust services and tailored generational succession solutions. In 2018, CreditEase won the "Top 10 Family Trust Management Innovators" award from Chinese Banker magazine.

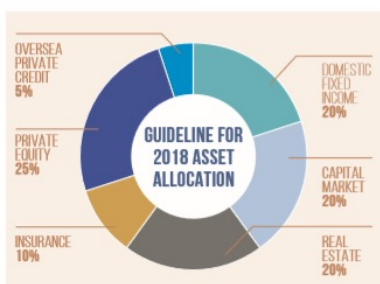
"AN ELEPHANT THAT CAN DANCE"

As a high school student, Mr. Tang made study plans on a daily basis. He also made short-term and long-term plans. Mr. Tang's personal style has been instilled into the corporate culture of CreditEase.

He thinks ahead. "Every five years, CreditEase re-invents itself with new core capabilities. Now it is in its third five-year period. We will continue to align our strategies with the future needs of our clients to develop our capabilities," Mr. Tang said in the panel discussion at the Fortune Global Forum.

Mr. Tang described his company as both big and small. "It is big in size, but it is as agile as a small company. Our vision of CreditEase is that of an elephant that can dance," he wrote in a post on WeChat.

"When a company is small, think big; when a company is big, think small," he said. It's a sentiment that sums up his secret to making CreditEase thrive in a dynamic and volatile world.



YILI: GLOBAL VISION DRIVES WORLD-CLASS DAIRY BUSINESS GROWTH

The recent Shanghai Import Expo saw another landmark for the development of Yili Group's global dairy business, with the unveiling of a series of new strategic partnerships that will enhance the group's international capabilities and competitiveness.

Yili signed the strategic cooperation agreements with 32 international business partners at the Global Dairy Partnership Forum during the Inaugural China International Import Expo (CIIE) in November. This network of partnerships will ensure that Yili continues to meet the very highest standards as it expands internationally, bringing global cooperation in the dairy industry to a new level.

Over the past four decades of China's Reform and Opening-up, Yili has transformed from a small dairy producer in Inner Mongolia to become China's No. 1 dairy company and one of the world's leading dairy producers. Rather than resting on this achievement, Yili is striving forward to build a global dairy industry ecosystem. This will allow Yili to function as a truly transnational business that can optimize cross-border operations

In inputs, products, and services while making continued contributions to society. Elaborating this vision at the Global Dairy Partnership Forum, Yili Executive President Zhang Jianqiu affirmed that new trends, technologies, and market demands compel Yili to "embed a global vision into the strategic configuration of our industrial chains, creating a new high-quality dairy industry through collaborative innovation, resource optimization, and win-win cooperation."

In pursuit of this global vision, Yili has built an extensive international network linking resources, innovation, and markets across Asia, Europe, the Americas, and Oceania. Covering the entire supply chain from raw materials to packaging and intelligent equipment, the network comprises more than 700 suppliers from 34 different countries and regions, including industry leaders such as Tetra Pak and DuPont.

The five new product lines launched at the CIIE showcase Yili's unique ability to draw on the finest resources from around the world. These products come from the Yili Oceania Dairy production base located in the Golden

Milk Belt of south New Zealand, a project first unveiled by Chinese President Xi Jinping and then New Zealand Prime Minister John Key in 2014 as a shining example of bilateral economic cooperation. In 2017, this production base was expanded to support Yili's global expansion and resource utilization strategy.

As well as integrating exceptional inputs from around the globe, Yili's International growth model prioritizes building a world-class workforce and giving back to the communities it operates in. Reflecting these values, Yili Oceania Dairy was recognized one of New Zealand's top achievers in corporate social responsibility (CSR) for contributions to local employment and community development.

As it grows, Yili is building a global knowledge chain that links cutting-edge technologies, expertise, and R&D capabilities from across the globe. In 2014, the Yili Europe R&D Center was opened in partnership with Wageningen University in the Netherlands, the most advanced overseas R&D center of any Chinese dairy company. This year, it was further upgraded to become the European Innovation Center, signaling Yili's commitment to deepening cooperation with Wageningen University. Building on this foundation, Yili will work to collaborate with more universities, academic institutions and scholars in Europe to develop technologies and solutions for a range of fields including life sciences, health, nutrition, and food safety.

Over in the U.S., in 2015, Yili established the Sino-US Food Wisdom Valley in Seattle, which conducts research focused on food and agri-

culture. Earlier, Yili formed a partnership with Lincoln University in New Zealand for science and technology innovation across the whole dairy industry chain. Yili has also worked with many world-leading testing and quality control institutions to learn from their advanced technologies and international standards, such as SGS Group from Switzerland, Lloyd's Register Quality Assurance from the UK, and Bureau Veritas from France.

In building this global knowledge chain, Yili not only learns from international best practices but also shares its expertise and experiences, forging mutually-beneficial cooperation with local stakeholders and the community at large. For example, Yili's production base in New Zealand provides training to local staff so that they can acquire the skills needed to use next-generation dairy production equipment and conduct tests to ensure compliance with Yili quality standards.

Yili has also shared its standards and solutions through joint programs with partnering R&D institutions, which have been widely acknowledged as a significant contribution to the development of the global dairy industry. In recent years, Yili has helped overcome many research bottlenecks, achieving major breakthroughs in fields such as lactose intolerance, breast milk research, dairy product processing, and product development. The latest fruit of Yili's ongoing work through the global knowledge chain is a white paper on breast-milk research, jointly released with the University of Wageningen at the CIIE.

To "go global," Yili understands that it is important to first "go local" and develop new products tailored



to the unique characteristics and demands of each market. In October, Yili launched 11 new ice cream product lines under the Joyday brand in Indonesia, bringing cool refreshment to local consumers that live in a hot and humid climate year-round. This launch was a key step on Yili's march to build a world-class global dairy business.

The new products will come to more than 20 Indonesian cities by the end of the year, after which Yili plans to bring this "cool China breeze" with more customized products to other Southeast Asian countries. At the Joyday launch ceremony, Yili Executive President Zhang Jianqiu declared that "Yili's expansion into Southeast Asia has sent a clear signal of its commitment to deliver high-quality products while promoting healthy living and building bridges of friendship."

Yili is no longer simply the name of a dairy company but has become a world-renowned brand that represents quality and value. The group has gained international exposure through promotional campaigns at

high-profile events such as the Olympic Games and other international platforms. For example, in 2015, Yili was the only Chinese company invited to the Dairy Product Day during the Milan World Expo.

Yili's achievements and bright prospects for global growth have received endorsements and support from its many international partners. As Rabo-bank states, looking to the long-term future, Chinese dairy enterprises such as Yili are set to become a core pillar of the global dairy industry.

Looking ahead, as China's process of reform and opening-up enters a new stage, the outlook is for ever-deepening engagement in global markets and greater openness to foreign business. In this new landscape, Chinese companies such as Yili must adopt a strategic global perspective to create and capture new forces that can drive sustainable, high-quality growth and development.

Moving forward, Yili will continue to expand its presence in international markets, leveraging global partnerships to share complementary strengths, capture synergies, and seize opportunities. Based on this continued growth and collaboration, Yili will strive to meet its objective of eventually delivering the top-quality dairy products to over 2 billion consumers worldwide.

“THE FIVE NEW PRODUCT LINES LAUNCHED AT THE CIIE SHOWCASE YILI'S UNIQUE ABILITY TO DRAW ON THE FINEST RESOURCES FROM AROUND THE WORLD.”



Cooperation Plan Sponsor Content (online feature)

银联 UnionPay

Cooperation forms :

- Large Ads display of good quality

Cooperation value :

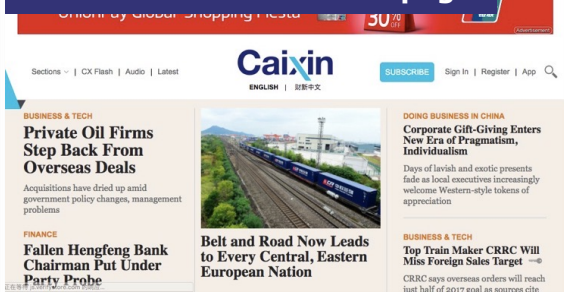
- Brand and products effectively reach target audience



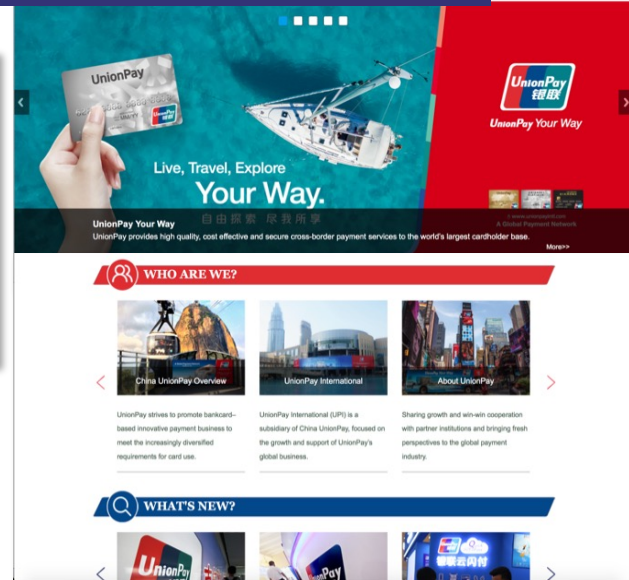
App Boot screen Ad Banner on App homepage



Banner on Website homepage



Mini-site on Caixin Global.com



Cooperation Plan

Caixin Conference & Forum



*In 2021, Caixin conference upgrading:
leverage your brand power*

Caixin Summit

- Recognized as one of China's most authoritative and prospective annual events in economic and financial industry.
- Twice a year : Hone Kong (mid-year), Beijing(year-end)

Caixin Forum

- Caixin brand conferences, focusing on major issues home and abroad, which gather first class honored political and commercial guests, and covey front views.
- Caixin regional conferences, focusing on regional development strategy and characteristics, which create regional highlights.
- Lingnan Forum, Beijing-Tianjin-Hebei Forum, Shanghai Innovative Technology Forum, Chengdu-Chongqing Forum, Hengqin Forum and Jiangnan Forum, etc.

Caixin Roundtable

- Relied on top political and commercial platform home and abroad, such as WEF, G20, IMF Annual, BRICS Summit, APEC ,gathering government decision makers, scholars, financial and company leaders all over the world, Caixin Roundtable aims to communicate ideas and consensus from different aspects.

财新峰会
Caixin Summit

财新论坛
Caixin Forum

财新圆桌
Caixin Roundtable

The Caixin Summit Series is composed of high-level events Caixin holds regularly at home and abroad, including the Caixin Summit, Caixin international roundtables, and domestic forums. The Caixin Summit Series not only brings together top-level decision-makers and opinion leaders for critical discussions about the Chinese economy and finance, but also functions as a data and research-based powerhouse of thoughts and ideas that helps shape communications between China and the world.

200+

Well-known speakers
in the global political
and business circles

2000+

Global business
leaders and financial
elites

75%

Participants are C-
level and senior
decision makers

120+

Global media outlets,
more than a
thousand reports

10,000,000+

Live streaming
viewers and online
exposure

40+

Insightful topics
with global
perspectives

15+

Various formats,
combine online and
offline

Top 100

Access to top 100
global think tanks
and institutes

Caixin Summit,
Caixin Media's
flagship event
and signature
conference

Cooperation Plan Caixin Summit



Main conference



Keynote Speech



Caixin Dialogue

Top
Knowledge
and
Networking
Platform



Panel Discussion



Online and Offline



Closed-door Session



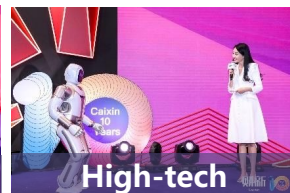
Gala Dinner



VIP Interaction



Cocktail



High-tech



Awarding



Exhibition Area



Master Class



Summit & Roundtable • 7



Online Forum • 13



Virtual Concert • 1



Global Thinker Series • 1

Hybrid Platforms | Global Impact | Key Driver

2020 Global Event Upgrade

▼ 6 Highlights and Breakthrough

100+ Speakers

Well-known speakers in the global political. Academic and business circles

20+ Partners

Trusted global partners including local governments, tech giants, financial institutes, international organizations

10,000,000+

Live streaming viewers and online exposure, brought higher global impact

300+ Online Audiences

Global audiences for each online event, outclass the average of zoom participation (126)

40+ Countries

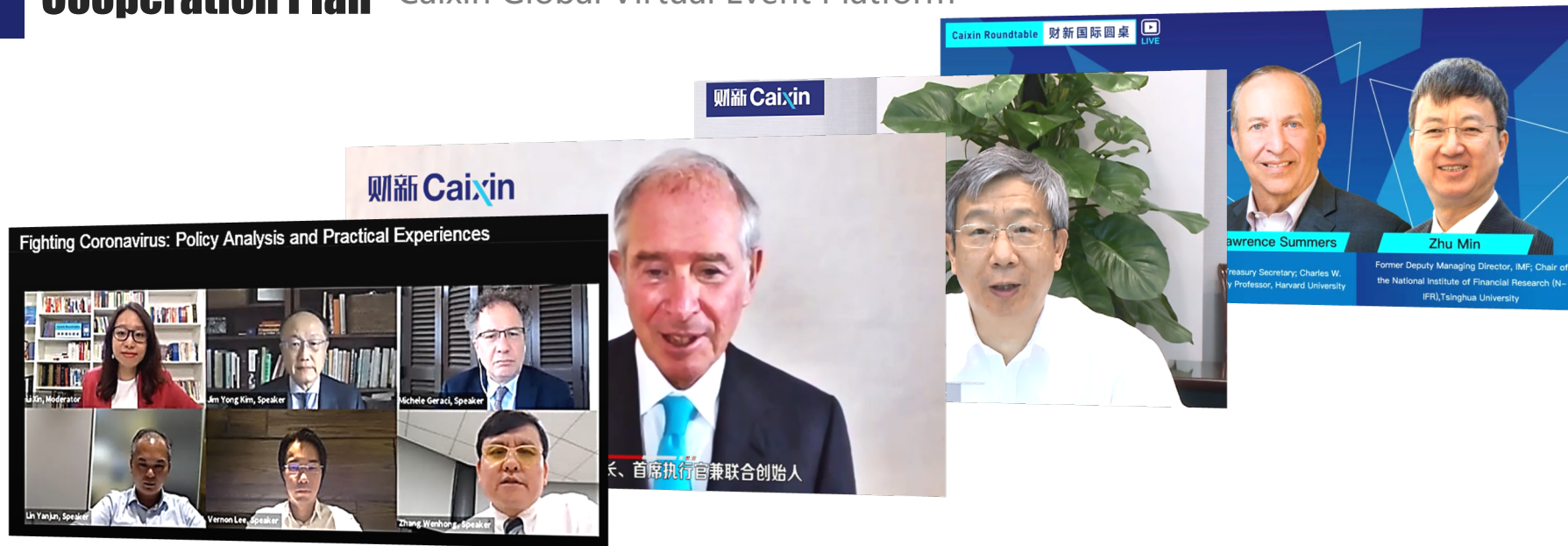
Different countries and regions including China mainland, US, HK, Singapore, Australia, etc.

Digitalized

Professional digital production, 10GB bandwidth real time live broadcast, rich virtual effects, enhanced customizability



Cooperation Plan Caixin Global Virtual Event Platform



Other virtual events in 2020 include **Prof. Larry Summers and Prof. Zhu Min** discussing the global economic impact of Covid-19; **PBOC governor Yi Gang** discussing prospects for the global economy, fintech and the RMB as a freely usable currency with economic and financial leaders; experts from both established global foundations and new non-profits sharing global philanthropic experiences; **Dr. Jim Yong Kim and Dr. Zhang Wenhong** sharing their thoughts on global public health responses and the road to resumption; **Mr. Mark Suzman** gave special speech at Caixin Summer Summit 2020: Restoring Global Confidence; **Mr. Stephen A. Schwarzman** discussed what it takes to succeed in a post-pandemic world.

ABOUT CAIXIN INSIGHT

A strategic advisory helping clients assess policy risk and macroeconomics in China

The Caixin Insight Group is Caixin's data and intelligence arm. As a sister company of Caixin Media, Caixin Insight Group focuses on providing global business with financial databases, macroeconomic research, big-data analytics, smart beta indexes and strategy consulting services. We build a bridge for overseas clients to understand China better, and provide a platform for them to expand their reach.

Founded in August 2015, Caixin Insight has consistently delivered first-class services in the areas of research, data and indexes, with its vision to be the financial infrastructure builder of China in the new economy era. Its goal is to help its clients better navigate through the structural economic development, internationalization, capital markets and China's other important strategic agenda.

Our products and services include:

- intelligence services
- consultancy services
- bespoke research and reports
- conference and network platforms

Our clients include:

- global institutional investors,
- banks, MNCs,
- public sector institutions,
- international businesses entering the China market

CONTACT US

Please visit our website here: <https://intelligence.caixinglobal.com/>

For more information about Caixin Insight, please contact us at cgi@caixin.com

Caixin Insight Intelligence Service

A comprehensive coverage on macro and financial policy, produced on a regular-basis

I. Macro data & policy analysis

- **Exclusive data:** Caixin PMI, NEI
- **Policy analysis:** interpretation and forecast, in bi-weekly reports and instant briefings
- **ESG newsletter**

Format: biweekly report, briefings

III. Local policy analysis and forecast

- **Regional and local policy forecast and analysis:** local policy evolution observation and analysis, local industry landscape analysis, etc.

Format: monthly newsletter, topic-oriented reports

II. Financial market monitor

- **Policy analysis:** comprehensive analysis in bi-weekly reports and instant briefings
- **Market research:** topic-specific survey reports

Format: biweekly report, briefings, surveys

IV. Be-spoke sector research

- **For international players in specific industry,** we offer one-off analysis report on current status of the Chinese market or continuous monitor reports on the sector.

Format: sector-focused one-off research report, monthly briefings

Caixin Insight Consultancy Service

Expert advice on economic policy, financial regulation and more

Ad-hoc analysis:

- On policy changes to the company, usually within 24h of the change, to help the company gain a fast yet firm grip on what happened

Consulting service:

- Face to face sessions or remote online consultation on a regular basis and provide suggestions on in-depth topics

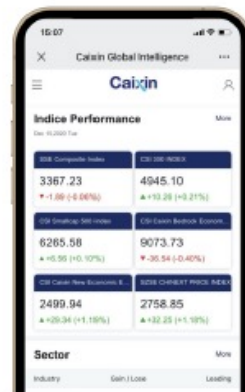
Cooperation Plan

News and Data Products

A pioneer of China's independent media, Caixin is known for its in-depth investigative reporting and exclusive coverage. Its news and analysis serves as an essential reference for the international business community to better understand China and Asia.

Caixin Global subscriber will receive unlimited access to our news website and app, including in-depth and exclusive coverage, customized newsletters, Daily Digest, podcast, videos and more.

Global investors can leverage the “Caixin A-share Smart Viewer” tool to get free real-time quotes for Chinese mainland stocks, ETFs, and indices, as well as acquire in-depth and cross-industry analysis.

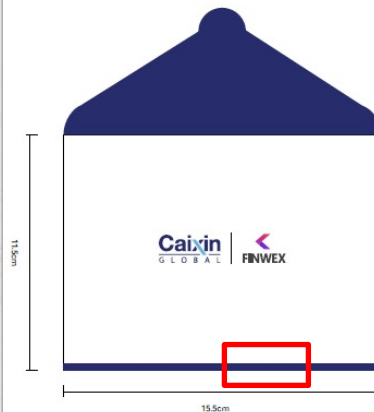
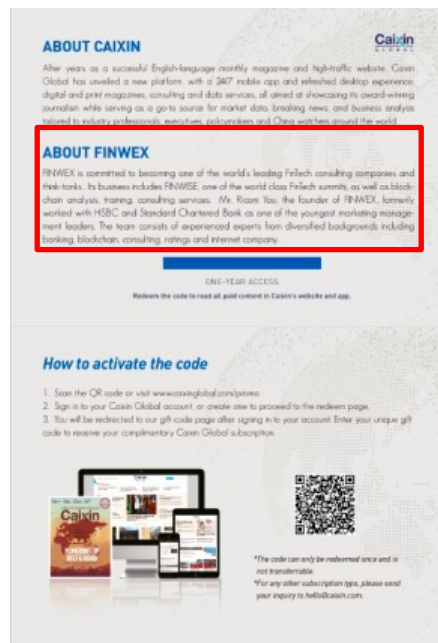


Caixin A-Share Smart Viewer

Cooperation Plan

News and Data Products

Co-branded subscription campaign and corporate gift card



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