



# SinoFile® Information Services, Ltd.

## SHORTLIST OF SINOFILE SERVICES

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# Introduction

As SinoFile grows, so do our services. We have been the leader in the Chinese media monitoring domain and plan to remain so. Others imitate, we innovate.

The following shortlist of services are just a sample of what we can do to assist your company in staying abreast of developments in China. We offer more, much more, but thought you would like to view a sampler of our services

## Media Monitoring

### The Press and Web

We cover over 400 Chinese periodicals and whatever Web address you specify, with daily, weekly and monthly reports tailored to your needs. Standard with our service is an English summary of an article's content. And our spelling and grammar is spot on—no embarrassing explanations to your multinational, multilingual team. Our offices in Shanghai and Shenzhen ensure that your information is timely too.

### TV – SinoFile Channel News™

There are about 2000 TV channels in China. Do you have to watch them all? Absolutely not. Not only is it a daunting task, but diminishing returns tell you you'd be wasting your time and money. But you've got to start somewhere. Why not just take the channels everyone watches—Central TV, Beijing TV, and Shanghai TV. We provide you with weekly indices in English to the most important news programs on China's leading TV stations. And we can accommodate special requests too. Check us out today—our "SinoFile Channel News™" keeps you attuned to what's being said on China's important airwaves.



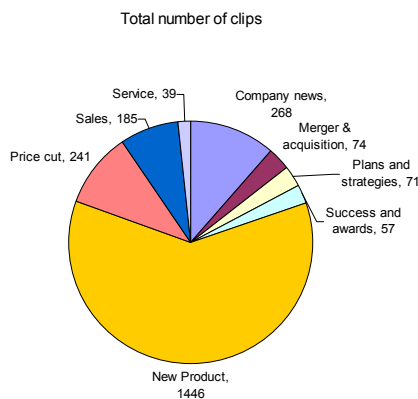
CCTV 4:  
**China Business News**  
"Broadband technology to be competitive focus in next 3 years"

国际通信业一些大公司纷纷表示，市场前景不佳。诺基亚，北方电讯等公司更是大幅度裁员。那么，通讯业未来究竟会如何发展呢？日前，科技部火炬高科技产业开发中心和全球最大的会计师事务所及企业顾问安永联合发布的一项调查报告对未来几年通讯业的发展方向进行了预测。这份报告是对包括美国电话电报公司，日本电报电话公司，法国电信，英国电信，以及香港电信营科，诺基亚，爱立信等128家国际知名电信集团进行问卷调查以后得出的。报告指出，全球电信业长途电话等传统业务这几年不断萎缩，必须引入一些以服务为基础的新业务。才能重新创造盈利机会。而宽带技术将会成为未来5年电信业竞争的核心。调查中有64%的电信企业负责人表示，将会大力发展基于宽带的业务，而表示将继续开拓无线通信市场的只有23%。另外调查显示，去年全球电信业在宽带接入方面的投资为134亿美元，首次超过了光缆，电缆传输方面的投资，而未来3年，这一投资额有望超过300亿美元。这意味着全球电信业的投资方向正在向着宽带技术倾斜。有关专家认为，这一预测结果对于我国电信企业来说有着重要的借鉴意义。

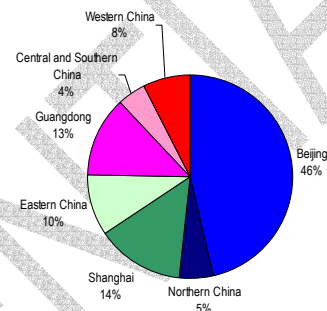
In the next 3 years, broadband technology will be a competitive focus among telecom companies, including AT&T, NTT, French Telecom, British Telecom, PCCW, Ericsson and Nokia.

# Analysis

From the simple to the sophisticated, SinoFile offers a veritable smorgasbord of ideas on what's going on in your industry. If you're running a media campaign or just looking at how you fare against your competitors, SinoFile will provide your team with analyses that run from simple "share-of-voice" measurements to more complete qualitative valuations of media attitude.



Regional breakdown of newspapers during Jan. 2003



# Executive Briefing

Your "Executive Briefing" can come to you in many formats. Including your own press activity, competitor media initiatives, and industry news, the Executive Briefing offers a well-rounded appraisal of the current China universe of information that is relevant to your company.

**SinoFile® Executive Briefing**

**Highlights of the Personal Care and Food Industries in China**  
 Monthly Review – January 2003

Prepared by SinoFile® Information Services Ltd.

**TABLE OF CONTENTS (partial)**

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**Nestle**  
 Food & Beverage  
 1. Nestle iced tea hits Fuzhou market next month  
 2. Notice: fake condiments sold

**Totole**  
 3. Third International Condiments Seminar in Shanghai

**Ice Cream**  
 4. Nestle to expand on ice cream market

**Coca-Cola**  
 1. How does Coca-Cola work miracles?  
 2. Top ten on list of "Top 200 Asian MNCs"  
 3. Coca-Cola will invest 20.3m euros in Ghent base  
 4. Second "Mother River Awards" end  
 5. Coca-Cola adopts new packaging  
 6. Beijing market upgraded to Coca-Cola's fifth market

**Red Alert**  
 12. Venezuela armed forces control Coca-Cola plant

**C. Market and Industry News**  
**Hair & Personal Care Industry**

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## TakeAEM™

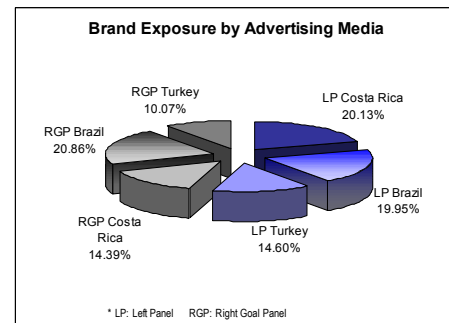
SinoFile's premier analytical tool for measuring your media initiatives, TakeAEM™ provides an "activity evaluation method" for judging the results of your hard-fought media campaign. With specific criteria to gauge attitude, exclusivity, imagery and more, SinoFile is a must-have tool for the busy media relations department that desires an objective look at how their public relations money is being spent.

As of Feb. 27, SinoFile had captured 23 newspaper reports of this Jan. 8 "Hello Moto" event. Using SinoFile's new TakeAEM™ activity evaluation method, we did a qualitative analysis of the media activity and found that on average the weighted value was 0.72, a fairly high value for a press release.

Headline	PaperDate	Newspaper	Value
"Hello Moto" 首次选择中国, 摩托罗拉上演手机秀	2003.1.09	Beijing Evening News	<b>0.93</b>
摩托罗拉同时推出 7 款新手机	2003.1.10	Beijing Business Today	<b>0.74</b>
摩托罗拉"秘密武器"现身	2003.1.10	South Metropolis News (local)	<b>0.35</b>
新年新手机	2003.1.11	Guizhou Business	<b>0.55</b>
HelloMOTO"秀出"精彩创新科技	2003.1.14	Shopping Guide	<b>1.45</b>
Hello Moto 2003 年手机狂想曲由此奏响	2003.1.14	Beijing Evening News	<b>1.03</b>
摩托罗拉上海演绎手机新科技	2003.1.15	Communications Weekly	<b>0.88</b>
摩托罗拉推出新产品	2003.1.15	China Industry News	<b>0.70</b>
摩托罗拉推出新 GSM 手机	2003.1.15	Market Daily	<b>0.72</b>
摩托罗拉推出今年首批移动新产品	2003.1.15	China Times	<b>0.51</b>
摩托罗拉 2003 新款手机精彩亮相	2003.1.17	Chongqing Business News	<b>0.76</b>
摩托罗拉推出 2003 首批移动新产品	2003.1.17	China Reform News	<b>0.85</b>
摩托罗拉推出移动新品	2003.1.17	China Petrochemical News	<b>0.78</b>
...	...	...	...

## Sports Sponsorship Analysis

Actual Playing Time (h:mm:ss)	4:50:14
Number of TV channels	All Channels
* Universe in the 8 cities (in millions)	32.235
Total Audience Ratings for the 3 matches (in millions)	19.427
* Average Audience Ratings (%)	20.1
* Average Market Share (%)	66.6

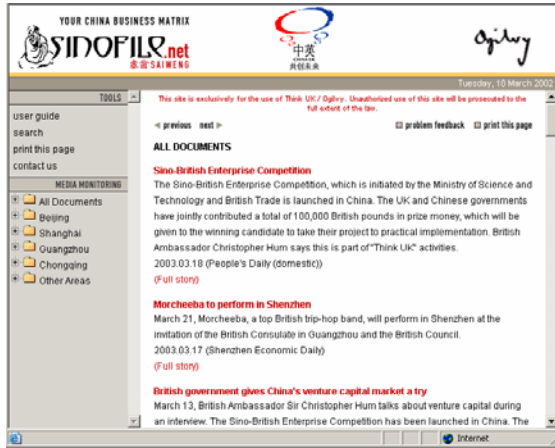


To cater to the needs of sports sponsors, SinoFile partners with IFM International Sportsmedien Analysen GmbH, the industry leader in Germany and Europe, to provide sophisticated sports sponsorship analysis service in the China market. Through measuring the exact on-screen exposure of sponsors' logo during the TV broadcasts of the events/teams/athletes, this service will tell you the effectiveness of your sponsorship deal.

Match / Advertising Media	China vs. Costa Rica	China vs. Brazil	China vs. Turkey	Total	%	CPT
Left Panel	2,601,575.28	2,585,892.78	1,883,665.28	7,071,133.34	54.5	0.3
Right Goal Panel	1,873,654.44	2,710,692.22	1,311,863.33	5,896,209.99	45.5	0.36
Total	RMB 4,475,229.72	RMB 5,296,585	RMB 3,195,528.61	RMB 12,967,343.33	100	RMB 0.16

# Delivery

Perhaps nothing is more important to our clients than ready access to their information. For that reason, SinoFile pioneered all the major forms of delivery that are now used in China.

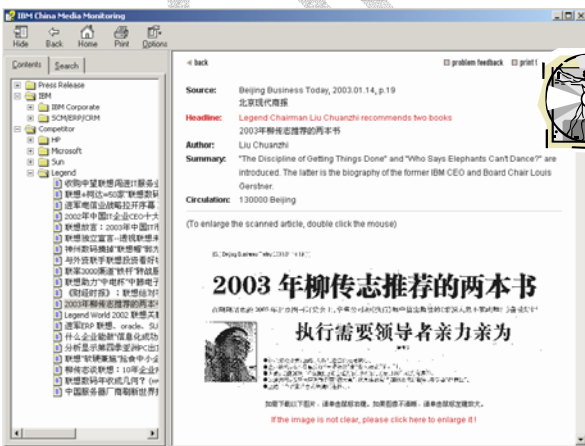
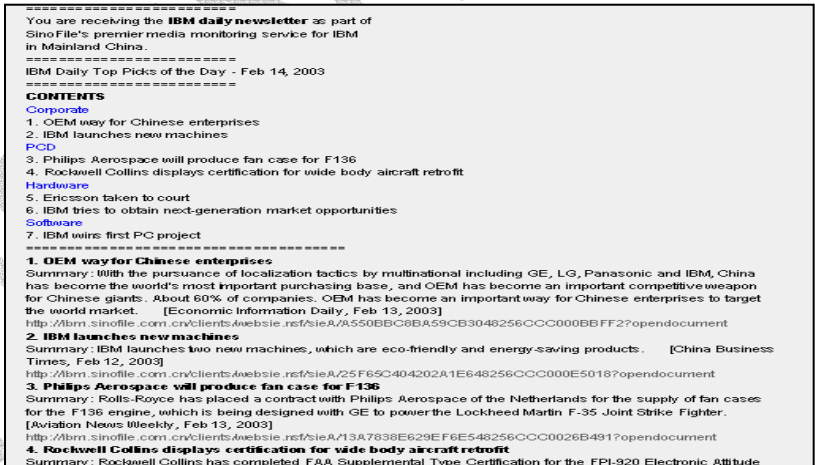


# Extranets

SinoFile's "Extranets" are top-of-the line Web sites that are accessible to our clients worldwide. Even before the dotcom bubble, SinoFile was offering online services unmatched by anyone in China, and perhaps rarely in the world. Custom made for clients, these sites serve up the information SinoFile gathers from the press on a daily basis.

# Newsletters

For the busy executive, it is often imperative that he or she get a chance to review the news of the day in one go, quickly filtering the information, and zeroing in on items that might need further evaluation. SinoFile's daily newsletters offer just such service, leading the busy executive back to fuller stories when needed, while offering the chance to gain quick insight into day-to-day developments in the industry.



# Searchable CDs

Every month the cumulative information in some industries can amount to upwards of three to four thousand discrete items. In the past there was no way to catalogue and archive this information short of microfilming. Now, corporate communications departments can preserve this vital information on CD, allowing years of media activity to be preserved on just one or two shelves of the company's internal library. This is just another new service SinoFile expects our competitors to follow suit on quite soon, and another example of SinoFile's unwavering commitment to provide its clients with the best possible cutting-edge service.

## Word, PDF, Excel, HTML, XML ...



The world is one big document, or so it seems. On an almost daily basis document interchange becomes a topic of discussion at some level. SinoFile offers any of its information in the flexible format that suits your corporation's standard. We bend over backwards to get you your information the way you want it.

At SinoFile we devote a substantial amount of funds to information technology. Our IT department works hand-in-glove with all other departments at each level of service ensuring that clients receive 21<sup>st</sup> century solutions to knowledge management problems.

## Contact Us

SinoFile is a proactive company working for proactive clients. We offer multiple levels of media monitoring solutions in a wide range of industries—with fully developed Extranets down to simple monthly per-piece services. To learn more about how we can assist you in leveraging the power of the Chinese media, contact one of our highly trained service managers today:

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