

# XINHUA FINANCE

## COMPANY INTRODUCTION

Xinhua Finance Limited is China's premier financial services and media company, listed on the Mothers board of the Tokyo Stock Exchange (symbol: 9399) on October 28, 2004.

Founded in 1999, the Company is headquartered in Hong Kong and now has 16 offices and 22 news bureaus across China, Asia, Australia, North America and Europe.

Xinhua Finance is committed to being the bridge between China's financial markets and the world, introducing international standards into the China markets through its products, services and activities. It has built alliances and partnerships in China and worldwide to leverage the Company's unique positioning in the China market.

The mission of Xinhua Finance is to provide the best investment tools developed to international standards for the China market, contributing to the long-term growth of China's financial markets by instilling investor confidence, transparency and market efficiency through our four core service lines: indices, ratings, financial news and investor relations. Our service lines create demand for one another and form a unique and unparalleled offering.



Xinhua Finance was founded in anticipation of the phenomenal growth rate of China's economy and the implications on its financial media and information sectors. In the past five years, we have become the leader or a key player in each market and product sector in which we operate. Our market positioning and our range of products and services are unique. As such, we have no direct competitors. However, we will continue to add depth to our products and services based on client demand and in response to opportunities arising from the changing regulatory environment. 

Xinhua Finance Locations Worldwide (as of May 2005)

