


INVESTOR RELATIONS

Xinhua Finance's Investor Relations services assist companies in and out of China to reach out to their target audiences and connect with existing and potential customers. Our corporate announcement service is provided by Xinhua PR Newswire, which has established a unique powerful media distribution network in China and enabled China companies to promote themselves internationally. We also offer professional investor relations ("IR") and public relations ("PR") services through Fortune China Public Relations.

Xinhua PR Newswire (XPRN), a marketing alliance created by Xinhua Finance and PR Newswire, assists companies and organizations to send news and information to the media, general public and investment community in China, Asia and the rest of the world. XPRN distributes press releases to 135 countries and regions in 30 languages, leveraging PR Newswire's global news distribution networks and robust communications technology.

Fortune China Public Relations is a full service agency providing tailored investor and public relations strategies and press monitoring for customers penetrating or expanding in the China market. Fortune China's impressive list of clientele includes China-based and multinational companies in the Greater China region, such as top-tier international investment banks, multinational Fortune 100 corporations and large regional conglomerates. 

2004 REVIEW

In 2004, XPRN expanded its media distribution network to over 4,000 media points in China. Between our offices in Greater China, XPRN distributed on average 57 news releases per week on behalf of public companies, private concerns and governmental organizations. In order to help educate China's comparably nascent IR market, we initiated IR training programs and sponsored conferences throughout China to inform listed companies on how to improve transparency and enforce international disclosure standards.

Investor relations training programs



During the year, XPRN became a preferred partner with Special Olympics East Asia in Beijing. This partnership helps to bring greater awareness to the world of the particular quality of the athletes competing at the Special Olympics. XPRN plans to continue the relationship in the coming year.

XPRN also signed a formal agreement with the Shenzhen Stock Exchange to act as the official news service for exchange-related announcements, further solidifying our position in the market as the first international newswire to be designated as a corporate announcement distribution partner. Internationally, we signed annual contracts with all of the Chinese companies listed on the NASDAQ in 2004.

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Our IR/PR professional services under the Fortune China brand name have been maintaining a strong presence in the China market. Our expertise and professionalism have allowed us to engage many reputable clients.

CLSA China Forum 2004 – Media Briefing for CLSA Analysts



In 2004, we had not only maintained but also expanded our client portfolio to include many leading international and local China companies. New clients secured included leading global financial organizations, large international retailers and consumer clients as well as government entities. We also handled several CEO China visit programs for international companies. Other major projects accomplished include the CLSA China Forum 2004 in Qingdao, Freescale Semiconductor CEO visit to Beijing and Wireless Multimedia Forum 2004 in Shanghai. 

For further information, please visit www.xinhuaenglish.com and www.fortunechina.com.hk.

Chairman of DPWN at the opening of DHL Shanghai Pudong Logistics Centre



CEO of Freescale Semiconductor announces China Investment Strategies in Beijing



John Williams
Managing Director
Investor Relations Service Line