

A blue, multi-faceted geometric shape, resembling a stylized star or a cluster of overlapping polygons, with the year "2019" written in white. Two thin blue lines extend diagonally from the left and right sides of the shape.

**2019**

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# **Caixin Group Subscription Introduction**

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PRESENTED BY Caixin Global

**1. About Caixin**

**2. Our Expertise**

**3. Group Subscription Benefits**



# 1. About Caixin



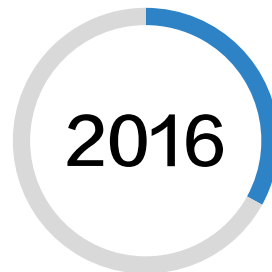
As China's most influential and independent financial media outlet, Caixin is recognized as an unrivaled producer of financial journalism and an indispensable source of information for business leaders, investors, and policymakers. Its platforms include websites, mobile apps, periodicals, video programs, books and conferences. Relying on the professional team and strong original news advantage, Caixin has established the "news + data" two-wing business platform, which covers Chinese media, English media, high-end financial data and other multi-level products. Caixin provides accurate, comprehensive and in-depth financial coverage and information services for China's most influential audience.



Led by Hu Shuli, a well-known journalist, Caixin's team is based in Beijing and is widely spread at home and abroad. It is renowned for its independent thinking, critical spirit and professionalism. We are both journalists familiar with the Chinese economy and economic observers with a strong global perspective.



**Caixin Media Group Founded**



**Caixin Global Founded**



**Started Paywall**



**Hu Shuli**  
**Publisher, Caixin Media**

As the founder of Caixin media, Hu Shuli's achievements in journalism have won international recognition and respect. She insists on the independence and professionalism of journalism, and continues to promote the development of China's journalism.

- named one of **the World's 50 Greatest Leaders by *Fortune*** in 2017.
- awarded an **honorary doctorate from Princeton University** in 2016
- awarded the **Ramon Magsaysay Award** in 2014
- awarded the **Missouri Honor Medal for Distinguished Service in Journalism** in 2012
- named one of the **Forbes Asia's Power Business Woman** in 2013.
- listed among the **Top 100 Influential People of 2011 by *Time* magazine**.
- twice named one of the **Top 100 Global Thinkers by *Foreign Policy* magazine**, in 2009 and 2010.

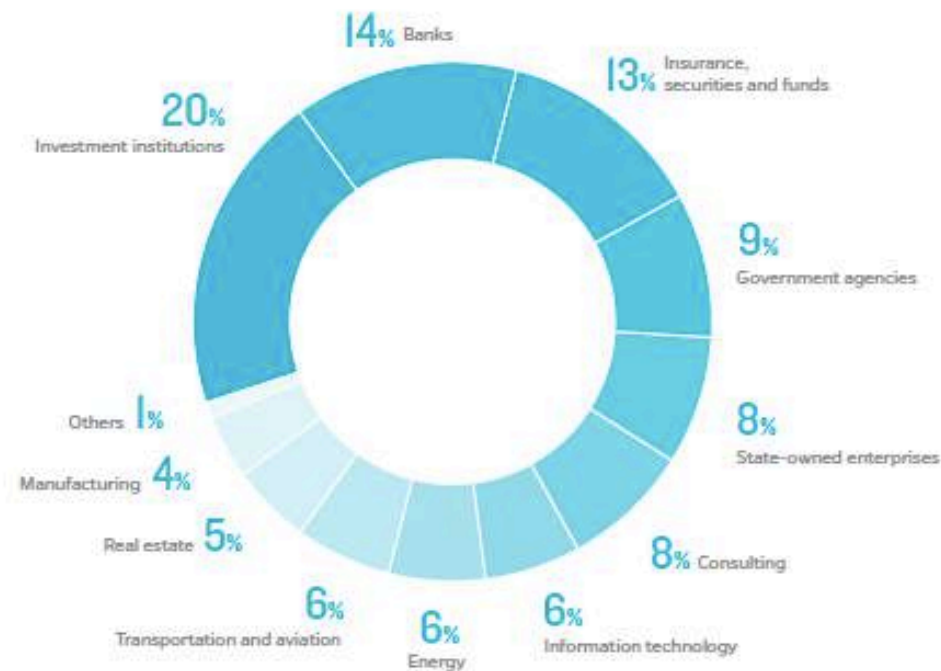
## Caixin Impact — Reader Profile

 **76%**  
Male (30–58 years old)

 **51%**  
Senior executives

 **65%**  
Annual income > USD 100K

- 76% readers are male.
- More than half readers are **senior corporate executives**.
- Generally have **annual income over 100,000 USD**
- Largely are professionals working in world-leading think tanks, institutes, investment institutions, banks, government agencies, state-owned enterprise and consulting firms, etc.



High-Net-Worth Readers

## Caixin Impact — They are reading Caixin

**Tim Cook 提姆库克**

Current Chief Executive Officer of Apple Inc.  
苹果公司首席执行官



**Li Ka-shing 李嘉诚**

Li Ka-shing, the  
chairman of the board  
for CK Hutchison  
Holdings  
香港首富、长江和记实  
业有限公司主席

IMF

Apple

万科

长实

**Christine Lagarde 克里斯蒂娜 拉加德**

Managing Director (MD) of the International  
Monetary Fund (IMF)  
国际货币基金组织 (IMF) 总裁



**Shi Wang 王石**

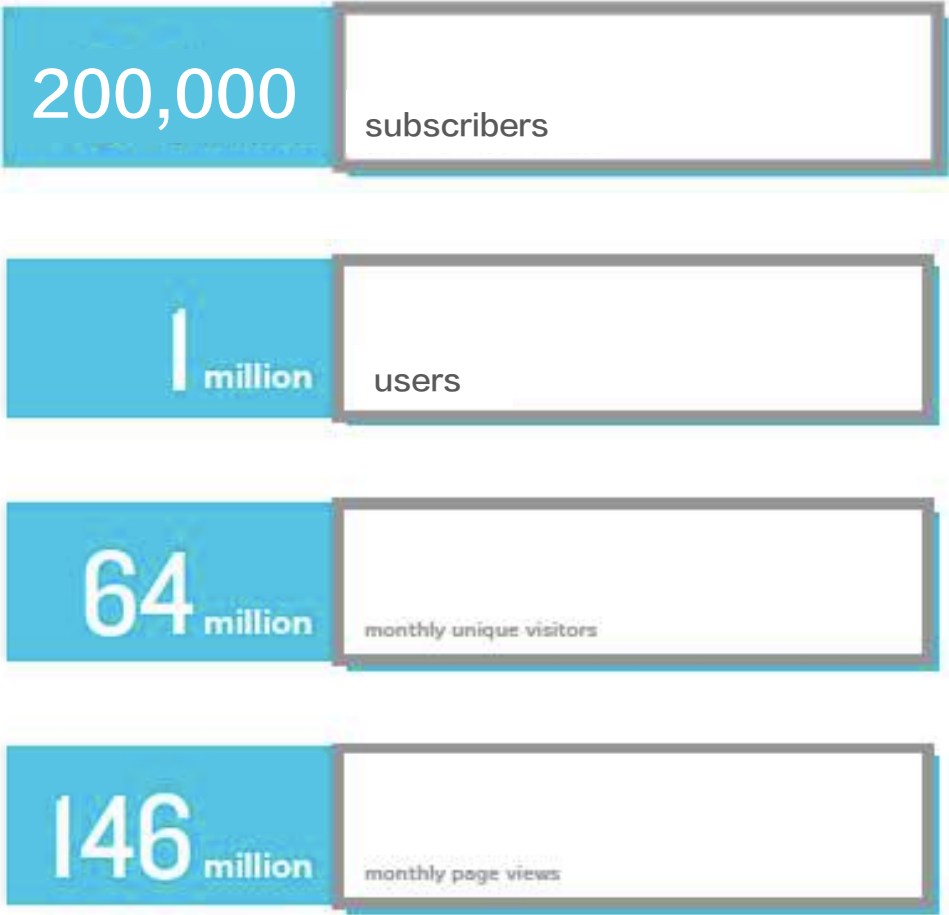
Shi Wang,  
Founder and  
Chairman of  
China Vanke  
万科实业股份有限  
公司董事会主席



# Caixin Impact — User Numbers



## Strong Online Influence






















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Source: FIPP 2019 Global Digital Subscription Report



## Caixin Impact — User Geo

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%

Overseas readers mainly come from academic institutions that study China, and companies that are interested in investing in China.



## 2. Our Expertise



# Our Expertise

## ● Independence

An independent media organization in China. Adhering to the creed of “Stay professional, stay focused. Stick to the truth” in doing news coverage, with an independent team spirit and way of operating.

## ● In Depth

Committed to professional journalism, experts at investigative reporting, exclusive and in-depth writing, professional industry analysis and company stories. Also a professional information provider in business and financial areas.

## ● Credibility

The first media in China to form the Public Confidence Committee, unanimously recognized as a professional and trustworthy news media at home and abroad. It is a trusted source of news for overseas readers and is regarded as an industry benchmark by domestic news media.



# Public Confidence Committee

## Public Confidence Committee

To ensure journalistic integrity, Caixin not only **maintains the highest professional and ethical standards**, but it has also set up a public confidence committee composed of **respected intellectuals and academics** entirely independent of Caixin's board of directors and management. The Committee has the right to decide on the appointment and removal of the editor-in-chief and the setting of editorial policy.



**CHAIRMAN**  
**WU JINGLIAN**

Research Fellow,  
Development Research  
Center of the State Council



**ADVISOR**  
**LAWRENCE HENRY SUMMERS**  
President Emeritus,  
Harvard University



**COMMITTEE MEMBER**  
**XIE PING**

Professor, PBC School of Finance,  
Tsinghua University



**COMMITTEE MEMBER**  
**QIAN YINGYI**

Dean, School of Economics and  
Management, Tsinghua University



**COMMITTEE MEMBER**  
**XIAO MENG**

Executive Editor,  
*Comparative Studies Magazine*



**COMMITTEE MEMBER**  
**XU HONG**

Professor, School of Journalism  
and Communications,  
Peking University

## Coverage — Economic & Financial Policies and Regulations

- Caixin provides **accurate and in-depth coverage of economic and financial regulatory policies**, timely feedback on policy implications, and thus becomes a must-read source for decision-makers.
- Caixin's timely, comprehensive and authoritative interpretation of China's financial policy is widely trusted by the market.
- Related series reports on:
  - China's new wealth management regulations
  - China's reforms on stock market registration

<http://weekly.caixin.com/2019-02-01/101377141.html>

<http://weekly.caixin.com/2018-08-03/101311365.html>

<http://weekly.caixin.com/2018-06-01/101261511.html>



**Issue of 2019.2.11**  
Cover story on  
high-tech board



**Issue of 2018.6.4**  
Cover story on  
new regulation of  
financial holding  
company



**Issue of 2018.8.6**  
Cover story on  
financial regulation  
reform

## Coverage — Financial Corruptions and Scandals

- Caixin exclusively **muckrakes scandals of large-scale financial institutions with broad influence and numerous counterparties** in China's financial market, and thus strongly moves the market.
- Related series reports on :
  - China Anbang Insurance Group
  - China Huarong Asset Management
  - CEFC China Energy



Issue of 2018.4.23



Issue of 2018.3.1



Issue of 2017.5.1



## Coverage — Anbang Insurance

### Caixin's Series on Anbang Insurance

- Exposed how Wu Xiaohui, the founder of Anbang, leveraged his family ties to woo financial regulators for special treatment
- In 2014, Caixin started to investigate and report on Anbang's suspicious shareholding structure and funding sources, ahead of all media. From 2014 to 2017, around Anbang's funds, company structure, and overseas acquisition, Caixin launched three cover articles and hundreds of reports, helping overseas investors gain insights of this suddenly emerged Chinese buyer

<http://www.caixinglobal.com/2016-03-30/101011771.html>

<http://weekly.caixin.com/2017-04-28/101084438.html>

<https://www.caixinglobal.com/2018-09-13/anbang-offloads-first-asset-since-state-takeover-101325817.html>





## Coverage — CEFC China Energy

### Series Report on CEFC China Energy

- Exposed how CEFC China Energy and its actual controller Ye Jianming rose rapidly as an energy giant in China, unveiling his illegal trade with numerous government officials and former army officers
- A 25,000 word report revealed CEFC's complex political and business network, widely cited by *Financial Times*, *Reuters*, *Bloomberg* and more news outlets. After Caixin's exclusive report was released, stocks and bonds related to CEFC plunged. Shanghai Stock Exchange twice issued emergency notice on the bond

<http://companies.caixin.com/2018-03-01/101215246.html>

<https://www.caixinglobal.com/2018-03-01/investigation-casts-shadow-on-rising-oil-star-101215272.html>



# Coverage — China Huarong Asset Management

## Series Report on China Huarong Asset Management

- Exposed how Lai Xiaomin-controlled Huarong, one of China's four biggest asset management firms, had become the chairman's personal cash machine; and how Huarong exploited SOE credit to raise capital in Hong Kong and illicitly lent it for trading high-risk assets, causing huge losses.
- Caixin exposed Lai Xiaomin's capital and personal relationship in Huarong and disentangled the connections between Huarong-related companies. Caixin's report was widely cited by the Financial Times, Reuters, Bloomberg, etc.

<http://weekly.caixin.com/2018-04-20/101237195.html>

<https://www.caixinglobal.com/2018-04-23/bad-business-at-a-bad-bank-101238048.html>

<https://www.caixinglobal.com/2018-06-01/scandal-ridden-huarong-gets-new-anti-graft-chief-101260588.html>

<https://www.caixinglobal.com/2018-10-15/investors-dismiss-regulator-pledge-as-stocks-fall-to-near-four-year-lows-101335108.html>



## Coverage — Bond Market Default

- Caixin has monitored a new trend in China's bond market since 2013 — that of “rigid payment” being gradually broken in the market of non-standardized debt assets. On the arrival of material defaults, Caixin tracked the entire default process by a series of state-owned and private enterprises, and therefore was widely trusted by market participants for its independent position.
- Meanwhile, the reports exposed long-standing corrupt practices in China's bond market, including bribery during bond issuance and tunneling behaviors in secondary market trading.
- Related series reports on: Bohai Steel Group, Tewoo Group, Snton Group, SanPower Group, Qinghai Provincial Investment Group, etc.  
<http://weekly.caixin.com/2019-06-21/101429825.html>  
<http://weekly.caixin.com/2019-02-08/101378026.html>



**Issue of 2018.3.12**  
Cover story on municipal  
bond deleveraging



**Issue of 2019.6.24**  
Cover story on  
structured bond issue

<https://www.caixinglobal.com/2019-04-30/tianjin-commodities-trader-downgraded-for-continued-debt-risk-101410192.html>

<https://www.caixinglobal.com/2019-07-02/qinghai-soe-downgraded-amid-continued-debt-woes-101433885.html>

## Coverage — Technology and Startups

- On tech news, Caixin takes its independent stance and stands out against advertorials and sponsored articles. Caixin's tech & startup news exclusively covers tech companies with independent judgment, shows the changes of internet economy, and criticizes tech giants' actions which might hurt competition or consumers.

<http://weekly.caixin.com/2019-06-28/101432628.html>

<http://weekly.caixin.com/2018-08-31/101321030.html>

<https://www.caixinglobal.com/2018-10-07/tencent-refocuses-on-business-customers-in-major-overhaul-101332089.html>

<https://www.caixinglobal.com/2019-05-13/in-depth-pinduoduo-gives-alibaba-a-run-for-its-dominance-101414700.html>



**Issue 2019.7.1**

Facebook's Ambition on Libra



**English Print Issue 2019.7**

Alibaba Targets Pinduoduo



**Issue 2018.9.3**

Crises of China's Uber - Didi



**English Print Issue 2018.11**

Tencent's Restructuring Reform

## Accolades

**The  
Economist**

“One of China’s more outspoken media organizations, Caixin...”

**The New York Times**

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

**Bloomberg  
Businessweek**

“Caixin, a leading Chinese business magazine.”

**the guardian**

“The well-respected Caixin site...”

**FT** FINANCIAL  
TIMES

“Influential reformist magazine Caixin...”

### **3. Group Subscription Benefits**

# 1. Access Through Institutional Internet/Email

Identified through **IP and email suffix**, campus/institutional users can have full access to Caixin English once connected to their internet.

All you need to do is connect to your university internet or login with your institutional email, then enjoy.

We also have a Caixin Global + Caixin Chinese combination subscription.





## 2. Unlimited Reading Access to Caixin

With Caixin campus access, students and faculty at your campus/institution will have **unlimited access** to Caixin's 24/7 news updates, exclusive coverage, in-depth analysis and data reports.

You will also enjoy **subscriber-only benefits** including **early-bird discounts** and **lucky draws to attend Caixin Global Conferences**.




PC, Wap, Mobile, Tablet

Optional: Print magazines



# CX LIVE

Caixin Global's real-time news portal, featuring 24-hour breaking news, short-form analysis, and roundups from business and social media in China.



RegisterSign InSections

Home > Caixin

ABOUT US

CX Live is Caixin Global's real-time news portal, featuring 24-hour breaking news, short-form analysis, and roundups from business and social media in China.

TRENDING

Exclusive: ChemChina Chairman Upbeat on Syngenta

State-Owned Unigroup Sets Up Memory Chip Unit

China to Scrap Foreign Ownership Caps for Financial Firms Ahead of Schedule: Premier

LATEST

Deli Chasing Removes 306,000 Drivers From System for Safety Vetting

No Massive Factory Move Amid Trade Tensions, Ministry Says

Anheuser-Busch India Asia Unit Tops Uber With \$9.8 Billion Hong Kong IPO

Tencent Partners With Payton in \$100 Million Video Startup Investment

China to Inspect Hundreds of Popular Apps for Data Security

Southern Metropolis Jumps on Hydrogen-Fueled Bandwagon

Chinese Selfie App Meitu Sets Up Skin Care Unit

Ki Backs International New-Energy Vehicle Innovation

China's Mega-Shipbuilders Could Reunite Soon

China to Scrap Foreign Ownership Caps for Financial Firms Ahead of Schedule: Premier

Baidu Wins Licenses to Run China's Most Difficult Autonomous Vehicle Road Tests

Walmart to Pour \$1.2 Billion in China to Upgrade Logistics: Reuters

Apple Leads Tech Rally After Shedding Trade-War Anxieties

Exclusive: ChemChina Chairman Upbeat on Syngenta

Mengniu Exits Jurisdiction With Stake Sale to Government Buyer

Senior Executive at Major State-Owned Mining Company Under Investigation

Latest 'Spider-Man' Film Tops Chinese Box Office

Try 30 Days at Only \$0.99 for New Subscribers

## Steel Bulls Drive Onshore Iron Ore Prices to New Highs

By Ting Ge | Jul 05, 2019 11:51 AM / Finance




Photo: VCG

It's another giddy day for the steel bulls, as domestic prices for iron ore futures charge to new highs not seen for more than five years.


Domestic contracts for iron ore due in September were up about 2% on the commodities trading market in Dalian in morning trade, extending a 5% gain from the previous day. At their current levels of about 900 yuan (\$131) per ton, prices haven't been this high since early 2014.

More

[f](#) [t](#) [in](#) [%](#)

## Baidu Developer Live Coverage

By Tamas Kovacs | Jul 03, 2019 10:44 AM / Business & Tech



## Exclusives/In Depth

- English version of Caixin Chinese covers all the stories that matter.
- Exclusive reports written by overseas special correspondents.
- Edited by senior editorial team.

President Trump answering Caixin reporter's question on Osaka G-20 Summit →

Jul 01, 2019 04:12 AM

FINANCE

### In Depth: Facebook's Cryptocurrency Ambition

Jun 29, 2019 01:23 PM

## Xi and Trump Agree to Restart Trade Talks While U.S. Halts Additional Tariffs

By Zhang Qi, Mo Yelin and Wu Gang



(Osaka) — Chinese President Xi Jinping and U.S. President Donald Trump have agreed to restart trade talks as the U.S. agreed not to impose new tariffs on Chinese exports, the Xinhua News Agency reported on Saturday.

The two met earlier on the sidelines of the G-20 Leaders' Summit in Osaka, Japan.

Trump also said China and the U.S. should be strategic partners instead of competitors or enemies, when answering a Caixin reporter's question during a press conference after the meeting.

# Topics/Special Coverage

## Special Coverage



### China-U.S. Trade War

The trade war between China and the U.S. is in its second year. Here are Caixin's stories on the latest developments and insight behind the trade war between the world's two biggest economies.



### Analysis: Beijing's View of the Trade War is Very Different From Washington's

Chinese officials, experts argue Washington has misinterpreted China's industrial policy and lacks solid evidence for its views

SELECTED

CHINA PERSPECTIVE

KEY DEVELOPMENTS

### TRADE WAR TIMELINE





Jul 02, 2019 15:57 PM

## Opinion: Facebook's Libra Must Be Stopped

By Katharina Pistor

If there were ever a run on a cryptocurrency, central banks would be obliged to step in to offer support. That could put entire countries at risk



Jul 02, 2019 15:53 PM

## Opinion: A Future Without Currency Wars?

By Harold James

New technology, like that used by Facebook's Libra digital coin, could mean a global monetary system free of disruptions of economic nationalism



Jun 27, 2019 17:10 PM

## Ken Fisher: 'Tech Cold War' Offers a Golden Opportunity to Buy Cheap Shares

By Ken Fisher

The U.S.' Huawei ban has taken a toll on Chinese stocks, but a likely reversal by Trump will send shares soaring



Jun 27, 2019 15:46 PM

## Opinion: Partnering With China Can Help Transform Africa

Opinion  
By Caixin columnists

# Editorial

Caixin views

Jun 19 14:33 PM

## Editorial: What China Must Do for Global Capital Markets

Policy-makers must fully respect market autonomy  
and promote two-way opening



Jun 25, 2019 16:21 PM

## Editorial: Promoting Global Governance Through the G20 Summit

Promoting the progress of WTO reform should be the  
most urgent issue in global governance



Jun 18, 2019 15:57 PM

## Editorial: Tighten the Cord on Global Debt

Market-oriented financing and  
enthusiasm for private investment is a  
prerequisite for maintaining "steady



# CX Daily Newsletter

Daily news briefing delivered to you every  
workday morning

## BUSINESS & TECH



A China Shipbuilding Industry Corp. shipbuilding and repair base in the northern Chinese port city of Tianjin. Photo: VCG

### M&A /

## China's mega-shipbuilders could reunite to become world's biggest

China State Shipbuilding Corp. (CSSC) and China Shipbuilding Industry Corp. (CSIC), China's two largest ship manufacturers, [are in talks over a strategic merger that would make the resulting entity the world's largest shipbuilder](#), the two companies' Shanghai-listed subsidiaries said Monday.

**CSIC and CSSC were one conglomerate until they were split in two in 1999.** The two companies' combined assets are worth more than 500 billion yuan (\$72.88 billion). **The public filings imply that the merger is almost confirmed**, though detailed plans have not been reached yet, sources told us.



# Podcasts

- China Biz Roundup – updated daily
- Caixin X Sinica Podcast – updated weekly

Podcast f t in



**China Biz Roundup Podcast: Mortgage Lending Warning; China Mobile's Falling Revenue; First IPO on Shanghai's STAR Market**

China Mobile feels pressure from falling revenue; retail investors join frenzy around new tech board listings; China's central bank pushes lenders to curb mortgages: Bloomberg; and more

 00:00/05:22



**China Biz Roundup Podcast: Small Businesses' 'First Loans,' DJI's Planned California Factory; Alibaba's Supermarket Expansion Goals**

Big banks urged to give small businesses their first loan; DJI to assemble drones in California; Alibaba wants a Hema supermarket in every big Chinese city; and more

Jun 28, 2019 19:03 PM

 00:00/06:03



**Caixin-Sinica Podcast: Alibaba, 'Vermin' at Stock Exchange, More Didi Troubles**

Plus, hundreds of companies and associations made a plea to President Donald Trump not to impose additional tariffs on Chinese goods

Jun 18, 2019 09:33 AM

 00:00/00:00

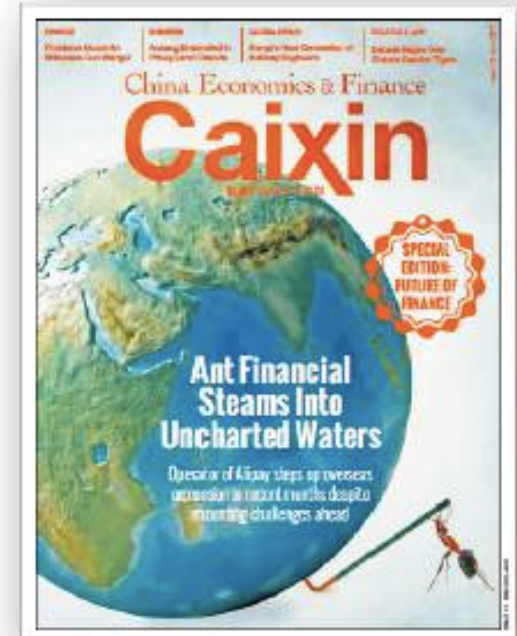
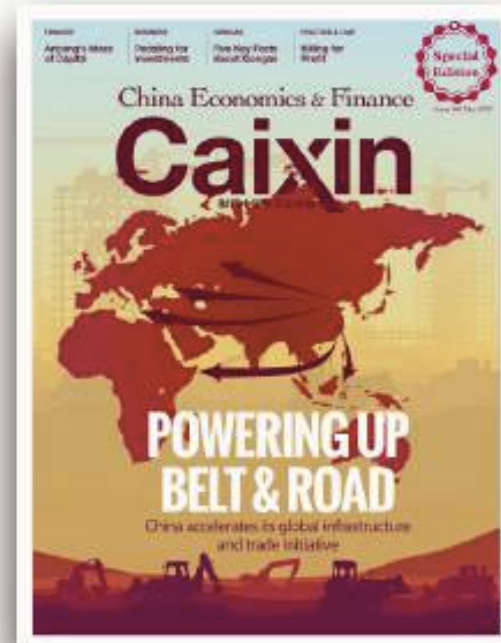
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Complimentary 2-3 copies provided for groups over 500 people.







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# THANKS

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