# Caixin Group Subscription

By Caixin Global

Aug 2021

## Content

- 1. About Caixin
- 2. Special Coverage
- 3. Benefits & Hot Features

# 1. About Caixin

#### Caixin Media and Caixin Global

Caixin is a media group dedicated to providing financial and business news through periodicals, online content, mobile apps, conferences, books and TV/video programs. Caixin aims to blaze a trail that helps traditional media prosper in the new media age through integrated multimedia platforms.

Caixin's editorial team are well-known for independent thinking and professional practices. They are insiders with a profound understanding of China's economic and social transition. They are sharp observers with a global vision.

Built upon Caixin Media's award winning journalism, Caixin Global delivers fast-paced, 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). It also has an intelligence arm that offers policy analysis, industry monitoring, and in-depth research with insight into China's economic policy-making and its financial markets.

### Websites and Apps

#### English Digital



#### Read Caixin, Know China Better.



#### Chinese Digital



Web: <u>caixinglobal.com</u> App:



Web: <u>caixin.com</u>



## Madam HU Shuli

Madam Hu Shuli is also a **professor** of the School of Communication and Design at **Sun Yat-sen University**. **She is internationally recognized for her achievements in journalism**.

- 2017, Hu was named one of the World's Greatest Leaders by Fortune.
- 2016, awarded the honorary doctorate degree from Princeton
   University
- 2014, received the Ramon Magsaysay Award
- 2012, received Missouri Honor Medal for Distinguished Service in Journalism
- 2011, listed among Top 100 Influential People by Time magazine
- 2009, 2010, twice named one of Top 100 Global Thinkers by Foreign Policy magazine

Founder and Publisher, Caixin Media Chairman, Caixin Global

# Caixin Global Editorial Team



Li Xin, Vice President, Caixin Media Managing Director, Caixin Global

Li Xin is leading the company's global news and intelligence services, as well as Caixin's international branding and global events.

Before Caixin, Li Xin was the Managing Editor of the Chinese Wall Street <u>Journal</u> and Chinese Dow Jones newswire.

In 2006, she founded Caijing Magazine's first bureau in the United States, as a correspondent of politics and economics. Li was a documentary producer at China Central Television between 2001 and 2004.

Li Xin is an **avid public speaker**, moderated panels at international **conferences** such as the World Economic Forum, DLD and Caixin Summit, on topics of China's economy and finance, tech, environment and women leadership, and spoke on journalism, China's economy and overseas investment at conferences at Oxford University and Global Editor's Network.

#### **Editorial Team**



Nerys Avery Senior Editor

- Specializing in China's economy with over 15 years' experience in journalism
- 10 years with Bloomberg News in Beijing as speed desk editor, economics reporter and economics editor
- Also works for Economist Intelligence Unit, writing
   on China's economic data



Bob Simison Senior Editor

- 27 years at The Wall Street Journal and 11 years at Bloomberg News as reporter, editor, and manager
- Investigations and projects teams and reporters he led at the WSJ and Bloomberg won a number of awards including a Pulitzer Prize.
- His areas of experience include business, markets, finance, economics, health care, science, transportation, and government.

### **Editorial Team**



Han Wei Assistant Managing Editor

Han Wei joined Caixin Media as an English reporter in 2009. She previously worked for Caijing Magazine and China Radio International, reporting business and financial news. She graduated from the University of Edinburg with a Master's Degree in international politics.



Lu Zhenhua Senior Editor

Before joining Caixin Global, Mr. Lu Zhenhua worked for the South China Morning Post and the 21st Century Business Herald, reporting from Washington D.C., Hong Kong and Brussels.

#### **Editorial Team**



Lin Jinbing News Desk Chief Finance and Economy

Mr. Lin has nine years of experience in finance and economy news coverage at Caixin. He has also covered corruption in various industries, and received several Caixin awards for investigative reporting.



Flynn Murphy News Desk Chief Company

Murphy leads business coverage at Caixin Global, and reports on the drug sector, healthcare and medical politics in China and the region.

His journalism has appeared in a dozen publications including Nature, Daily Telegraph (UK), The BMJ, The Sydney Morning Herald, the South China Morning Post and Nikkei Asia.

## **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-inchief and the setting of editorial policy.



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Research Fellow,
Development Research
Center of the State Council



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LAWRENCE HENRY SUMMERS

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Harvard University



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COMMITTEE MEMBER
XIAO MENG
Executive Editor,
Comparative Studies Magazine



COMMITTEE MEMBER XU HONG Professor, School of Journalism and Communications, Peking University

## They are all 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









#### 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



## They are all reading Caixin

A large percentage of Caixin readers are financial elites, policy makers and future world leaders who work for the world's top international investment banks, private equity, global leading hedge funds, central banks (G20), think tanks, international organizations and the world's top 50 universities, covering more than 60% of institutions in various global top rankings including:

- Investment Bank: Goldman Sachs, JP Morgan, Morgan Stanley, Citi, UBS, Credit Suisse, Barclays, Deutsche Bank...
- <u>Private Equity</u>: Blackstone, KKR, Sycamore, Carlyle, TPG Capital, Warburg Pincus, Oak Tree...
- Asset Management: Blackrock, Vanguard, State Street, Fidelity, PIMCO, Charles Schwab, Allianz, GIC, Temasek...
- <u>Hedge Fund</u>: Bridgewater Associates, Citadel Advisors, Millennium Management...
- <u>Central Bank</u>: Australia, Brazil, Canada, China, France, Germany, Indonesia, Italy, Republic of Korea, Turkey, United Kingdom, United States...
- <u>International Organization</u>: World Bank, IMF, BIS, OECD, ADB, AIIB...
- <u>Think Tank</u>: PIIE, Paulson Institute, CSIS, Heritage Foundation, Chatham House...
- <u>Academic</u>: Yale University, New York University, Stanford University, Harvard University, Tsinghua University, Peking University...

## Caixin Global Readership



Rank	Top 10 Location
1	United States
2	China Mainland
3	Singapore
4	Hong Kong
5	India
6	Canada
7	United Kingdom
8	Australia
9	Malaysia
10	Japan

Top 3 locations (the U.S., China Mainland, Singapore) occupy nearly 50% of all users

## Where you can find Caixin overseas







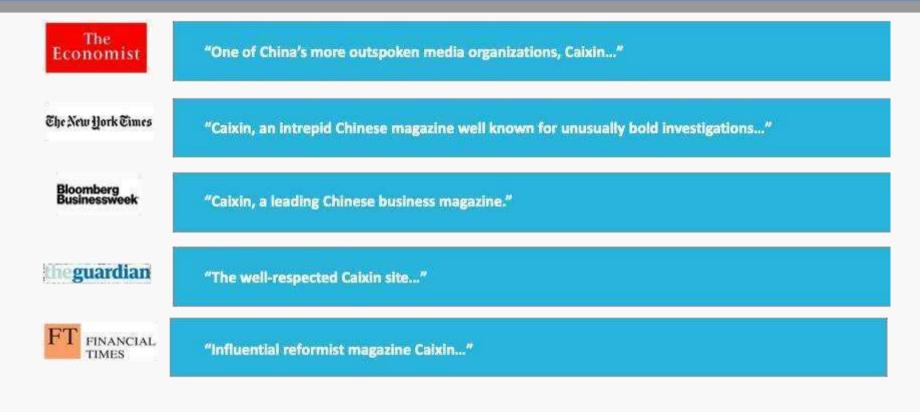
**New York Times Square** 



**International** conferences

WEF Davos
BRICS summits
APEC summits
G20 summits
IMF and World Bank's annual meetings
etc.

### Accolades

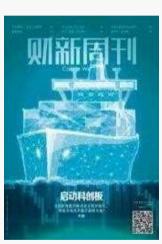


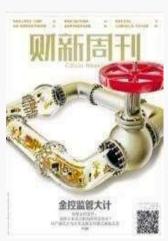
# 2. Special Coverage

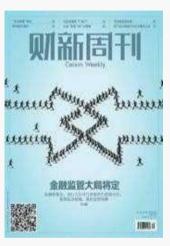
## **Economic & Financial Policies and Regulations**

- 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

https://weekly.caixin.com/2019-02-01/101377141.html https://weekly.caixin.com/2018-08-03/101311365.html https://weekly.caixin.com/2018-06-01/101261511.html







## 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







### Caixin 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

https://www.caixinglobal.com/2016-03-30/101011771.html

https://weekly.caixin.com/2017-04-28/101084438.html

https://www.caixinglobal.com/2018-09-13/anbang-offloads-first-asset-since-state-takeover-10132 5817.html

## 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

https://companies.caixin.com/2018-03-01/101215246.html
https://www.caixinglobal.com/2018-03-01/investigation-casts-shadow-on-rising-oil-star-101215272.html



## 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.

https://weekly.caixin.com/2018-04-20/101237195.html https://www.caixinglobal.com/2018-

04-23/bad-business-at-a-bad-bank-101238048.html

 $https://www.caixinglobal.com/2018-06-01/s candal-ridden-huarong-gets-new-anti-graft-chief-101\\260588.html$ 

 $https://www.caixinglobal.com/2018-10-15/investors-dismiss-regulator-pledge-as-stocks-fall-to-ne\ arfour-year-lows-101335108.html$ 

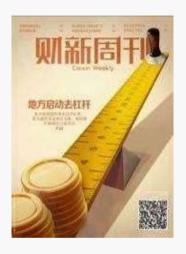


#### **Bond Market Default**

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.





https://weekly.caixin.com/2019-06-21/101429825.html https://weekly.caixin.com/2019-02-08/101378026.html https://www.caixinglobal.com/2019-04-30/tianjin-com modities-trader-downgraded-for-continued-debt-risk-10 1410192.html

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

## 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.

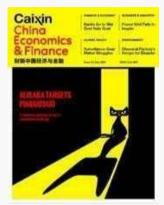
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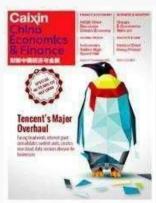
https://www.caixinglobal.com/2018-10-07/tencent-refocuses-on-business-custo mers-in-major-overhaul-101332089.html

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









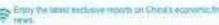
## 3. Benefits & Hot Features

## Key benefits for group subscription

- > Unlimited access to Caixin websites and apps
- > Daily newsletter and weekly newsletters (<u>view samples</u>)\_
- > Email recommendations of the latest news coverage, products and services
- > Dedicated customer service
- > Invitations to <u>Caixin global events</u>
- > Email suffix authentication and IP authentication for libraries.
- > Group discounts starting from 10% OFF



You have premium access to Caixin through connection.





#### Hot Features

- Unlimited access to caixinglobal.com and the Caixin app
- Unlimited access to archive since 2010
- CX Daily Newsletter
- Blog
- Video
- Caixin Insight
- Podcast
- In-depth & Exclusive Coverage
- Subscriber Events
- Caixin Economic Indexes Reports
- Give friends subscription access for free
- Lucky draw for Caixin Global conferences
- Caixin roundtable and conference insight



Northwest China

SOCIETY & DISTURE

#### Cover Story: A Year On, a Quieter Outbreak Still Sickens Thousands in

By Wang Mengyao, Du Caicai, Bao Zhiming, Guo Xianzhong, Chen Liang and Han Wei



Editor's note: Pseudonyms are used in this story to protect the privacy of people affected by the disease in Yanchangbao.

Last September, 40-year-old shopkeeper Gao Hong in Northwest China's Lanzhou city was hit with crippling joint pain and persistent fever. It took nearly six months for doctors to diagnose her condition as brucellosis, an animal-borne infectious bacterial disease.

By then, she had missed the window for the most effective treatment, leaving her with a hard-to-cure chronic condition that requires long-term medication. Since July, it's been hard for her to walk unassisted because of the joint pain.

Sec.21.2000 (Film MV)

Attitudos a ton

#### Exclusive: Americans to Control TikTok Global Board, While China Keeps Majority Ownership

to Gen Gog and Yang Ge



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An envisioned new company consisting of the U.S. operations of the popular TikTick video app would be majority-owned by Chinese parent ByteDance Ltd., but controlled by a board of American executives from the likes of Sequoin Capital and Walmart Inc., a source with knowledge of the situation told Caixin.

The deal, which has received a transitive and from U.S. President Donald Trump, would see ByteDance being in U.S. software giant Oracle Corp. and retailing powerbouse Walmart Inc. as minority equity partners for the new company called TikTok Global, valuing it at more than \$60 billion, the source told Caixin, speaking on condition of anonymity.

Sep 15, 2020 08:27 PM

BUSINESS & TECH

## In Depth: China Chip Sector Has the Money, Now It Just Needs the Workers

By He Shujing and Mo Yelin

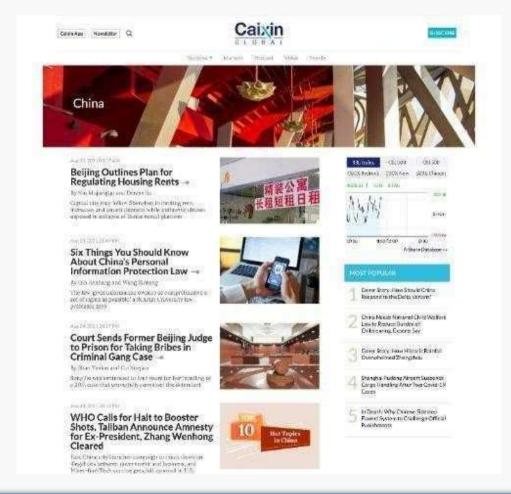


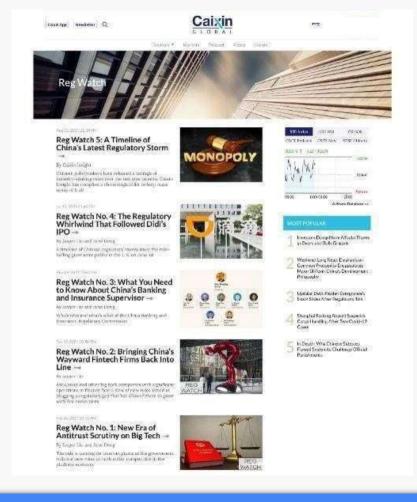
A technician works at a chip company in Hual'an, Jiangsu province, on June 16.

What do you get when you dump hundreds of billions of dollars in government and private investor cash into a limited labor market with the aim of building a world-class microchip sector from scratch?

A paradise for workers, perhaps, but also a mess.

That's what's shaping up in China, where a new group of companies flush with cash are in the midst of a fierce tussle for a limited pool of talent. That, in turn, is throwing a wrench into Beijing's plans to develop a homegrown chip industry to offset growing U.S. antagonism towards the nation's few world-class players in the sector like Huawei Technologies Co. Ltd.





#### ACCUSAGE DATE OF

#### CX Daily: 'Made in Hong Kong' Ban May Have Little Impact on Trade



#### Hong Kong

#### End of 'wade in Blung Kong' brand expected to hart businesses but not trade

Washings'e's decision to heigh his bloom Bloom Kong goods expented to the U.S. as "Made in Chine" in Neverthelp could doubt falsow to the city to branch and nixed structure among businesses. But the more may have little impair on overall made, given how how Joseph Bloom Action and chips to the U.S.

The U.S. Commer and Brother Protection published a notice Aug. 14 that goods trappared from Hong Keng will be longer be allowed to include Hong Keng as their origin and more be marked to indicate China or part of Possidert Donald Transp is executive under suppositing the special transpositing Keng engined saider the United Datasis Hong Keng Pekity Active 1987. The although and to take effect Sept. 25 hos was postposed to Nov. 9, six days after the U.S. presidential charge.

#### FINANCE & ECONOMICS



## Caixin Read Caixin, Know China Better. A suarry pallorer to the Casess Must-Rood sequilities, brought you the best of our covernage and treatment stories you shouldn't miss, hand probed and explained by our (lafferer The fistal Immeet of Communicate Lockshops Wiley Eighneith Aprel March III The new constanting has claimed at least \$250 lives and informed more than \$1,000 people in China. More than 100 countries and regions conside China have confirmed. more than EEC000 informatic including more than \$5,000 in Italy and over \$7,000 in

Coronavirus Outbresic The Latest

Check enverantes live undates here as

- CX Daily
  daily news briefing
- Weekly Must-Read

  Bringing you the best of our coverage and important stories you shouldn't miss, hand-picked and explained by our editors.



Sep 21, 2020 07:08 PM

Saturday Long Read: Four Things to Know About the Comprehensive China-EU Investment Agreement Sep 19, 2020 05:00 PM

Caixin China Biz Roundup: Liquor-Maker Moutai's Latest

#### **English**

- Caixin China Biz Roundup
- Caixin-Sinica Business Brief
- Saturday/Sunday Long Read



#### Exclusive: Regulator Removes Insurer's Chair in Embezzlement Scandal

Dismissed board members also work for an aluminum giant accused of embezzling billions since 2019

Dec 21, 2020 04:59 PM



## China Tightens Covid-19 Testing Rules for Travelers From U.S.

The Chinese embassy in the United States is introducing stricter measures after a sharp increase in imported cases and alleged gaming of the testing system

Dec 21, 2020 02:18 FM



#### Beijing Reports First Confirmed Case of Covid-19 in 134 Days

Two new locally transmitted cases were recorded in the capital, both linked to an imported case from earlier in the week

Dec 19, 2020 12:27 PM

## World's Richest Create Twice the Carbon nissions of Poorest 50%, Study Finds



it's new: The richest 1% of people in the world were responsible for more double the amount of global carbon dioxide emissions compared to the est 50% between 1990 and 2015, new research has shown.

ough carbon dioxide emissions increased by 60% during the quarter-century id, the rise in emissions from the wealthiest 1% of the population was three s greater than the poorest half, according to a report published Monday by harity group Oxfam and the Stockholm Environment Institute, a nonprofit irch organization.

it else: The study said high consumption and developed countries' spread use of carbon-emitting transport are exhausting the world's carbon \_\_\_\_et — the amount of carbon dioxide that can be released into the atmosphere while maintaining a certain temperature range.



Tel: 25 3000 14 11 766

#### Fisher: Proverbs for Stock Market Pessimists

By Ken Fisher.

Now is time to remember the old Chinese proverb: 'Control. your emotions or they will control you'



See 33, 3500 St. HV PM

#### Zhang Wenhong: Second Virus Wave 'Inevitable' in China This Winter

By Zhang Wenbong

China remains at risk from imported cases and it will take about a year to get the population excemand.

See TE, EDIT VEST PAY

#### O'Neill: The V-Shaped Recovery Marches On

By Jim O'Neill

To be truly confident about the prospect for a sustained economic rebound, we will need more evidence of progress toward better Covid-10 treatments and varicines, writes the former U.K Treasury official



































Sharry Mys

Sec. 14: 2020 14:11 PM

#### Editorial: Making Renting a Home Less Arduous Will Help Fix China's Housing Market

Central government has taken a big step forward in improving tenant rights and beloing the long-term market develop, but there is more to be done



Sep 57, 2020 13/40 PM

#### Editorial: For China, Getting the Digital Yuan Right Is More Important Than Getting It First

PROC has been right not to give a timetable for potentially creating the world's first state-backed digital currency



Ann 21, 2020 13 für FM

#### **Editorial: For China's Biggest** Cities, Migrants Are a Wealth Generator, Not a Burden

Despite household registration reform, stricter limitations will remain on the country's metropolises, but it doesn't have to be that way



Aug 24, 2020 1823 PM

#### Editorial: How China Can Overcome Its Talent Deficit and Become a Chipmaking Power -

To train first-rate workers, we need to further break down systemic and regulatory barriers in education and investment









## For any queries, Contact:



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