



ChinaNet Online Holdings, Inc.

(Nasdaq:CNET)

2014 Corporate Presentation

www.chinanet-online.com

Safe Harbor Statement

This presentation contains certain "forward-looking statements" relating to the business of ChinaNet Online Holdings, Inc., ("ChinaNet" or the "Company"), which can be identified by the use of forward-looking terminology such as "believes," "expects," "anticipates," "estimates" or similar expressions. Such forward-looking statements involve known and unknown risks and uncertainties, including business uncertainties relating to government regulation of our industry, market demand, reliance on key personnel, future capital requirements, competition in general and other factors that may cause actual results to be materially different from those described herein as anticipated, believed, estimated or expected. Certain of these risks and uncertainties are or will be described in greater detail in our filings with the Securities and Exchange Commission. These forward-looking statements are based on ChinaNet's current expectations and beliefs concerning future developments and their potential effects on the Company. There can be no assurance that future developments affecting ChinaNet will be those anticipated by ChinaNet. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond the control of the Company) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by such forward-looking statements. ChinaNet undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

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Investment Summary

Ticker Symbol	NASDAQ: CNET
Fiscal Year	December 31
Stock Price (as of market close on September 12, 2014)	\$0.88
Shares Outstanding - common shares	22.42M
Market Capitalization (as of market close on September 12, 2014)	\$19.73M
Management Ownership	35%
Revenue Q2 2014(unaudited)	\$10.36M
Net loss attributable to ChinaNet Online Holdings, Inc. Q2 2014 (unaudited)	\$1.33 M

Overview of ChinaNet

The Best Sales Lead Generation Company for SMEs in China



Company Profile



Head office: Zhongguancun Beijing

Founded: 2003

U.S. Legal Counsel: Loeb & Loeb LLP

P.R.C. Legal Counsel: Han Kun Law Offices

Auditor: Marcum Bernstein & Pinchuk LLP

U.S. Investor Relations: MZHCI LLP

Website: www.chinanet-online.com

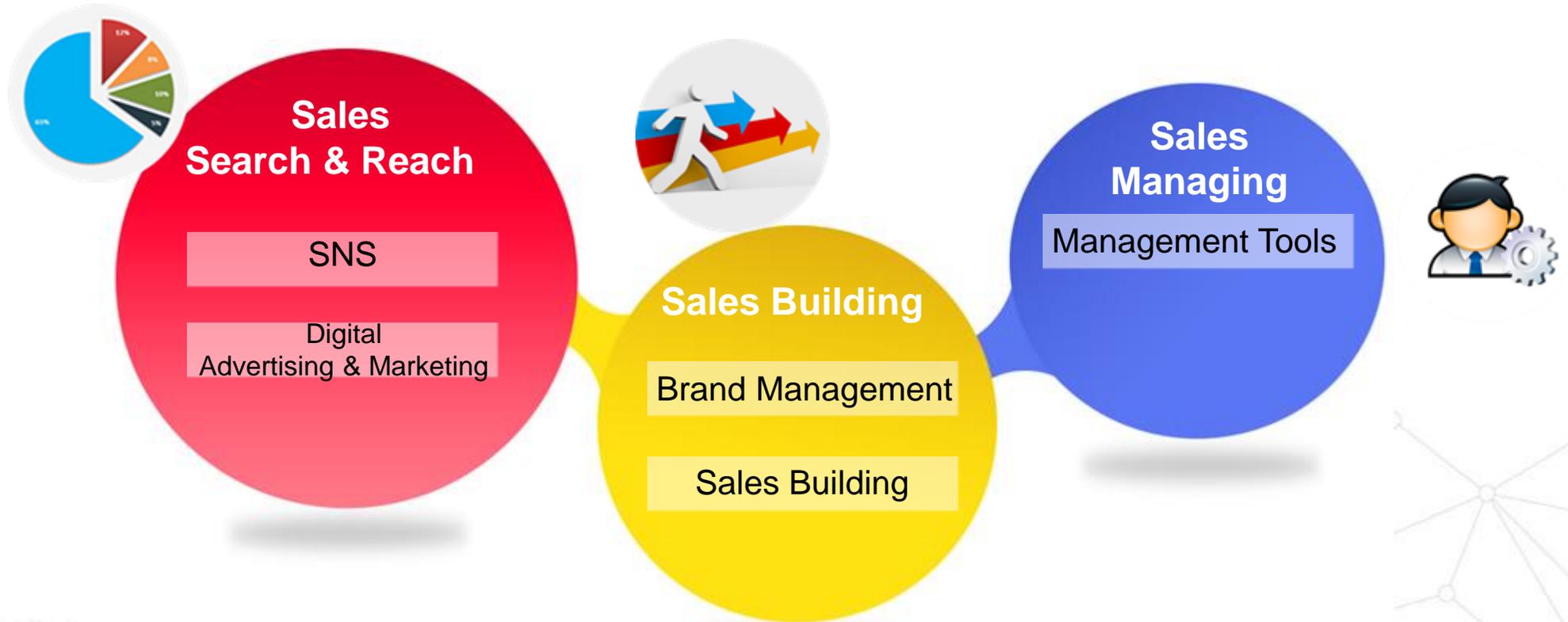
Executive Summary

Simple integrated business model with unique sales leads generation technology to provide small and medium sized businesses sales leads by collaborating internet traffic flows and traditional message flows from all resources in a cost-effective and time efficient system. While providing sales leads to businesses to directly reach target customer, we also start to extend our service to help them build and manage their sales in a cost-competitive approach.

ChinaNet

One-stop turn key solution for SMEs

We focus on the sales leads generation with one-stop value-added services (VASs) utilizing cloud-based technology to help SMEs reach, build and manage their sales.



Revenue Model

Our core service is to sell daily based real-time sales leads to small and medium business (SMEs) in China and help them reach their sales with lower cost and shorter time, while extending our service to help SMEs to build and manage their sales.

The real-time sales leads are generated by means of Omni-channel advertising and marketing, including internet (e.g., SEO, SEM, blogging, Internet alliance, etc.), mobile internet, TV, newspaper, magazines, email, instant messengers (e.g. QQ), and so forth.

Sales Leads Generation

(Core business)

- Pay per leads (PPL);
- Membership fee (MF);
- Other value added services (VAS);
- Other media services, e.g. TV and Paper medias

Sales Building

(Value-added, Expanding)

- Revenue sharing on offline sales channel building, pay per sales (PPS);
- iMAP brand management solutions;

Sales Management

(Value-added, Developing)

- Revenue per usage volume;
- Point of sales (POS) ;
- 4P integrated sales system

Core Service with Extended VAS

SNS, A&M, BMSCB and Management Tool



All-Angle Incremental Service












Global Perspective and Insight into the SMEs Industry

China

Beijing

Shanghai

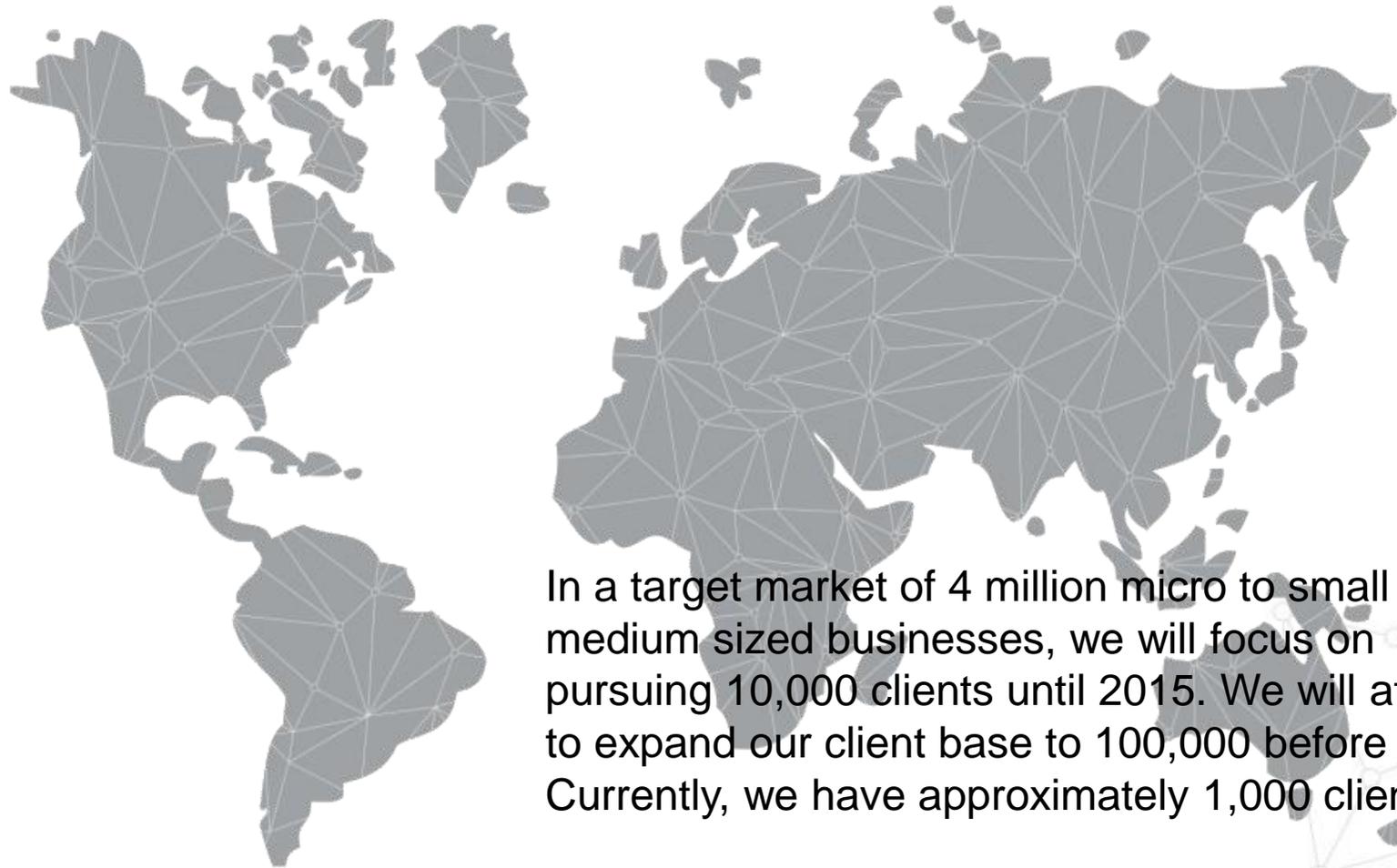
Quanzhou

Guangzhou

Wuhan

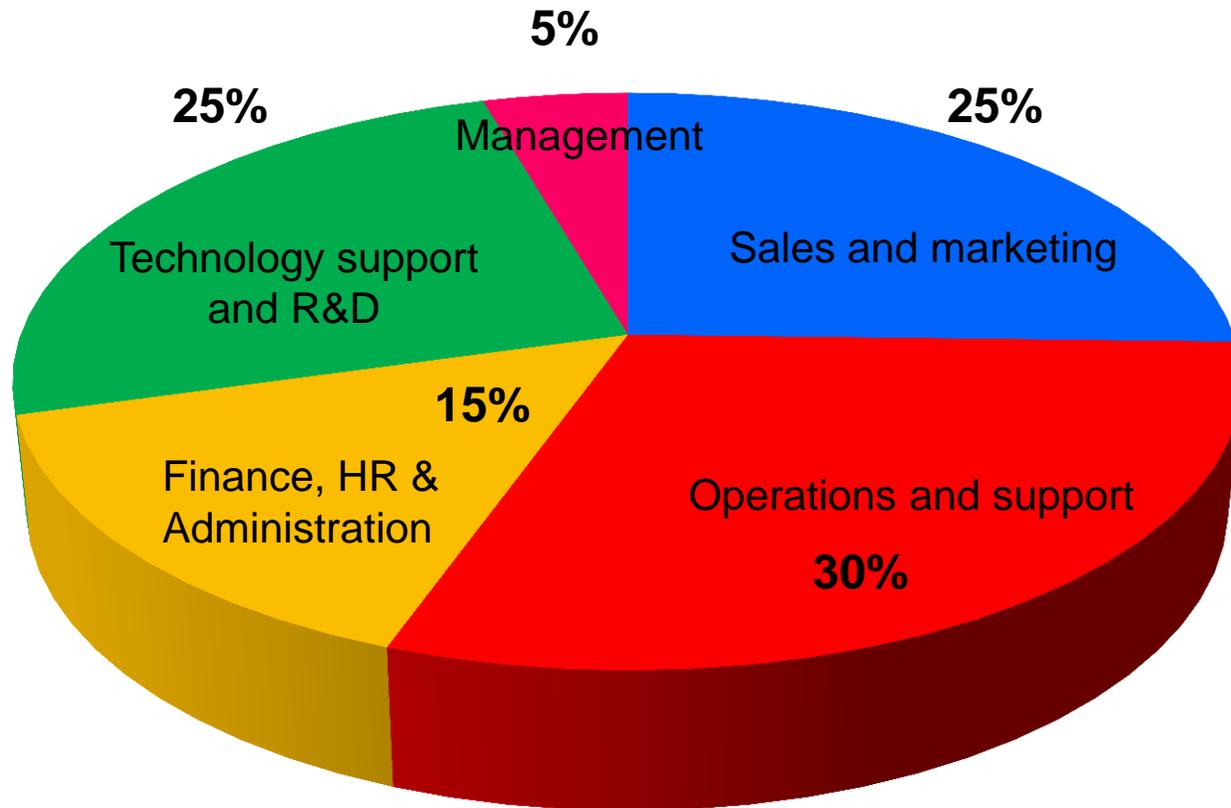
Hefei

Taiwan



In a target market of 4 million micro to small and medium sized businesses, we will focus on pursuing 10,000 clients until 2015. We will attempt to expand our client base to 100,000 before 2020. Currently, we have approximately 1,000 clients.

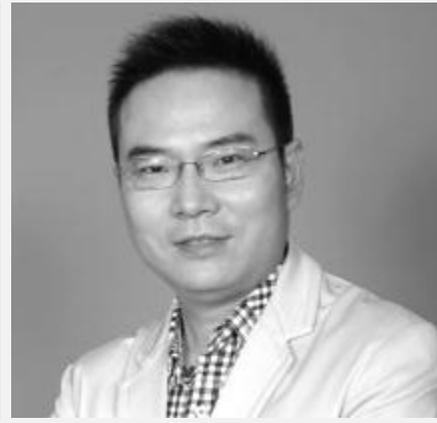
International and Highly Educated Team



- Total number of employees : 449;
- 95% with a bachelor degree or above;
- 20% a master degree or above.

Multi-Professional Team

Strategic_Design_Reach_Engage_Technology



Handong Cheng

Chairman and Chief Executive Officer



Recent work

Since ChinaNet Online Holdings, Inc. successfully listed in Nasdaq in 2010, Mr. Cheng presides over the work of the Board of Directors, and is responsible for the guidance and monitoring of the company's strategic planning, positioning, M&A and other important matters.

Work experience

As the founder of ChinaNet, Mr. Cheng has been serving franchise industry and advertising media industry for more than 10 years. In 2003, he participated in the establishment of Beijing CNET Online Advertising Co., Ltd. and Business Opportunity Online (Beijing) Networking Technology Co., Ltd. (www.28.com) and engaged in operational, administration and management area. Under Mr. Cheng's leadership, ChinaNet as a provider with network technology solutions, media services and marketing service, has developed into a pioneer in the industry.

Personal Background

Mr. Cheng received a Law Degree from Wuhan University in 1993, and Executive Master of Business Administration from Guanghua Management School, Peking University, Beijing, China.

In 2006, he won the title of "Top Ten China Planning Figures" of China Planning Association as well as "China Internet Annual Innovation People of the Year". He also has been elected as a member in Internet Council in 2007.

George Chu

Executive President and Chief Operating Officer



Recent work

Mr. Chu, currently Chief Operating Officer of ChinaNet and Secretary of the Board, has overall responsibility for the Group's strategic development, market expansion, senior management, capital operation and investor relations.

Work experience

Mr. Chu joined ChinaNet in May 2010. Prior to joining ChinaNet, Mr. Chu served as the head of the Beijing and Hebei operations for Dachan Food (Asia) Ltd. At Dachan, Mr. Chu also acted as chairman special assistant and was instrumental in the initial public offering of Dachan. Previously, Mr. Chu served as a business advisor to the Chinese Aviation and Space Industry Development Association (CASIDA) in Taipei, and as a senior portfolio manager for asset management at the Royal Bank of Canada Financial Group.

Personal Background

Mr. Chu received a Bachelor of Business Administration degree, majoring in accounting & management information systems, from Simon Fraser University, British Columbia, Canada and is expected to receive his EMBA degree this year from Guanghua Management School, Peking University, Beijing, China. He also has completed MBA and leadership education program and executive educations at Harvard Business School. At the same time, has the following status and qualification: CPA, MFDA, IDA, CPH, CSC.

Financial Data



Income Statement

	Year Ended December 31,			Six Month Ended June 30,
	2011 US\$('000)	2012 US\$('000)	2013 US\$('000)	2014 \$('000) (unaudited)
Sales	28,731	46,600	30,293	15,544
Cost of sales	(12,027)	(31,558)	(16,563)	(12,487)
Gross profit	16,704	15,042	13,730	3,057
Selling and marketing expenses	(3,506)	(2,683)	(2,574)	(2,095)
General and administration expenses	(7,904)	(6,030)	(7,691)	(2,009)
Research and development expenses	(2,132)	(1,819)	(1,995)	(892)
Operating income/(loss)	3,162	4,510	1,470	(1,939)
Other income/(expenses)	654	(573)	(937)	(33)
Tax expenses	(1,035)	(529)	(816)	(120)
Net income/(loss)	2,781	3,408	(283)	(2,092)

Balance Sheet

	As of December 31,			As of June 30,
	2011 US\$('000)	2012 US\$('000)	2013 US\$('000)	2014 \$('000) (unaudited)
Cash and cash equivalents (including term deposit)	10,695	8,840	6,909	6,166
Accounts receivable, net	4,444	8,486	7,673	5,169
Other receivables, net	3,631	3,103	4,299	2,603
Prepayment and deposit to suppliers	15,360	14,596	14,692	18,041
Investment in and advance to equity investment affiliates	1,396	959	845	781
Prepayment and deposit – long term	-	-	2,453	3,281
Property and equipment, net	1,902	1,636	1,057	875
Intangible assets, net	8,151	7,167	6,015	5,447
Goodwill	10,999	11,083	11,450	11,368
Total assets	57,282	56,918	56,834	55,280

Balance Sheet

	As of December 31,			As of June 30,
	2011 US\$('000)	2012 US\$('000)	2013 US\$('000)	2014 US\$('000) (unaudited)
Total liabilities	9,728	12,073	11,809	12,611
Preferred stock and Common Stock	22	22	22	22
Additional paid-in capital	20,747	20,008	19,870	19,887
Statutory reserves	2,117	2,296	2,602	2,602
Retained earnings	16,688	19,505	18,965	16,966
Accumulated other comprehensive income	2,132	2,393	3,689	3,407
Noncontrolling interest	5,848	621	(123)	(215)
Total equity	47,554	44,845	45,025	42,669

Cash Flows Statement

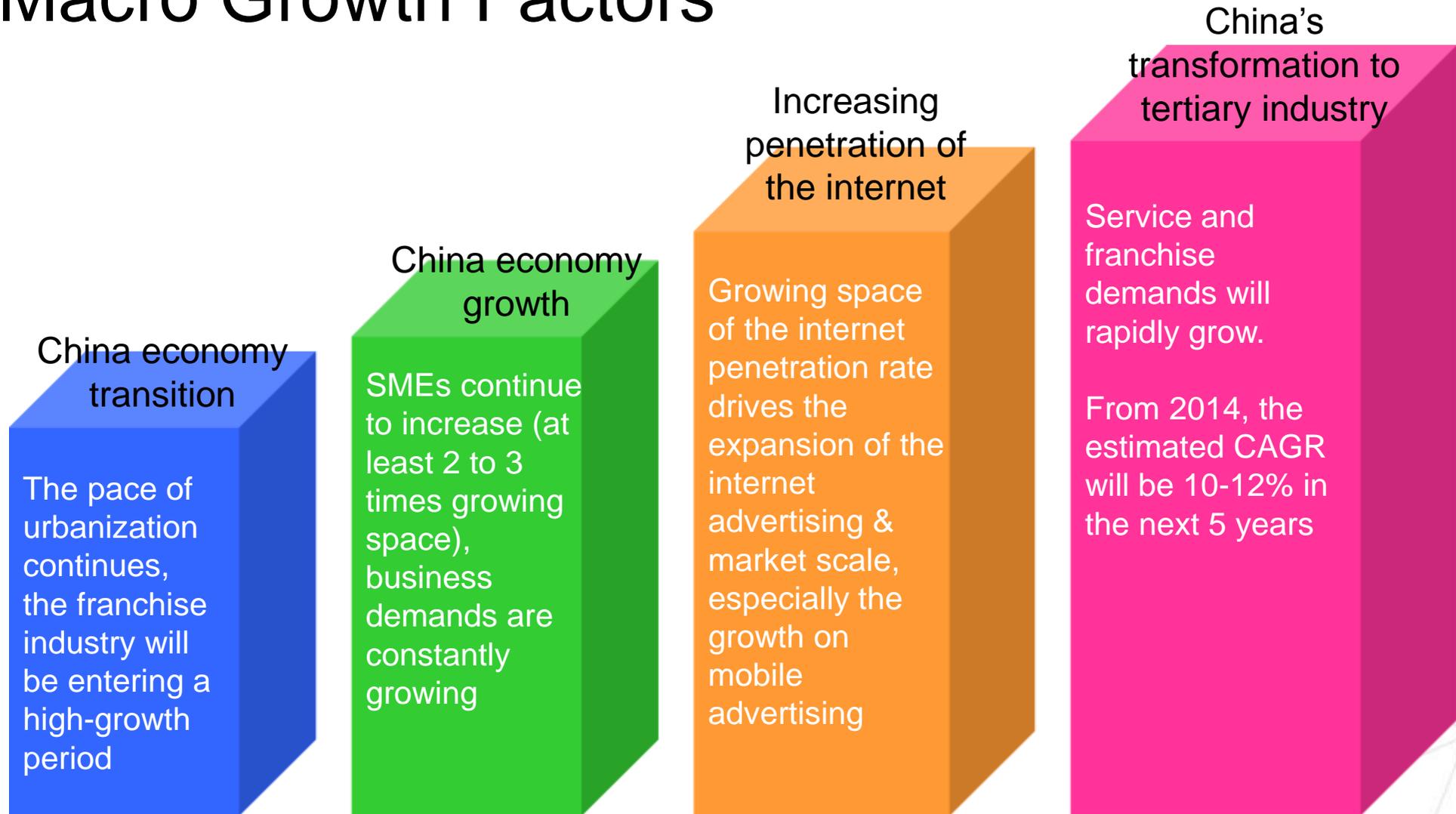
	Year Ended December 31,			Six Months Ended June 30,	
	2011 US\$('000)	2012 US\$('000)	2013 US\$('000)	2014 US\$('000) (unaudited)	2013 US\$('000) (unaudited)
Net cash provided by (used in) Operation Activities	(603)	5,028	2,756	(944)	(20)
Net cash provided by (used in) Investing Activities	(6,084)	(9,919)	(5,733)	(471)	(2,140)
Net cash provided by (used in) Financing Activities	1,482	(385)	807	717	-
Effect of exchange rates changes	310	64	129	(21)	69
Net Change in Cash & Cash Equivalents	(4,895)	(5,212)	(2,041)	(719)	(2,091)

Growth Factors

Macro economic environment and the characteristics

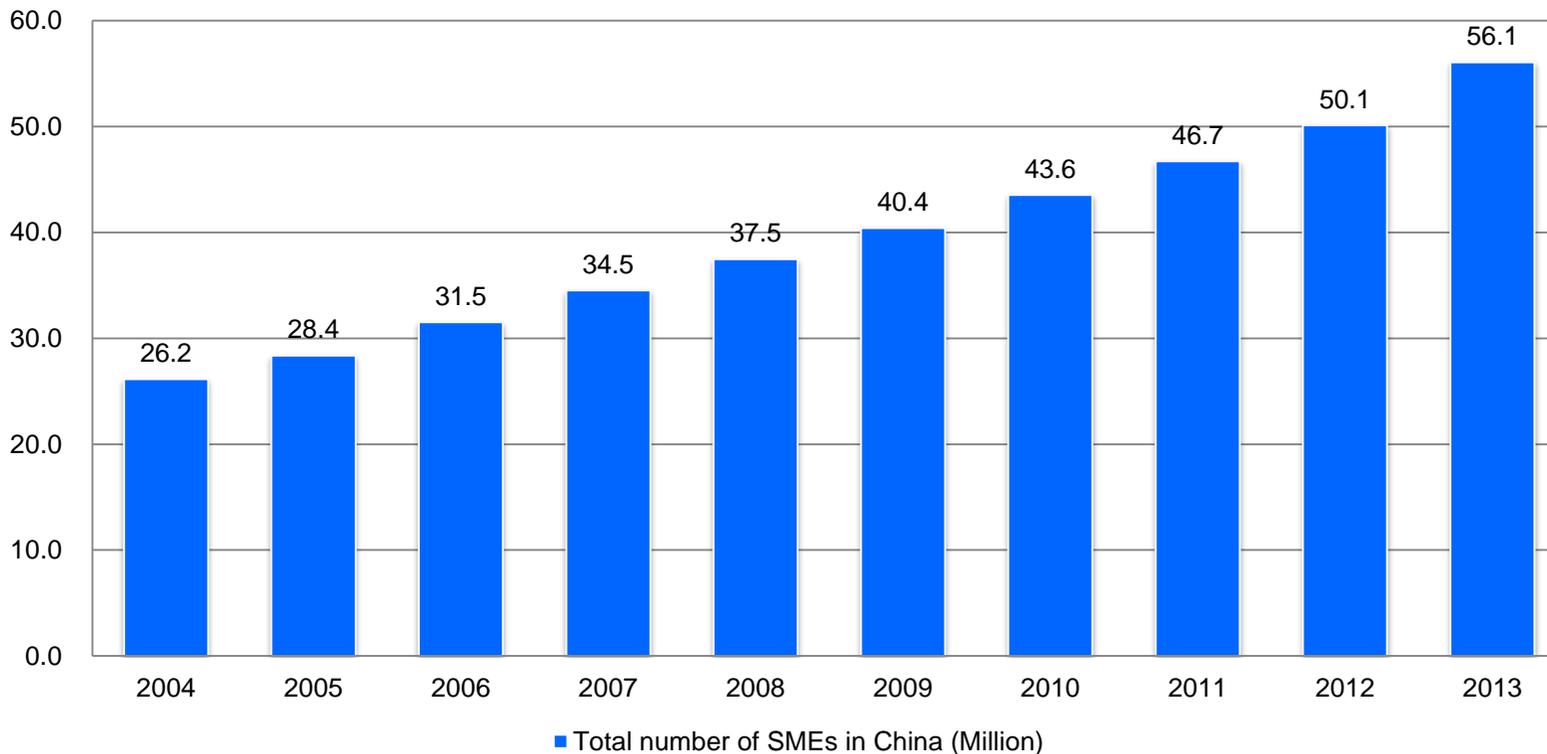


Macro Growth Factors



The Number of SMEs in China

**2004-2013 SMEs Overall Number
(including self-employed businesses)**



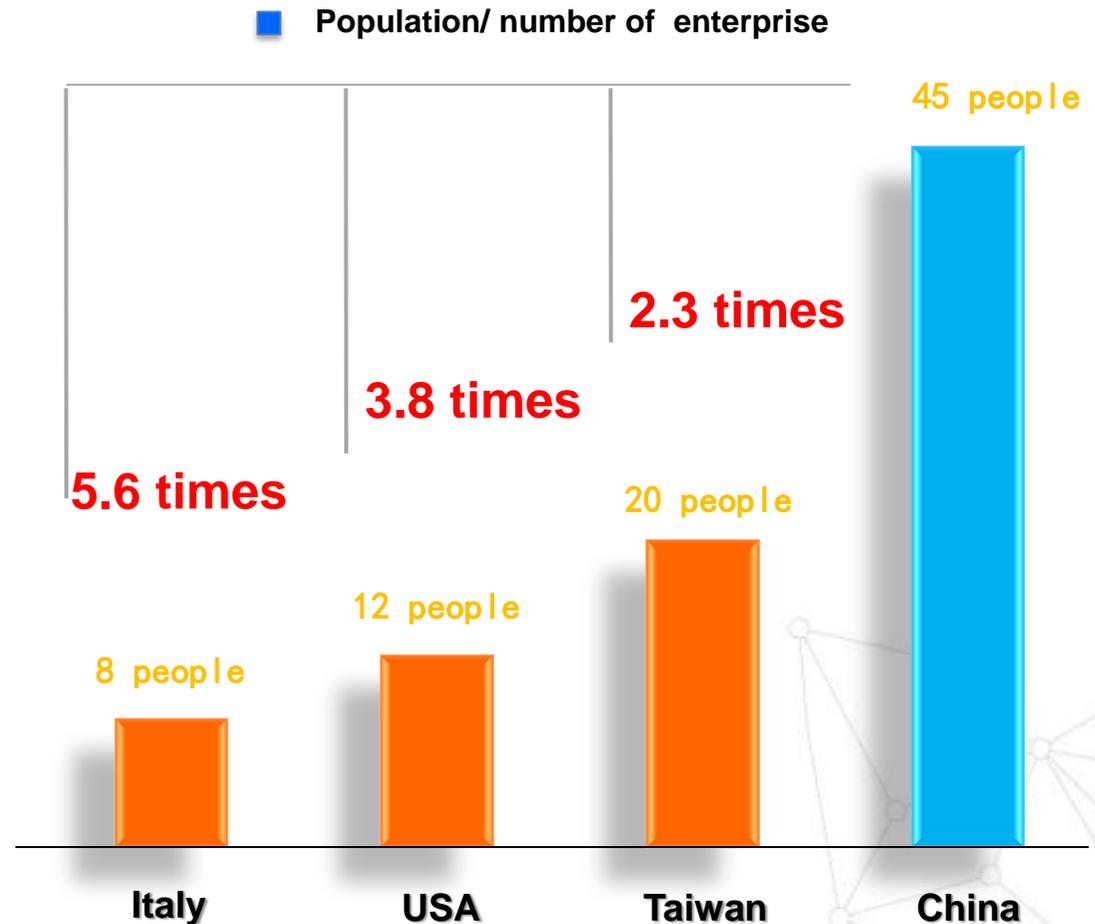
In 2013 SMEs represented over **94%** of the total number of enterprises and contributed over **60%** of the national GDP

Source: iResearch inc research report 2010, National Statistic Bureau

The Growth of SMEs in China

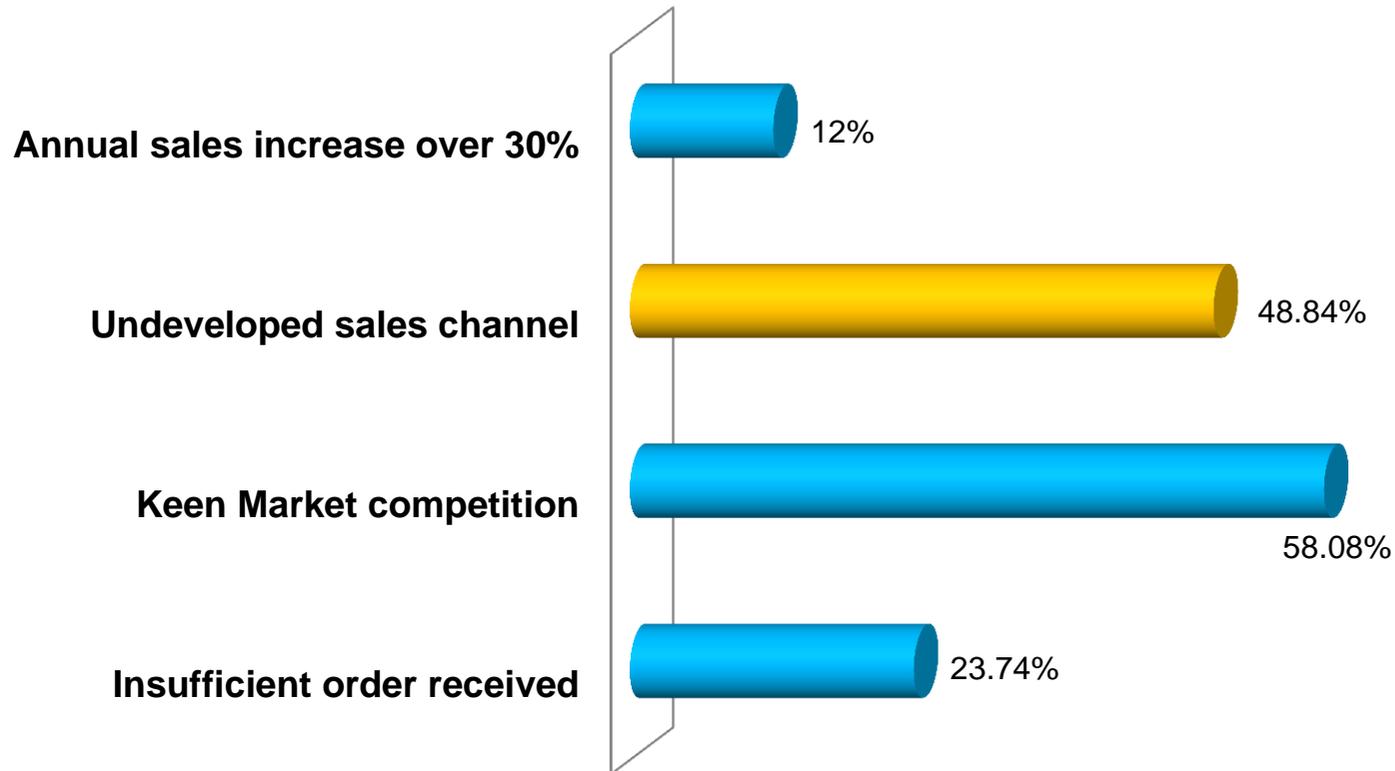
Estimating that SMEs have 2.3-5.6 times growth rate

1. Italy is known to have the most SMEs in the world. In Italy, every 8 people has 1 SMEs.
2. In U.S.A., every 12 people have 1 SMEs.
3. In Taiwan, every 20 people have 1 SMEs.
4. In China, every 45 people have 1 SMEs.



Major Challenges to SMEs

SMEs Development Questionnaire 2014



Most of the SMEs have difficulties in building up an effective sales channel, and

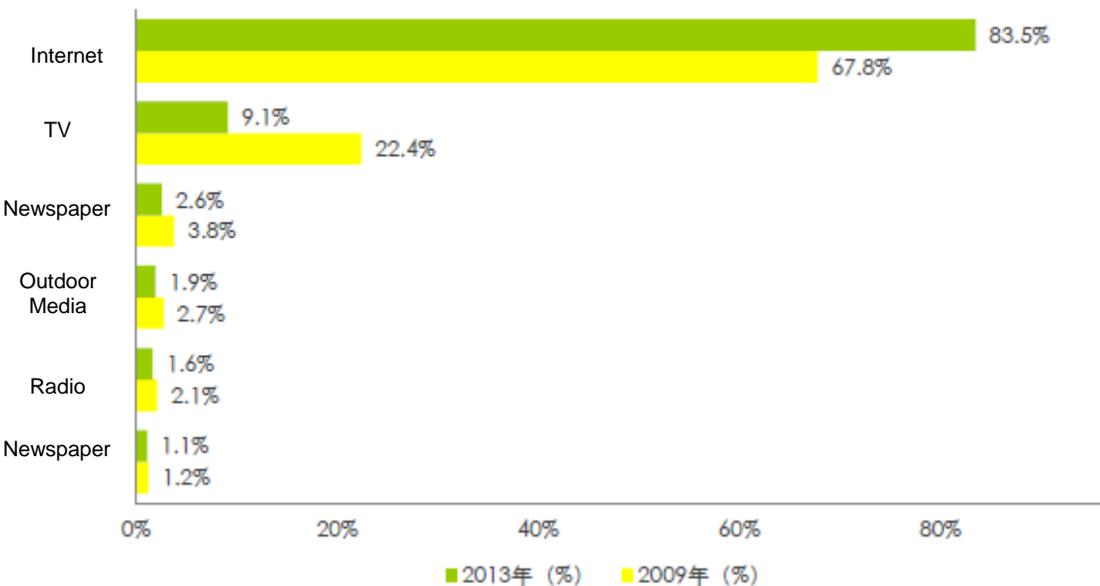
ChinaNet can help them

Source: State Administration for Industry & Commerce of the People's Republic of China, March 2014

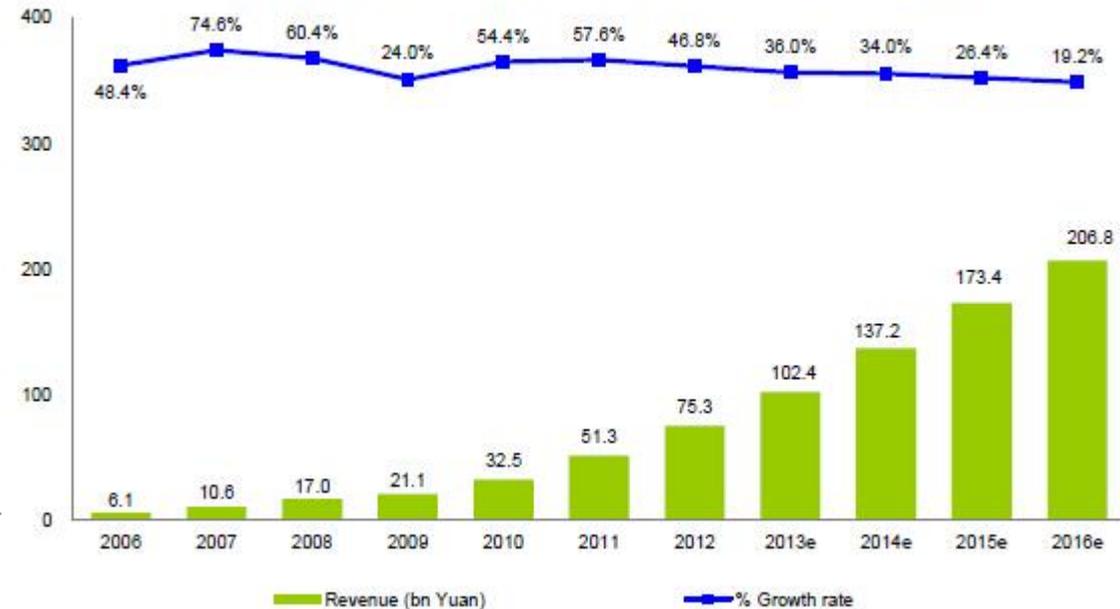
Internet Advertising – Most Influential Media

Internet is already the largest media for advertisements. It can provide the most effective information spread across the community with a much lower cost comparing to traditional media.

Comparison of Time Spent on Media in 2009 & 2013



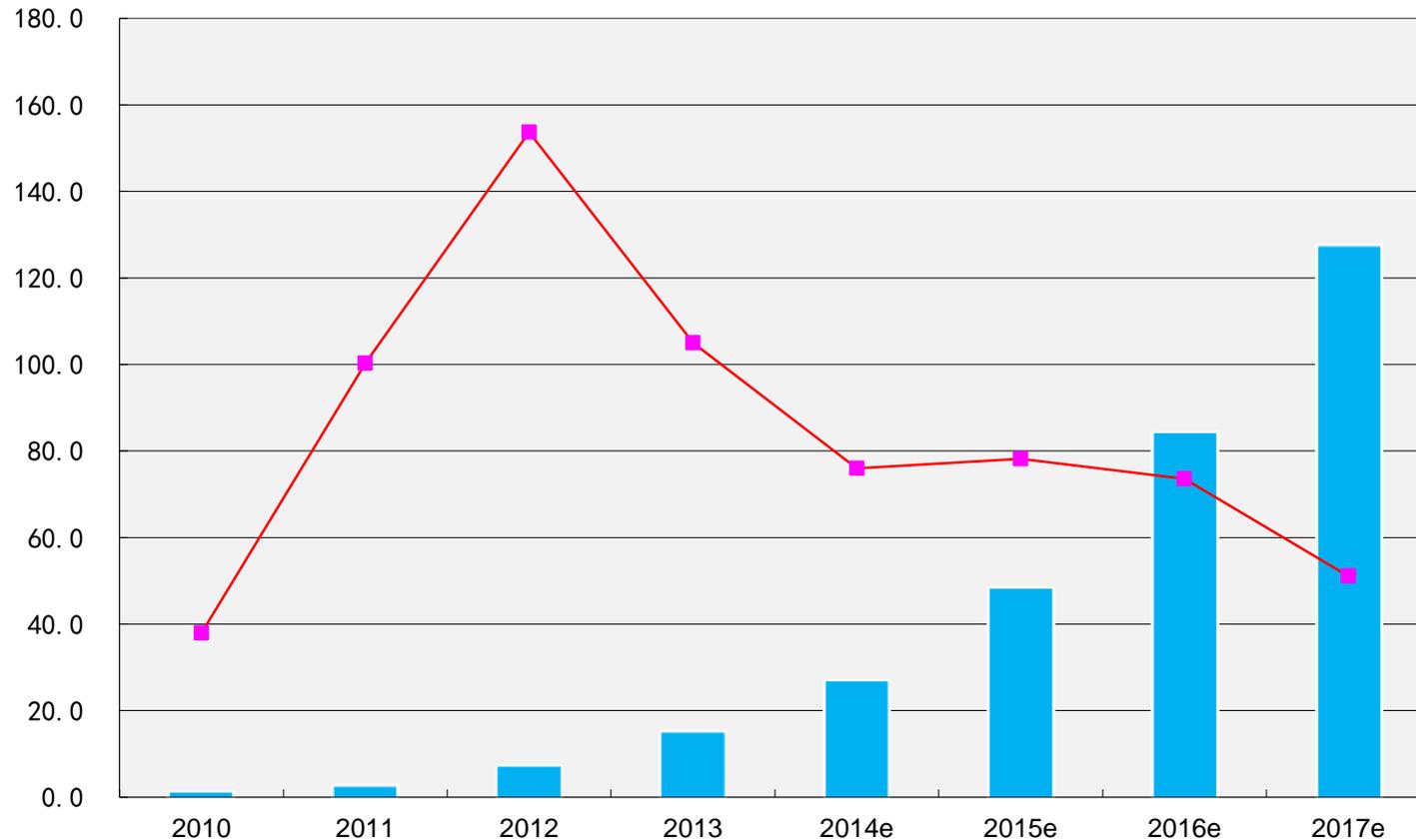
China Online Advertising Revenue and Forecasts 2006-2016



(Source: iResearch inc research report 2014)

Significant Growth in Mobile Marketing

China Mobile Marketing Revenue 2010-2017



ChinaNet is also providing value-added service on the mobile marketing solution

(Source: iResearch research report 2014)

Revenue (bn Yuan)

% Growth

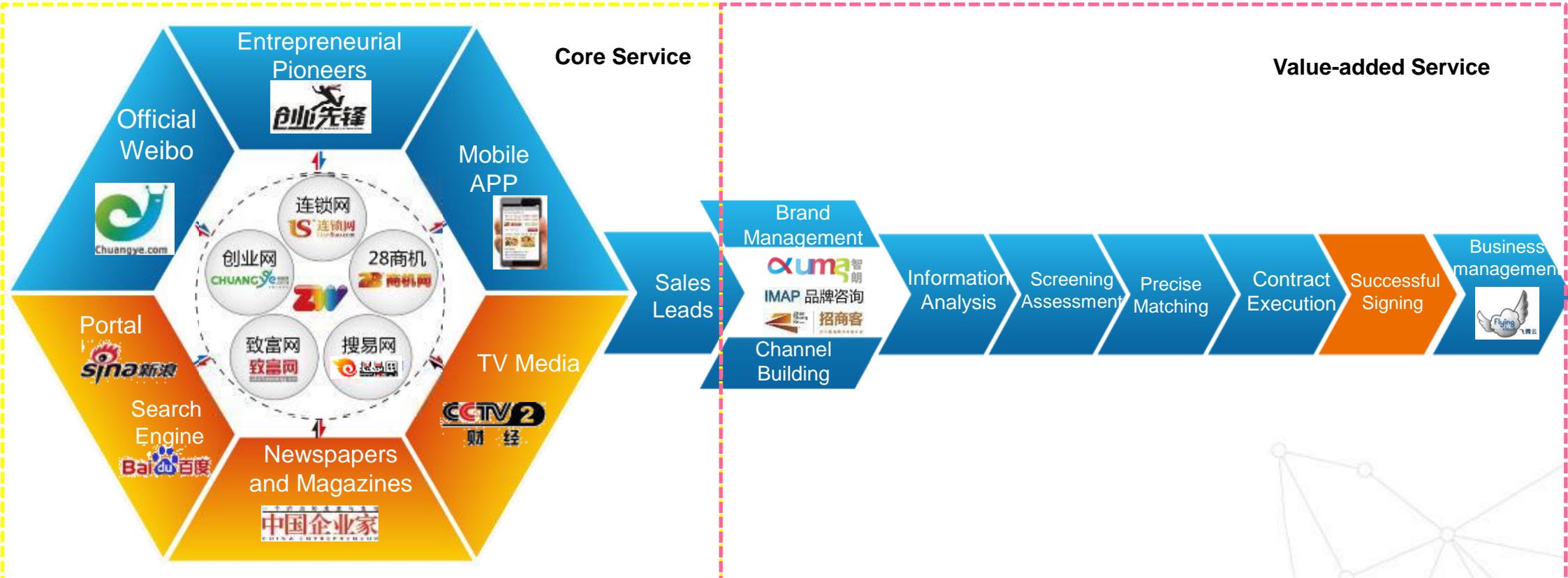
What Does ChinaNet Do

Services and Online-platforms of ChinaNet



Unique Integrated One-stop Service

Sales reaching, building and managing



Omni-Channel Integration

Digital advertising and marketing on all channels



Real-time 1:1 Sales Leads

Help:

Allocating advertising and marketing resources effectively on all available channels

Produce:

Real-time feedback, real-time sales leads, real-time sales

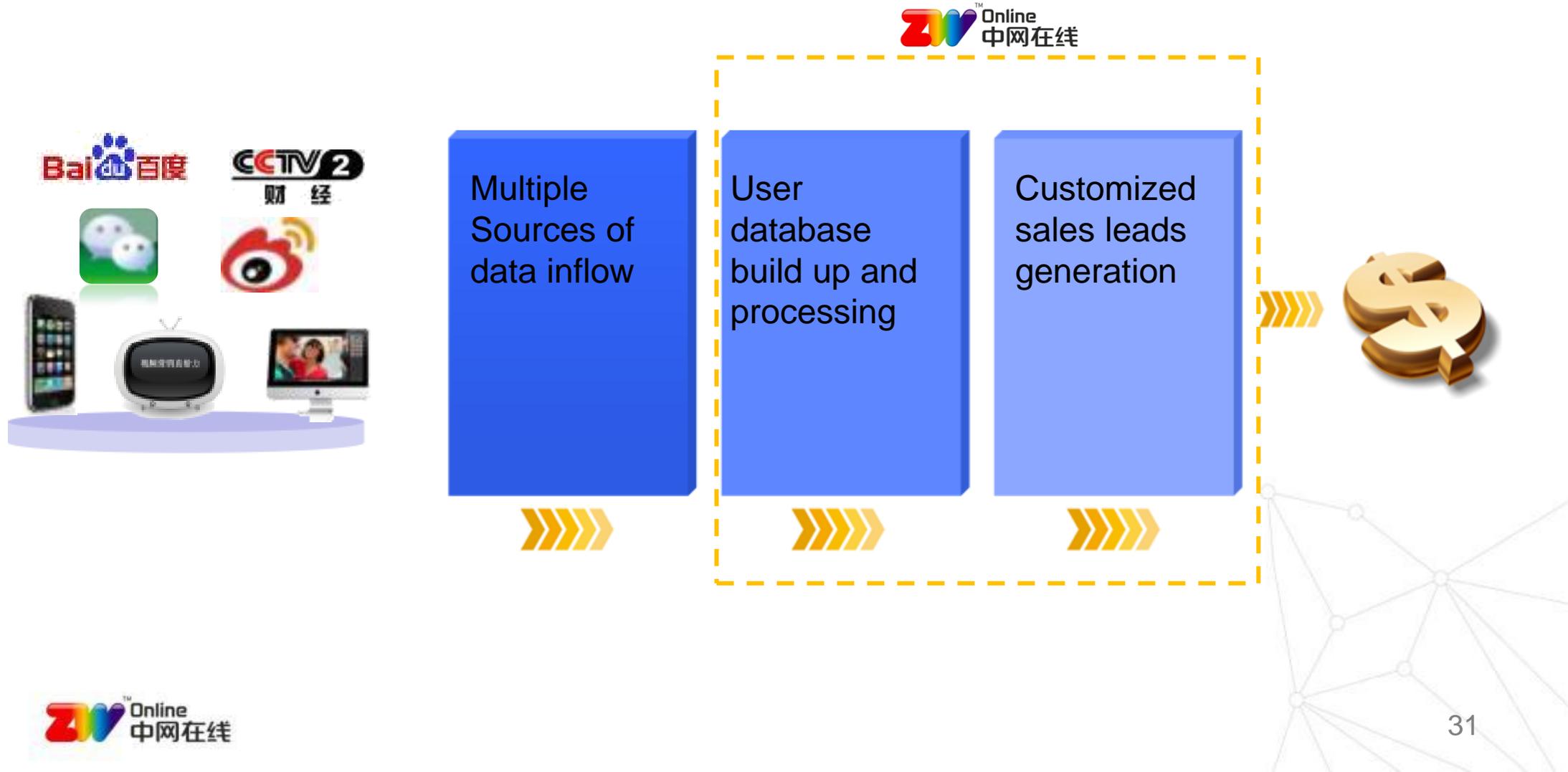
Analysis:

Sales leads effective rate and cost-price analysis

Result:

SMEs find real sales customers
Customers find the needed business to invest or product to buy

Omni-Channel Sales Leads Generation



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Premier (medium to large) business advertising and marketing portal



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Liansuo.com is a web portal, under A&M platform, collecting premier franchise or similar business opportunity globally. We echo our premier management ideas for SMEs on a membership service basis, while providing entrepreneurs convenient methods to find their suitable franchise or other business opportunity.

Our premier franchise or other forms of business opportunity include companies with State Franchise Certificate, Member of China Chain Store & Franchise Association, International franchise, Taiwan franchise, public company franchise and some new franchise. Together, they are an encyclopedia with a variety of high-quality of business opportunities. Users can divide and research different elite business opportunities according to its specialties and start business with certainty.

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Sales lead management system for premier business

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咨询电话	18473089088	状态	成功	来电时间	2014-09-23 11:39
接听	13269266750	操作		未阅	
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接听	13269266750	操作		未阅	
咨询电话	15922808345	状态	客户提前挂机	来电时间	2014-09-22 19:16
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全选 隐藏

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<input type="checkbox"/> 姓名: 易柳成	手机: 15111109678	EMAIL:	
交流时间: 随时	预算: 不定	留言时间:	2014-09-23 11:38:57
地址: 湖南汨罗黄柏镇	来源: 电脑来访		
留言内容	我们这里有梦洁家纺的加盟店吗?		
未沟通			
隐藏	感谢您对梦洁的关注, 我们的招商经理会尽快与您联系。您也可以直接拨打企业回复 我们的热线电话0731-82848909. [留言自动回复设定]		

<input type="checkbox"/> 姓名: 王先生	手机: 15922808345	EMAIL:	
交流时间: 随时	预算: 不定	留言时间:	2014-09-23 11:25:27
地址: 重庆重庆	来源: 电脑来访		
留言内容	想加盟, 请尽快电话联系!		
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隐藏	感谢您对梦洁的关注, 我们的招商经理会尽快与您联系。您也可以直接拨打企业回复 我们的热线电话0731-82848909. [留言自动回复设定]		

28.com and SOOE

Small to small-medium business sales leads generation portal



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www.sooe.cn

Small to Small-Medium Business Portal

28.Com and SOOE's core product includes Gold Digging (Taojin) list and other value added services, including news/media marketing, media leveraging, internet information management, SEM (also available to other portals) and others to assist small and medium to expand their businesses throughout China, with an average independent daily IP visit of 1M, 1,400th ranking by Alexa globally and 420 domestically, while generating over 10,000 qualified sales leads (PPL) daily.

28.com and SOOE

Small to small-medium business sales leads generation portal

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红泥美味 火爆挣钱 | 特色排骨店 开哪火哪 | 一台电脑 兼职创业 | 多彩果蔬圈吧 发发发 | 港台甜品 蛋糕烘焙 | 马卡龙的美食诱惑 | 高端品牌 折扣价格 | 红泥美味 火爆挣钱

飞歌微电影 开业30万 | 小魔仙梦幻冰纷 火 | 火焰鱼焖锅 火火火 | 瓦缸烤鱼 特色挣钱 | 手机多了 生意火了 | 红泥美味 火爆挣钱

品牌上榜 芒果语茶 MANGU STORY 芒果主题酒吧 | **精致韩餐** | **砂锅粥专家** | **云微客** 微信财富神话 | **呦酪茶饮** YOUR GIRL | **百年美食** 千骨豆腐 | **大韩情缘** 精制韩餐 | **在家挣钱** 轻松致富 | **白手起家** 小康生活 | **比比Q** 麻辣诱惑 | **瓦罐香沸** 滋补美味

精品推荐 **热门项目** **明星代言** **老字号项目** **1-5万项目** 一共有 2600个精品项目 目前有 12600人在找项目

28.com and SOOE

Sales leads generation portal

☎ 免费电话回呼

**无需话费
让您与企业立即沟通**

请输入您自己的电话号码:

👉 点击免费通话

温馨提示:

此次通话您的电话处于接听状态, 无需承担任何费用。项目方会自动回拨您输入的电话。省时、省力、快速掌握无限商机!

[〈法律申明〉](#)

如果您对该项目感兴趣, **请填写留言!** 我们将为您提供更详细的资料!

姓名 请输入您的姓名 * 请填写您的真实姓名

电话 请输入您的手机号码或座机 * 请填写您的手机号码或座机

回访 随时 上班时间 下班时间 * 请选择回访时间

申请 我不需要 帮我申请创业贷款 * 请选择是否需要申请创业贷款

地址 请输入您的联系地址 请填写您的联系地址

邮箱 请输入您的邮箱 便于接受电子材料

留言 ☆ 28商机美国上市企业, 尊重您的隐私, 并承诺为您保密。
* 请添加留言内容:



请您填写留言或选择下列快捷留言

- 项目很好, 现在就想加入, 请给我预留名额。
- 请问贵公司哪里有样板店?
- 请给我打电话, 并寄招商资料。
- 我想详细的了解招商政策, 请电话联系。
- 对这个项目很感兴趣, 请尽快寄资料。

✓ 提交

28.com and SOOE

Sales lead management system for small business

28 商机网 超级管理员 我的面板 客户资源 竞价和优化 统计分析 信息输出 系统工具 系统设置 退出登录

信息输出 当前位置: 信息输出 > 留言数据 > 留言列表 >

留言列表

时间: 2014-09-23 每页显示 16 条留言 在 删除区 有效区 可疑区 未审核 全部 提交 每页显示不要超过50条。

共 2183 条记录 当前: 第87/137页 首页 上一页 下一页 末页 跳转到 第87页

15164541 ✓ 有效 ? 可疑 ✗ 删除	广告项目:	康乐巢	广告客户:	康乐巢
	广告标题:		广告位:	→
	姓 名:	王先生	电 话:	13958270166
	当日留言数:	1 / 1 (本项目/本系统)	近日留言数:	1 / 1 (本项目/本系统)
	邮 箱:		手 机:	13958270166
	地 址:	浙江·宁波		
	邮 编:			
留言内容:	留言时间: 2014-09-23 10:53:41 ip: 211.140.5.117浙江省杭州市 移动 对项目感兴趣随时 全面			
留言来源:	SEO → 丁磊-连锁-竞价站-2014(http://www.xian.com)		当前状态: 有效 操作者: 查看用户访问轨迹	

15164539 ✓ 有效 ? 可疑 ✗ 删除	广告项目:	芒果语茶	广告客户:	芒果语茶
	广告标题:		广告位:	→
	姓 名:	张女士	电 话:	18694978977
	当日留言数:	1 / 1 (本项目/本系统)	近日留言数:	1 / 1 (本项目/本系统)
	邮 箱:		手 机:	18694978977
	地 址:	江苏·南京		
	邮 编:			
留言内容:	留言时间: 2014-09-23 10:53:39 ip: 202.203.208.160云南省昆明市 云南大学 对项目感兴趣早上10点			

28.com and SOOE

Business alliance management system

联盟成员 | 用户中心 您好, admin! | [账户管理](#) | [退出](#)

账号管理 ▾

- 基本信息
- 用户列表
- 添加用户
- 修改密码

P2P中的API ▾

- API授权
- 信息列表
- 上传信息

A项目提供信息 ^

B专题申请信息 ^

C平台留言信息 ^

姓名:	成任坤	电话:	18825781063	还款周期:	3年以上
贷款金额:	5-10万	所在地:	广西, 蒙山县, 蒙山县,	贷款方式:	信用
个人收入	其他 -- 5000	个人职业:	其他	是否使用信用卡:	未使用信用卡
留言内容:				留言时间:	2014-09-23 14:01:39

姓名:	成任坤	电话:	18825781063	还款周期:	2-3年
贷款金额:	3-5万	所在地:		贷款方式:	信用
个人收入	其他 -- 5000	个人职业:	其他	是否使用信用卡:	未使用信用卡
留言内容:	有兴趣开一个店, 请寄资料或给我打电话。详细研究过你们的项目, 想加入, 请来电。请尽快将详细投资方案和其它资料寄给本人。			留言时间:	2014-09-23 13:56:36

姓名:	牛瑞	电话:	18234956842	还款周期:	2-3年
贷款金额:	5-10万	所在地:		贷款方式:	信用
个人收入	其他 -- 1000	个人职业:	其他	是否使用信用卡:	使用信用卡
留言内容:	有兴趣开一个店, 请寄资料或给我打电话。			留言时间:	2014-09-23 13:56:31

姓名:	李秀云	电话:	15834018443	还款周期:	2-3年
贷款金额:	10-50万	所在地:	山西省, 娄烦县, 娄烦县,	贷款方式:	信用
个人收入	经营收入 -- 20万	个人职业:	个体经营	是否使用信用卡:	使用信用卡
留言内容:				留言时间:	2014-09-23 11:16:28

Zhifuwang.cn

Clever cloud optimizer - search engine optimization system



www.zhifuwang.cn

Clever Cloud Optimizer- Search Engine Optimization System

Clever Cloud Optimizer is an automated price adjustment platform developed internally by ChinaNet's technical team that allows users to optimize their online search advertising campaigns. Based on Google's AdWords and Baidu's search promotion application programming interface (API), Clever Cloud Optimizer helps users manage large, complex online search accounts and campaigns more efficiently. In addition, businesses can use this value-added tool to analyze customer's search history in order to run more targeted sales promotions.

Chuangye.com

Community for entrepreneurs



www.chuangye.com

A platform focuses on LINKING entrepreneurs & PROVIDING services to entrepreneurs.

Social Network Services Information Platform's core purpose is to LINK&SERVE the entrepreneurs and provide business information for owners of small to medium business. The network covers the users of all business stages. They can share their opinions, thoughts, entrepreneurial experience, resources as well as success. It is the result of the power of entrepreneurship and social networking. Through information exchange, we aim to create an honest business platform, gathering the most and the best business entrepreneurs in China.

Chuangye.com

Community of entrepreneurs

首页 项目加盟 ▼ 生意转让 ▼ 找投资 ▼ 打听 | 社区 | 最钱沿 | 口碑榜 | 先锋榜 🔥 登录 立即注册



打听

已有**10,654,840**人使用打听，**90%**以上的人通过打听提高了加盟成功率！



5D电影 引爆千万财富神话
2013年热点投资创业项目
【揭秘】招商加盟八大骗局
“特许经营”加盟骗局揭秘



张勇：让川派火锅捞向全国
创业者如何获得VC的青睐？
盘点成功创业的十个公开秘密
凤姐：网络红人真实创富人生



身临奇境5D影院考察报告
【关注】女性创业注意事项
【对话】我为什么要创业？
“茶王”李仕洪的创业故事

中国好餐饮创业大讲堂 为创业者插上成功的翅膀
暨安徽十大品牌餐饮推介会

最新项目 免费发布 2013汽车美容店加盟排行榜 ^{HOT} 创业网： 加关注 61.3万

1万以下 1万-10万 10万-20万 20万-50万 50万以上



微博招加盟排行榜

- 1、京城左岸男士美容SPA
- 2、全城寻味
- 3、纤璐SPA馆
- 4、快乐星汉堡
- 5、一生挚爱

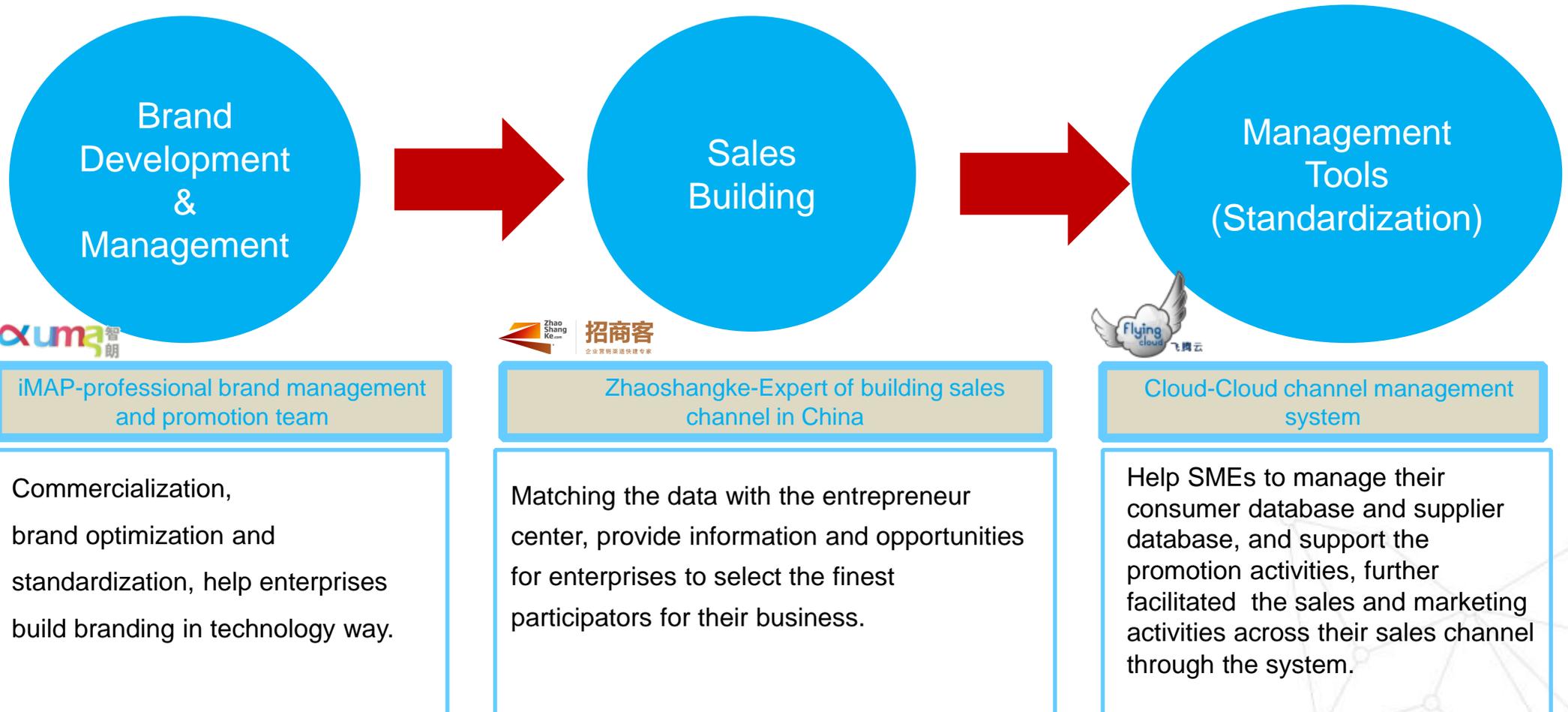
Micro-Sell 360:

SNS mobile sales+marketing system for e-commerce platforms, like Taobao & Amazon



One-stopped Sales Building and Management Service

Help expanding and managing sales channels for SMEs



Building: ZHILANG (iMAP-AUMA)

Customer's professional business opportunities and brand consultant

iMAP 品牌咨询

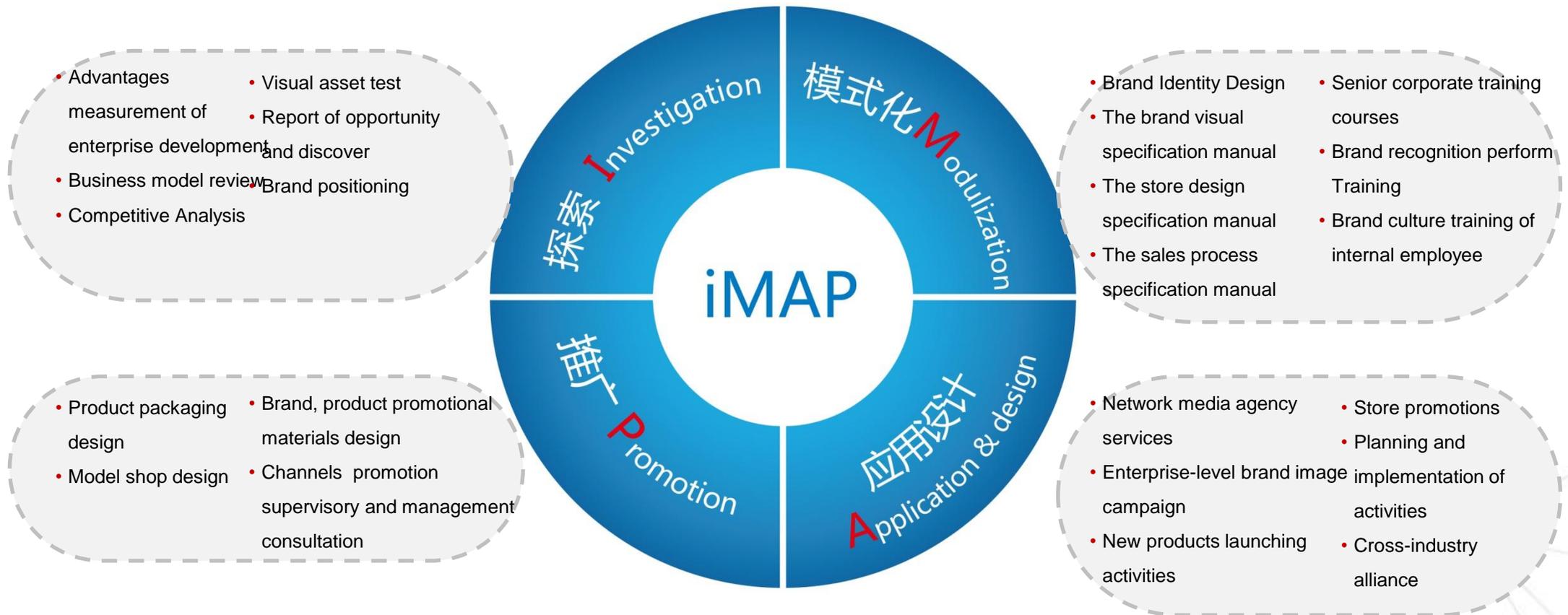


iMAP-αUMA

iMAP is a brand consulting centre located in Quanzhou, China. It helps clients build up its brand name and public awareness. It is to obtain talented brand building and design staff from Taiwan and Hong Kong and provide high quality service to clients in southern-east China, and later across key manufacturing region in China.

iMAP-AUMA

Customer's professional business opportunities and brand consultant



Building: zhaoshangke.com

Screenshot of zhaoshangke homepage

Zhao Shang Ke.com
招商客
企业营销渠道建设专家

让企业渠道建设更快、更准、更省、更优!
咨询热线: **010-57266323**

人才招聘

首页 渠道建设 招商咨询 服务团队 媒介资源 品牌博览基地 客户案例 如何合作

快速建立营销渠道
每年新增数百加盟商、经销商

快
FAST

招商动态: 北京嘉文乐园与招商客就项目达成合作

招商客公司介绍

招商客网络科技有限公司(湖北)有限公司是帮助企业迅速建立营销渠道,快速扩张市场空间的营销渠道建设专家。企业与招商客合作,只需按照最终的招商成果付费,最终实现企业、招商客、创

招商客新闻动态

- 8月5日吉祥福招商会.....2012-08
- 招商客成功签约米兰.....2012-07
- 招商客牵手李丝菲儿.....2012-07

经典案例展示

iCarus

Management Tools: Wisdom Eye

Omni-channel CRM system platform



Wisdom Eye Customer Management Platform

Wisdom Eye is a customer management system specially designed for franchise entities. The system provides a platform for management to monitor their advertising efficiency, customer relationship and sales team performance. It is the one tool that can help management to make the right decision and keep the sales growth.

Wisdom Eye

Omni-channel customer relationship management

客户关系管理系统
Customer relationship management system

请输入客户姓名或电话 高级筛选

客户管理

筛选: 按客户状态 按客户星级 按月份 来源媒体

添加客户 分配客户 导入客户 刷新

ID	客户姓名	客户电话	所在地	来源媒体	客户级别	客户状态	成交金额	业务员	相关操作	
1	李先生	15844334761	湖北 武汉	28商机	★★★★★	已成交	¥90000	李飞飞	资料 状态 备注	
2	王先生	15823452311	四川 成都	78cn	2013-7-15	★★★	未洽谈	-	张语嫣	资料 状态 备注
3	李先生	15844334761	湖北 武汉	28商机	2013-7-15	★★★★★	已成交	¥90000	李飞飞	资料 状态 备注
4	王先生	15823452311	四川 成都	78cn	2013-7-15	★★★	未洽谈	-	司马倩倩	资料 状态 备注
5	李先生	15844334761	湖北 武汉	28商机	2013-7-15	★★★	已成交	¥90000	黄晓明	资料 状态 备注
6	王先生	15823452311	四川 成都	78cn	2013-7-15	★★★	未洽谈	-	周杰伦	资料 状态 备注
7	李先生	15844334761	湖北 武汉	28商机	2013-7-15	★★★★★	已成交	¥90000	陈奕迅	资料 状态 备注
8	王先生	15823452311	四川 成都	78cn	2013-7-15	★★★	未洽谈	-	王菲菲	资料 状态 备注
9	李先生	15844334761	湖北 武汉	28商机	2013-7-15	★★★★★	已成交	¥90000	陈奕迅	资料 状态 备注
10	王先生	15823452311	四川 成都	78cn	2013-7-15	★★★	未洽谈	-	王菲菲	资料 状态 备注

共1611条信息

1 2 3 ... 25 26

Customer Relationship Management

- All-round customer service management
- Customer value quantification
- Customer life-cycle management
- Help corporation be more competitive

Wisdom Eye

Omni-channel advertising effectiveness management

Advertising Effectiveness Management

- Unify media input-output data
- Advertising effectiveness
- Monitoring advertising performance
- Support management decision making

中网慧眼 智能招商管理系统

请输入客户姓名或电话 高级筛选

Hi! 管理员 媒体产出比

筛选: 迪乐尼 2014年 9月 查看媒体投入 + 添加媒体投入

排行	所属媒体	广告费和毛利比	媒体投入	咨询数量	成交数量	当月成交	合同周期成交	毛利润
1	中国连锁网	1 : 14.4	50000	2000	20	800000	1200000	720000
2	28商机网	1 : 12	50000	1000	14	700000	1000000	600000
3	致富网	1 : 7.8	40000	800	9	360000	520000	312000
4	78	1 : 4.5	40000	800	8	240000	300000	180000
5	3158	1 : 3.6	40000	800	5	150000	240000	144000
共计:		1 : 8.89	220000	5400个	56个	2250000	3260000	1956000

版本: 1.0

Wisdom Eye

Omni-channel sales team performance management system

排行	业务员	广告费和毛利比	留言成本	使用咨询	成交数量	成交金额	毛利润	备注量
1	高菁	1:9.81	39149.91	992	16	640000	384000	0
2	杨清	1:7.49	34461.59	872	11	430000	258000	0
3	杨晓	1:6.07	34606.59	874	8	350000	210000	0
4	杨光	1:5.02	35863.24	896	7	300000	180000	0
5	章灵	1:4.71	34364.93	883	7	270000	162000	0
6	邱磊	1:4.56	34219.94	883	7	260000	156000	0

Sales Team Performance Management

- Transparent evaluation
- Monitoring the complete sales process
- Improve working efficiency

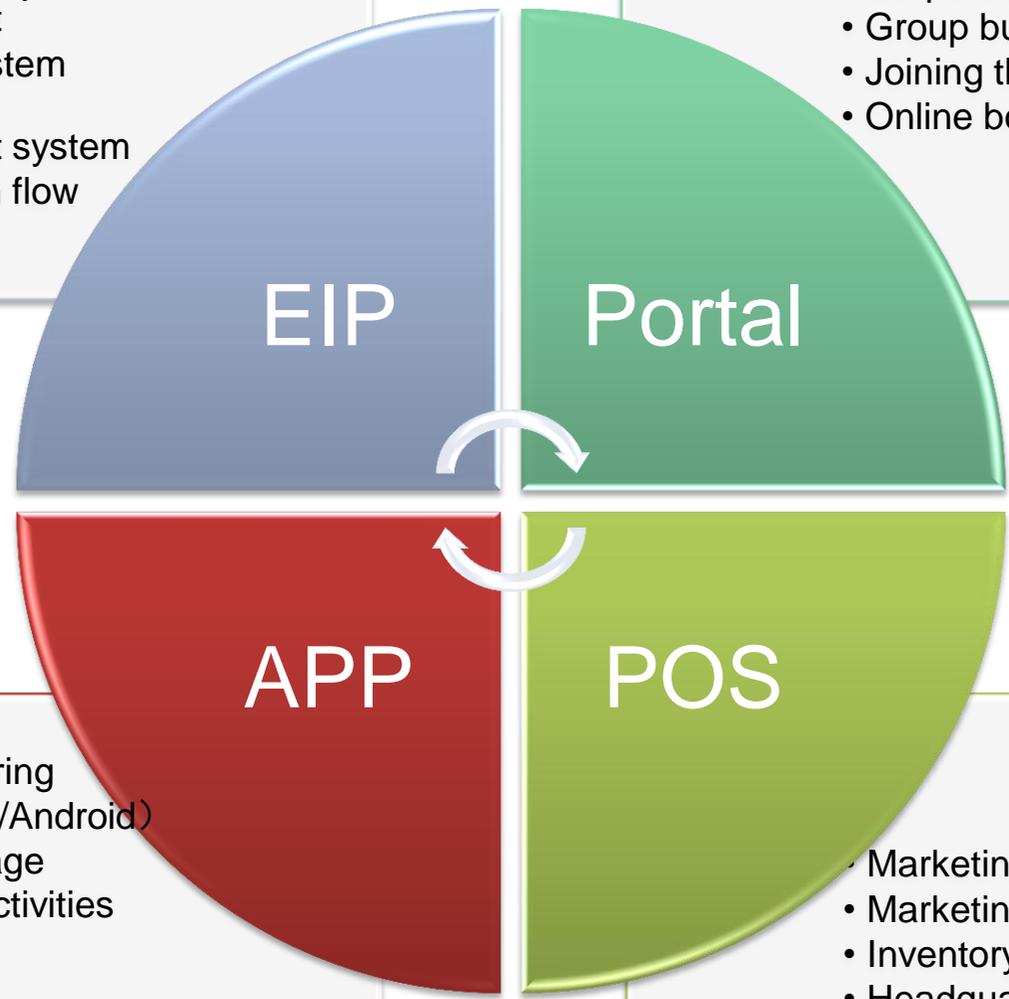
Management Tools: 4P Integrated Marketing

日期	营业收入	营业成本	毛利	毛利率	净利润	净利率
1	10,000	2,000	8,000	80%	1,000	10%
2	12,000	2,400	9,600	80%	1,200	10%
3	15,000	3,000	12,000	80%	1,500	10%
4	18,000	3,600	14,400	80%	1,800	10%
5	20,000	4,000	16,000	80%	2,000	10%
6	22,000	4,400	17,600	80%	2,200	10%
7	25,000	5,000	20,000	80%	2,500	10%
8	28,000	5,600	22,400	80%	2,800	10%
9	30,000	6,000	24,000	80%	3,000	10%
10	32,000	6,400	25,600	80%	3,200	10%



- Headquarter system management
- Inventory system
- Membership management system
- Multiple cash flow

- Corporate image
- Group buying discount
- Joining the franchise
- Online booking



- Mobile ordering (iPhone/iPad/Android)
- Push message
- Marketing activities
- QR CODE
- LBS

- Marketing analysis
- Marketing activities
- Inventory management
- Headquarter monitoring

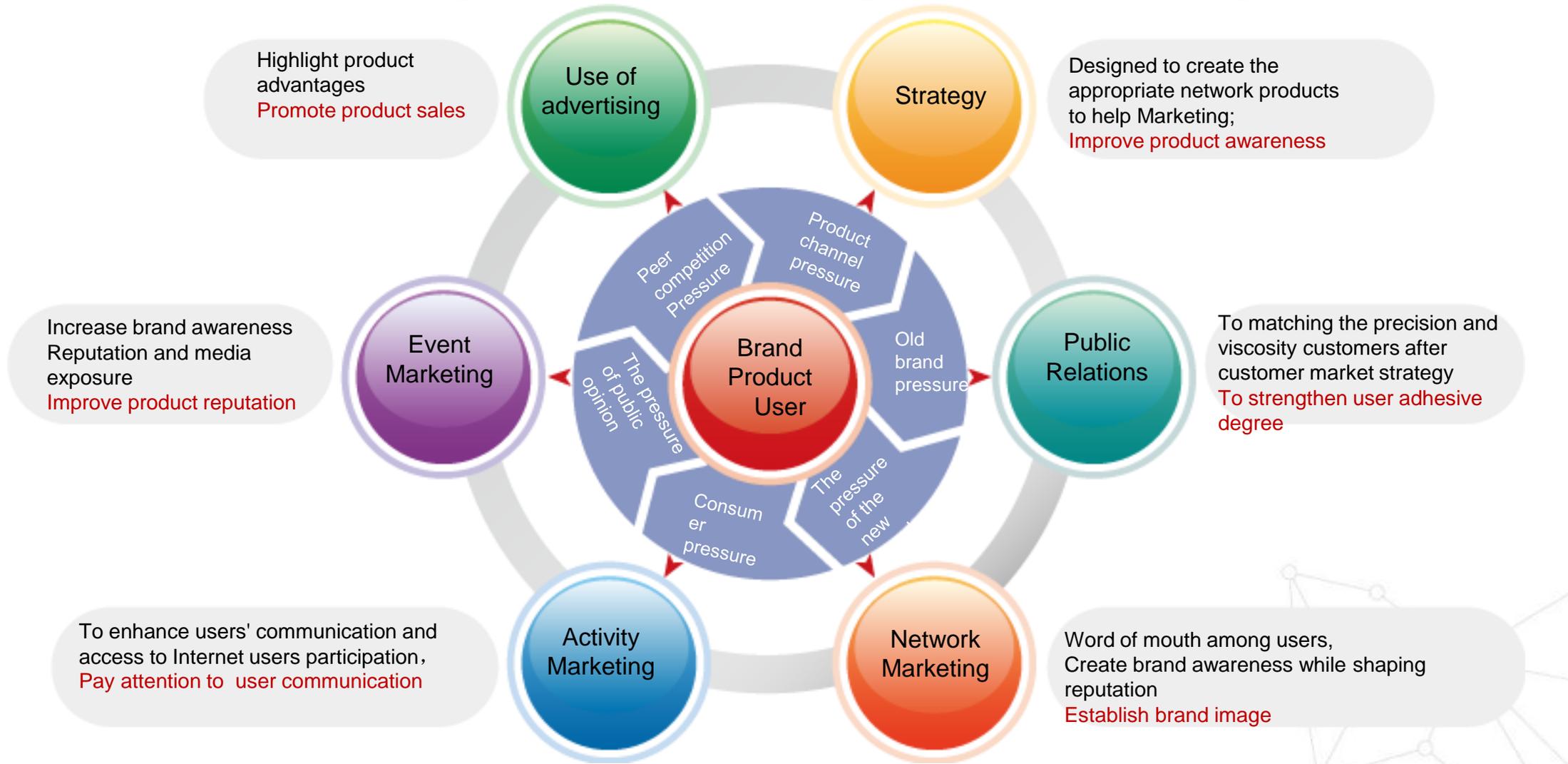


How ChinaNet Competes

Competitive advantage with rivals



ChinaNet Digital Marketing Methodology



Competitive advantage - Creating Entry Barrier

Big data analysis

Advanced Data Sorting Tools

- Understand our users' need, market changes and trends

Advertising Effect Monitoring and Supervision

- Providing user analysis, source analysis user behavior analysis, advertising effect analysis, visit target effect analysis and other data analysis

Lower Cost of Advertising and Marketing

- Using API from Baidu, and AdSense API from Google decreased 30% of our price bidding promotion cost



Competitive advantage: Creating Entry Barrier

Strategic cooperation with major search engines

Strategic Contracts with Major Search Engines

- US\$29 million framework contract with Baidu for 2014

Strategic Development with Search Engines will create competitive advantage

- Lower cost in advertising
- Enjoy the technology and visitor resources from the search engines



Competitors and Associated Websites

As of 2014.08.20

Classification	Web Portal	IP (Daily avg.)	PV (Daily avg.)	ALEX Ranking	Baidu Index	Attraction Index
ChinaNet	<u>28.com (2003)</u>	678,000	8,000,400	1,333	1,597	11.8
	<u>Liansuo.com (2011)</u>	114,000	1,824,000	5,616	160	16
	<u>Chuangye.com (2011)</u>	2,400	3,600	995,201	5,459	1.5
	<u>Sooe.cn (2011)</u>	3,600	3,600	325,216	137	1
Direct Competitor	<u>78.cn</u>	342,000	1,333,800	3,644	1,711	3.9
	<u>3158.com</u>	8,400	28,560	77,468	302	3.4
	<u>Jiameng.com</u>	768,000	11,750,400	1,342	411	15.3
	<u>Jmw.com.cn</u>	330,000	5,247,000	2,649	752	15.9
	<u>51jam.com</u>	33,600	265,440	23,311	178	7.9
Potential Competitor	<u>Entrepreneur</u>	2,058,000	4,301,220	629	1,532	2.09
	<u>Alibaba (entrepreneur)</u>	10,860,000	71,350,200	66	145,366	6.57

Note: The IP and PV of Alibaba is consolidated, including entrepreneurial channels

Competitor Positioning and Revenue Model

Type	Website	Revenue Model	Positioning or target
ChinaNet	28.com	Advertising, contest price promotion	AD exhibition platform
	Liansuo.com	Advertising, member ship, contest price promotion	Quality SMEs internet marketing and advertising portal
	Chuangye.com	TBA	Entrepreneurial SNS
	Zhaoshangke	Outsourcing investment	Expert of building channel
Direct competitors	78.com	Advertising	Investment Ad and Information Corner
	3158.com	Advertising	Ad exhibition platform
	Jiameng.com	Advertising	Franchise portal
	Jmw.com	Advertising	Franchise portal
	51jam.com	Advertising	Franchise portal
Potential competitors	Entrepreneur	Magazine, activities, advertising	Entrepreneur and VC' s information platform
	Alibaba	Advertising, collaboration with other entrepreneur sites	Entrepreneur platform

Comparative Analysis of Competitive Strength

Item \ Name	ChinaNet	Comparison
Brand and the strength of the company	<ul style="list-style-type: none"> US Public-Listed company with strong financial strength, brand value and good business reputation Nominated as <i>Deloitte Touche Tohmatsu Limited's ("DTTL") 2011 Technology Fast 500 Asia Pacific Rankings</i> 	<ul style="list-style-type: none"> Not- listed companies, the weaker brand value
Most experienced business and operation professionals	<ul style="list-style-type: none"> Practical operational experience with managing 56 branded small business in a variety of industries The key management personnel has more than 10 years of successful experience 	<ul style="list-style-type: none"> Started up as consulting industry, and operational time is short Business experience is less, unable to find the end customer
Market model	<ul style="list-style-type: none"> The first brand expo park, creating branded business opportunity shopping mall Save entrepreneurs time and money 	<ul style="list-style-type: none"> No template the market Entrepreneurs need to spend a lot of time and expense to examine the model of the market
Business review mechanism	<ul style="list-style-type: none"> Rigorous business review mechanism, on a very selective basis and regulation Ensure the quality partnerships, e.g. franchise 	<ul style="list-style-type: none"> Mix of good and bad business, does not undergo a rigorous review Potential lead to a sharp decline in the survival rate of a franchise
Self media resources	<ul style="list-style-type: none"> 3 self-owned website with average daily IP visit of 458,520 Daily PV of 5,870,640, attractive index of 30, which is 7.5 times of our competitors 	<ul style="list-style-type: none"> Four websites with daily IP visit of 18,360 Daily PV of 44,280, attractive index of 4

Comparative Analysis With Peers in USA

Item \ Name	ChinaNet	Marketo (NASDAQ:MKTO)	Exact Target
Market location	China	USA & International	USA
Products	<ul style="list-style-type: none"> • Sales leads generation • Marketing channel review, supervision and management • Sales channel building • Management system building 	<ul style="list-style-type: none"> • Sales leads generation • Marketing channel management software • Customer behavior analysis • Marketing event management 	<ul style="list-style-type: none"> • Sales lead generation • Customer information analysis and management • Customer management interface
Channels	Phone, Web, Social, Mobile App, In person & virtual events, TV, Bank Kiosk, Search engines, Display ads	Email, Mobile, Social, Web, Direct mail, Display ads, In-person & virtual events, Search engines	Email, Social, Web, Mobile, Ads
Target customers	Mainly focus on small and medium sized business in different industries	Enterprises of all sizes in different industries	Enterprises of all sizes in different industries
2013 Turnover	US\$30 million	US\$ 95.9 million	N/A
Customer No.	1000	3300	N/A
Strategic position	Strategic partner and incubator for growing and start-up Enterprises, 1-1 marketing message	Complete and automation solution for relationship management	Deliver 1:1 marketing message to the enterprises

Innovative and Exclusive Media Resources

Some of the TV and print media strategic partners

- Thousands of online media resources, over 500 newspaper and magazine medias
- Rich TV media resources;



Innovative and Exclusive Media Resources

Some of the online strategic partners

- Advertising on Baidu, as well as other sites Keywords, SEO, streaming audio / video, soft paper and so on, the spending has been well over millions per year;



Illustration of Clients

Well known and high quality customers from different industries



KENJMI Leather Goods



Lolita Makeup & Accessories



Liqing DaBieShan Goose Hotpot Restaurant



Kappa



Abaco



FengBoZhuang Restaurant



SUPWAVE Car Care



Fei Ku Wu Rao Men's Clothing



Toe Dance Slipper Retail Store



O'briens.



LuYan Tea



JinDingXuan



Veken home textile



Life Style lighting fixture



Origus



Scared Face Novel



Octmami



Tong Que Tai



International Youth Innovation Games



FIELD



Illustration of Clients

Well known and high quality customers from different industries



Sesame Street English



Yogurt Garden Ice cream



Global Partners



美国斯坦福大学与北京大学国际
创新人才发展交流项目

Stanford University and Peking University International
Innovation Talent Development Exchange Program



Overall Summary

- The world's first B2B Internet technology company providing value-added information for O2O (online to offline) sales expansion service
- Our core competence is to generate specific sales leads by consolidating information from omni-channels through cloud technology and use leads to help enterprises to expand in China
- Simple business and revenue model while providing extended value-added services for future growth.
- China's national economic policy and its demands of SME (small business) transformation are growth drivers for ChinaNet

ChinaNet 2014-2017

We have offices in seven provinces :

Beijing,
Fujian,
Zhejiang
Guangzhou
Shanghai
Hubei
Anhui



We plan to expand our offices to 12 major cities in 3 years.



Thank you !

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