

ChinaNet Online Holdings, Inc.

(Nasdaq: CNET)

2012 Corporate Presentation



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EXECUTIVE SUMMARY

CHINANET-ONLINE HOLDINGS, INC.



Executive Summary

- The world's first B2B Internet technology company providing O2O (online to offline) sales channels expansion services for SMEs and entrepreneurs;
- Our core competence is the integration of existing media resources by means of technology, then we combine them to the Internet. With the Internet, we conduct sales channel marketing and promotion by means of (CPL, CPB & CPS) and also establish offline sales channels building for customers. Our technology and database will evolve to create competitive advantages with entry barriers, and hence, make long-term growing and incurring income;
- Simple business and revenue model while providing brand management sales channel building services to domestic and foreign SMEs in China;
- China's national economic policy and its demands of SME transformation are growth drivers for ChinaNet;
- Founded the "Entrepreneurship Fund for Chinese College Students", supported by six government agencies in China, which will make resources available to directly attract future successful entrepreneurs as well as SMEs.

FINANCIAL INFORMATION AND SHAREHOLDER STRUCTURE

BASIC INFORMATION



ChinaNet Basic Information



Head office: Zhongguancun Beijing

Founded: 2003

The US Legal Counsel: Loeb & Loeb

The Chinese Lawyer: Han Kun Law

Auditor: Marcum Bernstein & Pinchuk

Website: www.chinanet-online.com

Financial Highlights

| | |
|---|--------------|
| Ticker Symbol | NASDAQ: CNET |
| Fiscal Year | December 31 |
| Stock Price (20111230) | \$1.10 |
| Shares Outstanding- common shares ⁽¹⁾ | 22.15M |
| Market Capitalization (20111230) | \$24.36M |
| Management Ownership | 35.3% |
| Revenue 2011 (audited) | \$28.7M |
| Net Income 2011 (Audited) | \$3.0M |
| Adjusted Net Income 2011 ⁽²⁾ (audited) | \$5.0M |

(1) Weighted share count will differ quarterly due to GAAP Treasury Method for warrants and options outstanding. As of December 31, 2011, the Company had 3.0 M warrants outstanding with an weighted average stick price of \$3.41 and 0.9 M options outstanding with an weighted average stick price of \$1.42

(2) Adjusted net income and EPS excludes (1) \$0.9 million non-cash gain on deconsolidation of subsidiaries and \$0.2 million related deferred income tax expenses; (2) \$2.6 million non-cash stock compensation expenses; and (3) \$0.1 million non-cash charge of changes in fair value of contingent consideration receivables

Balance Sheet

| | 2007 US\$('000) | 2008 US\$('000) | 2009 US\$('000) | 2010 US\$('000) | 2011 US\$('000) |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|
| Cash and cash equivalents | 317 | 2,679 | 13,917 | 15,590 | 10,695 |
| Accounts receivable, net | 211 | 978 | 3,173 | 4,319 | 4,444 |
| Other receivables | 190 | - | 2,636 | 7,811 | 3,631 |
| Prepayment and deposit to suppliers | 419 | 4,072 | 4,111 | 3,325 | 15,360 |
| Investment in and advance to equity investment affiliates | - | - | - | 7,162 | 1,396 |
| Property and equipment, net | 164 | 678 | 1,355 | 2,010 | 1,902 |
| Intangible assets and prepayment for intangibles, net | 1 | - | - | 51 | 8,151 |
| Goodwill | - | - | - | - | 10,999 |
| Total assets | 2,242 | 8,813 | 25,764 | 41,996 | 57,282 |

Balance Sheet

| | 2007 US\$('000) | 2008 US\$('000) | 2009 US\$('000) | 2010 US\$('000) | 2011 US\$('000) |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|
| Total liabilities | 1,821 | 5,423 | 14,631 | 6,285 | 9,728 |
| Preferred stock and Common Stock | - | 10 | 20 | 20 | 22 |
| Additional paid-in capital | 515 | 603 | 10,574 | 18,614 | 20,747 |
| Statutory reserves | 67 | 304 | 372 | 1,587 | 2,117 |
| Retained earnings | (193) | 2,370 | 50 | 14,630 | 16,688 |
| Accumulated other comprehensive income | 32 | 103 | 117 | 930 | 2,132 |
| Noncontrolling interest | - | - | - | (70) | 5,848 |
| Total equity | 421 | 3,390 | 11,133 | 35,711 | 47,554 |

Income Statement

| | 5yr CGAR | 2007 US\$('000) | 2008 US\$('000) | 2009 US\$('000) | 2010 US\$('000) | 2011 US\$('000) |
|--|-------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Sales Revenue | 30.6% | 7,570 | 21,508 | 37,724 | 41,587 | 28,731 |
| COGS | | (4,674) | (13,786) | (21,233) | (18,970) | (12,027) |
| Gross Profit | 42.0% | 2,896 | 7,722 | 16,491 | 22,617 | 16,704 |
| Total Operating Exp. | | (2,648) | (3,948) | (7,082) | (7,770) | (13,542) |
| Net Income from Total Operation | 66.4% | 248 | 3,774 | 9,409 | 14,847 | 3,162 |
| Other Income (Exp.) | | (59) | (12) | (4,510) | 1,880 | 873 |
| Income before income tax expense, equity method investment and non- controlling interest | 84.4% | 189 | 3,762 | 4,899 | 16,727 | 4,035 |
| Income Tax | | (405) | (962) | (880) | (352) | (1,035) |
| Net Income (GAAP) | 395.8% | (216) | 2,800 | 4,019 | 16,589 | 2,995 |
| Net Income (Non-GAAP) | 448.3% | (216) | 2,800 | 8,444 | 14,728 | 4,955 |

Cashflow Statement

| | 2007* US\$('000) | 2008* US\$('000) | 2009* US\$('000) | 2010* US\$('000) | 2011 US\$('000) |
|---------------------------------------|---------------------|---------------------|---------------------|---------------------|--------------------|
| Net cash from Operation Activities | 557 | 821 | 4,617 | 11,582 | (603) |
| Net cash from Investing Activities | (103) | (497) | (930) | (9,373) | (6,084) |
| Net cash from Financing Activities | (238) | 1,981 | 7,544 | (767) | 1,482 |
| Effect of exchange rates changes | 14 | 57 | 7 | 231 | 310 |
| Net Change in Cash & Cash Equivalents | 230 | 2,362 | 11,238 | 1,673 | (4,895) |

BUSINESS MODEL

EXPERTS IN BUILDING AND EXPANDING SALES CHANNELS IN CHINA



Sales Channel Expansion ?

Sales Channels in China ?

- Sales Channel Expansion including:
 - Sales Channel Promotion
 - Sales Channel Building
 - Sales Channel Management
- Sales Channels in China including:
 - Franchise Sales Channel
 - Distribution Sales Channel
 - Dealer/Agent Sales Channel
 - Retail Sales Channel
 - Internet Sales Channel
 - TV Sales Channel
 - Mobile Sales Channel

Revenue Model

We have an addressable market of more than 4 million macro to small and to medium sized enterprises who need internet based sales channel expansion solutions. Three primary revenue drivers:

Sales Channel Promotion (Main)

- Cost per leads (CPL);
- Cost per bidding (CPB);
- Membership fee (MF);
- Other value added services (VAS);
- Other media services, e.g. TV and Mobile.

Sales Channel Building (Developing)

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

Sales Channel Management (Future development)

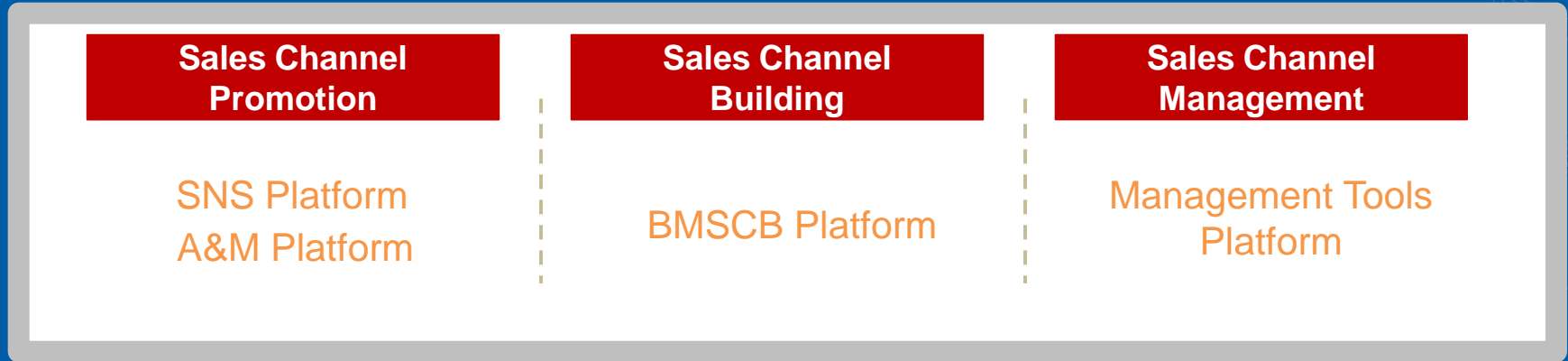
- Revenue per usage volume;
- Point of sales (POS);
- Supply chain management;
- Elite CRM;
- Business process (OA);

Company Overview



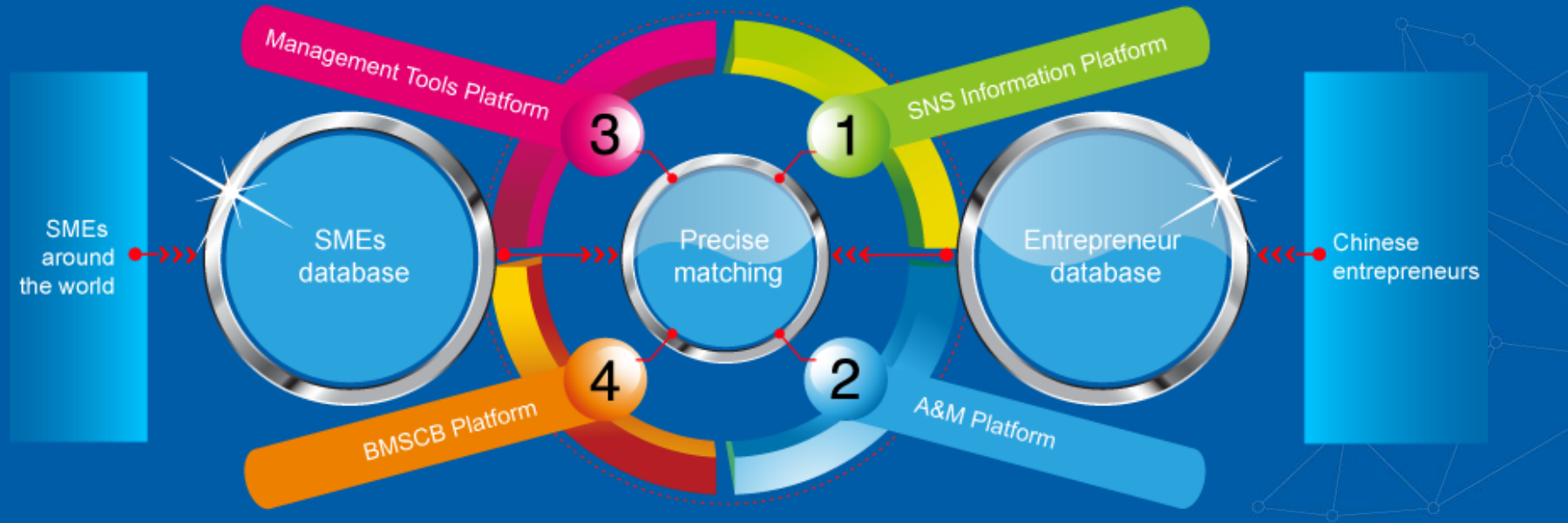
ChinaNet

ChinaNet focuses on the Internet with four service platforms built on cloud-based technology to help SMEs with sales channel promotion, building and management. We provide a turn key solution that is cost and time efficient.



Sales Channel Expansion Service Structure

Providing integrated SMEs and entrepreneurial service and solution



Products and Services

Sales Channel Promotion

SNS information
Platform



chuangye.com

A&M
Platform



liansuo.com



28.com

Building

BMSCB
Platform



zhaoshangke.com

iMAP
品牌咨询

Management

Management Tools
Platform



飞腾云
Feitengyun.com
(in November)

Chuangye.com: SNS

Community of Entrepreneurs



www.chuangye.com

A platform that mainly focuses on providing services to entrepreneurs. Social Network Services Information Platform's core purpose is to 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 among the communication and so on. 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: SNS

Screenshot of Chuangye.com home page

首页 最钱沿 找项目 打听 社区 + 登录 立即注册

CHUANGYe 创业网 首页

创业项目好不好, 打听一下全知道, 请输入项目名... 打听

已有**1017560**人使用打听, **90%**以上的人通过打听提高了创业成功率!

王青来: 要创业首先要会做人
18年前, 一个年轻人背着简单的行囊, 闯入了一个陌生的城市, 面对莫测的未来。

乐蜂网“好莱坞”的创业模式
去年, 我们的销售额就已经达到了3亿。有些人还在微博上质疑说“怎么可能?”

雷军: 小米手机带你再出发
2007年12月的一个深夜, 北航北门的帕彦大厦。金山软件的CEO雷军需要做一

开放平台 共有13,624个创业项目 + 透明机制 每天80,400人寻找创业项目 + 共生共荣 每天21,807人分享创业经验 = 让个人创业更靠谱

加盟连锁 代理经销 网络项目 直达先撞撞 手机找项目

1万以下 1万-10万 10万-20万 20万-50万 50万以上

“你创业 我出线”活动报名

报名者: 张文刚

技能经验: 摆过地摊, 开过咖啡店。从事过各行各业。上学期间一直在外兼职就是想融入了解社会, 进一步的掌握消费者心理。

性格优点: 能吃苦, 善于在逆境中生存, 为人耿直、诚实。做事勤快、负责

报名时间: 2012-04-13

Chuangye.com: SNS

Screenshot of Chuangye.com Channel pages

- Looking for model channel page

The screenshot shows the Chuangye.com website interface. At the top, there is a navigation bar with links for '首页' (Home), '最钱沿' (Latest), '找项目' (Find Projects), '打听' (Ask), and '社区' (Community). A banner for the '2012首届中国天使投资人大会' (China Angel Investor Congress 2012) is displayed. Below the banner, a search bar is present with the text '请输入项目关键词'. The main content area features three project cards:

- Octave 华八度**: 中国汽车快修领先品牌, 掀起中国汽车快修行业革命. 11讨论 | 浙江 | ¥10万起
- 身临其境 4D动感立体影院**: 财富热线: 400-101-3355. 42讨论 | 北京市 | ¥10万起
- SUPWAVE**: 至尊光彩 无懈可击. 38讨论 | 北京市 | ¥10万起

A sidebar on the right lists various industry categories for search, including '餐饮美食', '服装鞋帽', '生活百货', '社区服务', '休闲娱乐', '家装建材', '文教辅教', and '专业技能和其他'.

- Looking for info channel page

The screenshot shows the Chuangye.com website interface for an information channel. The navigation bar is similar to the previous page. A search bar is prominently displayed with the text '创业项目好不好, 打听一下全知道, 请输入项目名...'. Below the search bar, there is a registration prompt: '已有1018026人使用打听, 90%以上的人通过打听提高了创业成功率!'. The main content area features a list of '最新打听' (Latest Ask) items:

- 爱能森 ENESOON**: 爱能森节能环保-引领致富之路 被打听了 1649 次. 15分钟50秒前. 共找到: 口碑(1) 帖子(9) 评论(0) 问答(999+) 新闻(0) 臭鸡蛋(2).
- 梦特娇钢笔**: 梦特娇钢笔-成就您的财富梦想 被打听了 62 次. 17分钟49秒前. 共找到: 口碑(70) 帖子(48) 评论(0) 问答(999+) 新闻(0) 臭鸡蛋(3).

On the right side, there is a '打听最多' (Most Asked) section with a table of top items:

| 打听最多 | 满意度最高 |
|--------------|----------|
| 20度心情 | 15789人打听 |
| 投资金额: 10-20万 | |
| 成立时间: 2003年 | |
| 2688 | 6509人打听 |
| 经纬通信 | 6079人打听 |
| 非常麻辣 | 5472人打听 |
| 华尔街英语 | 4616人打听 |

Liansuo.com: A&M

Premier (Small-medium to Medium-large) Franchise/Business Listing



www.liansuo.com

Premier Franchise Ventures Listing

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.

Liansuo.com: Sales Channel Promotion

Screenshot of Liansuo.com home page

登录 免费注册 美食 / 家纺 / 服装 / 家居 / 饰品 / 教育 / 环保 / 幼儿 / 美容 / 干洗 / 珠宝 / 汽车 / 建材 / 零售 / 五金 / 特色 / 项目库

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IS 中国连锁网
www.LianSuo.com

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Liansuo.com: A&M

Screenshot of Liansuo.com Channel page

- Food portal channel page

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疯狂薯条 浪漫鼠水吧 避风塘 阳胜胜利刚羊肉

- News channel page

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“中国时尚品牌100强” 14名落户浙江品牌

2012年3月30日, 中国时尚产业高峰论坛经过严格的申报和评审于北京千禧大酒店盛大启幕, 来自浙江省的14个知名品牌脱颖而出, 他们分别是:

服装]2012全面升级, 新美伊专 (家纺) 鲜依斓布艺荣获全国布艺设计 (服装) 馨而乐200万的家纺零售神 (服装) H&M欲跻身奢侈品, 推高端

宝马将在全球召回1.20万辆“问题汽车”

服装]风度时尚达人 拼色女鞋时 服装]春之季让玉色掉人——May (服装) 第二十届中国国际服装服饰 (服装) 女人心, 远请喜申通 打造百

经营皮革皮衣加盟如何选择品牌
· 市在建身加快政府实事工程、重点工程
· 并穿层装饰店须知选址方法
· 水晶饰品店需要打造好店面形象
· 开室内灯饰加盟店的营销方法
· 开时尚包饰连锁店的经营管理方法
· 怎么控制汽车配件连锁店成本
· 切忌草率决定家居饰品店地址
· 开精品连锁店怎样做好导购

缘聚今生 福禧千年 远红外电热取暖器 实力呈现 教育精英
五谷旦凉皮招商 美沃矿业 火爆招商 易视康 全国招商中
以茶为礼, 好茶好礼 正品保证 品位专家 商务休闲 时尚男装
创新教育 前途助力 机翼加盟火爆招商 疯狂科学儿童俱乐部

2012餐饮企业投资趋势分析

输入Email, 订阅每日信息! 订阅

展会报团团 2011年参展路线图

28.com: A&M

Small to Small-Medium Franchise/Business Opportunity Listing

The logo for 28.com, featuring the number '28' in a large, bold, orange-to-yellow gradient font, followed by the Chinese characters '商机网' (Shangjiwang) in a bold, black font.

www.28.com

Small to Small-Medium Franchise/Business Listing

28.com core product includes Gold Digging (taojin) list and other value added services: news/media marketing, media leveraging, internet information management, SEM (also available to other portals) and others to assist small and medium to expand their business national wide in China, with an average independent daily IP visit of 200K, 3700th ranking by Alexa globally and 430 domestically, while generating over 10,000 qualified sales leads (CPL) daily.

28.com: A&M

Screenshot of Gold Digger Zone

中国在线—帮助中国的创业者成功! **淘金榜** | **黄页** | **资讯** | **问答** [请登录] [免费注册] 28商机网资讯频道上线运行!

28 商机网 帮您创业 诚信推荐 www.28.com 寻找什么项目? **搜索** **中国民航交易平台** 全国省、市代理、售票处招商中

投资金额: 5万以下 5万-20万 20万-50万 50万以上

首页 餐饮小吃 饰品礼品 服装鞋帽 家居建材 环保机械 教育网络 美容保健 特色创新 品牌专区 热门项目

6万 5D影院 劲爆登场! **治近视 生意火 挣钱快** **挣大钱 3个月治近视** **880元开网店 免费铺货** **百年老店 快速致富** **网上商城 天天进钱**

精品推荐

| | | | | | | |
|----------|---------|--------------|--------------|--------------|--------------|--------------|
| (网上超市)火 | 节能器(火爆) | 节能环保用品超市 招商 | 2万开4店,买车买房! | 性用品 低调挣大钱(图) | 网上开超市!火火火! | 3平鸡排档口超火爆 |
| 冰淇淋四季火 | 网上开店 火! | 性用品 新兴火爆(视图) | 6元韩潮童装 火火火 | 网上商城找我们更专业 | 睡出来的财富秘笈 | (推荐)网上商城(火爆) |
| 冰晶画!火! | 家长排队送钱 | 在家开网店 挣 挣 挣 | 3平米开店,年内小富人 | 开网店 挣钱快 火了 | 挣(学生钱)特别的容易 | 3元意大利小吃超挣(图) |
| 在家开网店 | 冰淇淋专家! | 2元小吃 火火火(图) | 不用厨师,自己开店 | 会打字,就能挣钱(推荐) | 没10万元!请勿点击! | 开网店免费铺货!(推荐) |
| 2元小吃 火 | 上门洗车火 | 男色主义 时尚私物 | 进口红酒席卷亿万市场 | 无厨师 开旺店!火 | 开网上服装店 免费铺货 | 上班开店,两不误(火爆) |
| 批发女装1折 | 5元品牌童装 | 有多少汽车有多少市场 | 二万元开洗发水灌装店 | 优惠女装 1折供货 火 | 美式快餐 红透市场 火 | 6元童装 1折供货 超挣 |
| 辐射消除器!火! | 开网店挣钱快 | 做室内环保 有车有房 | 纸上烤肉 新奇挣钱项目 | 开业送6万,仅限100家 | 佛具用品大全 超火! | 竹子做的家纺 火了! |
| 无本创业 火 | 百变魔方柜 火 | 6元童装 1折供货 挣 | 6元韩版童装 1折进货 | 挣有钱人的钱 很容易 | 韩版9元服装 火火火 | 6元童装 1折供货 挣! |
| 多喜爱冰淇淋 | 治近视点就发 | 灯饰10强 8年老品牌 | 进口葡萄酒大挣富人钱 | 6元童装 财富势不可挡 | 品牌灯饰专卖 火爆 | 开化妆品店 0加盟费 |
| 魔块3D背景墙 | 瓦罐变黄金! | 欧美家居饰品 席卷全国 | 别人睡觉 我快乐挣钱 | 韩国生态家居创意馆 | 香港6元童装工厂直营火 | 9元韩版女装 1折进货 |
| 上门洗车超火 | 一台电脑创业 | 水晶建材 挣钱内幕 火! | 室内环保,就选亿家净 | 要想发财,就跟我来 | 女帽本纪翡翠玉器专卖 | 婚恋礼品用品 一站专卖 |
| 1人!冰淇淋店 | 意大利冰淇淋 | 法式地瓜店 5平米创业 | 唱歌录碟 家门口开店! | (火)行密贡爵 排队疯抢 | 5元幻影童装 火爆招商 | 性用品 小本挣大钱(图) |
| 汽车烧甲醇!省 | 3D魔幻背景墙 | 装修污染排毒 真火! | 四亿烟民 逼你致富(图) | 掀起厨卫新革命 火 | 欧美净智能垃圾桶 火 | 一瓶红酒开自财富?火 |
| 果冻冰淇淋 | 在家开 工厂 | 政府扶持项目 新疆特产 | 电脑代理 创业8800 | 汽车省油你挣钱 火! | 治近视 效果好 挣大钱! | 无糖食品 千店火爆! |
| | | 做环保一年(有车有房) | 一双鞋8个面 火火火 | 品牌牛仔 厂家直供 | 品位灯饰 财富新商机 | 彩色钥匙 火火火! |

中国网购商盟 开网店 免费铺货 **玻璃变黄金** **在家开网店 免费供货** **CCTV2 卷快餐** **5800 即可创业 店面火爆**

千种科技产品 科技产品快速致富 **热门投资 真火!** **你创业 我出钱** 你创业 我出钱

王经理 优秀创业顾问
张经理 资深投资专家
赵经理 资深客服经理
访问网站 28.com

28.com: A&M

Screenshot of 28.com Channel Pages

• Decoration & gift channel page

28 商机网 饰品礼品 www.28.com 搜项目 想投什么项目?

投资金额: 5万以下 5万-20万 20万-50万 50万以上

时尚女装 中西快餐 视力保健 品牌鞋包 美容养生 室内排毒

首页 餐饮小吃 饰品礼品 服装鞋帽 家居建材 环保机械 教育网络 美容保健 特色创新 品牌专区 热门项目

• 2-10元店 • 女生饰品 • 工艺礼品 • 生活超市 • 节日礼品 • 小饰品 400-818-2828

热门项目

- 99.9%防辐射火爆!
- 随身! 氧吧! 挣钱!
- 穷丫头一个月买房买车
- 治近视 效果好 挣大钱!
- 超神奇! 能解冰的运动鞋
- 女人对自己要“狠”一点
- 1人办厂 日进斗金!
- 超神奇! 钢琴199元? 抢!
- 一个小区让你发家致富!
- 二万元开洗发水店

5800就创业!

- 少妇开游戏厅, 疯狂捞!
- 少女卖茶! 买车买房
- 服装网店 免费铺货!
- 5800开玩赚专柜 真火!

欧美家居 卖疯了!

- 6元 8元 10元 时尚女装
- 2元香薰用品店! 火到爆
- 3元香薰用品! 赚净钱!
- 学校里 惊人商机

有玻璃你就发

- 早教馆挣钱超好赚!
- 9-19元变色墨镜 火
- 电脑等于印刷机, 看!
- 家长排队来送钱 狂赚

CCTV7 特色致富商机
《每日农经》专题报道:
一种不一样的中国神茶 一种冬天可以采摘的茶

大舜皇山 行业领先 | 珍稀茶种 | 火爆商机 | 龙头企业

玉器成本1-10元 火 10元市场有多大? 让女人尖叫不断的产 CCTV独家报道15分钟富 5800开玩赚专柜 真火!

火爆专区

SUMJU 尚居
时尚居家饰品 创造者

• 儿童项目火爆商机
• 性用品 (超火爆) 抢着开

百变衣橱

“磨” 出财富

早穿秋 木槿花

TOP 热点排行

- 1 女人 Hold 不住的产品! 火
- 2 平价美饰美妆店 家家火爆
- 3 10平开玉石店 日挣万元!
- 4 2.88万 开美容院! 火爆!
- 5 3D 魔幻背景墙 家家都喜欢
- 6 欧美家居饰品 席卷全国

• Brand area channel page

中国在线-帮助中国的创业者成功! 淘金榜 黄页 资讯 问答 请登录 | 免费注册 | 28商机网资讯频道上线运行

28 商机网 帮您创业 诚信推荐 www.28.com 搜项目 想投什么项目?

投资金额: 5万以下 5万-20万 20万-50万 50万以上

时尚女装 中西快餐 视力保健 品牌鞋包 美容养生 室内排毒

首页 餐饮小吃 饰品礼品 服装鞋帽 家居建材 环保机械 教育网络 美容保健 特色创新 热门项目 精品代理

白領崛起 紅酒走紅

广州德威堡酒业有限公司
GUANGZHOU DEWEI BAO WINE CO., LTD.

全国统一热线
400-818-28-28

认证品牌 为您创业更添助力

美容护肤 火爆 做环保一年(有车有房) 1人美食档口 社区走出百万富翁 一个月 买车买房

top 上榜品牌

1. 15分钟瘦身 狂挣女人钱
2. 少女内衣, 0库存开店!
3. 千元开洗护用品店 火
4. 一双鞋子 千双鞋的样
5. 魔力宝贝变色童装! !

特别推荐

- 挣钱妙招 唱歌致富 (图)
- 3毛成本卖8元 挣!

减肥瘦身
女人尖叫 男人喜爱

能匠 皮革护理
5元洗鞋店 火爆

凯美茵 辐射消除器
斩获健康财富

少女内衣
少女内衣 好挣!

One-stopped Sales Channel Building Service

ChinaNet to help expanding the sales channel for SMEs



iMAP-professional brand management and promotion team

To help SMEs build brand channel

Zhaoshangke-Expert of building sales channel in China

Through business matching platform data, to help entrepreneurs find a good business opportunity, but also to help SMEs creating the success rate of channel construction

Flying Cloud-Cloud channel management system

To help SMEs manage the sales data, material supplier data, and through the system to promote the brand across the terminal joint promotional campaign.

Zhaoshangke

Zhaoshangke → Experts in building sales channel

1

Advertising & Marketing on
A & M Platform

2

Telephone and Online Promotion
Consulting

3

Professional Business Sales
Consultant

4

Data Matching with
Entrepreneur Information

BMSCB

You only need to pay us at the agreed
commission rate upon the success of
the agreed results.

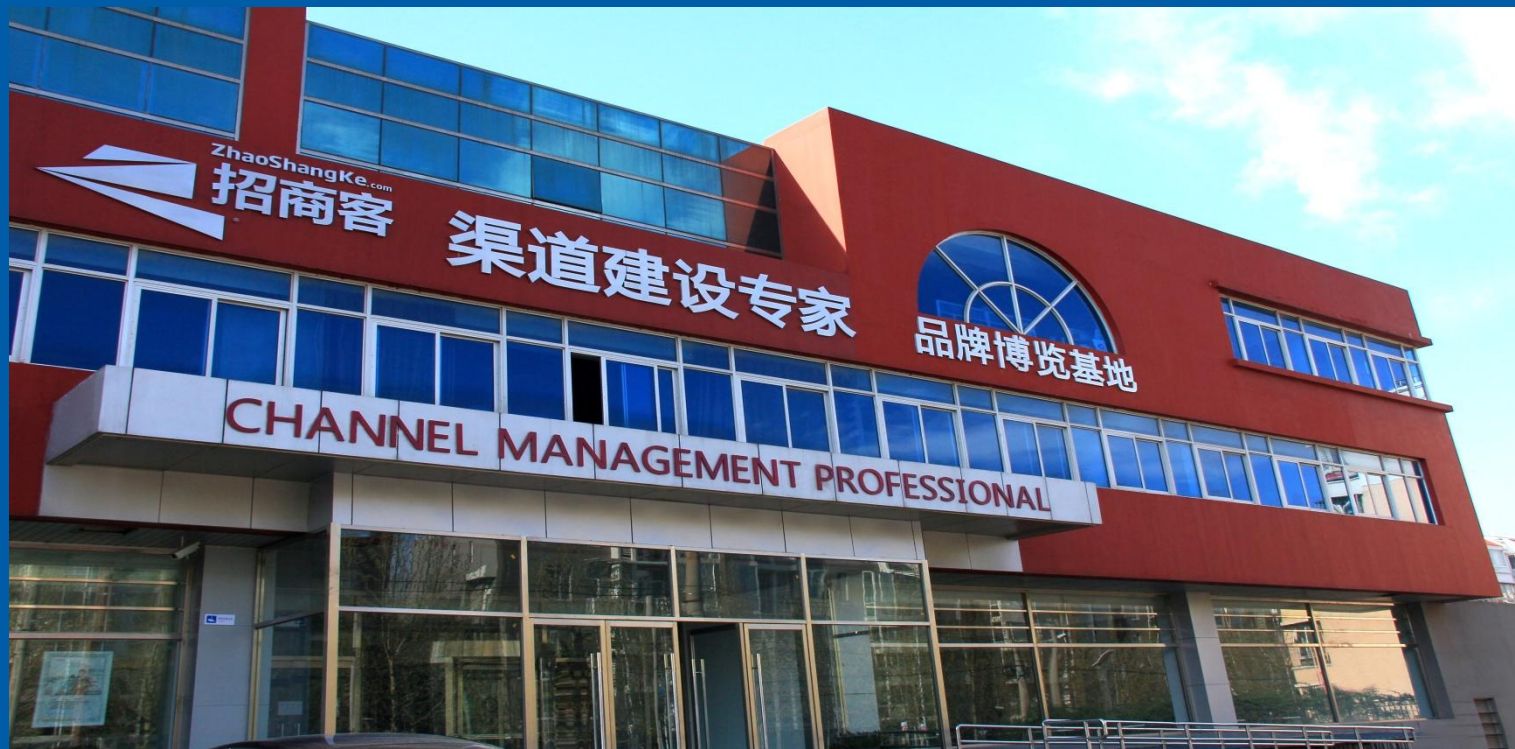
Brand Management and Sales Channel Building (BMSCB) Platform-Zhaoshangke

1,600 square meters of Franchise/Business Expo Center

- 500 square meters of office area
 - Brand franchise office
 - Zhaoshangke's office
- 1,100 square meters of exhibition area
 - A. Food area
 - B. Cloth area
 - C. Accessory area
 - D. House Decoration area
 - E. building materials area
 - F. environmental protection machines area
 - G. education network area
 - H. Health and Beauty area
 - I. Car area



Business/Franchise Expo



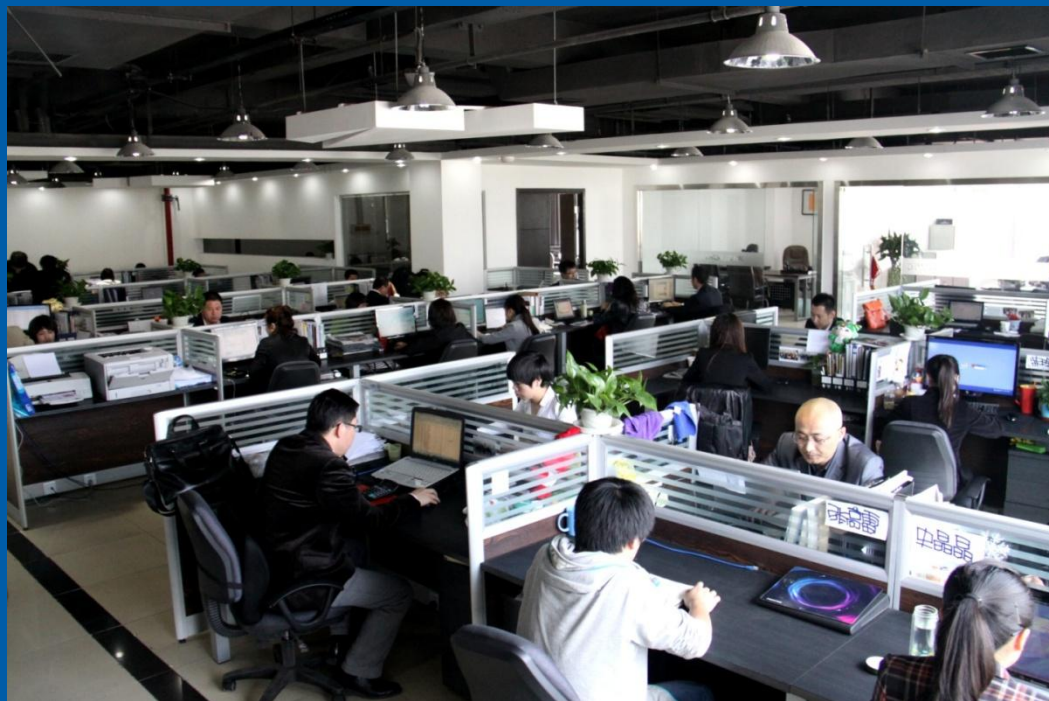
Reception and Show Rooms



Showrooms



Office and Staffs



Feitengyun.com: SaaS



www.feitengyun.com

Flying Cloud is a cloud-based management platform for the enterprise, which is designed and created by professional technology groups from China, American and Taiwan. Flying Cloud can help the enterprise to manage its business after channel building, and give the enterprise the edge over its competitors in the market. A project enterprise with sustainable development potential will promote the success of entrepreneur. By four specialized platforms of ChinaNet-Online, we can help Chinese entrepreneurs to obtain quality entrepreneurial projects for franchise operation, attracting investment, distribution and other business investments. By our hard work, we hope we can create a win-win situation for entrepreneurs, clients, society, stockholders, cooperative partners and employees.

Feitengyun.com: Cloud Solution-SaaS

Screenshot of feitengyun.com home page

中文/English 注册/登录

首页 解决方案中心 典型案例 支持与服务 关于我们

Flying Cloud:
企业信息云端管理专家

企业盈利管理的必备信息管家，真正贴心服务于企业，能够有效地帮助您将客户端集成至云中，您可以随时随地进行监督管理……

销售云
通过建立高绩效的Flying Cloud销售云带来改善销售效率，提高销售的有效性...

供应云
企业需要管理迈向成功不可或缺各种合作关系：合作伙伴、供应商、采购商...

管理云
Flying Cloud管理云灵活易用，专为满足您的企业内部及业务管理需求而精心设计...

服务云
Flying Cloud服务云解决方案让您的售后服务管理转化为战略资产，您的代理...

首页
*销售云
*供应云
*管理云
*服务云
*在线咨询
*Email
*电话咨询

解决方案中心
*销售云
*供应云
*管理云
*服务云
*典型案例

典型案例
*零售行业
*快消消费
*医药行业
*制造业
*医疗行业
*金融行业
*房地产
*广告传媒

支持与服务
*为什么选择Feitengyun
*如何选择方案
*如何购买
*如何获得服务
*客户体验
*培训
*认证

关于我们
*新闻动态
*公司简介
*联系我们
*诚聘英才
*合作伙伴
*法律声明
*隐私权声明

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中网在线科技（湖北）有限公司
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鄂ICP备12002377号-1

Feitengyun.com: Cloud Solution-SaaS

Screenshot of feitengyun.com Channel pages

Solution Center

中文/English 注册/登录

Flying Cloud 飞腾云

首页 解决方案中心 典型案例 支持与服务 关于我们

Flying Cloud 解决方案

无论是大型企业, 中小企业 Flying Cloud 将为您量身定制, 适合您企业发展全面有效的企业信息管理解决方案

企业解决方案

Flying Cloud 解决方案概述

- 提高销售人员的工作效率
- 发现并抓住重复的销售机会, 对每个细分市场或客户的收益进行评估营销活动。
- 规划高效的营销活动
- 优化市场活动的计划、执行和分析, 通过衡量每个市场活动的成功程度和收益来控制成本。
- 对销售和市场营销活动进行实时监控, 有效优化销售
- 深入了解客户需求, 改善您完整的营销和售后跟进过程, 并提高销售绩效。
- 优化供应链流程降低运营成本
- 快速调整内部流程以跟上新的需求, 同时优化您供应链的跨地点流程。
- 控制和优化日常工作
- 改善预测和计划, 使您更好地与客户沟通, 并根据特定数据和定制化管理和风险管理。
- 通过对整个供应链状况的了解, 降低供应链集成的成本
- 提高了允许供应链责任和风险智能管理, 使用户可以掌握实时数据, 快速满足不断变化的合作伙伴需求, 并轻松建立新的合作关系。
- 自动决策销售和采购, 帮助优化公司所有的业务价值
- 改善与客户和供应商之间的关系, 在一个高级中管理公司间的订单, 重复性地降低运营成本。

在线演示

行业案例

- 销售培训
- 快速续费
- 渠道评估
- 制造停止
- 医疗行业
- 金融服务
- 房地产行业

会员登录

- 销售培训 产品介绍 (PDF)
- 渠道评估 产品介绍 (PDF)
- 制造停止 产品介绍 (PDF)
- 医疗行业 产品介绍 (PDF)
- 金融服务 产品介绍 (PDF)
- 房地产行业 产品介绍 (PDF)

解决方案试用申请

Support and Service

中文/English 注册/登录

Flying Cloud 飞腾云

首页 解决方案中心 典型案例 支持与服务 关于我们

技术支持与整合服务

通过实现业务流程自动化并将其它软件与 Flying Cloud 解决方案整合, 可进一步提高 IT 投资的价值。

服务列表

支持与服务概述

- 服务计划
- 培训支持
- 培训与认证

为什么选择飞腾云?

服务计划

了解针对您支持的 Flying Cloud 解决方案专业的服务和专业技术支持计划, Flying Cloud 服务计划致力于让您的员工充分利用 Flying Cloud 软件所提供的众多优势。在购买 Flying Cloud 时, 您可以从各种支持和服务计划中进行选择, 选择最适合您业务需求的选项, 并将它与您当前的软件合作伙伴提供的服务相结合, 这样您就可以享有一整套组合。请与您的软件合作伙伴了解 Flying Cloud 解决方案在当地的实施情况。

加入 Flying Cloud 支持或服务计划

加入 Flying Cloud 支持或服务计划, 获取量身定制当前支持或服务计划的附加信息, 或确定其他任何服务和支持需求, 请与您的软件合作伙伴联系。

联系我们

在线咨询
09:00-12:00AM 14:00-18:00PM

给我们留言
13661177458
09:00-18:00(周一至周五)

13661177458
09:00-18:00(周一至周五)

vip@feitengyun.com

TV Advertising



Through the national satellite television, ChinaNet TV have 610 million viewers



Featuring in 14 satellite TV stations



Reality Show--“*Entrepreneurial Pioneers*”

- **The Show Detail:**

- Participants: 8 corporations with 5 contenders in each episode;
- Program time: 50 minutes;
- Airtime : Once a week, in evening prime time
- Investor: ChinaNet Holdings (Nasdaq: CNET)
- Production Team : CCTV-2 “observe now ” Team
- Assisting party : College students' employment foundation, Sina Weibo



Live Show



Rich and Diverse Marketing Resources

The maximum coverage of media resources to outreach entrepreneurs



A combination of the global perspective and insight into the franchise industry

China
Beijing
Shanghai
Quanzhou
Guangzhou
Wuhan
Taiwan
Hong Kong
USA



Multi-professional team

Business Strategy. Brand Design. Creative Promotion. Investment Promotion. Management Technology



GROWING FACTORS

MACRO ECONOMIC ENVIRONMENT AND THE
CHARACTERISTICS



Three Macro Growing Factors

- China economic transition (tertiary industry): the pace of urbanization continues with the franchise/distribution/dealership industry entering into high-growth period.
- Chinese overall economic growth leads to SMEs continuing to increase (at least 2 to 3 times). Business demands are constantly growing (the characteristics of the Chinese people).
- The rapidly increasing internet penetration rate drives growth in the internet advertising & marketing industry.

Macro Driver #1

- China is gradually transforming into the tertiary industry: service and franchise demands will rapidly grow. CAGR will be 10-12% in the next five years.
- Urbanization is accelerating; CAGR will be 4% for the next 7 years and every 1% increase would trigger USD23 billion domestic consumption. This will improve the demand of standardized management for franchise services.
- The Chinese domestic supply channels are modernizing with CAGR of 10-12% in the next 5 years

Macro Driver #2

- The overall number of SMEs are still expecting to grow by 7% in average, because of the favorable macroeconomic conditions;
 - Entrepreneurs in China are growing at a rapid pace
 - There are at least 55 million of potential entrepreneurial families in China
- The SME sector still has at least 2.3 to 3.8 times of growth in the next 7 years
- The franchising results of the clothes and food industries are among the best and both industries are still growing.
 - For now, the traditional sales channel expansion are still full of attractiveness;
 - Case study: COFCO. Not only SMEs, but large enterprises are also expanding sales channel by franchising, especially in fast-moving consumer goods(FMCG).
- There are at least 3.5 million franchisees, representing 350 billion business opportunities

Macro Driver #3

- In 2010, Chinese internet penetration rate is only 34.8%, which ranked the lowest in advanced regions in Asia.
 - The average penetration rate of the top five countries was 75.2%;
 - The future penetration rate will increase by a CAGR of 10.2% in China;
 - Each additional 1% increase represents 7 million new Internet users;
 - 10% represents 70 million new Internet users.;
- DICC forecasted the internet advertising market will grow 27.4% from 2010
- Marketing for vertical portals will grow by at least 20% from 2010



The Conclusion of Total Market Size

- Target customer base is over 400,000 SMEs. Over the next five-years the consolidated CAGR will increase by more than 15% or more:
 - These 400,000 customers have an average annual sales of over \$1 million. If they paid \$15,385 (per year) to do channel marketing promotion on the internet per year (2% of total sales), the target market size to ChinaNet would be approximately:

US\$6 billion (2011) → US\$12 billion (2016)

\$15,358 is assuming revenues from sales channels promotion services

Only ChinaNet is focusing on SMEs

COMPETITIVE ANALYSIS



Competitors and Their Associated Websites

| Classification | Web Portal | IP (Daily avg.) | PV (Daily avg.) | ALEX Ranking | Baidu Index | Attraction Index |
|-------------------------|--|--------------------|--------------------|-----------------|----------------|---------------------|
| ChinaNet | 28.com (2003) | 252,000 | 2,973,600 | 2,799 | 3,542 | 11.8 |
| | Liansuo.com (2011) | 198,000 | 2,712,600 | 5,185 | 485 | 13.7 |
| | Chuangye.com (2011) | 81,600 | 1,713,600 | 8,172 | 7,442 | 21.0 |
| | Sooe.cn (2011) | 126,000 | 2,494,800 | 5,379 | 157 | 19.8 |
| Direct Competitor | 78.cn | 144,000 | 2,131,200 | 6,584 | 882 | 14.8 |
| | 3158.com | 17,400 | 27,840 | 42,379 | 1,110 | 1.6 |
| | Jiameng.com | 186,000 | 2,436,600 | 4,108 | 546 | 13.1 |
| | Jmw.com.cn | 156,000 | 3,432,000 | 3,617 | 942 | 22.0 |
| | 51jam.com | 21,000 | 105,000 | 47,319 | 186 | 5.0 |
| Potential Competitor | Entrepreneur | 444,000 | 1,034,520 | 1,946 | 1449 | 2.33 |
| | Alibaba (entrepreneur) | 6,342,000 | 65,829,960 | 81 | 560 | 10.38 |

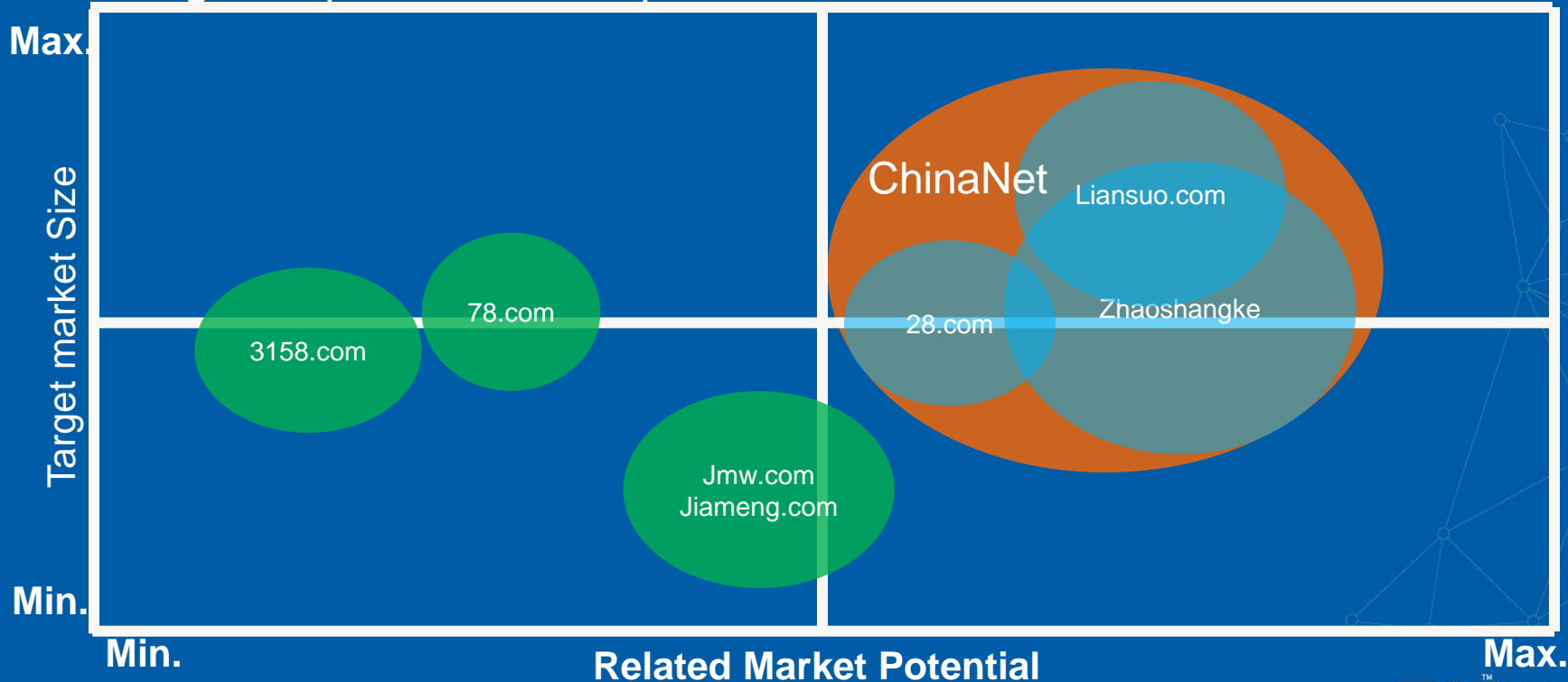
Note: The IP and PV of Alibaba is consolidated, including entrepreneurial channels

The 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 | TBD | 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 |
| | Sooe.cn (M&A in 2011) | Advertising | Franchise portal |
| | Jiameng.com | Advertising | Franchise portal |
| | Jmw.com.cn | 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 |

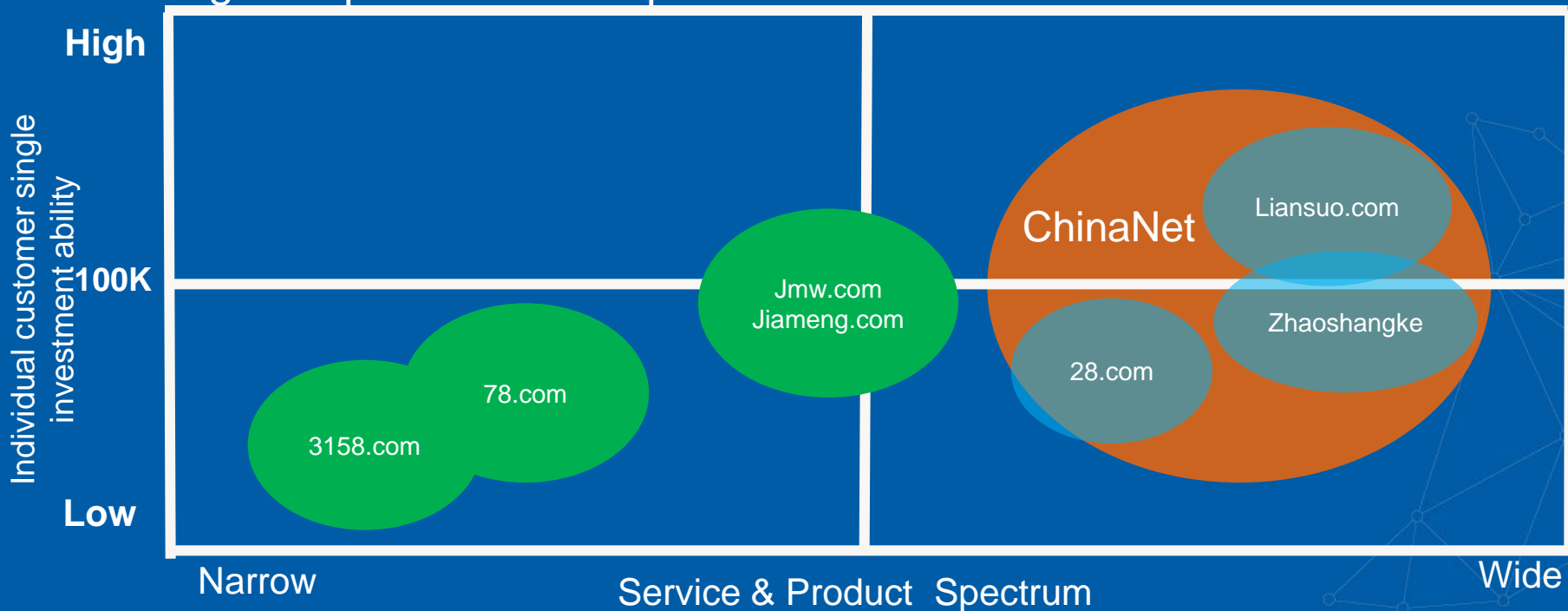
Strategic Analysis

Strategic map of direct competitors



Strategic Analysis

Strategic map of direct competitors



Note:
Individual customer single investment ability means entrepreneurs' investment amount at first time.

The Conclusion of Competitors

- Competitors only do websites and advertising
- We are providing a one stop solution for sales channel expansion
- We are concerned about the demands and affordability of SMEs
- Technology-based, global leader

CHINANET SAMPLE CLIENTS

CLIENT CASE STUDY



Sample Clients



KENJMI Leather Goods



SUPWAVE Car Care



Liqing DaBieShan Goose Hotpot Restaurant



Toe Dance Slipper Retail Store



Fei Ku Wu Rao Men's Clothing



FengBoZhuang Restaurant



LEERKANG wardrobe



YiShiKang eye care



Tidynet mineral water



KADISIPA home spring

Case Study: Supwave

SUPWAVE Car Care

Founded: 2007
www.supwave.com



| | |
|---|---|
| Years of operation | 3 |
| Franchise Positioning | SOP for car wash and cleaning services |
| Target Market | Middle Class Car owners |
| Product Price Range | Touch up Paint - more than \$16.50 Car Wash - \$6.80 |
| Initial investment amount for franchise (USD) | \$7,600-\$30,300 |
| # of Employees | 80 |
| # of senior management personnel | 3 |
| Years of owner's management experience | 10 |
| Annual Sales Revenue | \$2,727,000 |
| Annual Profit | \$455,000 |

Business Performance with Supwave

| Client | Online AD | | TV | Other | Revenue/month (\$USD) | | | # of months of client |
|--------|-----------|------|----|-------|-----------------------|--------|-------|-----------------------|
| | AD | NEWS | AD | AD | Min | Max | Avg | |
| | | | | | 5,500 | 11,000 | 7,600 | 24 |

| Client for 24 months | March 2009 | After cooperating with ZWOnline | Growth rate |
|--|------------|---------------------------------|-------------|
| Monthly franchise Revenue(\$USD) | 160,000 | 230,000 | 140% |
| # of franchised stores | 70 | 200 | 567% |
| Monthly avg. of in-person inquiry by ChinaNet | 9 | 23 | 44% |
| Monthly avg. of new contract-signing by ChinaNet | 5 | 12 | 140% |

| | |
|----------------------------------|-------|
| Monthly IP visits | 60000 |
| Avg. leads per month | 750 |
| % of clicks that leave a message | 1.3% |
| % of new signings from ChinaNet | 20% |

CONCLUSION

THE FIRST ENTERPRISE PROVIDING ONE-STOP SALES CHANNEL
EXPANSION SERVICE IN THE WORLD



Our Vision

The largest e-commerce service provider for entrepreneurship in Asia

Our Mission

To help entrepreneurs succeed in China

Our Objective

Connecting dreams for success

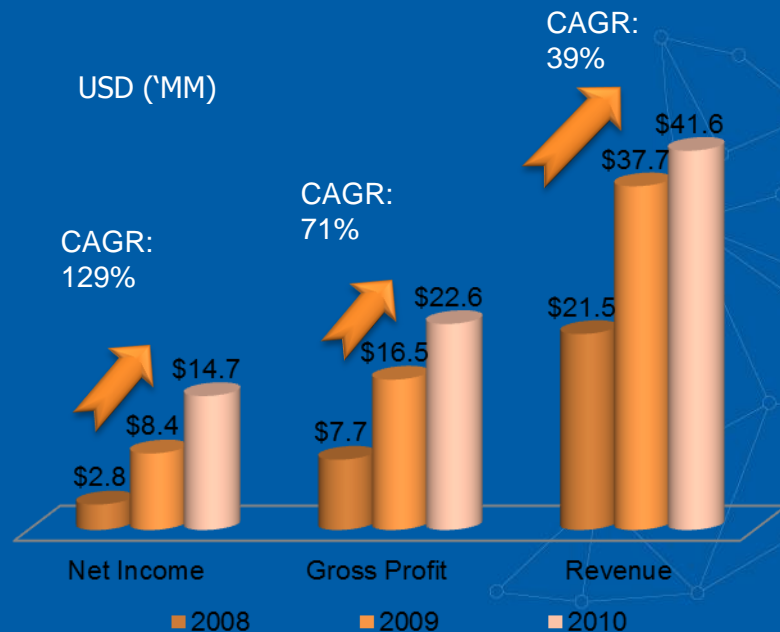
Our Purpose

Help entrepreneurs and SMEs create the future with mutual trust and win-win services, realize the business with sustainable development

ChinaNet Overview

Key Summary

- #1 B2B website (28.com and Liansuo.com) for advertising small to medium-large enterprises' needs for sales channel expansion in China
 - Brand management & sales channel expansion solutions
- A leading market consolidator with first mover advantage & top-tier household brand
- Fully integrated multichannel advertising provider, one-stop service with Internet, TV, Mobile, Print & Database
- Recurring and high margin revenue
- Comprehensive sales networks
- New platform launched to capture mobile advertising market
- New cloud based platform offers enhanced services



ChinaNet 2011-2015

We have offices in six provinces :

Beijing,
Fujian,
Zhejiang
Guangzhou
Shanghai
Hubei



The offices will be expanded to 12 major cities in 3-5 years

ChinaNet Management Team
Thank you

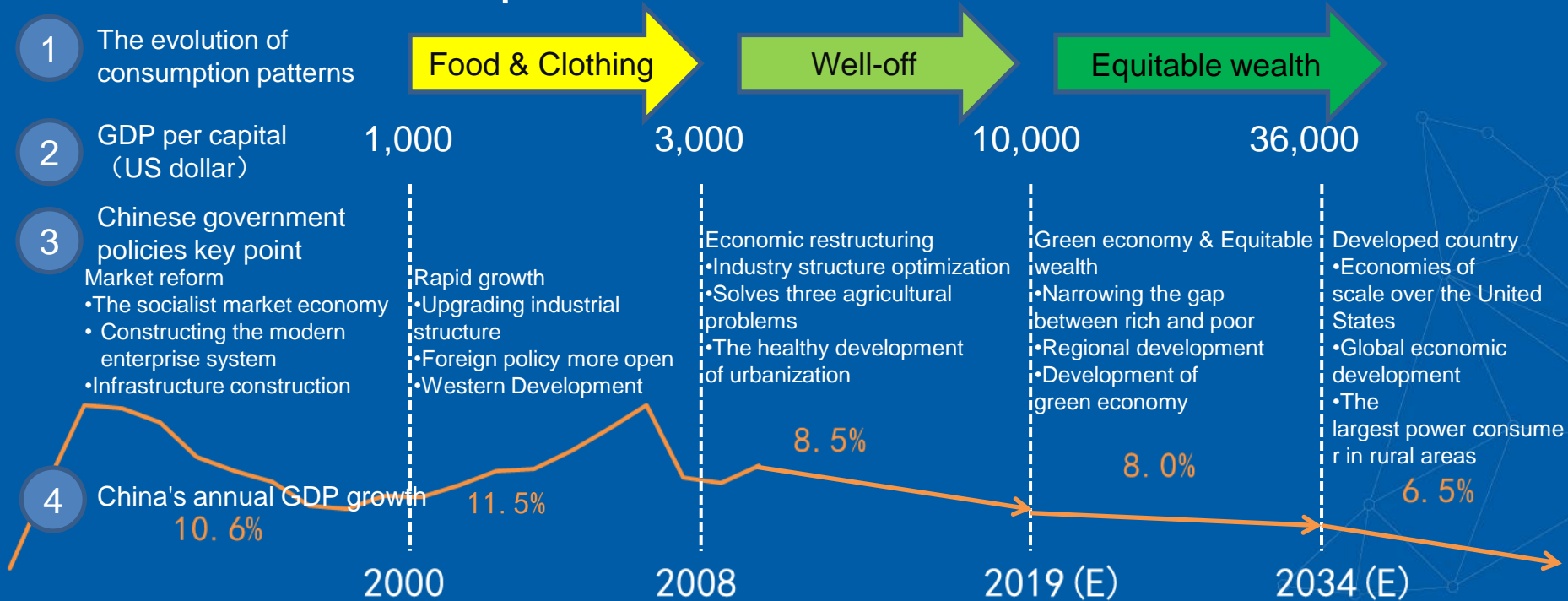


APPENDIX

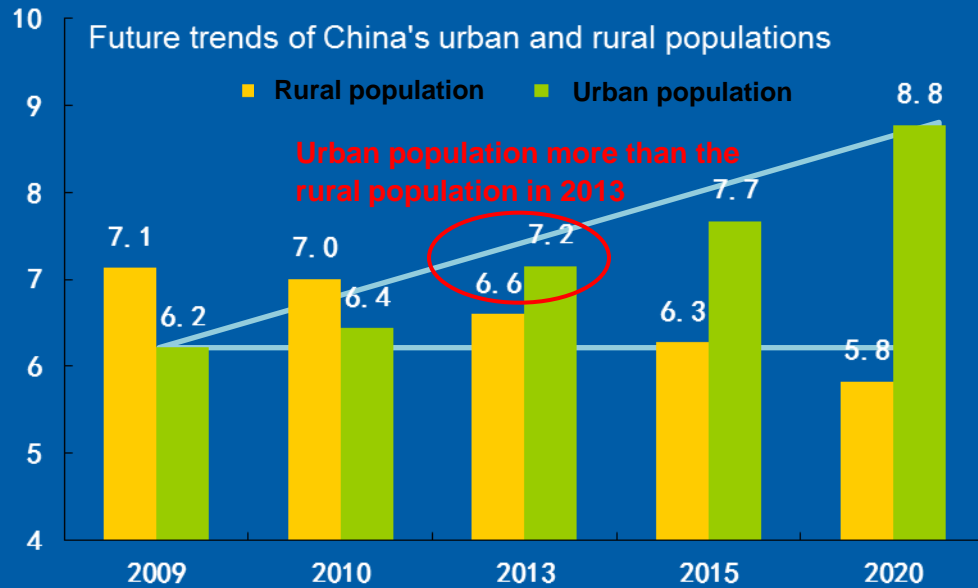
For further references



Chinese Government Policies and Macro Economic Development Process



1% increase of urbanization rate would trigger 150 billion of domestic consumption and 585 billion housing consumption.
To meet the consumer demands need standardized management franchise services



Urban population more than the rural population in 2013

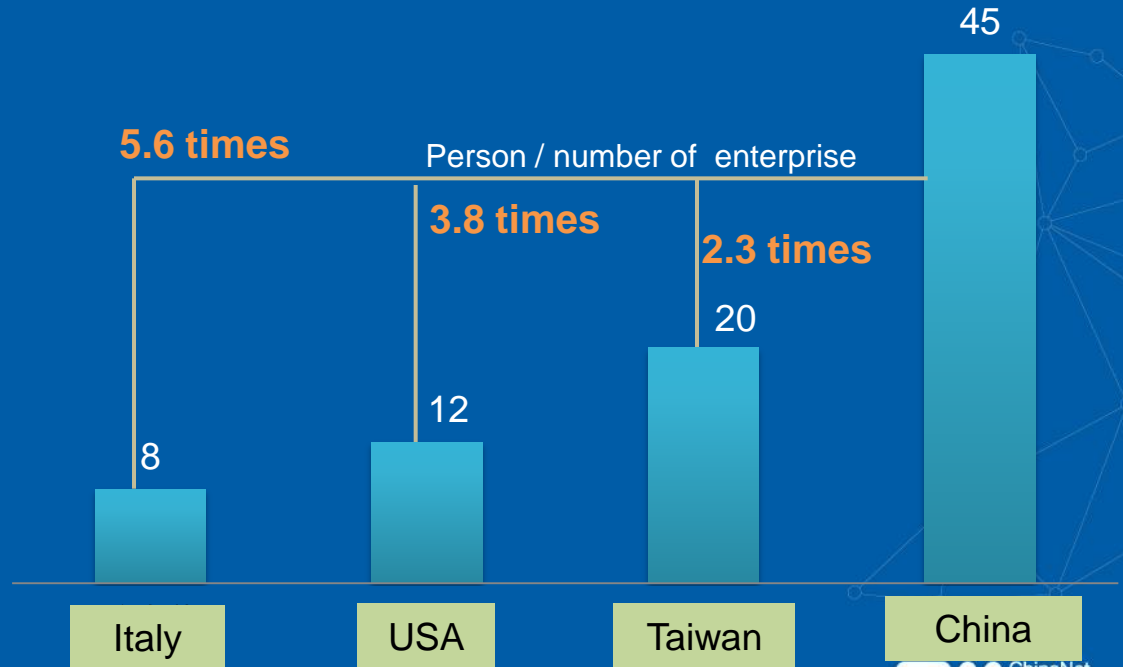
Urban population growth 450million

Source: National Bureau of Statistics

The Growth of Franchise Industry in China

Compared : 2.3 times growing space with Taiwan, more than 3.8 times with U.S., 5.6 times with Italy, we estimated that SMEs industry has at least 2.3-5.6 times growing space.

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

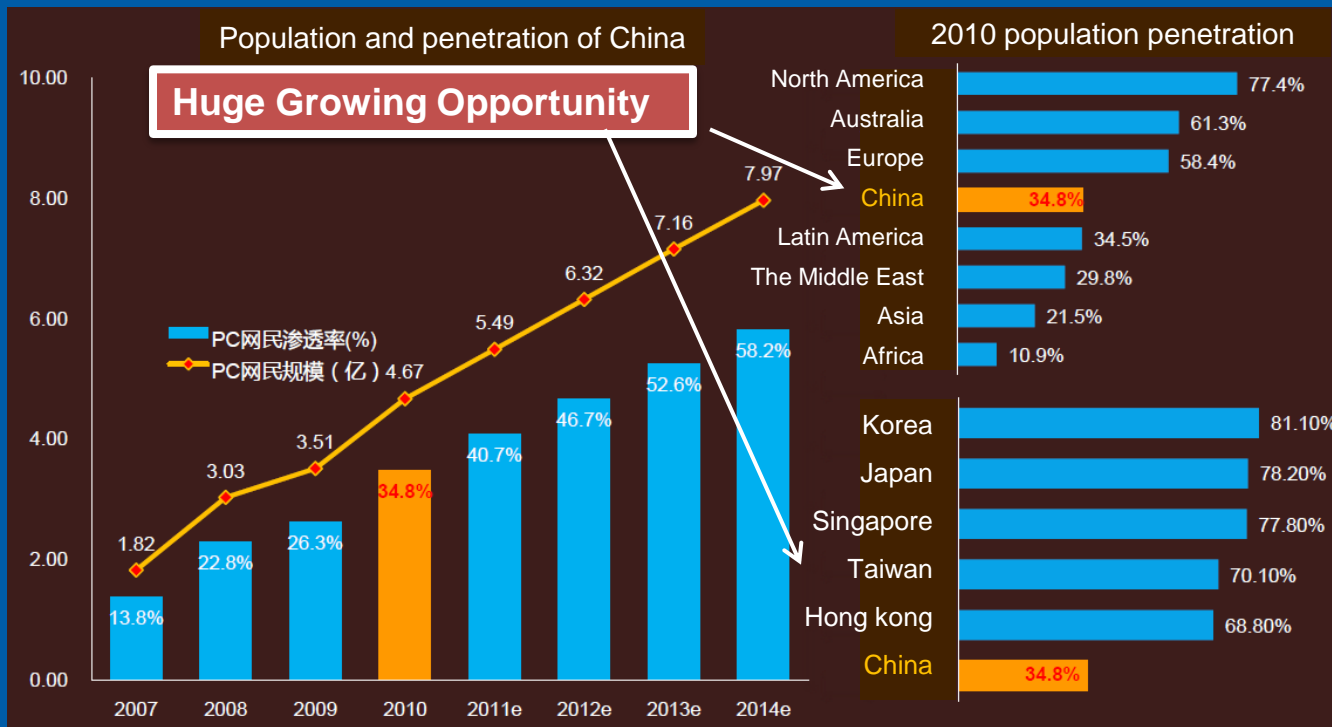


The Number of Entrepreneurs in China in Next Decade

About 3.56 million people want to open Franchisees , and the potential investment is about USD5.6 billion.

| Number | Estimated condition | Calculation Formula |
|--|---|---|
| Potential Entrepreneurs: 166 MM people | 55.46 MM entrepreneurial families, 3 people per family | $55,460,000 * 3 = 166,380,000$ |
| Aged 30-35 potential entrepreneurs: 50 MM people | Based on ChinaNet database, Aged 30-35 counted for 30% | $166,380,000 * 30\% = 49,914,000$ |
| Aged 36-40 potential entrepreneurs 71.54 MM people | Based on ChinaNet database, Aged 36-40 counted for 43% | $166,380,000 * 43\% = 71,543,400$ |
| Actual entrepreneurs happening in each year: 8.5 MM people | Based on 7% growth rate of SMEs, applying to aged 30-40 people | $(49,914,000 + 71,543,400) * 7\% = 8,502,018$ |
| Actual entrepreneurs participate a franchise 3.56 MM people | 82.24% of new SMEs is in retail and service industries and within it, 52.13% is in related franchise industry. | $8,502,018 * 80.24\% * 52.13\% = 3,556,318$ |
| Market size of potential franchising industry: USD\$ 5.6 B | Every franchise with min, initial investment of 100,000 RMB | $3,556,318 * 100,000 = 355,631,800,000$ |
| One business opportunity per 283 people | Only 30,000 franchise option available in China | $8,502,018 / 30,000 = 283$ |

The Penetration and Population of China Internet Users



Source: DCCI China internet research 2011

The choice about attend enterprise industries

The industries closed to the people's daily life and fit for entrepreneurs to involve it:

restaurants, beauty salons, clothing (sports, underwear, children's clothing), dry cleaning, early childhood education, car beauty, health and massage, fitness

Attending Corporations:



音乐厨房餐饮



富侨足疗保健



嘉禾一品餐饮



派克兰帝儿童用品



红黄蓝教育



福奈特干洗店



72 中体倍力健身俱乐部



龟博士汽车保养

Program Schedule

Self-introduction

Q & A

Rights to flip

Final Q & A



- Players introduce themselves.
- Each with introduction VCR, plays display a full range of themselves.



- Through the understanding, the enterprises ask questions to the interested players.
- Host control of the Q & A session



- If the enterprises light up, they will lost the choice rights.
- Players choose the enterprises they like by asking questions.



- In the final, players face the two enterprises, and they will choose one.
- Players will get the preferential franchise that provided by the enterprises they choose.

Index Description in Cooperation with ChinaNet

| Business/Franchise | Industry | Independent IP Visit/month | Message/Month | Yrs of Operation | Yrs of Cooperation |
|---------------------|-------------------|----------------------------|---------------|------------------|--------------------|
| Supwave | Car Service | 60605 | 656 | 13 | 4 |
| Fei Ku Wu Rao | Men wear | 50124 | 604 | 3 | 3 |
| Leerkang Smart Shoe | Home Furnishing | 91246 | 926 | 3 | 3 |
| Kadisipa | Water Recycling | 77799 | 816 | 7 | 7 |
| FengBoZhuang | Themed Restaurant | 30229 | 336 | 10 | 5 |
| DaBieShan Goose | Themed Restaurant | 18249 | 220 | 6 | 4 |
| KENJMI | Woman Apparels | 100730 | 1165 | 7 | 6 |
| Yierkang | Optic Care | 88342 | 434 | 5 | 5 |

Note: The above independent IP Visits and stock of message are provided by Background Management System of ChinaNet