



Products and Services of HL Consulting Co., Ltd

May 2008

Beijing HL Consulting Co., Ltd

Table of content

- ↖ Profile of HL Consulting
- ↖ Business Plan services
- ↖ Due Diligence services
- ↖ M & A Services
- ↖ Credit Investigation
- ↖ China Market Entry Consulting
- ↖ Market Research
- ↖ Feasibility Study Report
- ↖ Contact us

1

Profile of HL Consulting

Profile of HL Consulting

- ✦ Beijing HL Consulting Co., Ltd was set up in Jan,2005, we are a private consulting company in Beijing P.R.China
- ✦ Our business scope includes:
 - ✦ Business Plan service
 - ✦ Market research service in China and market research report
 - ✦ Feasibility Study Report (With Engineering Consulting Qualification from NDRC in China)
 - ✦ Due Diligence services
 - ✦ M & A Services
 - ✦ Entry strategy of Chinese market and investment/incorporating in China
 - ✦ Credit Investigation
 - ✦ Financing for Chinese enterprises
- ✦ By Apr 2008, we have 859 customers and about half of those are international Corporations.

2

Business Plan Services

Introduction

- ↖ Beijing HL Consulting Co., Ltd is a professional business plan consulting firm that helps companies develop investor-grade business plans to move down the road towards a successful capital or strategic transaction.
- ↖ We have finished more than 200 professional-grade business plans for our clients at nearly every stage of development.
- ↖ Our team has prepared business plans for clients seeking various levels of capital ranging from seed investments to hundreds of millions in debt and equity financings.



Business Plan

- ✦ Business plan is critical to **successful finance**, however it is not easy to prepare an excellent business plan.
- ✦ You may know the operation of your business, however you may not know how to express your idea **clearly and logically** and be accepted by investors, what is more .
- ✦ You need more intelligence in financing to maximize your interests.

Business Plan

↖ Business plan covers extensive analysis including :

- production,
- technology,
- law,
- financing,
- accounting,
- market and marketing,
- risk analysis.

Business Plan

↖ With our effective consulting service and business intelligence in lots of industries , we can clearly understand :

- the **business model**,
- products and services,
- production,
- marketing,
- fund request,
- competition of our clients,

so we make the integration of our experience and professional knowledge with your information.

Business Plan

- ✦ We can provide high quality market analysis for we are also a famous market research and business intelligence company, and so put forward **better competition strategy and marketing strategy** .
- ✦ We have **engineers and experts** in lots of industries to finish the technology and production part of business plan. We actually have professionals in accounting, law, investment scheme design and funding request.
- ✦ By leveraging our experience in the capital markets, our team offers **customized business planning services** that facilitate financial transactions and business growth for clients.

Business Plan

- ↖ Our clients **rely on us to** develop business plans, selling memorandums, financial projections and investor presentations to help them:
 - Raise equity from venture capitalists, private equity firms, angels and other investors
 - Secure debt financing from banks, financing companies or leasing firms
 - Merge, acquire or divest their company, division or subsidiary
 - Present new opportunities to strategic investors or partners
 - Gain interest from potential management teams and board members
 - Intelligently plan and document their growth objectives and strategies

Cases

✦ Machinery

- ✦ Pump Plant Business Plan of Jiangsu Changyuan Power Co., Ltd
- ✦ Transmission Plant Business Plan of Dongheng Power Co., Ltd
- ✦ Transmission shaft Plant Business Plan of Shanghai Bao'an Co., Ltd
- ✦ Casting and forging plant Business Plan of Profund Group
- ✦ Special purpose vehicle plant Business Plan of Profund Group
- ✦ Engine plant Business Plan of Profund Group
- ✦ Boiler Business Plan of Hebei Baoding Taihang Group

Cases

- ✦ Electronics
 - ✦ Business Plan of Hongguang Co., Ltd
 - ✦ Business Plan of Indra Rada Plant in China
 - ✦ Car Navigator System Business Plan of Yatai'anxun Co., Ltd

Cases

- ✦ Energy and Metallurgical
 - ✦ Business Plan of silicon-manganese ferroalloy plant in Taojiang city of Hunan province
 - ✦ Business Plan of steel tube plant of Tianchang Group
 - ✦ Carbon Electrode Expansion Project (Annual Output of 40 K tons/a) Business Plan of Ningxia Yonvey Coal industry Co., Ltd
 - ✦ Business Plan of Bio-diesel plant of Beijing ZhongZhi Lihua Technology Development Ltd
 - ✦ Business Plan of Haozhi Coal Mine in Guizhou province
 - ✦ Business Plan of Hongshan Coal Mine of Xinjiang production and construction Corp
 - ✦ Business Plan of High Performance Universal Lubrication Oil of First energy Co., Ltd

Cases

- ✦ Food, agriculture and forest
 - ✦ Business plan of Panxing Group
 - ✦ Business plan of furfural plant of Zhuzhuang Co., Ltd in Jilin province
 - ✦ Business plan of Wood gathering plate plant in Fujian province
 - ✦ Business plan of import Wine into China of Nam Kwong (Group) Company Limited

Case

- ✦ Transportation
 - ✦ Business Plan of Phoenix General Aviation Co., Ltd
 - ✦ Business Plan of Puhui Lianyun Logistics Co., Ltd

Case

- ✦ Internet
 - ✦ QTSTAR net Business Plan
 - ✦ Business Plan of ML945.com
 - ✦ Business Plan of www.hua2.com
 - ✦ Business Plan of HihomeChina.com

Cases

- ✦ Real estate
 - ✦ Business Plan of Luoyang Royal City of Luoyang Kangdu Realestate Co., Ltd
 - ✦ Business Plan of Royal Palace Real Estate Development Project of ShenYang YongFeng Realestate Development Co., Ltd
 - ✦ Business Plan of Real estate Project in Suqian city in Jiangsu province
 - ✦ Business Plan of Wanxinyuan Park in Hengshui city in Hebei Province

Cases

↖ Medical

- ↖ Business Plan of Rabies vaccine
- ↖ Business Plan of Lunan Hospital
- ↖ Business Plan of Aprotinin Plant of Beijing Luosheng Co., Ltd
- ↖ Business Plan of Yuanping Hospital in Shanxi Province
- ↖ Business Plan of MD JAPAN
- ↖ Business Plan of Hainan Gaosheng Medical Co., Ltd
- ↖ Business Plan of Subbing Spray Series (New Drugs) of Beijing Zhengguang Hengye Controlled Release Preparation Research Institution



3

Due Diligence Service



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Help our clients success

- ↖ HL consulting perform due diligence for companies that are contemplating
 - ↖ Investments
 - ↖ Strategic partnerships
 - ↖ Mergers, and acquisitions



Our key area

- ↖ Due diligence of HL consulting is mainly focused on sectors including
 - ↖ Energy
 - ↖ Machinery
 - ↖ Steel and iron ore
 - ↖ No-ferrous and related ores



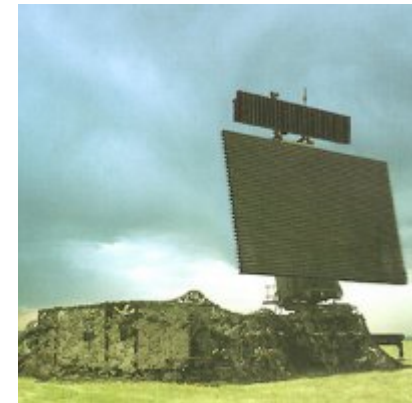
Energy

- ✦ Due diligence for Datang Group's Joint venture with a private company with technology in producing pulp from fly ash
- ✦ Due diligence for Vibropower, a SGX listed enterprise to have a joint venture with Chinese enterprise to develop wind park projects in China
- ✦ Due Diligence of Inner Mongolia Yitai Coal (Bloomberg symbol 900948 CH)
- ✦ Due diligence for Hauge Technologies, Inc. to develop wind park projects in China
- ✦ ...



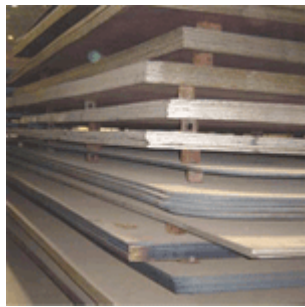
Machinery

- ✦ Due dilligence for an indian tractor producers for investment in China
- ✦ Due dilligence for Air Liquiue
- ✦ Due dilligence for profund, an automobile parts producer



Steel and Iron ore

- ✦ Due dilligence for Itochu Corp Jp for iron ore mines investment
- ✦ Due dilligence for Samsung Shipbuilding for medium and heavy plate suppliers
- ✦ Due dilligence for sino-steel Co., ltd for its merge



Investments Due Dilligence

- ↖ HL Consulting's *Investments Due Dilligence* are specially designed to help international investors to succeed in Chinese market.
- ↖ Our service start with understand your situation and requirements
 - ↖ What's your strategy
 - ↖ What's your strength
 - ↖ What's your weakness
 - ↖ What's your resources
 - ↖ What's your most serous problems
 - ↖ What's you mostly eager to know

What's on your mind?



Cases

- ↗ Our customer, a listed enterprise in SGX, wants to invest in Wind-park projects in China, as a foreign investors, they want to verify
 - ↗ Is the wind resource ok?
 - ↗ Is the wind-park project true?
 - ↗ Is there any other risks ?
 - ↗ What should we do to facilitate the progress?
- ↗ Our first step is to understand customer's requirements



Our service in Investments Due Dilligence

- ↖ Our service in investments Due Dilligence covers all key aspects of investments
 - ↖ Solution of key problems of customers
 - ↖ Market analysis
 - ↖ Policy & Laws analysis
 - ↖ Technology analysis
 - ↖ Management analysis
 - ↖ Partner's credit analysis
 - ↖ Contract analysis
 - ↖ Financial analysis
 - ↖ Risk analysis

- ↖ Our professional teams can help investors discover potential risks that was neglected by international investors for China's special environments

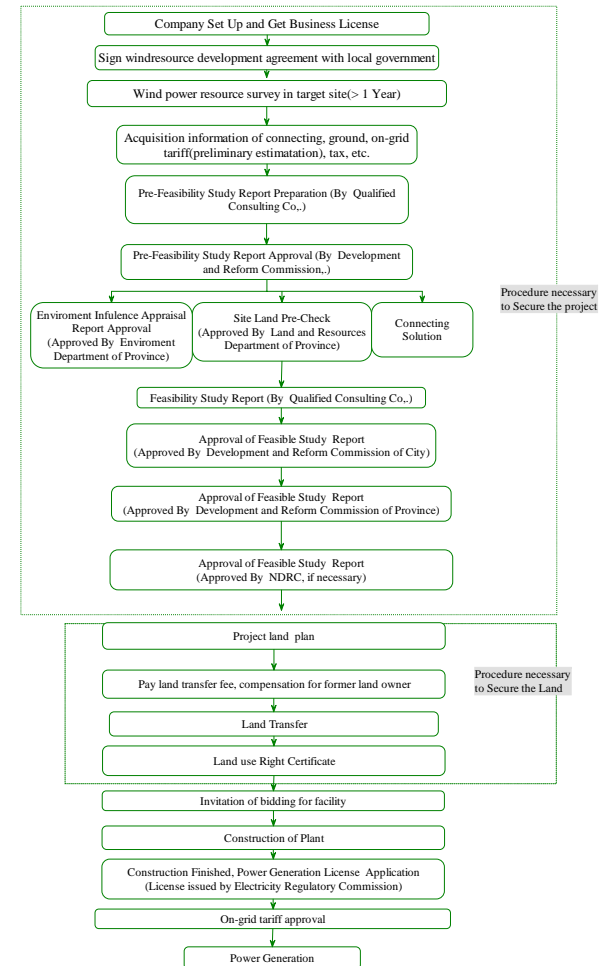
Case

- For that wind park case
 - Is the wind-resource ok? We will get data from authorities and verify whether the information obtain by investors is reliable.



Cases

- ✦ We will help customer find potential risks that was neglected by international investors:
 - ✦ On-grid tariff (feed-in tariff) cannot be fixed before the investment in China
 - ✦ Investors cannot know the profit without this information
 - ✦ Approval system in China is complicated



Complicated Approval Procedure

Our service in Investments Due Diligence

- ✦ Our professional teams will help clients across all phase of the investment to provide instant opinion
 - ✦ We take part in key meetings of the investment and give instant advice to help investors avoid serous mistakes.
 - ✦ We visit important sites to verify key factors
 - ✦ We will analysis contracts and put forward our professional opinion when urgent
- ✦ Finally we will finish professional Due Diligence Report for investor's final decision making.



Our service in Investments Due Dilligence

- ✦ Different from Accounting Firm and Law Firm, Our service include, but is not limited in accounting, laws or credit risks
- ✦ Our professional team can provide service with integration of strategy, market, technology, law ,management.
- ✦ So we can help investors more powerful in Chinese market

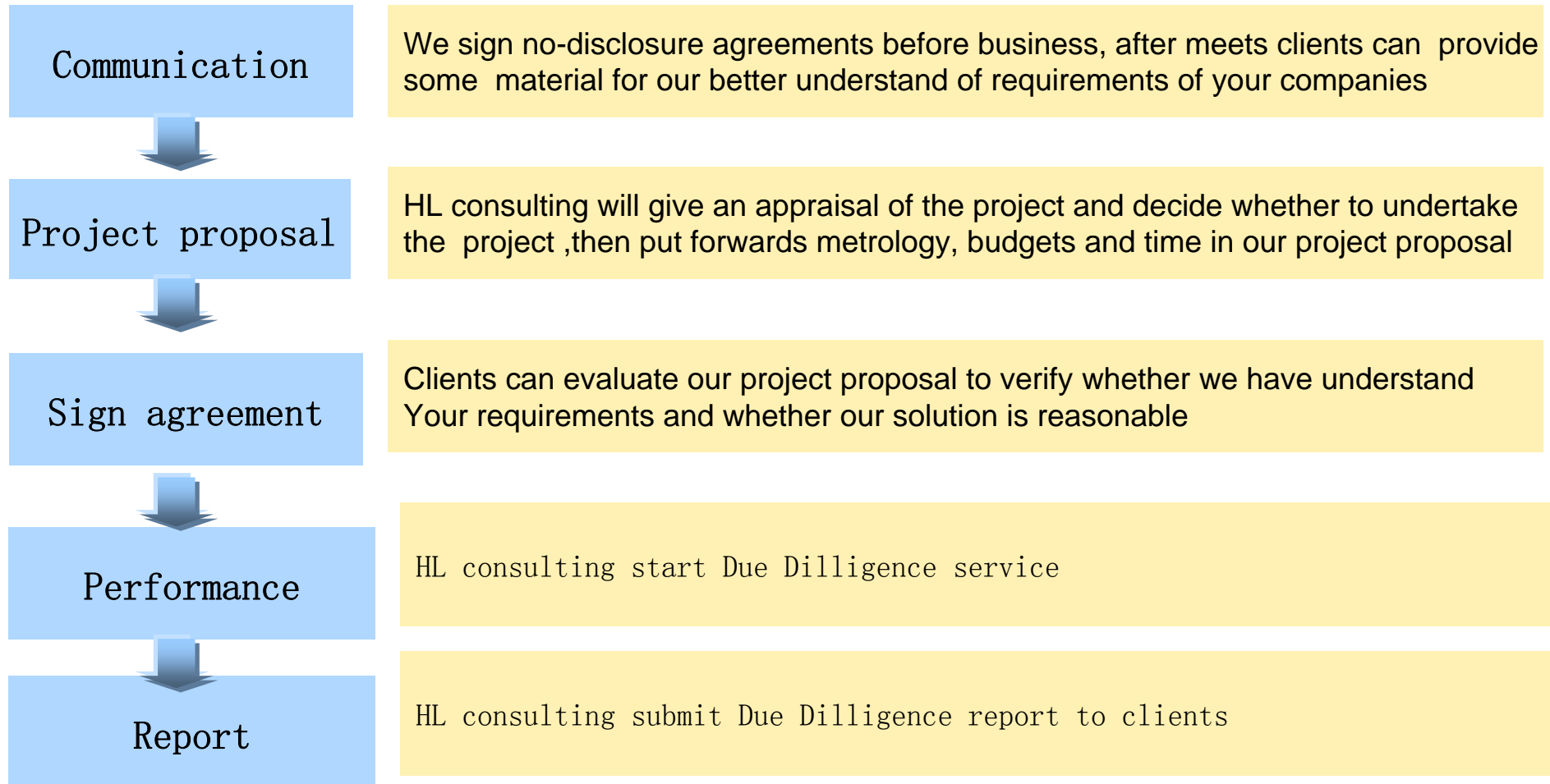


Mergers, and acquisitions Due Dilligence

- ↗ HL Consulting's *Mergers, and acquisitions Due Dilligence* are specially designed to valuation the feasibility benefits of merger and acquisition and to discover potential risks.
- ↗ The service are mainly focused on the following factors
 - ↗ Credit investigation for Project partners
 - ↗ Legal Document
 - ↗ Financial & accounting
 - ↗ Business Environment
 - ↗ Marketing and sales
 - ↗ Human resources
 - ↗ Information systems
 - ↗ Competition
 - ↗ Related party transaction
 - ↗ Corporate Governance
 - ↗ Investment risk analysis
 - ↗ Market prospect analysis
 - ↗ Financing proposal
 - ↗ Legal measure proposal



How to start Due Dilligence with HL consulting



Time and cost

- ↖ Time and cost are based on the following factors
 - ↖ Difficult of the projects
 - ↖ Requirements of the customer
 - ↖ Location
 - ↖ Purpose of the Due Dilligence
- ↖ Projects usually can be finished in 1–1.5 month and cost range from 15 thousand USD to 70 thousand USD



4

M & A

Our service

- ✦ Mergers & Acquisitions are a necessary part of business today.
- ✦ "Build versus buy" decisions are often at the crux of a merger or acquisition consideration.
- ✦ Getting this decision right can mean business growth, market leadership, and faster delivery of solutions to market. Getting it wrong can mean lost opportunities and a market follower at the back of the pack.
- ✦ If you "buy", merge or acquire is just the initial decision.



Our service

- ↗ HL Consultant's merger and acquisition service include
 - ↗ Analysis necessary and feasibility of merger and acquisition
 - ↗ Find target enterprises
 - ↗ M & A Scheme (Valuation of enterprise, arrangement of employee, analysis of different ways of M & A)
 - ↗ Negotiation
 - ↗ Financing

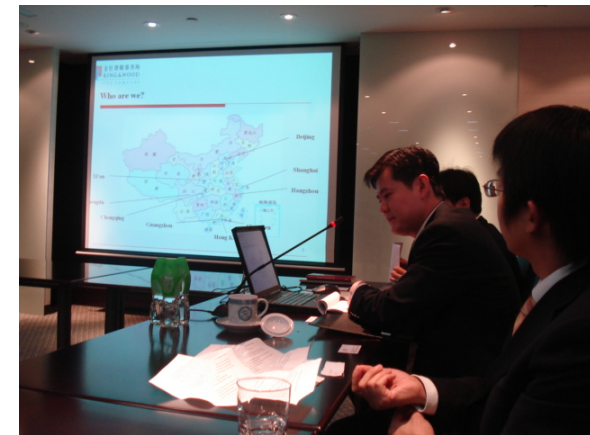


HL Consulting's Advantage

- ↖ HL Consultant has all of the financial reports of enterprises with revenue 5 million RMB in China, so we can find target enterprises very quickly
- ↖ HL Consultant has deep industry knowledge in a lots of industries and can have a sound appraisal of feasibility and possible of integration of M&A
- ↖ HL Consultant can help financing during M & A

Case 2 –APEX–RHINE

- ✦ We have completed M&A service for APEX–RHINE (BEIJING) BUILDING SYSTEM LTD, a leading Chinese steel structure system producer that will be listed in Germany stock market , to acquire a German enterprise , including
 - ✦ Find the target enterprises
 - ✦ Business negotiation with enterprises
 - ✦ Financing for the acquisition
 - ✦ Employee arrange scheme



5

Credit Investigation

Credit Investigation

↳ Consumer Credit Data Services

↳ Consumer credit file registration:

By consumers' registration and creditors' inquiries, HL Consulting collects consumer credit information, and set up accurate and impartial **consumer credit files**.

HL Consulting provides professional **services of credit file registration** and consumer credit information processing to government, industry association, banks, insurance companies, employers and agencies, etc.

↳ Credit information inquiry:

With its already established databases and databases under construction, HL Consulting provides consumer credit information inquiry services under the government's acts.

Credit Investigation

↗ Credit Report

➤ Standard credit report:

Based on the **scientific processing** of credit information and in accordance with localized mathematics model, HL Consulting makes **quantitative analysis of individual credit information** and presents individual **credit score reports**.

HL Consulting only provides **credit investigation report** service for legitimate users as defined by laws and regulations. The common version of generic reports follows Credit Scope 2000.

Credit Investigation

↗ Customized credit report

According to various demands from different industries or businesses, HL Consulting provides customized credit reports to its customers, including:

- credit investigation,
- score reports for credit card,
- student loan,
- home mortgage,
- auto loan,
- cash credit and
- profession credit evaluation reports for practitioners.

Credit Investigation

↗ Consumer Credit Risk Management

↗ Consumer credit risk precaution (tracing and monitoring):

With the management of dynamic credit database as its base; its credit scoring and credit management technologies as measure, HL Consulting helps financial institutions, businesses, credit providers to complete the follow-up and monitoring of consumers after **credit transactions**, and also provides **predicting services** to identify the possible delinquent consumers by using **real time credit analysis**.

Credit Investigation

↗ Tracing and identifying service on delinquent consumer

- HL Consulting helps the **legal end-users searching their customers** in HL Consulting's credit information database with high successful rate and then identify the informant after the successful search.

↗ Debt Management

- On the base of our tracing and monitoring service, and with professional collection team and staff, HL Consulting provides **debt collection services** through call center, mail, E-mails and other legal methods.
- This service helps the clients to manage their debts in a cost effective means and with high collection rate.

Credit Investigation

↳ Customized Solution

➤ Consulting service for consumer credit management:

HL Consulting provides a full package of professional consulting solutions in **consumer credit management** for financial institutions, public utility organizations, business and guilds.

It helps the above organizations to **establish and manage the consumer credit files of their clients**, to make quantities analysis on the credit records, to realize effective screening, evaluation, risk precaution, risk control and debts management, to establish internal risk management department, and an effective, scientific and low-cost consumer risk management system.

Credit Investigation

↳ Outsourcing service in consumer credit management

↳ The outsourcing services include:

- establishing credit file as mandated by clients,
- designing credit payment tools,
- accepting credit application,
- conducting credit analysis,
- managing A/R,
- standard debts collection, etc.

Credit Investigation

➤ Outsourcing service in consumer credit management

- With its professional staff and management techniques, HL Consulting provides **outsourcing services on consumer credit management** for financial institutions, public utility organizations, telecom business, retail businesses and guilds.
- This service undertakes the major tasks of clients' credit management department and reduces their overhead. This is also a successful credit management **solution for small and medium-sized business.**

Credit Investigation

➤ Developing and design of credit risk scorecards

- HL Consulting can help banks, financial institutions, public utility organizations, telecom business, retail business and guilds in **designing and developing mathematics scorecards** for credit risk management.
- The scorecards enable our clients to make quantities **analysis on consumers' credit worthiness** by using their own data, and to make scientific predicts on consumers' payment capability and delinquent rate, and to make a wise credit decision correspondingly.

Credit Investigation

↳ Data mining Services:

- Selection of the items & variables for database and scorecard;
- Development and comparison of the localized variables;
- Data relativity analysis and data rationalization;
- Proposing for its clients of transitional solution on credit rating in event of insufficient data resources.

6 Market Research



Introduction

- ↖ Beijing HL Consulting Co., Ltd is one of best-known market research firms providing business intelligence and market research products in English about the Chinese market
- ↖ We has published over 500 reports since establishment. Our reports are short on opinion and long on facts. In researching reports we study information from numerous resources including national statistical agencies, international agencies, industry associations, trade press, business publications, industry contacts and company sources.
- ↖ We are also capable of offering market research service according to customer's requirements in about 30 industries in China. The studies are tailored to the needs of clients considering entrance to the Chinese market or wishing to refine their current China strategy
- ↖ As a specialist business information publisher, Beijing HL Consulting Co., Ltd's clients include some of the world's leading multinationals, governments, banks, brokers and management consultants.

Qualification

- Beijing HL Consulting Co., Ltd got the qualification from National Bureau of Statistics of China for market research for foreign investors



Market Research

↗ Chinese Market Consulting

↗ As a local consulting firm, Beijing HL Consulting Co., Ltd can help you with the following **challenges**:

- Goal determination for launching your products in Chinese market
- Need for better knowledge of Chinese customers
- Acquisition search in China
- Determination of investment opportunities in China
- Feasibility study on potential investment partner
- Determination of viable distribution channels in China
- Pricing analysis throughout China

Market Research

- ↖ We are capable of offering more realistic solutions for both industrial and consumer products.

- ↖ The studies are tailored to the needs of clients considering entrance to the Chinese market or wishing to refine their current China strategy, they include:
 - Role of industry authorities
 - Market size divided by region, product type, and competition
 - Common market prices
 - Competitors in the market
 - Buyers
 - Opportunities and threats for the client Market Overviews

7 Feasibility Study Report

Introduction

- ✦ We can prepare feasibility study reports for the following purpose
 - ✦ Feasibility study reports for approval of National Development and Reform Commission (NDRC) of People's Republic of China, we got the highest qualification from NDRC
 - ✦ Feasibility study reports for registration of corporation in China
 - ✦ Feasibility study reports for bank loan and financing
 - ✦ Feasibility study reports for decision of business partners

Industry with qualification

- ✦ For feasibility study reports for approval of NDRC, we got the qualification in the following industries
 - ✦ Natural gas and petroleum
 - ✦ Chemical and medicine
 - ✦ Machinery
 - ✦ Light industry
 - ✦ Textile
 - ✦ Agriculture
 - ✦ Construction materials
 - ✦ Electronic
 - ✦ Construction and realestate
 - ✦ Agriculture
 - ✦ Forestry
 - ✦ Municipal utilities (water supply and drainage)
 - ✦ Hydrogeological
 - ✦ Engineering Survey
 - ✦ Geotechnical Engineering



8

Our customers

Our Main Customers

- Accenture
- BASF Aktiengesellschaft
- BHP Billiton
- Centro di Ahi Studi CASCC
- COMPANHIA VALE DO RIO DOCE
- DaimlerChrysler
- Dakin Property S.L
- ENVIRGY GMBH
- Groen Brother's Aviation
- Honeywel
- ICF Consulting
- INSEAD FR
- INVISTA
- Japan Technical Information Service



❖ Our Main Customers

- JATISSK TELECOM CO LTD KR
- KPMG International
- LLAG (Lurgi Lentjes)
- McKinsey & Company
- Metec ltd
- Mitsubishi Corporation
- NTC s.r.l
- Putzmeister Co.
- Sepco SA.
- STF S.p.A.
- Thales Corporate
- The Boston Consulting Group
- The Parthenon Group
- Viessmann

9

Contact us

THANK YOU!

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