



新华文轩 Xinhua WinShare Global Offering

- **Date:** January - May 2007
- **Mission**
 - Educate the investment market on Xinhua WinShare – a relatively unknown company – and its business model and outlook to ensure strong response to its IPO.
- **Method**
 - Presentation skills and media training for company management.
 - Multiple communications platforms to deliver corporate messaging including one-on-one meetings, breakfast meetings, large-scale luncheon and press conference.
 - International road shows to promote the company to international investors.
- **Measurement**
 - Investors gave a positive feedback on the positioning strategy and performance of management
 - Hong Kong Offer Shares were 121 times over subscribed
 - Initial offers under the International Placing were also significantly over-subscribed
 - High recognition and recommendation from fund manager and analysts

