

**The New China**  
**Simple Peer dinner at “Davos of Internet” 2017...**  
**Combined AUM: \$2.175 Trillion!**





# Average Age: 42!

红杉资本沈南鹏

浙江海宁人

上海交通大学

数学系

67年生

小米雷军

湖北仙桃人

武汉大学

计算机专业

69年12月生

新美大王兴

福建龙岩人

清华大学

电子工程

79年2月生

腾讯马化腾

广东汕头人

深圳大学

计算机专业

71年10月生

京东刘强东

江苏宿迁人

中国人大

社会学

74年2月生

高瓴资本张磊

河南驻马店人

中国人大

国际金融

72年生

滴滴程维

江西上饶人

北京化工大学

行政管理

83年5月生

快手宿华

湖南湘西人

清华大学

软件工程

82年生

摩拜王晓峰

东北人

厦门大学

管理学

75年生

联想杨元庆

安徽合肥人

上海交通大学

计算机专业

64年11月生

金沙江朱啸虎

上海人

上海交通大学

通信工程

74年7月生

58姚劲波

湖南益阳人

中国海洋大学

计算机专业

76年生

知乎周源

贵州贵阳人

成都理工

计算机专业

80年12月生

美团王慧文

辽宁大连人

清华大学

电子工程

78年11月生

京东金融陈生强

北京工商大学

会计学

76年生



# Cooperating with Chinese Private Equity Funds and Strategic Investors

**bpi**france

Paris, BPI le Hub  
December 21<sup>st</sup> 2017

**SHANGHAIVEST**  
灵石投资

# About Shanghaivest

- ▶ **Pioneering** investment banking advisory firm focusing on cross-border capital raising and financial transactions between China/Asia & Europe.
- ▶ Trilingual Team set up by veterans in M&A and tech industries
- ▶ **Presence** in Shanghai & Paris
- ▶ **Building** cross-border synergies in :
  1. Internet, Technology and manufacturing
  2. Cosmetics, Luxury, Retail
  3. Healthcare & medical technology
- ▶ **Clients** include SMEs, GPs, and large strategic buyers alike looking for cross-border opportunities (exits, LPs, targets etc)
- ▶ **Member** of the France China Foundation and several think-tanks



# Founders



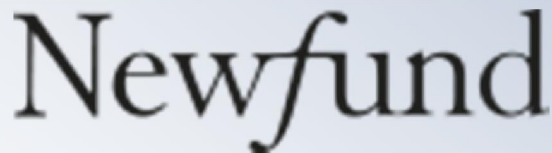
Ghislain  
de Mareuil



Bruno  
Bensaid

# GPs, LPs and Portfolio companies seek Shanghaivest Expertise and Network in China

- ▶ Past and Current Missions with several European and Asian Investment Funds seeking Limited Partners or acquirers in China for their portfolio companies



LUXURY TECH  
FUND II



KEENSIGHT  
CAPITAL





# China Investment and Fundraising Trends



*Image: The Economist*

# China: a Market that Cannot Be Overlooked

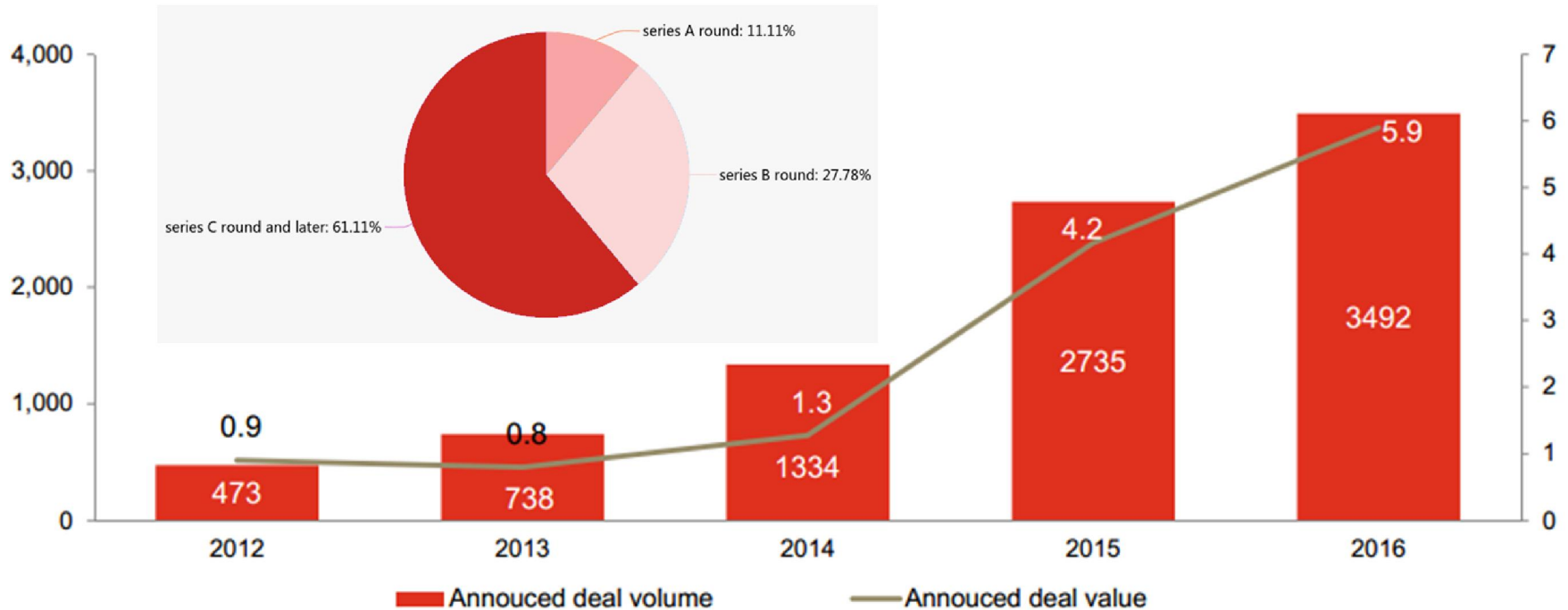
- ▶ 1.4 billion people. #1 economy by GDP. Average growth of 7% in recent years.
- ▶ **A rapidly changing economy** creating leapfrogging growth opportunities vs. incremental growth under tight-fisted economic and political stewardship
- ▶ New tech fast adoption and critical mass reached:
- ▶ **800 Mil internet users (2018).**
- ▶ **902 Mil Daily logged wechat users (Sept 2017)**
- ▶ GMV on 2017 Singles' Day (11/11) e-commerce festival: Alibaba-Tmall made RMB 168 Bil (USD 25.3 Bil) and JD.com RMB 127 Bil (USD 19.2 Bil)



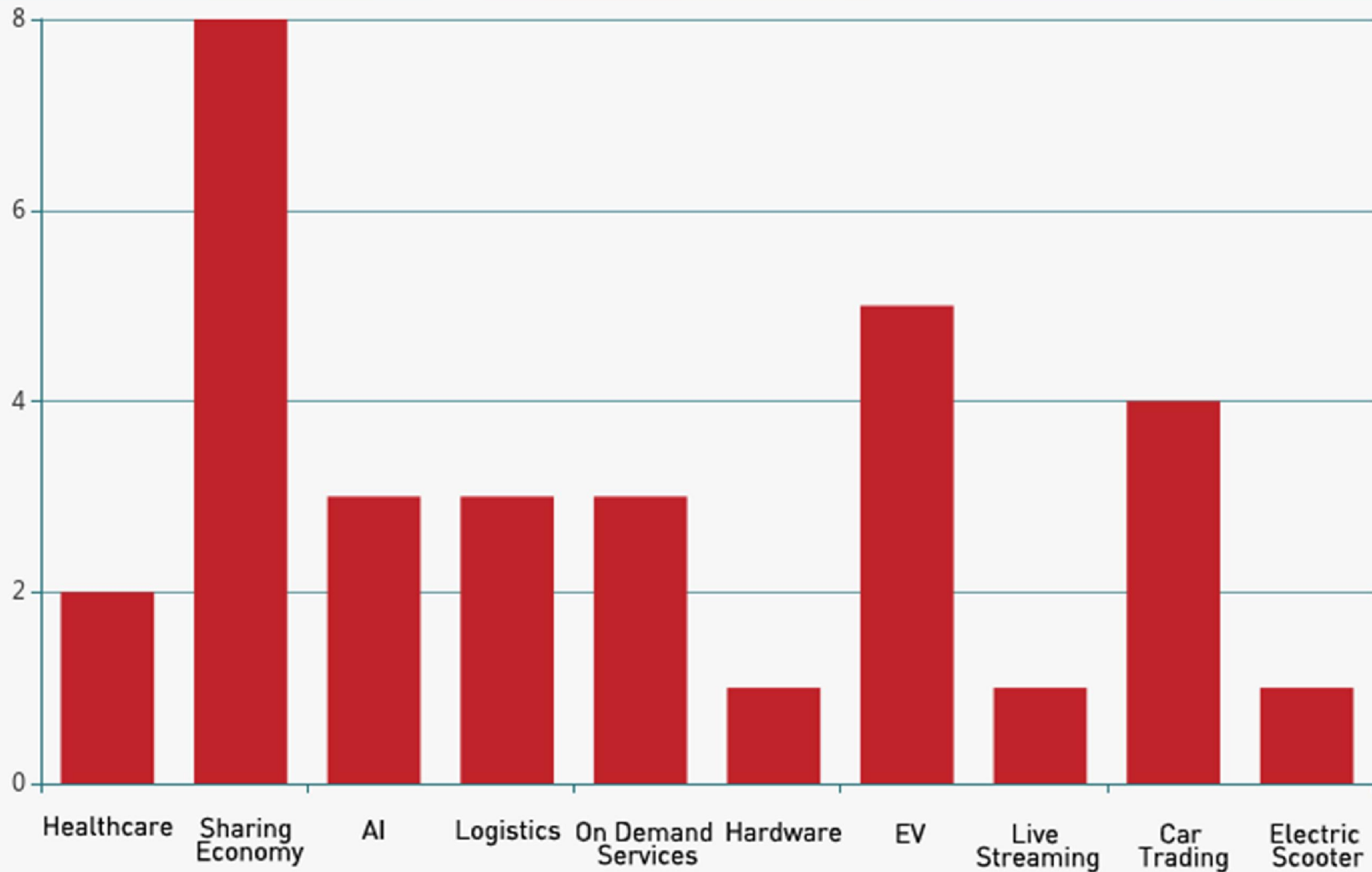
# VCs investment activity in China dramatically increased from 2012 to 2016. Growth confirmed in 2017

## VC deals (2012-2016)

### Number of deals



# China's Top 30 VC deals by Industry in 2017



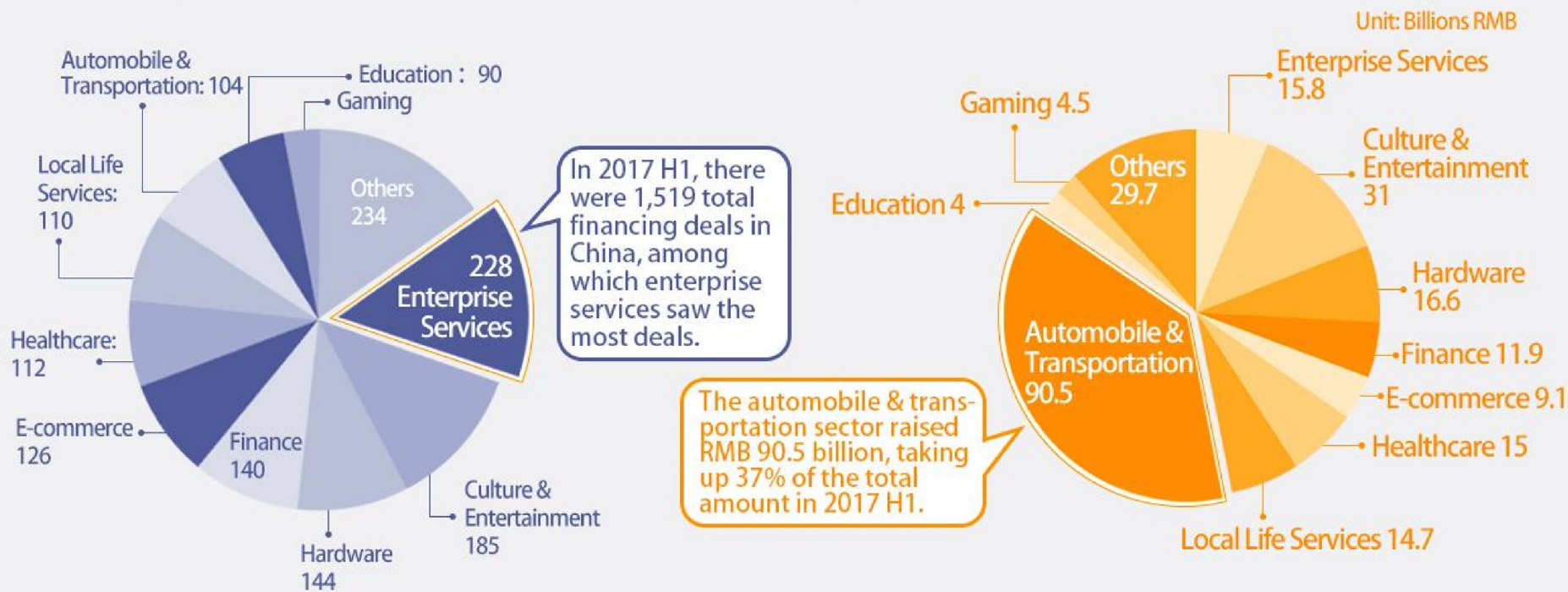
Source: China Money Network



# Key Sectors for Chinese VCs – H1 2017

## Sectors that are most sought after by VCs :

Enterprise services saw the most financing deals while the cars & transportation sector raised the largest amount of funding



Number of financing deals in different sectors, 2017 H1

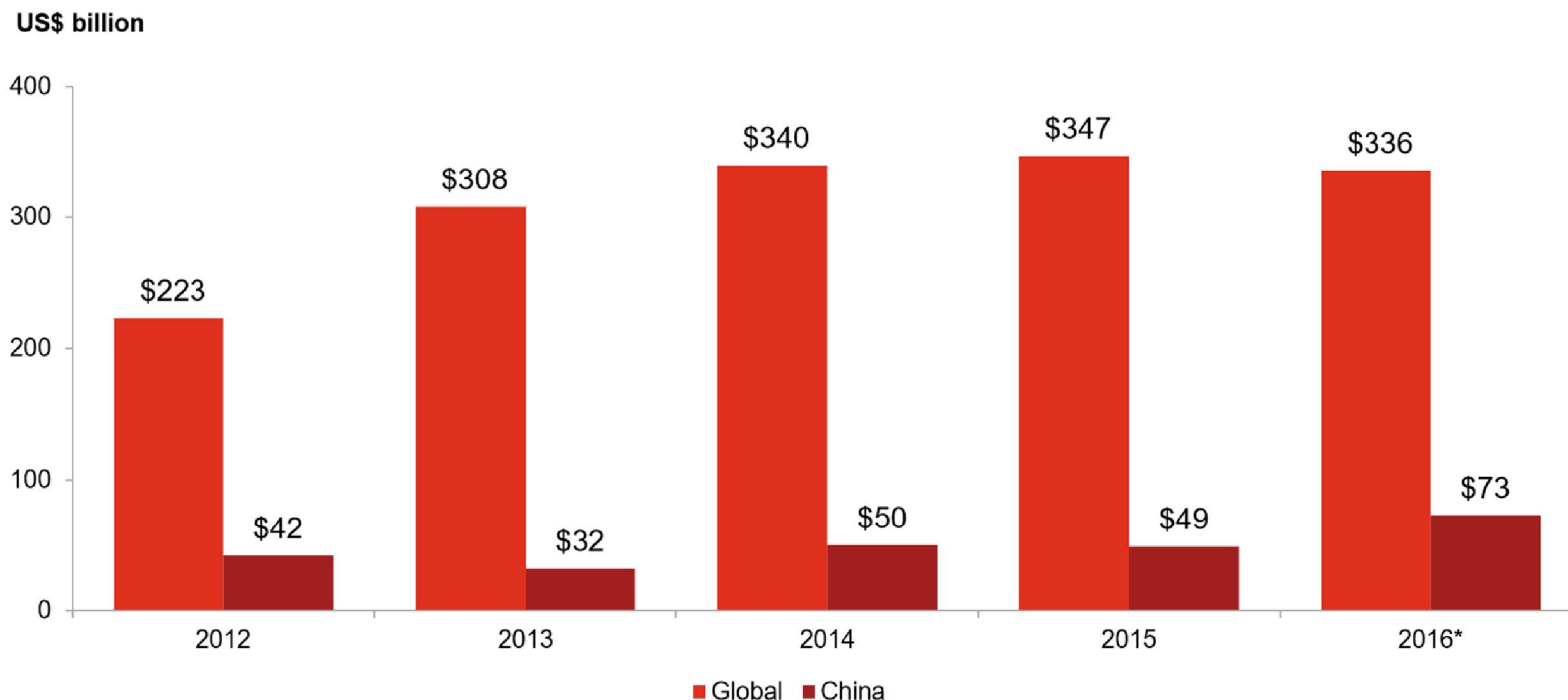


Funds raised by different sectors, 2017 H1

# China and Global PE& VC Fundraising Trends: less funds raised in China in 2017 as still a lot of dry powder left

- ▶ In 2016, China fundraisings increased 49% over 2015
- ▶ However, 828 funds completed fundraising in the first 11 months of 2017, raising an aggregate USD 180 Bil (Cvinfo) – USD 243 Bil (Zero2IPO), down from 1,639 funds raising USD 301 Bil in 2016 (same period) (*CVInfo*)

## Comparison between China and global PE & VC fund raising (2012 – 2016)



Sources: Thomson Reuters, China Venture, PWC



# China Inc. playing a pivotal role as a the largest private equity investor in the Country

**439 Government-backed funds with a capital size of RMB 756.8 Bil were founded in the first three quarters of 2017. State VCs topped USD 336.4 Bil raised by end 2015.**

*Zero2IPO*

# As a result, 95% of VC funds raised in 2017 are RMB funds

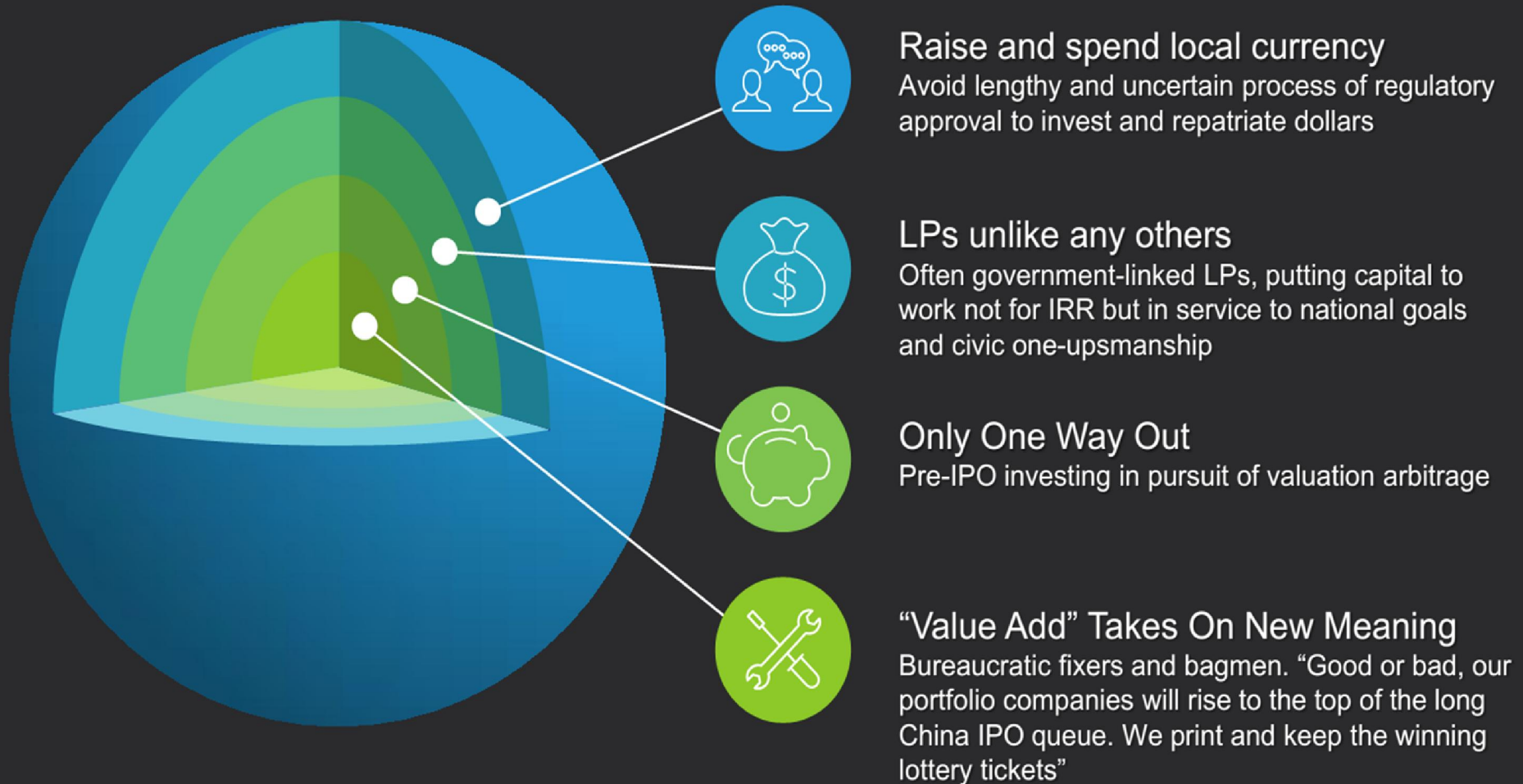
**“There’s been quite a lot of changes over the past decade. China used to be a predominantly US dollar market. Although dollars is still very active here, it’s more RMB than USD now.”**

*Jeff Chi, Vickers Ventures*

**A total of 3,418 VC funds were established in the first eleven months of 2017, raising a combined RMB 1.61 trillion funding (\$243 billion), Of the total, a 95% or 3,339 VCs—managing RMB 1.5 trillion worth of capital—are RMB funds, as compared to 79 USD funds which manage the equivalent of RMB 100 billion (15 times less than RMB funds)**

*Zero2IPO*

# But RMB overwhelming the market hurt Returns & create valuation bubbles





# IPOs in China: higher P/Es and less scrutiny...

19 ▼

/ 12 ▼

/ 2017 ▼

Search &gt;

|   | Hong Kong<br>Exchange (20/12/2017 ) |         | Shanghai Stock<br>Exchange (19/12/2017 ) |         | Shenzhen Stock<br>Exchange (19/12/2017 ) |         |
|---|-------------------------------------|---------|--|---------|--|---------|
|   | Main Board                          | GEM     | A Share                                  | B Share | A Share                                  | B Share |
| No. of listed companies                           | 1,790                               | 321     | 1,386                                    | 51      | 2,073                                    | 49      |
| No. of listed H shares                            | 228                                 | 24      | n.a.                                     | n.a.    | n.a.                                     | n.a.    |
| No. of listed red-chips stocks                    | 153                                 | 6       | n.a.                                     | n.a.    | n.a.                                     | n.a.    |
| Total no. of listed securities                    | 12,615                              | 322     | n.a.                                     | n.a.    | n.a.                                     | n.a.    |
| Total market capitalisation<br>(Bil. dollars)     | HKD 32,711                          | HKD 273 | RMB 32,859                               | RMB 99  | RMB 23,420                               | RMB 80  |
| Total negotiable<br>capitalisation (Bil. dollars) | n.a.                                | n.a.    | RMB 27,882                               | RMB 99  | RMB 16,660                               | RMB 79  |
| Average P/E ratio (Times)                         | 15.89                               | 35.59   | 18.06                                    | 22.25   | 36.61                                    | 11.23   |
| Total turnover<br>(Mil. shares)                   | 155,822                             | 1,165   | 11,604                                   | 13      | 13,014                                   | 15      |
| Total turnover<br>(Mil. dollars)                  | HKD 80,283                          | HKD 443 | RMB 151,961                              | RMB 88  | RMB 183,166                              | RMB 93  |
| Total market turnover<br>(Mil. dollars)           | HKD 80,726                          |         | RMB 154,513                              |         | RMB 183,259                              |         |

Source: <http://www.hkex.com.hk/eng/csm/highlight.htm>

# Waves of IPOs in China/Hong Kong & New York, in between take-private & backdoor listings in China

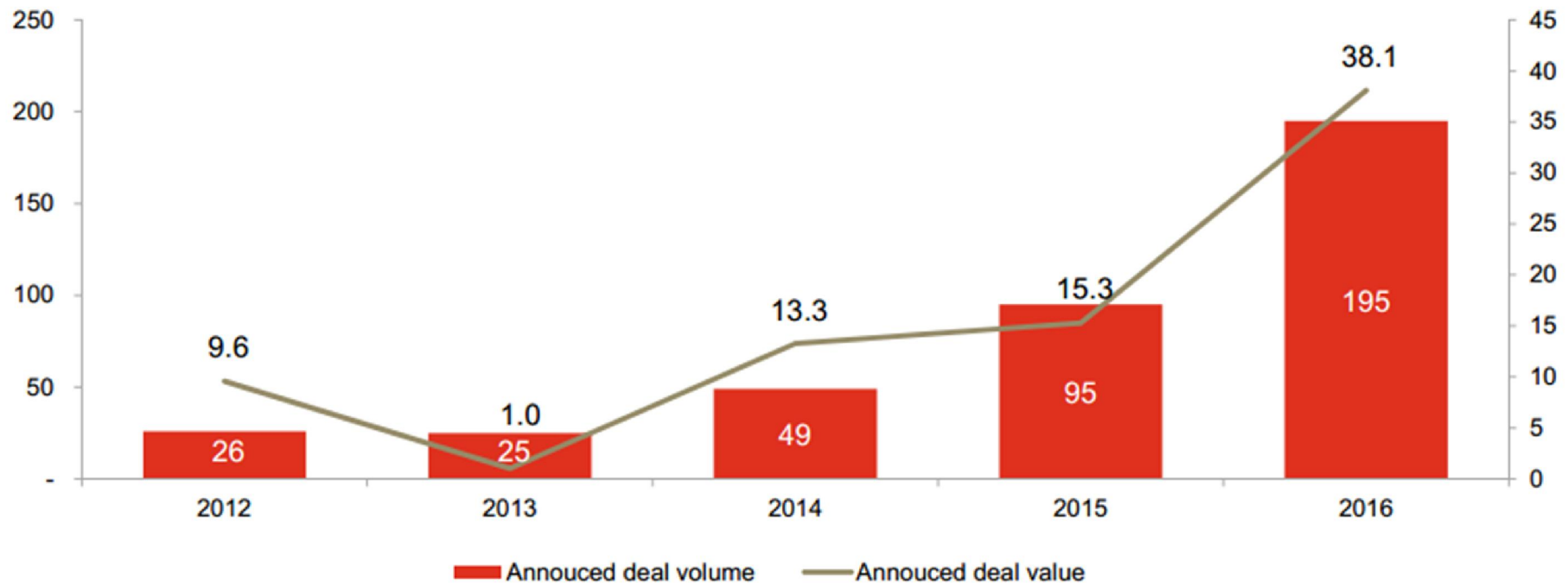
- ▶ As domestic IPOs re-open, local RMB exchanges regain preference considering higher P/Es (yet, 500 in the traditional IPO queue as of Dec 2017!!).
- ▶ In past few years, take private of US-listed Chinese companies and back-door relistings in China became common, before a clampdown by China regulator in 2016
- ▶ Yet, Qihoo 360 gained approval for its backdoor listing in China at RMB 50 Bil expected valuation (Q1'2018).
- ▶ In the mean time, Overseas IPOs were hot again in 2017 as sum raised outperform those in local exchanges. Xiaomi preparing for the largest tech IPO with purported \$50 Bil raised, twice larger than Alibaba's in 2014.



# China Outbound M&A and Investment rose sharply till 2016, driven by diversification and capital flight

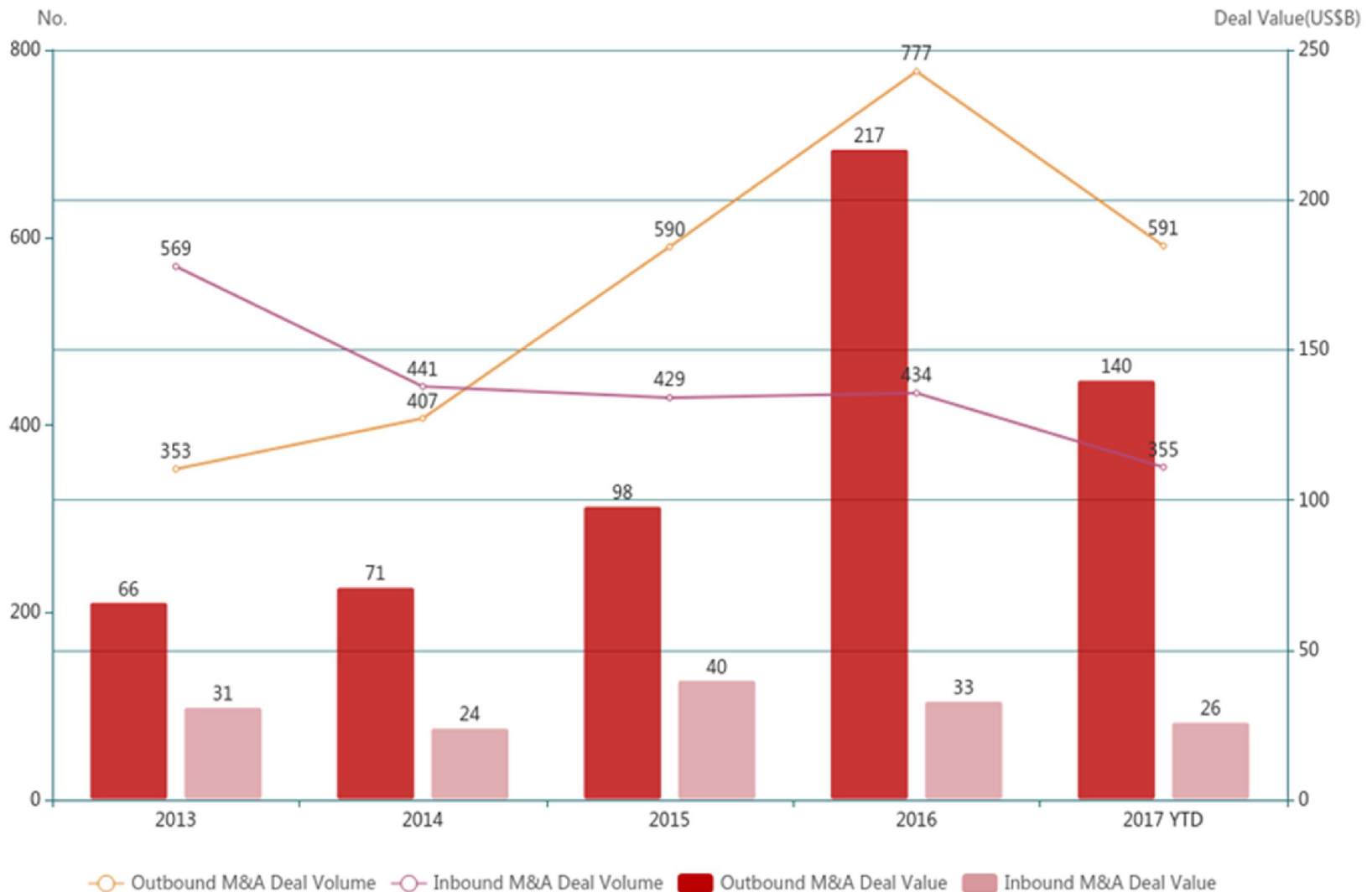
## Overseas M&A deals backed by mainland Chinese financial investors

Number of deals





# But 2017 saw sharp Fall of China outbound M&A Deals due to policy tightening (China) & increased Scrutiny (US)



Sources: Deal Logic, China Money Network

# Some consequences of China policy tightening: Provider of digital engineering services suing HNA over deal collapse

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BUSINESS & TECH

## U.S. Acquisition Target Sues HNA Over Collapsed Sale

By Yang Ge



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Acquisitive Chinese investor scraps deal with Global Eagle Entertainment after failing to get clearance from American national security reviewer



# China's 10 Biggest Outbound M&A deals are old school.

## Real Estate, Sports, Entertainment investment down 2017

| Rank  | Acquirer   | Deal Value (US\$ B) | Target Company                            | Target Industry         | Announced | Status    |
|-------|--|---------------------|---|-------------------------|-----------|-----------|
| 1     | Vanke, Hopu, SMG<br>Eastern, Hillhouse<br>Bank of China            | 16.1                | GLP<br>(Singapore)                        | Real<br>Estate/Property | Jul       | Pending   |
| 2     | China Investment Corp  | 13.8                | Logicor Europe<br>(U.K.)                  | Real<br>Estate/Property | Jun       | Pending   |
| 3     | COSCO SHIPPING,<br>Shanghai International<br>Port Group            | 8.4                 | Orient Overseas<br>(Hong Kong)            | Transportation          | Jul       | Pending   |
| 4     | Shanghai Energy Fund   | 8                   | Rosneft<br>(Russia)                       | Oil & Gas               | Sep       | Pending   |
| 5     | State Grid Corp of China   | 3.6                 | CPFL Energia<br>(Brazil)                  | Utility & Energy        | Jan       | Completed |
| 6     | Yankuang   | 3.1                 | Coal & Allied Industries<br>(Australia)   | Mining                  | Jan       | Completed |
| 7     | Didi Chuxing, SoftBank,<br>Toyota Tsusho, Existing<br>Shareholders | 2.5                 | Grab<br>(Singapore)                       | Technology              | Jul       | Pending   |
| 8     | Bohai Capital  | 2.3                 | Hong Kong Aviation Capital<br>(Hong Kong) | Finance                 | Aug       | Completed |
| 9     | State Power Investment   | 2.3                 | Power Station<br>(Brazil)                 | Utility & Energy        | Sep       | Completed |
| 10    | Ant Financial  | 2.0                 | MoneyGram<br>(U.S.)                       | Finance                 | Jan       | Pending   |
| Total |  | 62.1                |   |                         |           |           |

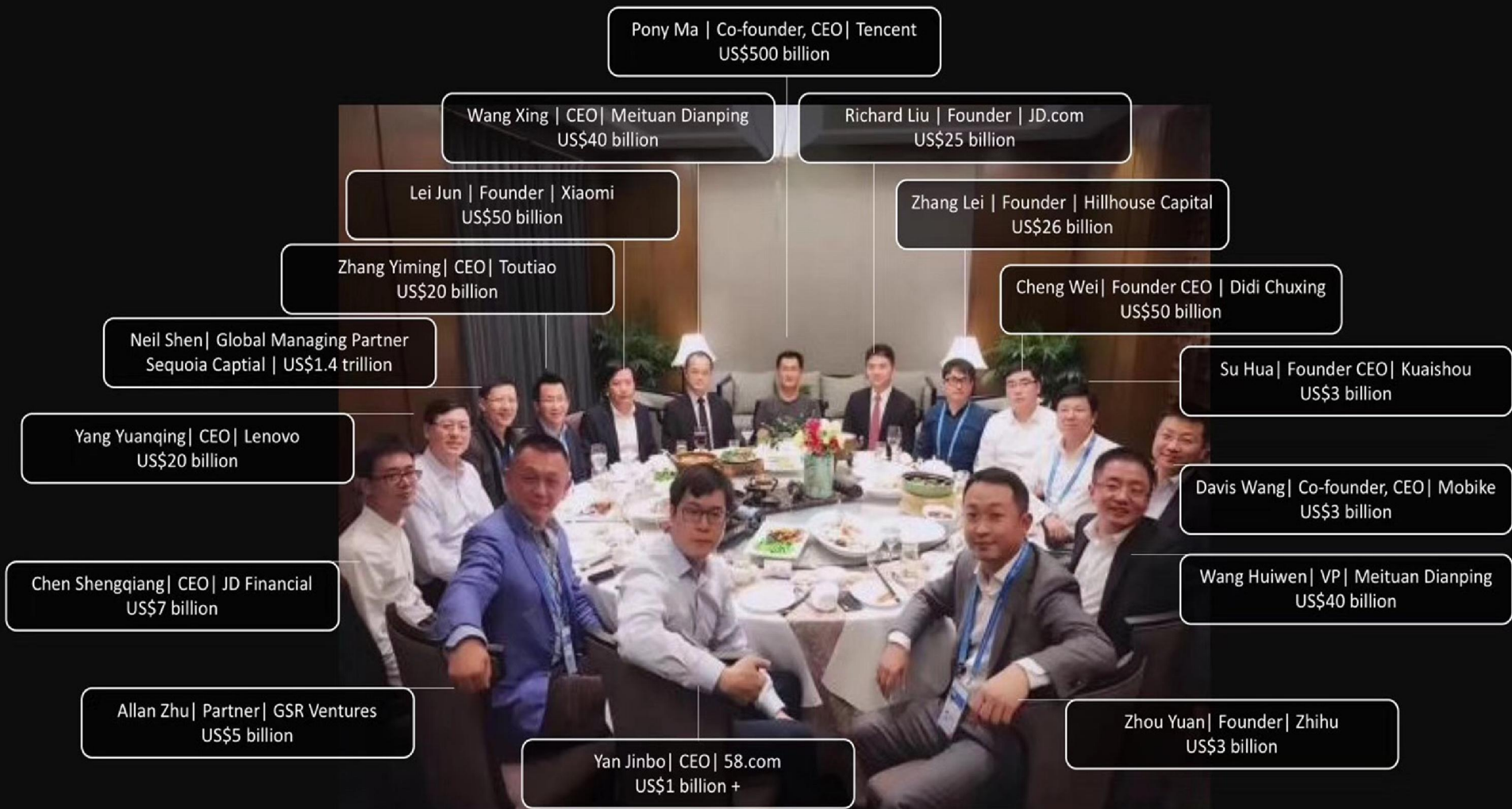
Source: Dealogic, data as of Dec, 2017. The deal values listed above include assumption of debt.

- ▶ Directive issued by the State Council listing real estate, entertainment, sports clubs etc as “restricted” areas for outbound investments
- ▶ Investments in real estate down 82% in H1'2017 and culture, sports and entertainment down 82.5% YOY
- ▶ U.S. increasing scrutiny of Chinese investments in sensitive industries. Lawmakers to limit investment in AI, robotics and aerospace
- ▶ US President blocked Canyon Bridge Capital Partners' US\$1.3 Bil acquisition of Lattice Semiconductor
- ▶ Ant Financial's plan to acquire MoneyGram for US\$2 billion, (10th largest outbound investment of 2017) officially cancelled by U.S. Committee on Foreign Investment (January 2018).

Sources: Deal Logic, China Money Network



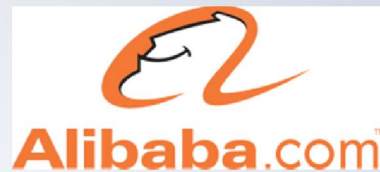
# Working with Chinese Strategic Investors and Funds



Diversity of Chinese corporate and institutional investors to work with. Top ones have professionally trained teams



福瑞股份



# Chinese Tech and Overseas-driven Corporations behave like full-fledged PE and buy-out funds

- ▶ Alibaba has invested a total \$21 billion in M&A in the past two years, of which overseas market and O2O are the two top fields in this effort.

*Joseph Tsai, Alibaba Vice President (mid-2017)*

- ▶ China's New Oriental Education Said To Launch \$1.8Bil Funds Targeting Start-Ups, M&A (Dec. 2017)
- ▶ Total number of Investments from the BAT + Xiaomi/Qihoo (2013-2016): 560!



# Chinese VCs and Corporate Investors create the most Unicorns in the world

- ▶ 53% of the world's Unicorns are Chinese (66% of the total Valuation)
- ▶ 102 Firms are worth \$435 Bil
- ▶ 193 unicorns are globally worth US\$664 Bil in valuation
- ▶ Tencent, Alibaba, Baidu have invested or own 22, 13 and 10 Unicorns respectively
- ▶ 13 unicorns worth US\$124.51 Bil are directly affiliated with or controlled by the BAT, taking 29% of the total in terms of valuation

灵石投资

Top 10 VCs Backing China's Unicorn Boom

| Investor Name           | Unicorn Total |
|-------------------------|---------------|
| Sequoia Capital         | 21            |
| IDG Capital             | 15            |
| Matrix Partners China   | 11            |
| Qiming Venture Partners | 11            |
| Temasek Holdings        | 10            |
| Yunfeng Capital         | 10            |
| CDH Investments         | 9             |
| DST Global              | 9             |
| GGV Capital             | 9             |
| Shunwei Capital         | 9             |

# BAT (Baidu Alibaba Tencent) Outbound M&A and Investment – H1 2017

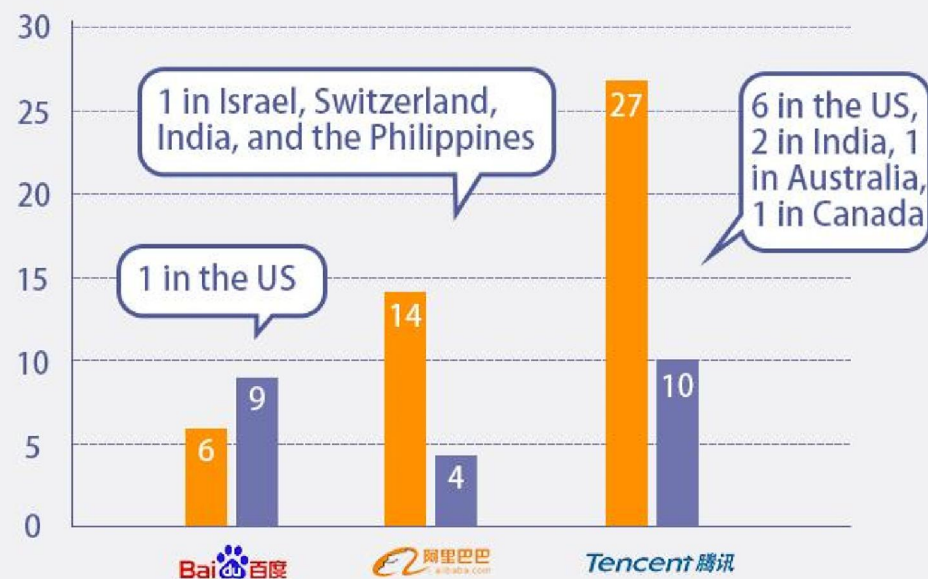
## BAT investments by round and region

BAT investment by stage of funding round

BAT investments by region  
(domestic vs. overseas)

■ early stage ■ expansion stage ■ mature stage

■ domestic ■ overseas



# Chinese Money moving West, fueling cross-border Innovation, driven by risk-takers, which China has plenty



**Chris Nicholson**

CEO, Skymind.io

**"Start-up fundraising in Silicon Valley wouldn't function without Chinese money. It has changed the landscape."**

# Chinese PE funds & Corps investing Big Tickets in US companies, but large ticket deals scarce in Europe

## DEALS IN THE NEWS

WEWORK RAISES \$260M IN FUNDING FROM CHINA

October 13, 2016

NEW YORK  
BUSINESS JOURNAL

CIRCLE RAISES \$60M IN FUNDING BACKED BY BAIDU

June 23, 2016

oombe

CHINA'S JD.COM INVESTED \$50M IN SHOPPING STARTUP WISH

Jan 15, 2016

AIRBNB \$1.5B FUNDING DEAL ATTRACTS CHINESE INVESTOR AT \$24B VALUATION

June 26, 2015

ikif

ALIBABA DEAL VALUES SNAPCHAT AT \$15 BILLION

March 12, 2015

WSJ

ecodk



# China Corporates' Overseas Expansion is built around Buying Talent, Brand & Technology



# What are Chinese Companies interested in when they go “shopping” overseas?

- ▶ Artificial Intelligence, machine learning & Applications
- ▶ Autonomous vehicle technology and applications
- ▶ Industry 4.0 (Robotics, smart systems, automation etc), IOT
- ▶ Renewable Energy, Smart City
- ▶ Aerospace
- ▶ Fintech and Financial Services
- ▶ Healthcare, MedTech and Agri-Tech
- ▶ Online Gaming

As well as Education Services, Leisure & tourism services and infrastructures, Entertainment, Sports, Real Estate etc.

# AI (Artificial Intelligence) is China's top investment priority at the moment

The government has recognized AI as its strategic priority. As of June 31st, 2017, Chinese AI companies received RMB 63.5 billion or 33.18% of the world's AI funding. President Xi Jinping has said that China not only tries and aspires to be, but will be a globally AI country by 2020.

*Technode*

# Cross-Border Investments & cooperation with China: Explored only by a handful of French GPs



ARDIAN





# Cross-border GPs Best Practices: 1. Visionary Leadership with proven investment thesis (and track record)



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*Image: Cathay Capital*

## Cross-border GPs Best Practices: 2. Chinese LPs like co-investment and relationship-building terms

- ▶ “Chinese LPs usually find it too risky to pay the usual 2 to 3% for management fees to an inexperienced foreign team raising funds to invest in China. As a result, foreign operated private equity funds find themselves cutting back their own fees (1 to 1.5%) in order to secure a capital commitment from Chinese LPs. In some cases, foreign operated GPs have to commit a large amount of GP capital (10-50%!). The end goal for these GPs is to attract future funding from the Chinese LPs in subsequent rounds of fundraising by building up their track record”

*Private Equity in China: Challenges and Opportunities*  
Kwek Ping Yong (Ed. Wiley, 2012)

- ▶ Offering co-investment rights can also be key to securing interest from Chinese LPs, and help them increase IRR

# Cross-border GPs Best Practices: 3. A team with true cross-cultural empathy and work experience

- ▶ **Bicultural local teams** with empathy and cultural awareness of work differences between China and France. As speed of execution is increasing in deal making in China (especially RMB funds), teams in Europe can feel outrun and out of tune. Need charismatic managers to polish these differences daily





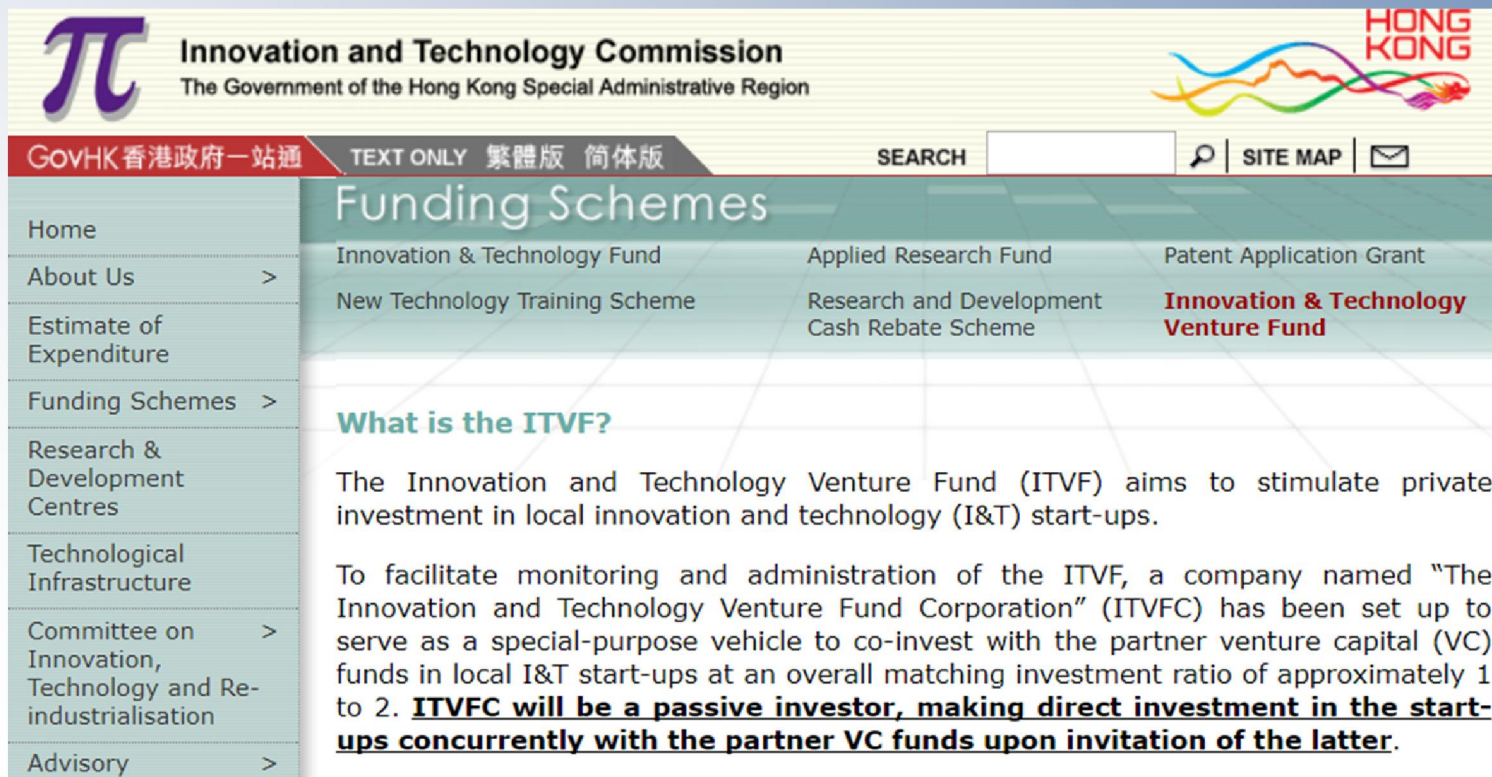
# Cross-border GPs Best Practices: 4. Ubiquity (aka frequent travels / meetings in China and France)





# Cross-border GPs Best Practices: 5. Don't Fall into the expat trap (Hong Kong is great, but not for deal flow)

- ▶ Hong Kong is great for fund incorporation, management and dividend repatriations (preferential tax treaties with Mainland)
- ▶ But need to be on the ground in China for deal flow and RMB



The screenshot shows the official website of the Innovation and Technology Commission (ITC) of the Hong Kong Special Administrative Region. The header includes the ITC logo (a stylized pi symbol) and the text "Innovation and Technology Commission The Government of the Hong Kong Special Administrative Region". A navigation bar contains "GovHK 香港政府一站通", language options (TEXT ONLY, 繁體版, 简体版), a search bar, and links for "SITE MAP" and an email icon. The main content area is titled "Funding Schemes" and lists several programs: Innovation & Technology Fund, Applied Research Fund, Patent Application Grant, New Technology Training Scheme, Research and Development Cash Rebate Scheme, and the Innovation & Technology Venture Fund (ITVF). The ITVF section is expanded, showing the heading "What is the ITVF?" and a paragraph explaining its purpose: "The Innovation and Technology Venture Fund (ITVF) aims to stimulate private investment in local innovation and technology (I&T) start-ups." Below this, it states: "To facilitate monitoring and administration of the ITVF, a company named 'The Innovation and Technology Venture Fund Corporation' (ITVFC) has been set up to serve as a special-purpose vehicle to co-invest with the partner venture capital (VC) funds in local I&T start-ups at an overall matching investment ratio of approximately 1 to 2. **ITVFC will be a passive investor, making direct investment in the start-ups concurrently with the partner VC funds upon invitation of the latter.**"



# Cross-border GPs Best Practices: 6. Speak, be visible & find co-investors and LPs at high profile conferences & events



## ***2017 World Internet Conference in Wuzhen.***

Left picture: Xiaomi, Tencent, JD, Didi, GSR Ventures, Sequoia Capital, Toutiao, Mobike, Meituan...

Right picture: Netease, Baidu, Sohu CEOs...

Center picture: Alibaba's Jack Ma at a breakfast of the France China Foundation 2014



# Cross-border GPs Best Practices: 7. RMB & Speed

- ▶ Deals happen twice as fast in China as they occur in Europe. Are you ready to be frustrated (at first)?
- ▶ Want some of that RMB honey? Be ready to relinquish GP governance to a local team (regulatory)
- ▶ RMB-denominated fund management requires additional headcounts, custodians, partners. Can you afford the overhead?
- ▶ Local talents are in high demand, be ready for staff turnover if the carry structure is not appropriate (and even so, be ready...)
- ▶ Develop a local expertise and specialization (ie Car Tech RMB fund from Cathay Capital 2017)
- ▶ Cultivate relationships with strategic co-investors and partners. Since RMB cross-border deals are improbable, local strategic players are your best options for trade sale (if no IPO in sight)



# Example and Case Studies





# The UK has been a precursor in terms of China Inbound Investments in Europe, in all sectors including Tech



2015 - Huawei buys Cambridge Internet of Things pioneer Neul for \$25 Mil to strengthen its position in Narrowband IoT (part of future 3GPP cellular standards for connecting low data rate devices that have exceptionally long battery life) consolidate a prized relationship with Vodafone



Beijing Kunlun putting £23 million (\$34 million) into peer-to-peer mortgage lending marketplace Lendinvest (2015)



Chinese PR Group BlueFocus Buys London-Based We Are Social (acquired 82.8% for \$30 Mil) in 2013



# Cheetah Mobile gobbling French Marketing and AI startups, MobPartner and News Republic... before Toutiao



## MobPartner / News Republic purchased by Cheetah Mobile... then Toutiao

- MobPartner (backed by NewFund) and News Republic (backed by XAnge, Creathor Venture, Intel Capital and business angels) were both acquired by Cheetah Mobile (NYSE: CMCM) in 2015 and 2016 respectively
- Cheetah Mobile is a Chinese leader in mobile gaming and mobile utilities
- Transaction amounts: \$58 Mil and \$57 Mil
- Toutiao (China's largest AI-powered content platform, \$30 billion USD valuation) is in pre-IPO mode and bought News Republic (news aggregator) from Cheetah Mobile \$86 Mil in 2017

# MedTech & BioTech: Furui Medical shops in France

## Theraction & Median (France)

- Median - Medical imagery specialist in oncology and Cancer treatment (Alternext: ALMDT) with EUR 3.9 Mil Revenue 2015, raised EUR 19.6 Mil from Inner Mongolia Furui Medical Science (300049:CH) in 2016. Furui will own 13% of Median
- Furui also acquired 20% of Theraction (Paris: ALTHE), a specialist in Echotherapy, through share offerings: EUR 1.8M (May 2016) & EUR 5 Mil (August 2016)
- Furui already owns 44.8% of another French medtech, Echosens, heading towards a Hong Kong IPO in 2018



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# Med Tech could mark the next big wave of Investments between France and China in 2018



- ▶ **Bioxis, a Lyon-based startup on advanced biomaterials for regenerative medicine, raised EUR 4 Mil in Equity and EUR 8 Mil in convertible debt from Juva-Ouhuameike (OHMK (Tianjin) Medical Technology (aka Juva Med)**
- ▶ **This followed an initial investment from Juva Med in Bioxis of EUR 2.5 Mil in 2016**



# Trade Sale: TCL Communications acquiring Sagem Wireless (from Sofinnova Partners) in 2011



- ▶ In 2010, Shanghaivest was approached by French VC Sofinnova Partners to identify buyers and lead the sales process for Sagem Wireless, a French Mobile phone OEM
- ▶ We identified TCL Communication (HK: 02618) as the best match. Coincidentally, TCL was in the urge to build its technical R&D capabilities for next gen smartphones.
- ▶ Early 2011, TCL acquired Sagem Wireless' 500-person R&D Center in Ningbo (Zhejiang province) & key assets in France

# Case Studies of Successful fundraisings of Western-lead Companies in China



## APPANNIE (US/China/France)

App Annie is the largest mobile app intelligence platform in the world

- Spin-off of a Western-owned game outsourcing company in Beijing
- Successfully raised \$1 Mil (IDG VC) in Beijing in 2011
- Raised 4 subsequent round totalling \$157Mil from IDG, Infiniti Ventures, Sequoia Capital, IVP Capital, Greycroft Partners etc. in 5 rounds
- Subsequently relocated to San Francisco; made several acquisitions
- Likely IPO in 2018 or 2019

# APPANNIE: fundraising lessons learned in China

- ▶ The first investor is the hardest to get
- ▶ Show traction, KPIs etc
- ▶ Build relationship with VCs early
- ▶ Seek investors already using your product or who learnt about your product from peers
- ▶ Better work with investors with international experience or genuinely seeking international expansion
- ▶ Seek VCs with stellar reputation, as they will help attract visibility, new talents, customers (beware: attracting sub-par VCs will deter new investors...)
- ▶ VCs in China and US have the most experience in scaling services to hundreds of millions of users



# Case Studies of Successful fundraisings of Western-led Companies in China

## VISUALEAD (Israel)

### Visual QR code technology, sold to Alibaba

- Had raised series A in Israel
- Founders decided to relocate to China in 2013 with NO TRACTION at all on the local market
- Failed to raise \$\$\$ from local angel groups (mainly because of high valuation)
- After a year of negotiations, landed \$5 Mil Series B (Jan 2015)
- Was completely sold to Alibaba in December 2017





# Case Studies of Successful fundraisings and trade sale of Western-led Companies in China

## GLAMOUR SALES / MEI.COM (France) sold to ALIBABA

Leading Luxury Items Flash sales site

- Created by a team of French executives, formerly from Coach, L'Oreal etc.
- Raised \$13 Mil seed capital from AXA Private Equity & Mandra Capital (2010)
- Raised several follow on round from Neiman Marcus (\$28 Mil) in 2012 and Chow Tai Fook (\$65 Mil) in 2013
- Partial sellout and last fundraising round with Alibaba July 2015 (\$100 Mil)
- Mei.com now a part of Alibaba



# Case Studies of Successful fundraisings of Western-lead Companies in China



**VIRTUOS GAMES (France) invested by Legend Holdings and Xuhui Venture Capital**

Outsourcing Shop to major movie and gaming studios

- Created by a former (French) Ubisoft GM in Shanghai
- Raised Series A with Legend Holdings
- Raised Series B from Xuhui Venture Capital (2014)
- Now more than 500 staff working on the most popular franchises
- Going full circle and opening an office in Paris in 2017

**联想控股**  
**LEGEND HOLDINGS**  
— 制造卓越企业 —

**SHANGHAIVEST**  
灵石投资



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***Thank You!***

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