

Sinotrust BIS Profile

Sinotrust is the market leader of business information & consulting services (BIS) in China. All of our BIS products and services are driven and powered by Bizteller[®], our unique database of Chinese organizations. The largest of its kind, Bizteller[®] contains and updates information on over 20 million Chinese companies, non-profit entities and government institutions. Major products and services of Sinotrust BIS are listed as below:

■ Credit Information Services

You can access Bizteller[®] via www.creditlink.cn to search and order our various business credit information products, including Business Credit Report, Business Finance Report, Risk Index Report, Business Credit Profile, In-depth Credit Report and Credit Monitoring, etc. Creditlink[®] is also an interactive web community for credit professionals, where they share credit information and credit knowledge.

■ Credit Consulting Services

As focused on the status quo of credit management in China and based on the advanced credit management abroad, Sinotrust raised the “6-D” solution for credit management consulting, including the diagnosis of credit risks, establishing of credit management organization, design of credit management process, development of credit evaluation model, formulation of credit policy & warning system and credit management training, so as to help the enterprise to set up the complete credit management system and effectively lower the credit risk.

■ RiskManager TM - Credit Risk Management Software

Based on many years' experience on credit risk management, customer management and receivables collections, Sinotrust has developed its own credit risk management system - RiskManagerTM, which is the overall solution with Chinese characteristics for credit risk management. RiskManagerTM assists you to realize the client archives control, credit policy control, receivables management, mode & policy control, customer group analysis and task control, etc.

■ Industry Report

On the strength of three unique risk indices, namely, industrial risk index, industrial performance risk index and financial risk index for major enterprises, Sinotrust fully displays and extracts the risk points of targeted industries in terms of enterprise, industrial chain, overall industry and relevant external environment, so as to arrive at the specialized and accurate risk assessment. We also provide feasible suggestions on industry credit risks. Sinotrust produces different types of industry reports including Industry Risk Reports, Industry Data Reports, Weekly Industry Brief and custom reports, so as to effectively meet the demands of various clients.

■ **Bizteller®**

You can search for our Bizteller® and order our database-related products through Bizteller® website: www.bizteller.cn. These database-related products include Bizteller® on-line, Monitoring on Major Enterprises, Corporate Familink™, TOP5000 Chinese Enterprises, Business Directory, Intelligence center™, etc.

■ **DataMarketer™- B2B marketing solutions**

Through the integration of data, technology and services, Sinotruster DataMarketer™ can help you understand the market, provide data solutions, submit applicable customer insight, design marketing strategy, optimize marketing performance, and control the real-time marketing solutions. Through all these efforts, Sinotruster helps you build up a unified and accurate single-view customer database, fully understand customer information and purchasing behaviors, make precise marketing decisions, conduct one-on-one communication, and maintain sustainable and profitable customer relationship.