

Sinotrust Held “Create Lasting Brilliance, Trust Till Future” Themed Annual Meeting & 19th Anniversary Celebration

Sinotrust achieved desired results for the fiscal year of 2011. Advancing with times, being courageous for innovation and adopting a unique corporate culture have all been the DNA for Sinotrust’s growth and development.

Beijing, April 27, 2012---The evening of April 27, 2012 marked the grand holding of Sinotrust’s 2011 annual meeting which was themed with “Create Lasting Brilliance, Trust Till Future” and the company’s 19th anniversary celebration. The event was attended by founders and leaders of Sinotrust, including its Co-President & Joint CEO Mr. Brook Zhang and Mr. Lei Lin, representatives from Experian China, a strategic partner for Sinotrust, as well as representatives from the Sinotrust Alumni. Along with the 600 staff of Sinotrust, all the participants got together to celebrate the 19th anniversary of the establishment of Sinotrust.



On the occasion, Lei Lin, Co-President & Joint CEO of Sinotrust, made a work report on the 2011 fiscal year. Mr. Lin said in the report that Sinotrust achieved excellent results in the 2011 fiscal year with all its major financial indices reached the expectations. Lin said that in the year Sinotrust’s business revenue topped 350 million yuan, which was an increase of 15 percent compared with that of the previous year.

In the fiscal year of 2011, Sinotrust's automotive business continued to rank as No. one in terms of business scale, staff number and service types in the field of automotive market research. The company’s automotive business kept on growing steadily and the range reached 230 million yuan, an increase of 16 percent compared with that of the previous year. Profit from the automotive sector also exceeded the target set at the beginning of the year. Lei Lin pointed out that it was very valuable for the company’s automotive sector to make such a good performance given the fact that China’s whole automotive sales increased by a mere 2.9 percent in 2011. Sinotrust took a lead in the market with a

bigger increase.

In the year, Sinotrust's industry research service achieved a business turnover of 16 million yuan. Profit contributed by the service also exceeded the set target, which further helped enhance Sinotrust's top position in the industry research sector in China. Meanwhile, Sinotrust's marketing research service established a new management team and developed a group of strategic clients, with the business scale expanded dramatically.

In 2011, the turnover of Sinotrust's business information and consulting service reached about 100 million yuan with its total profit reaching the set target. In the field of credit risk service, Sinotrust completed a comprehensive report revision and launched a browser-based report type. The company's newly-launched risk management software service "RiskManager" was also widely acclaimed by the customers. The credit risk solution service achieved a 20 percent increase in revenue compared with that of the previous year. For the B2B marketing service, Sinotrust has re-established a development strategy focusing on marketing information. As a result of this effort, the marketing information service margin of the company has been fundamentally improved.

In concluding the "DNA" that contributes to Sinotrust's success, Mr. Lin commented, "advancing with times, being courageous for innovation and adopting a unique corporate culture of Sinotrust are all important for Sinotrust's success over the past 19 years."

Advancing with Times

Every era has its own unique spirit. Sinotrust hopes that it will follow closely with the spirit of the times and change itself as it changes. In the past 19 years, China has experienced two major periods. Namely, a high speed increase period and a period of increase centering on quality. The two periods have actually been made up of many minor periods with every year even having a different theme for development.

The early 1990's is a period of passion and a period for nursing creation. Sinotrust was founded in that special period. The high speed increasing period following Sinotrust's establishment witnessed the company's survival and its first phase of growth. In the second year of the new century (2011) China joined in WTO, which symbolized a tangible step for the globalization to come into China. It was at that time that Sinotrust introduced international strategic capital Experian and completed its first step for internationalization. Over the recent five years, China has entered a period of quality development after "quantity" development when it also continuously increased its investment on human resource, finance management, outsourcing management and information system, which made it possible for the company to realize internal control on its businesses, human resource, financial service, outsourcing and information security and greatly reduce the operation risks and improve the operation efficiency. The move finally also ensured Sinotrust to pass through the high risk period brought by the initial scaled development and step on a path safeguarded with principles. Sinotrust will continue to respond actively to the echo of times, feel the pulse of the times, introspect itself constantly at any moment and keep

pace with the times.

Being courageous for Innovation

The history of Sinotrust is a history of innovation.

Regarding business types, Sinotrust is the first corporate credit service firm in China, the first online corporate credit report service provider in the country and a pioneer and leader in China's corporate credit industry. As one of the first market research service providers in China, Sinotrust has been taking a leading role in China's automotive market research sector and B2B research sector and has been taking a leading position in the said sectors ever since. Sinotrust is also the very first company in China that provided database marketing service. It has created a precedent in offering enterprise account management service in China and has been one of the earliest local management and consulting firms in the country.

For products and services, Sinotrust is one of the first companies in China that provides "Car Clinic" research services and one of the companies that first introduced "CBC" analyzing technology. Sinotrust creatively put forth the "central assignment" for the implementation of mysterious customer research and adopted the voiceprint identification system for the telephone satisfaction survey. The company is also the first of its kind that adopted business intelligence in the decision-making process of the marketing of automotive companies and the studying of internal data integration, analysis and share in the form of a system platform.

With regard to organizational management, Sinotrust is the first of its kind in the sector of information, research and consulting that ever began to establish an independent sales team and owned the most powerful sales force in the industry. Sinotrust is also the first one in the industry that ever started to set up a knowledge management system. It was ranked among the Best Practice List for Knowledge Management in China in 2011, which made it stand shoulder by shoulder with prestigious companies like Lenovo. Sinotrust is also the first company of its kind that ever set up an independent outsourcing department.

In the aspect of management practice, Sinotrust has been taking a leading position in legal practice regarding the internal audit of risk control system, the payment of financial system and the reimbursement management platform and the human resource system.

Sinotrust has been committed to exploring the integration of the professionalism with business models, pursuing a way for the scaled development of the extremely professional "soft services" such as information, research and consulting. Sinotrust will continue to make innovations and try its utmost to take a leading position in the industry.

Sinotrust's Corporate Culture

The corporate culture of “integrity, responsibility, learning, cooperation, and development” has always been on the way with the growth of Sinotrust. Sinotrust will try to apply this culture to its decision-making, working and even the solving of disputes, instead of putting them on the wall and making them as slogans. It is this culture that has won Sinotrust respect from both its clients and its competitors. The importance of the corporate culture also lies in that it has been serving as a powerful force in uniting all the people of Sinotrust. People who come to work for Sinotrust in different periods, including those who left the company a long time can always be seen and meet each other at the company’s annual meetings. All this shall be attributed to the corporate culture of Sinotrust.

Advancing with times, being courageous for innovation and adopting a unique corporate culture are all most important factors for Sinotrust’s success over the past 19 years. And they will continue to be a tower of strength for Sinotrust’s future, which will surely be brighter.

About Sinotrust

Sinotrust is a leading supplier of marketing solutions and credit solutions in China. We collect, analyze and manage information about markets, consumers and businesses to provide marketing research, business information, consulting and database marketing services through integration of information, services and technology. Our products and services help you make better marketing and credit decisions and develop profitable customer relationships.

We employ about 600 people in our offices in Beijing, Shanghai and Guangzhou, supporting organization clients from automotive, financial services, insurance, retail, telecommunications, IT, manufacturing, consumer products and trade sectors. Over 80% of the Fortune 500 companies operating in China are using different products and services of ours.

At the beginning of 2007, Experian, the leading global information services company, made a strategic investment in Sinotrust with both capital and know-how. The investment keeps on improving our service capabilities.

Website: www.sinotrust.cn