

BCC.Global

GLOBAL Foothold, GLOBAL PROSPECTS

ABOUT BCC

BCC is an **independent research provider**, dedicated to being one of the best information service suppliers in China and globally.

Our **Global Expert Network and China-focused Research** products cater to a diversified client base, including institutional investors, corporations and consulting firms.

Established in 2008, we have developed into a leading industry player, supported by our **mature compliance system** that ensures a risk-controlled environment for information gathering, analysis, and decision making.

COMPLETE RESEARCH COVERAGE



EXPERT NETWORK

- Expert Consultations
(Telephone & Face-to-face)
- Panel Discussions
- Consultation Transcripts
- Roadshows



RESEARCH SERVICES

- Company-focused data products
- Fundamental Analysis
- Consumer / Distributor Surveys
- Deep-Dive Research
- Benchmarking
- Focus Group Studies
- Background Checks / Investigations
- Market Entry

BCC'S ADVANTAGE



**One-stop
research solution**

**Extensive global
expert database**

**Sophisticated in-house
web scraping capabilities**

**Dedicated analysts
for sector research**

BCC'S CLIENTS

BCC caters to a diverse set of clients globally.



Financial Institutions



Consulting Firms



Academic Research Institutions



Investment Funds



Corporations

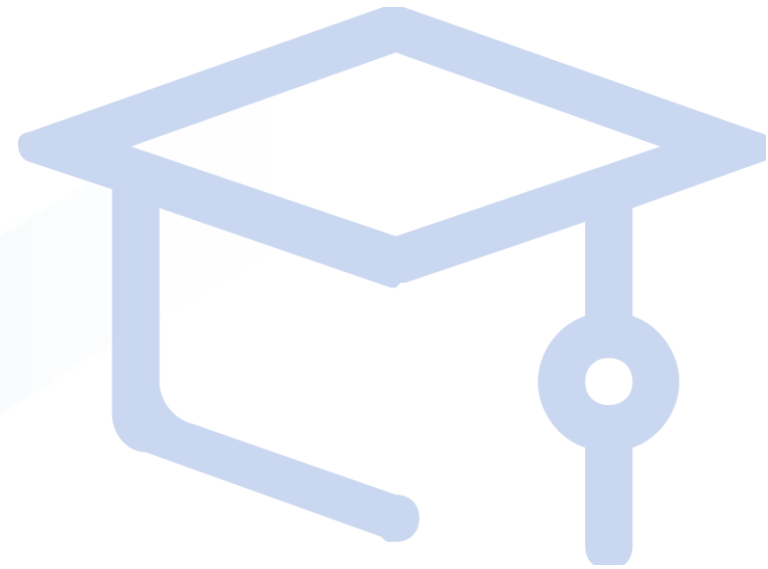


Non-profit Organizations

EXPERT NETWORK

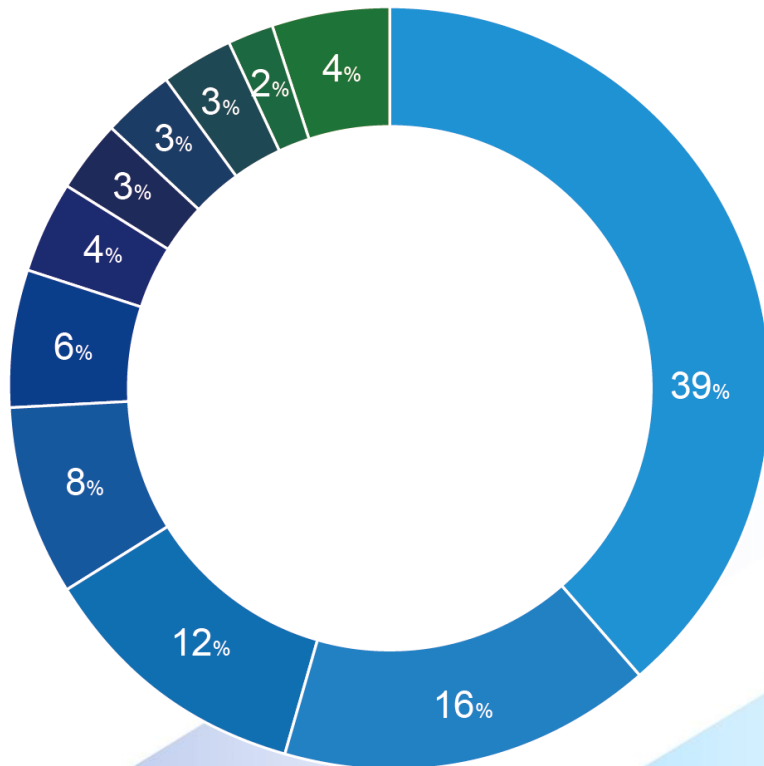
BCC's Expert Network is at the core of our comprehensive research service. Through our acquisition of China's second largest business card scanning app, Jingwei Mingpian, we are able to holistically grow our database and provide access to niche experts.

- Over 280k experts globally
- Quick turnaround for expert referrals
- Free custom recruitment



EXPERT NETWORK ADVANTAGE

Experts cover 11 major industries and 154 sub-sectors



- 39% Trade/Consumption/Manufacturing/Operations
- 16% Computing/Internet/IT/Electronics
- 12% Pharmaceuticals/Healthcare
- 8% Energy/Raw Materials
- 6% Accounting/Finance/Banking/Insurance
- 4% Real Estate/Construction
- 3% Professional Services/Education/Training
- 3% Services Sector
- 3% Logistics/Transportation
- 2% Advertising/Media
- 4% Others

BCC RESEARCH DATA TRACKING

Long-term tracking of China listed companies' public performance metrics, culminating in quarterly revenue estimates.

- We track vital metrics of China ADRs, H-shares and A-shares
- Focus on 5 industries: TMT, Autos, Consumer, Travel, and Education
- Identify key trends and inflection points
- Bottom-up analysis



DATA TRACKING ADVANTAGE

- Revenue estimates published 20-30 days ahead of official results
- Historical data going back to 2011
- Estimates within 3% of official results on average*
- Findings validated across multiple channels

* Based on average difference between estimated and reported results across all tickers tracked between 2011 and 2018.



BCC RESEARCH MARKET RESEARCH

On-the-ground knowledge to help clients gain insight into specific market trends, consumer preferences, and competitive landscapes in order to guide implementation of strategic plans.

1 Benchmarking and target company research

2 Deep-dive research

3 Usage and Attitude (U&A) surveys

4 Market entry advice

MARKET RESEARCH ADVANTAGE



Fact-based studies using on-the-ground information



Crucial knowledge to aid strategic plan execution



Vast pool of experts to ensure accurate and timely project turnaround

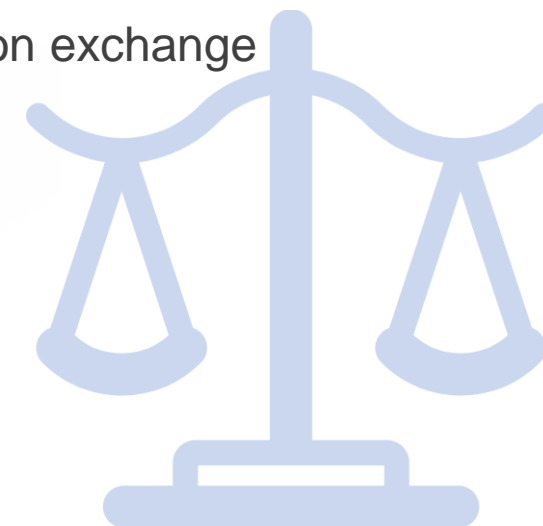


Dedicated sector research and data analysts

COMPLIANCE

BCC complies with global securities laws, anti-bribery regulations, and privacy rules.

- In-house legal and compliance team
- Engage top-tier law firms as outside counsel on global and local security laws
- Dedicated to offering clients a secure and risk-controlled platform for information exchange
- Strive to exceed global best practices for expert networks and research firms



COMPLIANCE OVERVIEW



Expert Compliance

- Experts agree to industry standard terms and conditions
- Training covers MNPI and confidentiality
- Refresher training ahead of each consultation



Staff Compliance

- Clear compliance protocols and escalation procedures
- Regular compliance training and testing
- Deep culture of compliance and ethical standards



Client Compliance

- Ability to execute unique client requirements, e.g. pre-screening and approvals
- Our call bridge allows chaperoning of expert consultations
- Monthly usage reports

OUR HISTORY

2008 - 2009

BCC Established

- Established China-focused Expert Network Services
- Opened Shanghai headquarters
- Opened Beijing Office
- Established Custom Research

2010 - 2011

Services Expanded

- Opened New York and Hong Kong Offices
- Acquired Circle of Experts
- Acquired Tribeca Insights
- Opened India Office
- Established AGI, Global Expert Services

2012 - 2013

Domestic Growth

- Formed China Sales Team
- Expanded Client Base in China
- Opened Shenzhen Office

2014 - 2015

Market Research Launched

- Opened South Korea Office
- Started Market Research Service

2016 - 2018

Strategic Acquisition

- Acquired Jingwei Name Card App
- Started China Roadshow Services
- Wuhan Office Opened

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COMPANY FOUNDERS

Ted Lin

Chairman

Co-founded BCC in 2008

- Worked as investment professional at Bessemer Venture Partners, management consultant at McKinsey, as well as at KLA-Tencor and TSMC
- B.S. in Electrical and Computer Engineering (*Summa Cum Laude*) from University of California, Irvine; M.S. in Electrical Engineering from Stanford University
- MBA from Harvard Business School

Chang Zhao

CEO

Co-founded BCC in 2008

- Worked as CTO and co-founder of Oval Technologies
- Led development of over a dozen projects helping several Fortune 500 enterprises, such as Sinochem and Unilever, to implement groundbreaking projects
- B.E in Computer Systems Engineering from Stanford University

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