



## THE MARKET

Sina, a NASDAQ listed company (code: SINA), is a leading online medium and value-added information and entertainment service provider. Sina owns websites across the world, through which it commits itself to the cause of serving Greater China and Chinese communities worldwide. In particular, online community and corporate and enterprise users can enjoy a series of services (including online media, entertainment, online value-added service, wireless value-added service, E-government etc) through Sina's five major LOBs: SINA.com, SINA Mobile, SINA Online, SINA.net and SINAE-Commerce.

One of the most respected internet brands in mainland China and amongst the global Chinese community, Sina serves over 100 million subscribers, including 12 million frequent users of a large variety of paid services.

In terms of business revenue, Sina has in effect become the largest ICP and wireless value-added service provider in China. It is also the most valuable brand and the most popular website, according to the results of many investigations and contests. In 2003, Sina was named the Internet User of Choice in a report issued by the China

Academy of Social Science. Sina was also selected as the Chinese Medium of the Year 2003 by *Southern Weekend*, one of the most credible newspapers in China.

## ACHIEVEMENTS

Both at home and abroad, Sina lives up to its reputation and is a regular award-winner in the world of information technology.



Sina has a long record of honour: Company of the Year with the Best Legal Affairs (2004), the Best CRM Implementation (Note: winner of the Best CRM Implementation award as the representative of internet industry, 17 industries in total), the Most Welcomed Internet Brand, *Strong Man* in Internet (Chinese Internet

Company Top 100), the Best Chinese Website (CNNIC), etc. In addition, Sina is the most frequently visited website by domestic internet users, according to statistics provided by Gallup.

Sina's advertising business is growing rapidly and has enormous potential. According to statistics provided by *Zhiwei Consulting*, Sina is now recognised as one of China's highest-profile choices for advertisers.

Undoubtedly, the attractiveness of mass media to general audience always lies in the quality of content. Sina is constantly setting new click rate records. Its reputation has been enhanced through extensive and professional coverage of major events such as Shenzhou IV, 9/11, the Iraq war, the Beijing 2008 Olympics bid, SARS, the 2002 World Cup 2002, etc.



## HISTORY

An eleven-year old internet company, Sina is an eyewitness of the development history of the Chinese internet industry.

Sina's predecessor was Stone RichSight, a Chinese input software developer established in December 1993. In 1998, Stone RichSight acquired SinaNet, which gave birth to Sina.com. Thanks to the rapid development of the internet in China, Sina successfully listed on Nasdaq in April 2000 and became one of the first group of commercial websites qualified for providing news services in the same year. In August 2001, Sina introduced its paid-email service and drove the



whole industry from the “free lunch” period to a new “self-sufficient” period. In December 2002, Sina.com renamed itself Sina Company and achieved overall profits in January 2003, the first time ever since the establishment of Sina.com. Since then, Sina has comprehensively tapped into the world of online games, e-commerce, mobile value-added services, etc. and enhanced its market position during a period of rapid development.

### THE PRODUCT

Sina.com principally offers network media and entertainment services.

Sina.com aims to build itself into a full-function online community for Chinese across the world. About 100 million users enjoy comprehensive and timely Chinese information services through Sina.com, providing diverse, fast and convenient network space and easy-of-use ways to communicate with the world. Supported by cooperative relationships with over 600 ICPs, both at home and abroad, Sina offers more than 30 online channels through its domestic websites. Sina’s news reports maintain full coverage of domestic and international news, sports, fashion and entertainment, finance and information technology, etc, forming an integral part of the daily life of millions of Chinese.

### RECENT DEVELOPMENTS

In July 2004, Sina announced the acquisition of Davidhill Capital Inc and its UC platform. UC services were officially launched in 2002, enabling users to send real-time text, pictures and voices through internet and mobile networks. There are now 80 million subscribers to the service, which can host up to 200,000 subscribers online simultaneously.



On June 8, 2004, Sina was at the forefront of covering the announcement of the host for the 2008 Olympics, and is now planning extensive coverage of the event itself in 2008.

## 新浪网—国际影星章子怡中文官方网站开通仪式



### PROMOTION

Sina has always promoted itself in a pro-active manner. As an emerging medium, the internet has had to market itself to its audience by means of traditional media. With the growing maturity of the internet, only financially competent companies such as Sina can maintain consistent investment in marketing initiatives through traditional media. Meanwhile, as a key players in an IT-driven economy, Sina itself is frequently the subject of news reports on traditional media.

Sina deeply understands that the ability to expand and maintain a customer base lies in core competency. Thus, Sina spares no effort in self-promotion. Sina has upgraded its free email box from 9mb to 30mb and offered new functions to its SinaMail service under the tag “E-mail for Global Chinese”. All these efforts have received positive feedback from internet users, which can be demonstrated by the record high number of subscribers. Sina.com maintains its leading position in the domestic email box market despite fierce competition. The excellent performance of Sina’s mailing is rewarded by the trust of its users.

Sina.com also devotes itself to public welfare. In 2003, Sina.com established the “Sina Hope Star Fund”, a joint effort with the China Youth Development Fund. All money raised through this channel is used to help poverty-stricken students in Inner Mongolia complete their education.

Since early August 2004, Sina has made major

improvement in the area of internet search through the launch of Dr Zha, a comprehensive search engine.

### BRAND VALUES

Sina.com is the largest Chinese website in the world. A Nasdaq-listed company, Sina group has interests in all levels of the internet industry. With a modern management structure underlined by humanity, knowledge, innovation and aspiration, Sina provides customers with the richest content services and pleasant experience and does its bit to boost the healthy development of the internet industry as a whole.

Sina’s objective is to “become the absolute leader in the area of Chinese interactive media and a provider of digital entertainment, E-commerce and value-added internet, and telecommunication services”. Its longer-term objective is to

“become a multinational commercial media platform and world-renowned brand of “nonstop innovation and strong competency”.

Sina’s core values are:

- Customer orientation: Sina emphasises respect to customers and partners and the customer experience; all decisions are made to serve “your” interest; satisfy “your” needs by providing diverse and comprehensive value-added services and sincere and considerate care; grant “you” the feeling of respect and satisfaction.
- Non-stop innovation and self-challenge: A customer-oriented strategy means a need for constant innovation. Sina is determined to bring more enjoyable and pleasant experiences through creative and dynamic communication.
- Staff values: Sina places major focus on team spirit and humanised management, and encourages sincere and transparent communications among departments and staff on an equal basis.

### THINGS YOU DIDN'T KNOW ABOUT SINA

- Sina’s motto is: enable Chinese people to enjoy their lives on the frontier of the digital world
- Sina is committed to satisfying internet users’ requirements for information/news by providing real-time and comprehensive information content
- A single network passport and unified payment method secure access to the entire extensive range of Sina communities