

BearingPoint™

毕博

THE MARKET

Based in McLean, Va., BearingPoint is one of the largest business consulting, system integration and managed service providers serving 2,500 clients in public and private sectors, including 811 of the Fortune 2000 companies, 430 of the Fortune 1000 companies, 72 of the Fortune 100 companies, top 5 of the Fortune 100 financial institutions, 9 of the 10 largest wireless service providers, 6 of the 10 largest manufacturers, and the 13 largest pharmaceutical manufacturers. Our approximately 17,000 professionals in 40 countries average 12 years of industry-specific experience.

In China, BearingPoint is one of the largest management consulting firms providing the finest services and products, and its business revenue even surpasses the combined amount of the other major players in the consulting industry. BearingPoint serves leading enterprises in telecommunication, finance, energy, manufacturing industries and major government and social organizations. The mission of BearingPoint is to provide professional consulting services for global and Chinese enterprises in the public and private sectors, multinational and private enterprises as well as public institutions, relying on localized solutions and consulting professionals.

ACHIEVEMENTS

BearingPoint is not only one of the largest business consulting, system integration and managed service providers, but also one of the top strategy consulting firms in China. It helps its clients create maximum values from strategy design, planning to specific implementation. BearingPoint is a globally recognized leader in best practices to achieve win-win situations for both clients and itself and as a result has been a recipient of several prestigious awards.

- In 2002 and 2003, BearingPoint was named by Fortune as one of America's Most Admired Companies in the computer and data services sector.
- In October 2003, the ITSMA honored the Diamond Award of Outstanding Market Performance 2003 (Brand Management and Market Reputation) to BearingPoint to

commend its successful branding initiatives across the world.

- In 2001, BearingPoint was named by PC World (U.S.) as one of the Top 100 IT Work Places.
- Here in China, BearingPoint's achievements have also been well appreciated. In 2002 and 2003, BearingPoint became one of the Top 100 Most Respected Enterprises of China.
- On January 18, 2003, BearingPoint was named as one of the five Most Attractive Enterprises as a result of the online and on-site voting (over 10,000 voters and several hundreds of candidate enterprises) conducted at the 2003 Yangtze Delta Top Firm Recruitment Fair.

Of course, as a management consulting firm, the best way for BearingPoint to exhibit its professional expertise is to be gloried with consulting industry awards.

In January 2002, BearingPoint was awarded as the Best Consultant by Global Business & Finance and the Best Management Practice Award 2002 granted by

Meanwhile, as a management consulting firm operating in the service industry, BearingPoint regards the reputation it enjoys among clients as another great asset. In 2002, BearingPoint won the Cooperation Advancement Award granted by Sears, a US\$40 billion retail chain store in the States that achieved its huge success with the help of BearingPoint. In China, BearingPoint is also highly valued by its clients, including China Nationalities Securities, Huaxia Bank, China Construction Bank, Oracle (China) and China North Industries Corporation, which are all benefited from BearingPoint's services.


HISTORY

BearingPoint was previously a division of KPMG, a big 5 accounting firm established in 1897. In 1987, Peak Marwick and Klynveld Main Goerdeler merged their global businesses and named the new firm as KPMG. In 1990s, BearingPoint was separated from KPMG and was

listed on NASDAQ (code: KCIN) in February 2001 (still appeared as KPMG at that time). Upon completion of the global merger with Andersen's consulting businesses in 17 countries, the company was officially renamed as BearingPoint and went listed in NYSE (code: BE) in October 2002.

BearingPoint officially entered into

the China market in August 2001 and is located in Shanghai with subordinated companies in Beijing, Guangzhou, Hong Kong, Taipei and Dalian. In May 2002, BearingPoint became the largest international management consulting firm in China upon completion of the merger with Andersen's Consulting in mainland China and Hong Kong businesses. At present, BearingPoint has over 1,000 employees in the Greater China region. In the end of 2002, BearingPoint opened its first Global Development Center (GDC) in China, the first of its kind among international consulting firms. At present, Shanghai GDC has around 500 employees, and expects to have 5,000 employees in the next 3-5 years. The launch of the GDC represents an expanded delivery approach for developing new software, one that provides our clients with the flexibility of on-

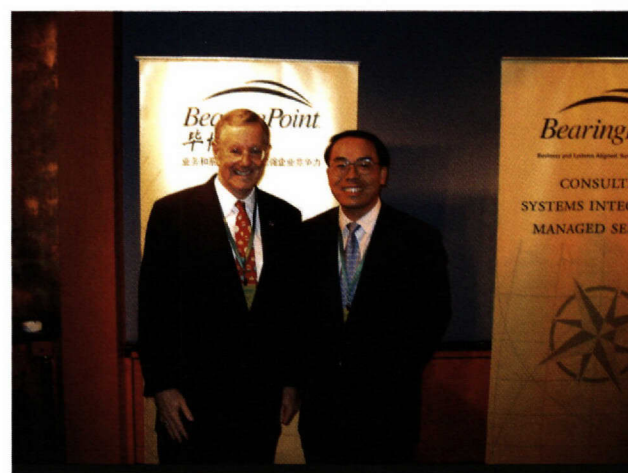



OUR VISION

Our Vision is to be the world's most influential and respected business advisor and systems integrator by creating real and sustainable value for our clients, growth opportunities for our people and long-term value for our shareholders.

OUR VALUES

COMMITMENT TO CLIENTS' SUCCESS
COMMITMENT TO EACH OTHER'S SUCCESS
LEADERS WHO SERVE
TEAMWORK AND COLLABORATION
INTEGRITY IN OUR ACTIONS
SPEED WITH PURPOSE





Our Expertise

SOLUTIONS	INDUSTRIES			
	Financial Services	Communications & Content	Consumer, Industrial & Technology	Public Services
	Strategy, Process & Transformation			
	Customer Relationship Management			
	Supply Chain Management			
	Enterprise Solutions			
	Technology Infrastructure & Integration			
	Managed Services			

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the American Management Consulting Association. In 2004, three of the 25 most influential consultants selected by Management Consulting magazine were from BearingPoint, which was the best result achieved by consulting firms.

shore program/project management, analysis and design, and offshore development of defined components. As a delivery model, this provides our clients the customary excellence of our local consultants and managers, offers a competitive advantage utilizing the large IT development skills market in China, driving technology cost takeout and profit growth initiatives. In June 30, 2004, the second GDC in China was opened in Dalian and it was planned to employ 2,000 people by the end of 2006. There will be 6,500 people working for BearingPoint Greater China by 2008.

THE PRODUCT

As a proven source in professional management consulting industry, BearingPoint brings special offers to clients. Unlike other consulting firms engaged in one specific area, BearingPoint provides end-to-end solutions covering corporate strategy, business process, human resource and system integration. Furthermore, BearingPoint's solutions are designed to satisfy the practical needs of clients in today's complex business environment. It aims to improve clients' productivity from strategy design to specific implementation and place them in an advantageous position in the marketplace. BearingPoint generally offers six types of solutions, including Strategy, Process and Transformation, Supply Chain Management, Enterprise Solutions, Customer Relationship Management, Technology Infrastructure & Integration, and Managed Services, each of which requires a perfect combination of professional knowledge and expertise and is delivered based on specific situations to address the difficulties and problems encountered by clients. Correspondingly, BearingPoint is mainly engaged in four industries, that is, Financial Services, Communications & Content, Consumer, Industrial & Technology, and Public Services. BearingPoint eventually established its unique matrix structure covering the whole client base relying on the perfect combination of the six types of solutions and four industries. Appearing in the market as a provider of management modes, BearingPoint implements the vertical management of product mix, a piece of delicate artwork that impresses others of the beauty of the management science.

Meanwhile, in relation to the unique nature of its products, BearingPoint particularly emphasizes human factors during the provision of services and products. As consulting can be considered as a kind of output of talent and intelligence, BearingPoint understands the importance of maintaining highly-educated and experienced staff to provide clients with outstanding services worthwhile their investment.

PROMOTION

BearingPoint serves the enterprises that lead the way in each specific industry and this enables it to gain a profound understanding of the industry structure as a whole. So BearingPoint often performs as an exclusive organizer or a regular sponsor and participant of high-profile business or management forums, summits, seminars and other activities, through which BearingPoint

markets itself to participants by the speech and promotion brochures, and builds up to its brand reputation.

Besides traditional promotions, the history of BearingPoint witnessed the most exciting moment of internal promotional efforts. On October 2nd, 2002, the decision on rebranding KPMG to BearingPoint was announced internally and externally at the same time. However, all BearingPoint people around the world, except people in charge of this rebranding, were kept in the dark of what was going on until the morning of the final day, on which the logo of KPMG was found to be replaced by the brand-new logo of BearingPoint from the reception area to the notepads. The successful rebranding effort reflects BearingPoint's orderly and innovative internal management. However, as a provider of management service, BearingPoint demonstrated its professionalism and innovative spirit to industry peers and clients through the whole rebranding process that was considered an absolute success — how could any clients feel uneasy about the advice put forward by BearingPoint who demonstrated such innovative and collaborative capability in its internal management process?

In addition, BearingPoint promotes its corporate culture of striving for excellence on sports ground. As a dedicated sponsor and host of major sporting events, BearingPoint is the long-term sponsor of Phil Mickelson, a respected golf player of noble character and professional ethics. In 2004, Phil Mickelson won the first Masters Championship in his golfing career and formally introduced BearingPoint to the global sports fans.

Meanwhile, BearingPoint maintains good relationships with government agencies and social organizations to help them improve operation efficiency, implement strategies, and, in particular, actively participates in their public welfare cause. BearingPoint carried its Philanthropy Program in China through the alliance it established with the Shanghai Charity Fund and Junior Achievement China, and thus BearingPoint is deeply rooted in the heart of clients as a caring organization committed to our communities.

RECENT DEVELOPMENT

In the end of 2002, BearingPoint opened its first Global Development Center (GDC) in China, the first of its kind among international consulting firms. BearingPoint locates its 4,500 sq. m. GDC in the Pudong Zhangjiang Hi-tech Park of Shanghai, based on which it provides software development and managed services for corporate clients both at home and abroad, and improves BearingPoint's existing domestic consulting services in the areas of corporate strategy, business process reengineering, ERP and system integration, etc. With a complete value chain, BearingPoint will be able to provide the comprehensive end-to-end services to satisfy client needs for all professional services. In October 2003, GDC obtained the CMM III accreditation after 6 months' efforts, the fastest in the history of CMM. Eight months later, it was CMM IV accredited. BearingPoint is determined, as soon as possible, to become one of the few

top CMM V accredited organizations in China. At present, there are 500 people working in the center and the number is estimated to reach 5000 in 3-5 years. BearingPoint's 2nd GDC has been opened in the High-tech Park of Dalian in June 2004, and there will be 2,000 people working there. In a bid to keep pace with the development of technology and market, BearingPoint will never stop its efforts in providing new tailor made solutions for clients.

BRAND VALUES

BearingPoint sets the direction and achieves end results for its clients. By aligning their processes and systems, we help our clients access the right information. Because the right information brings knowledge. Knowledge is power. And sharing it is empowerment.

Besides professional services, BearingPoint transfers the power of knowledge through other channels. Since BearingPoint established its presence in China 3 years ago, the company has been the media focus due to its outstanding performance in business development and team building. BearingPoint has its own columns in the famous medias such as *Chinese Entrepreneur*, *Economic Observer*, *CEO & CIO in Information Times*, *21st Century Business Herald*, *China Business*, and *Managers*, through which the firm shares its insight into business management and IT infrastructure, brings brand-new management modes to Chinese enterprise, and presents the best practices in international business community. As one of the most influential and admired management consulting and system integration firms, BearingPoint has consistently adhered to its result-oriented strategy. Unlike other consulting firms, BearingPoint offers dynamic and practical solutions aiming to improve clients' competency by aligning business and system. Relying on the unique advantage, BearingPoint is well positioned to take prompt actions and benefit clients.

The most talented people in the area of business consulting and system integration are working for BearingPoint. However, BearingPoint will not only maintain these people but also challenge them by creating a dynamic and promising working environment and more opportunities of learning, developing and promoting on the job. This BearingPoint philosophy is also well received by every member of this big family.

THINGS YOU DIDN'T KNOW ABOUT BEARINGPOINT

- "Bearing" and "Point" are two sailing terminologies, which mean setting direction and achieving end results. In Chinese, it means a collective wisdom of the wise
- BearingPoint, a brand of perfect integration of western and oriental cultures, gives us an ideal interpretation of BearingPoint's self-discipline standard and commitment to clients