

# PEdaily E-Magazine

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## Preface

- PEdaily E-Magazine, formerly known as Zero2ipo e-Weekly first published in 2006, is a information weekly designed for PE/VC insiders, covering weekly investment & financing news, important industry information, data observations, personality profiles, experts' insights, etc.
- Pedaily.cn, relying on the extensive investor networking, is dedicated to providing insiders timely, accurate and in-depth market reports, integrating 10+ years' research resources of Zero2IPO Group and making all efforts to build a professional website with abundant data and in-depth analysis.
- We sincerely welcome you, whoever you are, investors, entrepreneurs, analysts or lawyers, to share your viewpoints and thinking and witness the growth of China's PE/VC industry.





PEdaily Exclusive

### ROI of Securities Companies' Direct Investments Witnesses a Rational Decline

CITIC Securities published an announcement on June 19, 2012, claiming that its direct investment subsidiary Goldstone Investment Co., Ltd. was approved to establish CITIC Buyout Fund Management Co., Ltd. by China Securities Regulatory Commission (CSRC). CITIC Buyout Fund is the first buyout fund established upon approval of CSRC, and marks an innovative progress in the traditional brokerage business. Ever since the formal startup of the direct investment business pilot scheme among securities companies by CSRC in September 2007, the brokers' direct investment business has grown into a powerful force in domestic PE market. By the end of H1'12, totally 38 securities companies had been certified for the direct investment business, and disclosed an accumulative investment amount of RMB27.60B, with an average book return of 4.86 times.





#### Warburg Pincus Collaborates with Southern Petroleum Group to Restructure Titan Petrochemicals

PEdaily.cn, Aug. 27, 2012

Saturn Petrochemical Holdings Limited, a subsidiary of Warburg Pincus, announced today that it jointly established a joint venture company with China Southern Petroleum Group Limited, helping Titan Petrochemicals Group complete restructuring.

It is understood that Titan Petrochemicals' accumulated loss over the past five years exceeded US\$452M. It is unable to pay debt now, Titan Petrochemicals has failed to reconstruct debts for three times over the past three years.

The proposals presented by SPHL and Southern Petroleum Group include: the joint venture company will purchase new shares of Titan Petrochemicals, provide newly increased capital, comprehensively restructure its debts, and propose creditors a formal offer of instant cash payment of some of its claims.

Founded in 2002, Southern Petroleum Group is an international comprehensive enterprise engaging in trading, logistics, production and processing and project investment in the fields of chemical industry and energy.





#### Jiuxian.com Obtains RMB200M in Round C Investment

Beijing Times , Aug. 28, 2012

Jiuxian.com, a B2C drink chain retail website, declared on August 27 that it has obtained RMB200M investment in Round C financing. This is the third time for Jiuxian.com to get investment following two rounds of financing last year.

Wang Xiuming, Deputy President of Jiuxian.com, said that this investment is made jointly by a multiple of funds including Beijing Woyan Capital Management Center and China Renaissance Partners acts as the sole financial adviser. Wang Xiuming said that currently RMB200M is already in place.

"Jiuxian.com realized the sales of RMB500M last year. The drink business already makes profit, but for huge investment in linkages including logistics, the Company saw a loss of about RMB80M last year," said Wang Xiuming, the sales amount of H1'12 is more than 10 times of that in the same time last year and the company will realize a sales objective of RMB2B this year.





#### Zhang Yimou Rumored to Set up RMB2B Individual Fund

ShangHai Securities News, Aug. 28, 2012

The reporter learned from multiple sources that Zhang Yimou indeed planned to establish "Zhang Yimou Cultural Industry Fund" with a scale of RMB2B. Galloping Horse, Wanda, Kunhong Media and a number of companies are rumored to involve in cooperative negotiation. Insiders said that they were optimistic about cooperation with Wanda, which would help Wanda to set up the entire cultural industry chain. However, just as "professional people do the professional thing", Zhang Yimou Cultural Industry Fund still needs the support of a professional team.

It's worth noting that Galloping Horse, Wanda and some famous companies are also rumored to cooperate with Zhang Yimou. Both parties offered high prices including box-office profit sharing and equity.





#### YZ Soft Obtains RMB40M Investment from UF Soft and Hoard Investment

Tech.qq.com, Aug. 30, 2012

YZ Soft recently declared that it has obtained an investment of RMB40M from UF Soft, Hoard Investment and Eazytech.

The investment will be applied in scientific research and industrialization, in order to boost the constant growth of YZ Soft and maximize the interest of the Company and shareholders.

It's learned that YZ Soft is a key firm having complete independent intellectual property rights in domestic basic software field. The Company is supported by National "863 Program" and "Core Electronic Components, High-end General Chips and Basic Software" Program.





#### **Mogujie Verifies to Start Round C Financing**

DoNews , Aug. 27, 2012

According to source, Mogujie.com is launching a round C financing valuing nearly US\$200M. Mogujie.com management said in an interview that it was launching a round C financing, but details were not quite there yet.

The authority of Mogujie said that Mogujie indeed was conducting round C financing, but in view of a number of factors, it was not appropriate to reveal more details. In addition, the head also didn't reply on the valuation of nearly US\$200M.

Data show that Mogujie has completed two rounds of financing with accumulative amount of



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