

# The Greater China Information Gateway

Presented by:

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Chief Executive Officer

Wisers Information Limited

11<sup>th</sup> September, 2015



**Wisers 慧科**  
Advantage through Intelligence

# Wisers is DATA-POWERED

**12,000+**

sources of news &  
information

**2.1  
Billion**

items archive  
dating back to  
1979

**3.5  
Million**

new items per day  
in average

- Originated since 1992 from Chinese University of Hong Kong
- Established in 1998
- World's leader in Chinese media and marketing intelligence
- Coverage throughout Greater China, and all over the world



# Academic Clients



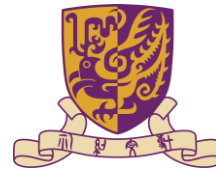
**Library of Congress**  
Asian Division



**State Library, Berlin**  
East Asia Department



**University of Hong Kong**  
Library



**Chinese University of Hong Kong**  
Faculty of Medicine



**Hong Kong University of  
Technology and Science**  
Faculty of Business



**Oxford University**  
Library



**Cambridge University**  
Development Office



**Princeton University**  
Library, Asian Studies



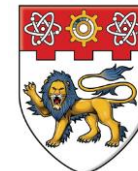
**University of California**  
Library, Chinese Studies



**Florida International  
University**  
International Economic Studies



**Duke University**  
School of Business



**Nanyang Technological  
University, Singapore**  
Library, Faculty of Engineering



# How **Wisers** Makes a Difference

## Difficulties

- Locate **regional** information sources
- Searching through **different platforms** and engines
- Consolidating **fragmentized** information
- Browsing **randomly** on various social media
- Reading **old physical** articles

- **Regional perspective**
- **Single** platform
- **Total archive**
- Public opinion on social medial platform from **one source**
- **Full digital** historical data



**Newspaper**

- Editorials
- News covers

**Magazine**

- Cover stories
- Analysis

**News Agency**

- Press release
- Official announcements

**Broadcast**

- Video and audio clips
- Visual facts

**Website**

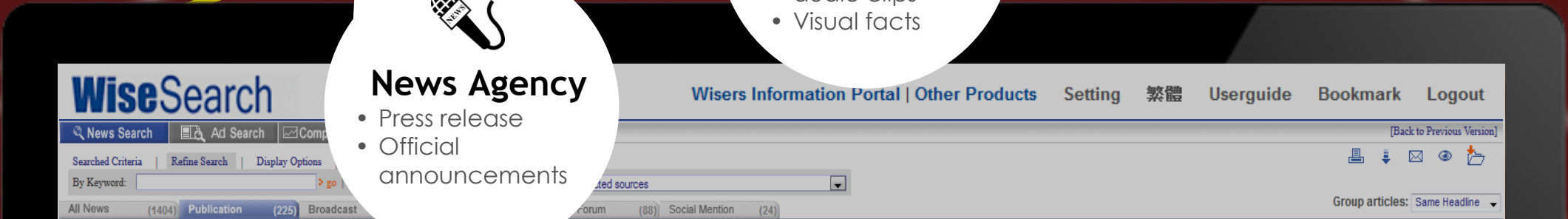
- Live news
- Independent media

**Print Ad**

- Strategies
- Media spending

**Social Media**

- Public opinions
- Social impacts





# Case Sharing

***“A social science researcher needs media sources of recent RMB depreciation in greater China region for comparative analysis.”***



# News Comparison from **WiseSearch**

13th August, 2015

**China Daily**

The first and unique international English newspaper in China

13th August, 2015

**South China Morning Posting**

Hong Kong's premier reputable English newspaper

## Yuan's devaluation a stabilizing move

**THE DEVALUATION OF THE YUAN** for the second consecutive day has attracted global attention, as the central parity rate of the yuan was reduced by 1.6 percent to 6.3306 against the US dollar on Wednesday, according to the China Foreign Exchange Trading System. *Comments:*

The monetary market is a complex mechanism that requires international coordination, China's monetary authority should be given a little more time.

Huanqiu.com, Aug 12

but as long as the depreciation remains slight and moderate rather than a sharp decline, the advantages outweigh the disadvantages. This round of exchange rate adjustment doesn't indicate that the yuan is

## 憂重蹈97年金融危機覆轍

【本報訊】歷史永遠在重複？現時本港情況與九七至九八年亞洲金融風暴時所面對處境，有驚人相似之處，都出現樓價高企、港元呈強，面對亞洲貨幣匯率失速下挫時，擔憂會重蹈當年金融風暴覆轍，尤其現時本港樓價熾熱，按港人家庭收入中位數計算水平達13.5倍，較自九〇年以來平均的8.7倍有過之而無不及，一旦市況逆轉，後果不堪設想。

當年亞洲金融風暴出現，導致亞洲貨幣全線暴跌，但港元有聯繫匯率而不能跟跌，惟有靠資產價格貶值來調整，遂令本地經濟大受衝擊，出現通縮、失業率攀升，並拖累樓價暴挫。然而，今次亞幣風潮與當年也有不同之處，就是中國內地經濟轉差，並且帶頭掀起貨幣貶值，有別於九七年危機爆發之初，是由泰國、印尼等債務較重的亞洲國家率先出事，並惹來對沖基金大舉連環狙擊。

### 中國自行「引爆」難防範

資深金融界人士林一鳴認為，今次與九七年情況不可同日而語，他指人民幣匯率仍受政府控制，較難出現像當年亞洲貨幣大幅貶值的情況，

加上現時美國見到人民幣貶值，美息調升的步伐及幅度會更審慎。中大全球政治經濟社會科學碩士課程客席師黃元山認為，歷史不一定會重複，故難將目前情況與九七年作類比。現時亞洲國家經濟體量龐大，抵禦外來衝擊的防守能力等，都與九七年不同。

亞洲金融風暴可歸咎國際大鱷攪局，反其道如何防範，今次人民幣貶值則是中國自行引爆的危機，並無前科可參考，只怕風險和後果難料。

13th August, 2015

**The Sun**

One of the most famous local Chinese newspaper in Hong Kong

ECONOMY

# DEVALUATION RERUN JOLTS MARKETS



Beijing insists move is aimed at making the currency more market-oriented as tremors from shock policy change felt across the world

Daniel Ren, Enoch Yu and Jenny Yu

Beijing lowered the yuan again yesterday after a shock devaluation on Tuesday, roiling markets across the world and deepening fears of even more weakening of the currency.

The People's Bank of China (PBOC) cut the yuan's daily reference rate against the US dollar — or the midpoint around which it is allowed to rise or fall 2 per cent — by 1.62 per cent to 6.3306 yuan. This came after the central bank on Tuesday first surprised the markets by lowering the midpoint by 1.87 per cent.

The back-to-back devaluations have meant the yuan has lost nearly 4 per cent in two days. The currency plunged up to 2 per cent in Shanghai, before recouping about half that loss in the final 15 minutes of trading, raising suspicions that the central bank might have intervened to ensure a better close for today's rate fix.

Under a new currency mechanism to give market forces a greater play in determining the level of the yuan, Beijing has said the previous day's close, foreign exchange demand and supply, and the rates of other major currencies will from now on decide the daily rate around which the yuan can trade.

Two straight days of devaluation have got markets on the edge as many analysts are expecting more to come.

There remains a large room

claims it to be, has set in motion a fresh round of yuan depreciation. "But it will be gradual."

Some analysts and fund managers, however, said the PBOC may have drawn a line under depreciation.

"We do not think China will devalue again per se. By giving the market a bigger role, policymakers can simply chalk up any

upbeat. The Dow Jones Industrial Average lost 1.1 per cent in the opening hours, while the Standard & Poor's 500 index fell 0.9 per cent.

European and Asian indices were a sea of red, with Britain's FTSE 100 losing 1.72 per cent and Germany's DAX shedding 3.29 per cent. Closer to home, the Hang Seng index lost 582.19 points and Singapore's Straits Times index gave up nearly 3 per cent.

The immediate fear is that of a currency war in which other countries will weaken their currencies to protect their trading interests. Vietnam doubled the dong's trading band yesterday, weakening the currency by 1 per cent. The Korean won fell to its weakest level in almost four years, while the Taiwan dollar closed at its lowest in more than five years. Indonesia's rupiah and Malaysia's ringgit hit 17-year lows while the Australian and New Zealand dollars dropped to their lowest in six years.

The authorities in Beijing, however, tried to dispel such fears. The move was aimed to "better reflect market development in the exchange rate," said a Xinhua commentary.



Factory output rose 6%  
A three-month low

Fixed-asset investment rose 11.2%  
the weakest pace in nearly 15 years

Property investment growth cooled to 4.3%

Car sales fell 71%

# Wise Search for Vertical Industries

## A Great Research Tool with Specific Industry Focus

- Comprehensive & Classified Industry News
- Efficient & Powerful News Search
- Agile Comparative Analysis
- Real Time Event Tracking
- Deep Integrated Industry Report

The screenshot displays the WiseSearch Auto web application interface. The top navigation bar includes 'WiseSearch Auto', 'News Search', 'Comparative Analysis', 'Event Tracking', 'Analytical Report', and 'My Temp Folder'. A search bar is present with the text 'Enter Keyword(s)' and options for 'Headline' and 'Content'. The main content area is divided into several sections:

- Automobile Companies:** A list of companies with article counts, such as Beijing Benz (4), BYD Daimler (35), and BYD (388).
- Hot Topics:** A list of trending topics, including '01 上汽股被骂“垃圾股” 陈虹火爆' and '02 比亚迪云服务被曝存隐患 可破解'.
- Trend Overview:** A bar chart showing the number of articles for a specific date (06/19), with a value of 1,031.
- Media with Most Coverage:** A horizontal bar chart showing the number of articles from various media sources, with club.autohome.com.cn having the highest coverage at 258.
- Media Coverage:** A pie chart showing the distribution of articles across different media types, with Print Media (18) accounting for 93.56%.
- Top Author:** A horizontal bar chart showing the number of articles published by various authors, with 百度知道 having the highest number at 21.



# Wise Search for Vertical Industries

A Great Research Tool with Specific Industry Focus

## Covering 6 main industries in the region

- Automobile
- Medical
- Luxury
- Food & Beverage
- Banking
- Insurance

## Extensive Industrial Coverage

- Up to
- 150+ Companies
  - 900+ Models
- For each covered industries

## Media Coverage per industry

- Up to
- 800+ Printed media
  - 110+ Websites
  - 400+ Forums
  - 30+ Blogs/ Sina Weibo
- For each covered industries

## Agile comparative analysis

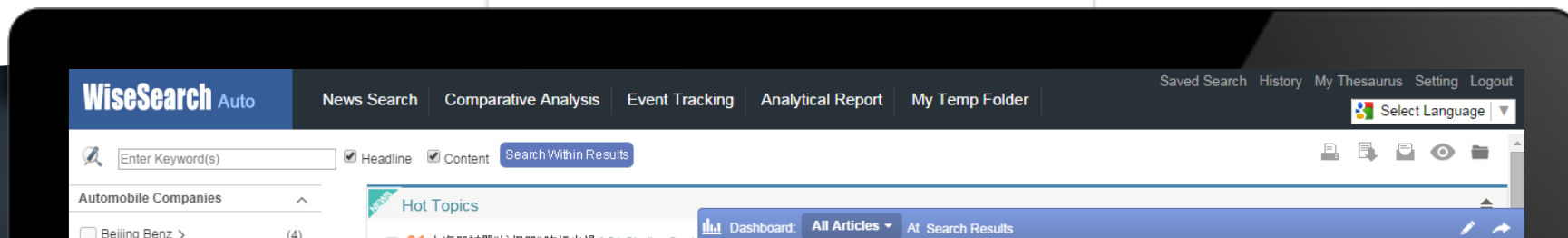
- Customized campaign
- Side-by-side comparison

## Intuitive Search

- Companies / Brands / Models
- Thesaurus keywords
- Specific period

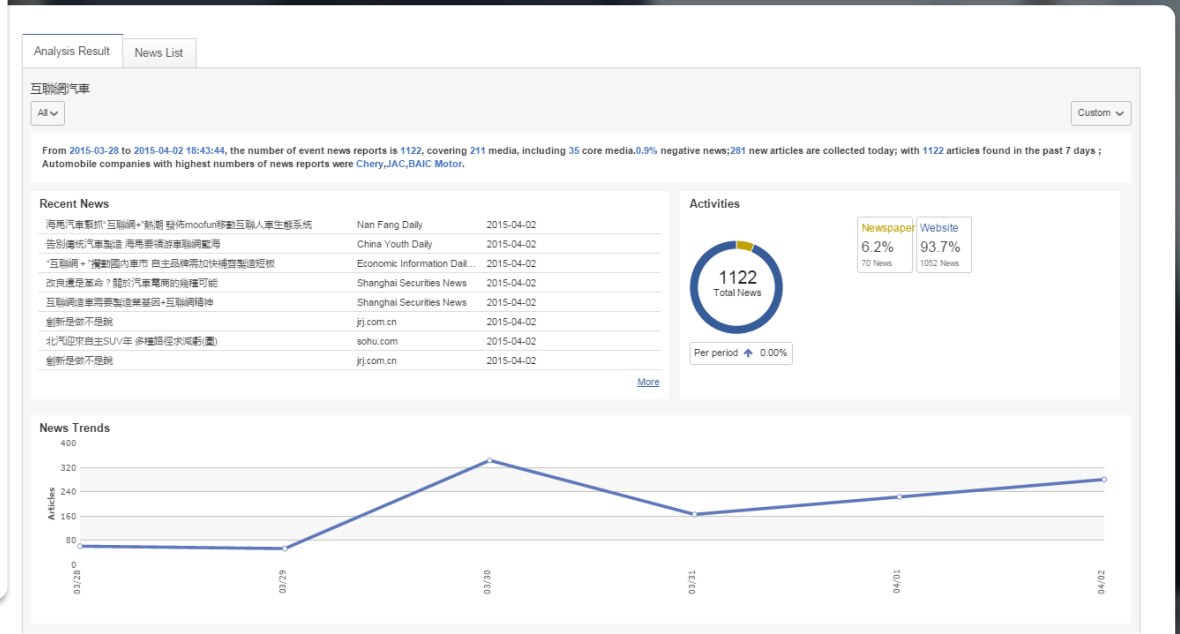
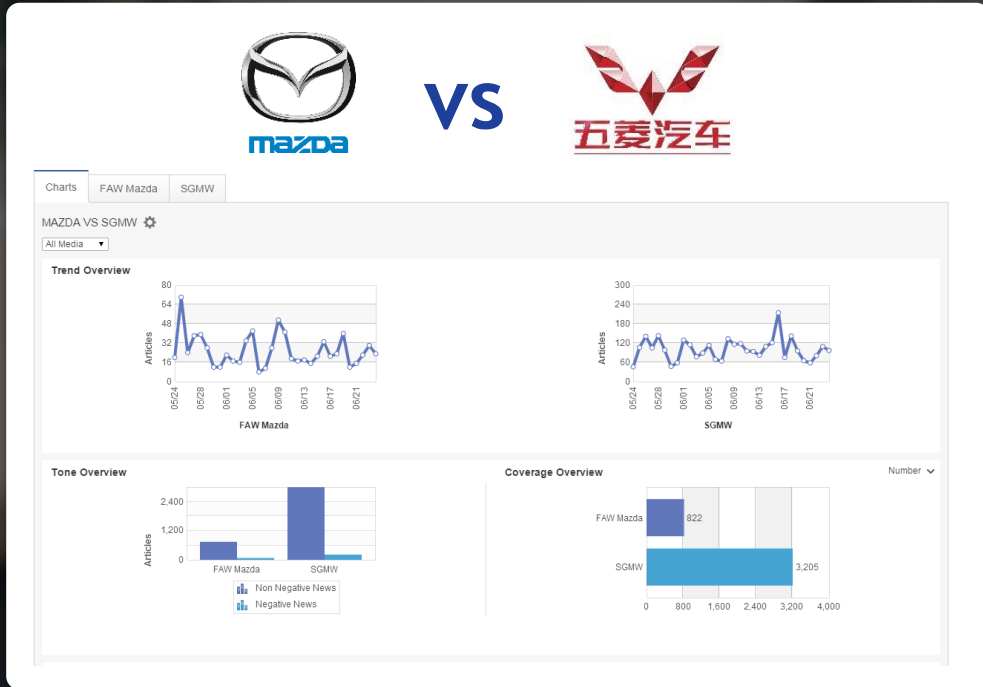
## Industry Report

- Real time event tracking
- Deep Integrated Reports



# Wise Search for Vertical Industries

## A Great Research Tool with Specific Industry Focus



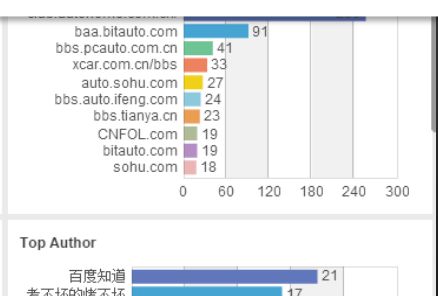
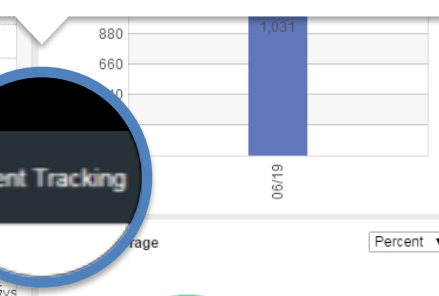
- Beijing Benz > (3)
- Beijing Hyundai > (21)
- BYD Daimler > (35)
- BYD > (388)
- Dongfeng Honda > (7)
- Dongfeng Peugeot > (7)
- Dongfeng Fxauto > (9)
- Dongfeng Aeolus > (4)
- Dongfeng Nissan > (11)

- 02 比亚迪云服务被曝存隐患可破解 [ 33 Similar Content(s) ]
- 03 第二届环青海湖(国际)电动汽车 [ 30 Similar Content(s) ]
- 04 感... [ Similar Content(s) ]
- 05 ... [ Similar Content(s) ]

Comparative Analysis

Event Tracking

Search With



# WiseSNS

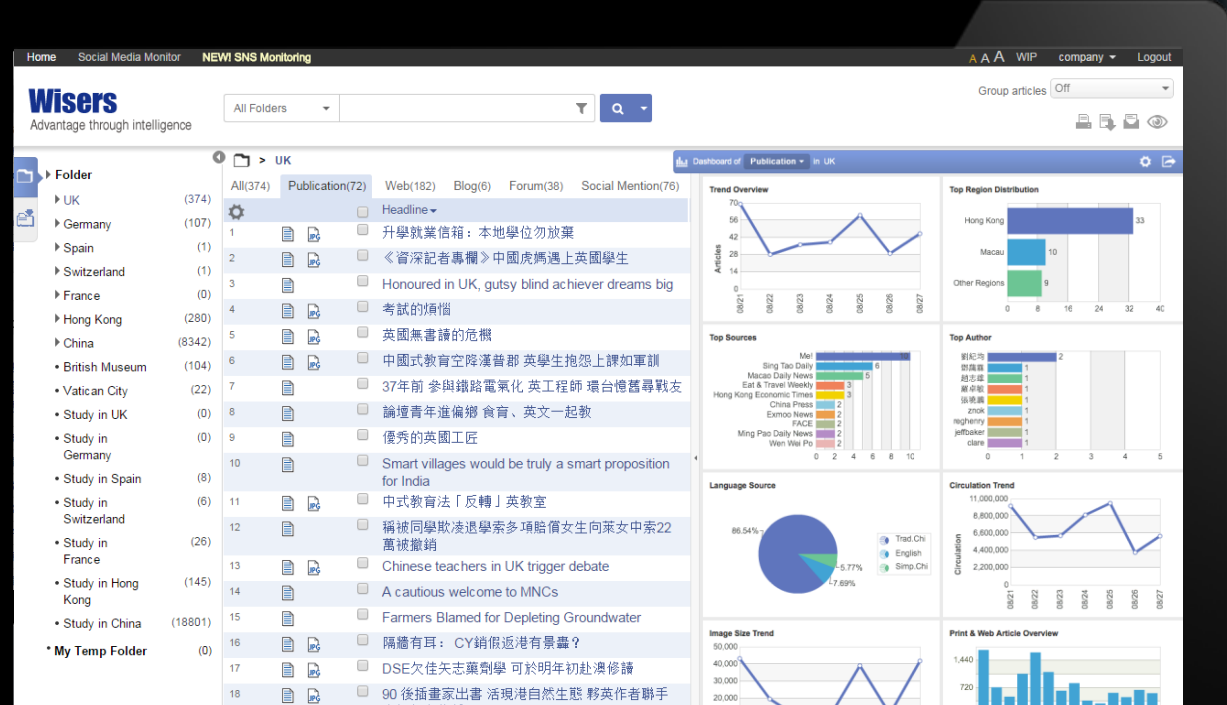
## A Social Media Intelligence Solution

- Monitor reputation and public opinions
- Accurate sentiment analysis
- Auto keyword discovery

# WiseEnterprise

## Intelligent Media Monitoring & Analysis Solution customized for your specific needs

- Continuous Monitoring platform
- Automatic news tracking by folders
- Intelligent dashboard in real-time
- Well-categorized cross-media result
- Flexible DIY Folder





# We Provide

Information  
Database

Media &  
Market  
Intelligence

Industry  
Solutions

Customised  
Services

Thank  
You

# Denise Che

Chief Executive Officer