



Xinhua Finance Agency  
新華財金社

## Company

Xinhua Finance Agency (XFA) devotes itself to providing global financial institutions with news, materials and information concerning China's business world, and aims to become a Fintech company bridging China and overseas countries. Main businesses of XFA include news and data, enterprise public relations service, forum & investment promotion conference, and enterprise cross border investment consultation service.

XFA is the gateway to the global community to gain true access into the heart of China's business world. XFA empowers global investors with information to help them succeed in today's China business world.



### Vision

To be the leading financial/business information and enterprise service provider in China



### Mission

Acting as the gateway into China's business world and to help China enterprises "go global"



### Value

XFA's products and services are to be Timely, Reliable and Comprehensive – with the goal to enhance the users' competitive edge

## Competitive Edges:

Timely

Reliable

Comprehensive

- Provide timely, comprehensive and reliable financial news, with focus on China, to the world.
- Exclusive and first hand information from various official financial news institutions in China such as China Security Daily, Shanghai Security Daily, CFBOND and many others.
- Unique information platform supported by invaluable real-time and historical economic and market data, enabling macro and special trend analysis.
- Advanced distribution channel and information network, fully covering countries in Asia and Pacific region, particularly through the prevailed network across China, as well as countries along the route of the "Belt and Road".
- Customized financial information and data provided through cutting-edge technology backed up by a team of high caliber information technology researchers and engineers.
- Financial professionals and experienced reporters contributing to our outstanding expertise in the financial sector and thorough understanding of the China and international financial markets



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## Cross Border Financial Information Platform and Services

Thanks to XFA's powerful financial engineering capabilities and its broad news information resources, XFA commits to support our main business areas to meet the needs of customers for cross-border investments:

### News and Data:

- Provides clients with the most reliable, timely and comprehensive economic and financial news and information in China and the rest of the world;
- Provides insights to help companies plan for growth and create improved demand forecast through XFA's big database.



### Enterprise Public Relations Service:

Provides governments and enterprises with full service starting from identifying clients' needs of press release, and helps governments and enterprises to build brand image and achieve their targets set for media promotion.

### Forum & Investment Promotion Conference

- Organizes high-level forums and dialogues;
- Assists local governments and enterprises to organize business and investment promotion conference overseas and promote their brand image.

### Enterprise Cross-border Investment Consulting Service

Provides investment consulting service for governments and enterprises, including investment consulting, schedule arrangement and image promotion, and helps governments and enterprises to achieve their targets set for cross-border investment.

## Cross-Border Financial Information & Service Platform

### Trading Service

- Stock/Bond
- FX/COMM
- Derivatives
- Cross-border trading
- QFII/RQFII
- QDII

### Wealth management Ecosystem

- IFA Service
- Fund Info & Data
- KYC/AML
- Financial Planning

### Financial Information & Data

- Economic news
- Market news
- customized news
- Market Data
- Analyst Report

### Big Data & Corporate Service

- Corporate data analysis and predict
- Image promotion
- Belt-and-Road information product

### Service and Data Sharing

• Trading: using financial information & data service

• Data Sharing: trading data to support data service

• Community: exchange trading and investment views

