



China MediaExpress Holdings, Inc.
NYSE Amex: CCME

CASE STUDY

THE START

- Commenced services: May 2009.
- TM Entertainment and Media, a Special Purpose Acquisition Company, planned to merge with China MediaExpress Holdings.
- Traded on the NYSE Amex.

OUR INITIAL ROLE

- Worked closely with management team leading up to shareholder vote and during merger process.
- Prepared written communications related to SPAC and operating entity.
- Made introductions to investors and organized meetings for investor road show in US and abroad.

CURRENT ROLE

- Draft and edit all communications, including news releases and presentations.
- Arrange full days of personal meetings as well as teleconferences for management with buy and sell-side investment professionals throughout the U.S and abroad.
- Secure participation in investment conferences and manage the arrangements.
- Developed and maintain targeted communication list of over 200 financial professionals that follow corporate developments.
- Provide a 24/7 US presence; counsel on all matters related to its posture as a public company.
- Relieve management of administrative IR duties – respond to phone/e-mail inquiries, fulfill requests for investment materials, other.

POSITIVE RESULTS

- Merger successfully completed in October 2009.
- Secured invitations to major China and small-cap investment conferences (see right).
- Completed warrant redemption in January 29, 2009 – proceeds of \$47 million.
- Completed a \$30 million private placement with Starr International. CME has more than \$110 million in cash to fund business expansion plans.
- Market cap grew from \$190 million post-merger to \$400 million (33 million common shares outstanding).

CLIENT TESTIMONIAL

"I would like to express my deepest thanks to The Equity Group team for all of your great efforts which have increased the exposure and popularity for our Company. Both before and after the completion of the SPAC merger, The Equity Group has shown a great knowledge of both our industry and the US equity market. The whole team has been responsive and very helpful to us. We appreciate all the valuable and professional advice that The Equity Group continues to provide to us."

Mr. Zheng Cheng, Founder and CEO

"All of us at CME are really impressed by The Equity Group and we are glad to have them as our IR firm. The team has demonstrated professionalism and great dedication to our IR needs all along. We are very impressed by the number and quality of investor contacts that they have introduced to CME since the beginning of our relationship. As a result, our Company has been invited to present at several large investment conferences in the US and abroad. We are very satisfied with the services of The Equity Group and very much looking forward to working with this excellent team to further increase our Company's exposure in the US investment community."

Jacky Lam, Chief Financial Officer

CONFERENCE EXPOSURE



March 2010 in Beijing, China

May 2010 in London, UK



March 2010 in California, US



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案例研究

初期合作

- 与客户展开业务合作时间：2009年5月。
- TM Entertainment and Media, 为一家特殊目的收购公司（SPAC），计划与China MediaExpress Holdings合并。
- 客户公司股票在NYSE Amex交易。

初期业务范围

- 与客户管理层紧密合作领导并购过程中的股东表决。
- 撰写特殊目的收购公司（SPAC）与经营实体公司的交流文书。
- 为潜在投资方介绍客户公司，并为客户公司在美国及海外组织会议及路演。

当前业务

- 撰写及编辑所有通讯文书，包括新闻发布及投资演讲稿。
- 为管理团队与美国及国际买方卖方投资人员安排全天候私人会见及电话会议。
- 确保管理层参加各大投资年会。
- 帮助客户公司发展及保持200多位有针对性的金融专业人士的沟通与对话，使业界熟悉客户公司的发展。
- 提供一周7天24小时全天候服务，咨询所有有关于上市公司形象事宜。
- 为客户公司管理层减轻与投资方之间的日常行政管理事项：包括回应投资方电话/电子邮件问询，向投资方提供相关的客户资料，等等。

成效

- 客户公司与特殊目的收购公司（SPAC）于2009年10月成功完成并购。
- 确保客户公司被大型中国股及小资本投资年会的邀请。（见右方）
- 成功完成2010年1月29日的股权权证兑现—所得4700万美国的收益。
- 成功完成与Starr International 3000万的私募。CME拥有多于1.1亿美元的现金流支持了其业务扩展的计划。
- 客户公司在合并后从市值1.9亿美元攀升至4亿美元（3300万流通普通股）。

客户评价

“我想为益得集团团队全体人员的付出表达我最深切的感谢，因为你们的努力增加了我司的知名度与曝光率。在与SPAC合并之前与其后，益得集团一直表现出对我们行业及美国资本市场的熟知。团队所有人员灵敏的反映对我们帮助很大。我们感谢益得集团一直给予我们的宝贵专业意见。”

Mr. Zheng Cheng, Founder and CEO

“我们CME的所有人对益得集团留下了深刻的印象并非常高兴他们成为我们的投资者关系公司。在为我们的投资者关系业务上该团队一直表现其专业精神及强大的敬业精神。他们从合作以来为CME介绍的有投资者的质量及数量使我们印象很深。因此，我们公司被美国及国际多家大型投资年会邀请出展。我们非常满意益得集团提供的服务并期待与这只出色的团队长期的合作，使我司在美国投资界得到更多的认识。”

Jacky Lam, Chief Financial Officer

参与的论坛会议



March 2010 in Beijing, China
May 2010 in London, UK



March 2010 in California, US