



ATA

CASE STUDY

THE BUSINESS

- Leader in computer-based testing in China.
- IPO completed in January 2008. Lead underwriters were Merrill Lynch and Piper Jaffray.
- Commenced services in April 2011.

OUR INITIAL ROLE

- Integrated ATA's key messages into all facets of communications program.
- Worked closely with ATA's management team to completely revise and redesign all of the Company's written communication materials, including investor presentation and fact sheet.
- Made introductions to relevant investors and analysts.
- Coordinated meetings and presentations at Oppenheimer and Piper Jaffray conferences in New York in May 2011.

CURRENT ROLE

- Draft and edit all communications.
- Arrange full days of one-on-one and group meetings, as well as conference calls, for management with buy- and sell-side investment professionals throughout the world.
- Secure participation in investment conferences.
- Provide a 24/7 U.S. presence for ATA investors.
- Counsel on all matters related to ATA's position as a public company, as well as topics associated with being a China-based U.S.-listed company.
- Relieve management of administrative IR duties—respond to phone/email inquiries, fulfill requests for investment materials, etc.

POSITIVE AND IMMEDIATE RESULTS

- Market cap grew from \$175 million at 4/15/2011 to \$260 million at 5/31/2011 (22.3 million shares outstanding).
- Secured invitations to major China and small-cap investment conferences within first 90 days (see right).
- Research coverage initiated by one firm within 90 days as a direct result of Equity Group introduction.

CLIENT TESTIMONIAL

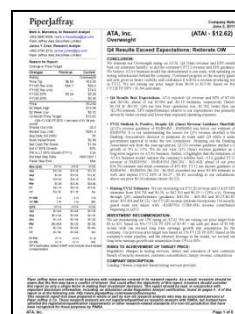
"Very pleased to hear from my team that they are happy to work with you. In addition, they feel that you work very hard to understand our business and to meet our requests. They are amazed by the knowledge you obtained in the past 30 days. This is absolutely a great start."

**Benson Tsang, CFO
ATA Inc. (NASDAQ:ATAI)**

CONFERENCE EXPOSURE



RESEARCH COVERAGE





ATA

案例研究

公司业务:

- 中国计算机上机考试测验的领导者。
- 于 2008 年一月完成首次公开发行股票。主要承销商为美林证券(Merrill Lynch)和 Piper Jaffray。
- 自 2011 年四月份开始提供服务。

初期业务范围:

- 整合 ATA 的关键讯息至各方通讯程序。
- 与 ATA 管理层的密切合作以完整的修订和重新设计此公司全部的书面通讯资料、包含投资演示稿和公司便览文稿。
- 介绍 ATA 至相关投资者和分析师。
- 协调参与奥本海默(Oppenheimer)和 Piper Jaffray 2011 年五月份在纽约投资年会的会议和演示。

当前业务:

- 起草和编辑全部宣传通讯资料。
- 安排管理层与全世界买方和卖方投资专业人士一对一和团体的全天会议，包含电话会议。
- 争取参与许多投资年会。
- 在美国替 ATA 投资者提供全年无休的服务。
- 提供 ATA 作为一上市公司的各方咨询服务，和在美上市中国公司的相关论题。
- 减轻管理层的投资者关系行政管理事务一回应来电/电子邮件询问、完成投资相关文件的要求等等。

正面和立即成效:

- 股票市值由 2011 年 4 月 15 日的一亿七千五百万美元成长为 2011 年 5 月 31 日的两亿六千万美元 (2230 万发行股)。
- 于起始九十天内争取至中国和中小型资本的主要投资会议(请见本页右侧)。
- 在益得集团的介绍下，于九十天内由一家公司起始投资研究报导。

客户评价

“非常高兴地听到我的工作团队与你们合作愉快。此外，他们认为你们非常努力地了解了我们的业务并达到了我们的需求。他们很惊讶你们在过去三十天所获得的知识。这绝对是一个好的开始。”

Benson Tsang, CFO
ATA Inc. (NASDAQ:ATAI)

参与的论坛会议



研究的刊登报道

