



CASE STUDY

THE START

- Commenced services in February 2009.
- Spring Creek Acquisition Corp., a Special Purpose Acquisition Company, planned to merge with AutoChina International.
- Traded on the Bulletin Board.

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 U.S. and abroad.

CURRENT ROLE

- 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 Developed and maintain targeted communication list of over 250 financial professionals that follow corporate developments.
- Relieve management of administrative IR duties – Respond to phone/e-mail inquiries, fulfill requests for investment materials, etc.

POSITIVE RESULTS

- Merger successfully completed in April 2009.
- Company listed on NASDAQ in October 2009.
- Secured invitations to major China and small-cap investment conferences (see right).
- Research coverage initiated by three firms.
- In 2010, arranged over 150 calls/meetings in 11 cities in 5 countries.
- Market cap grew from \$60 million post-merger to \$300 million despite relatively small float (Company is now at \$600 million).

CLIENT TESTIMONIAL

"We are very grateful for all of The Equity Group's work leading up to our SPAC merger, and in creating a strong IR campaign for AutoChina upon being listed as a public company April in 2009. As a result of their efforts, the Company's story garnered significantly increased visibility, which directly led to investor conference presentations, analyst coverage, and ultimately a higher valuation. We look forward to continuing our strong relationship."

Diana Liu,
Director, Spring Creek and
AutoChina (NASDAQ:AUTC)

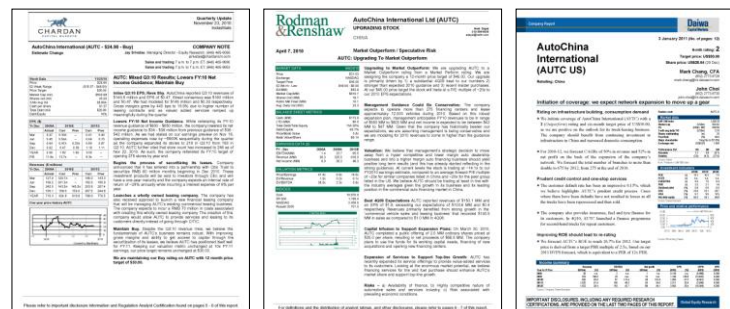
"Since joining the Company in July 2009, The Equity Group has been a tremendous asset through counseling and creating a proactive campaign as we grew. Once listed on Nasdaq, EGI's efforts directly resulted in our gaining analyst coverage and greater exposure for our Company."

Jason Wang,
Chief Financial Officer
AutoChina (NASDAQ:AUTC)

CONFERENCE EXPOSURE



RESEARCH COVERAGE





案例研究

客户评价

初期合作:

- 与客户展开业务合作时间 2009 年 2 月。
- Spring Creek Acquisition Corp., 为一家特殊目的收购公司 (SPAC), 计划与 AutoChina International 合并。
- 客户公司股票在美国柜台交易系统 (Bulletin Board) 交易。

初期业务范围:

- 与客户公司领导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 (AutoChina International) 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:

- 为客户公司与美国及海外的投资买卖双方组织全天候的个人会议及电话会议。
- 组织安排投资会议, 并确保投资者出席率。
- 帮助客户公司发展及保持近 260 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。
- 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/电子邮件询问, 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 4 月成功完成并购。
- 客户公司于 2009 年 10 月在纳斯达克 (NASDAQ) 成功升级版上市。
- 确保客户公司被重要中国投资论坛会议及小资本投资论坛会议邀请 (右图为上述论坛会议)。
- 三家投资研究分析公司发起了研究报道。
- 2010 年, 安排了在 11 个城市 5 个国家的 150 多个电话会议/亲自会议。
- 客户公司在合并后从市值 6000 万美元于相对较小的浮动下攀升至 3 亿美元。(客户公司市值现在是 5 亿美元。)

“我们非常感谢 The Equity Group 为我们此次特殊并购合并作出的贡献, 并在 2009 年 4 月 AutoChina International 上市后为之创造了成功的投资关系活动。由于他们的努力, AutoChina International 在金融界蓬勃亮相, 致使 AutoChina International 在投资者论坛会议中演说发言, 被分析师报道, 最终得到更高的估值。我们期待继续良好的合作关系。”

Diana Liu,
Director, Spring Creek 和
AutoChina (NASDAQ:AUTC)

“自从我 2009 年 7 月加入公司, The Equity Group 帮我们创造了一个强大的投资关系活动, 一直是我们成长过程中最大的财富。在我们成功升级版上市纳斯达克后, The Equity Group 所有的努力直接帮助我们取得业界分析师更大范围的分析报道, 帮助我们在业界得到更多的曝光与认识。”

Jason Wang,
Chief Financial Officer
AutoChina (NASDAQ:AUTC)

参与的论坛会议



研究的刊登报道

