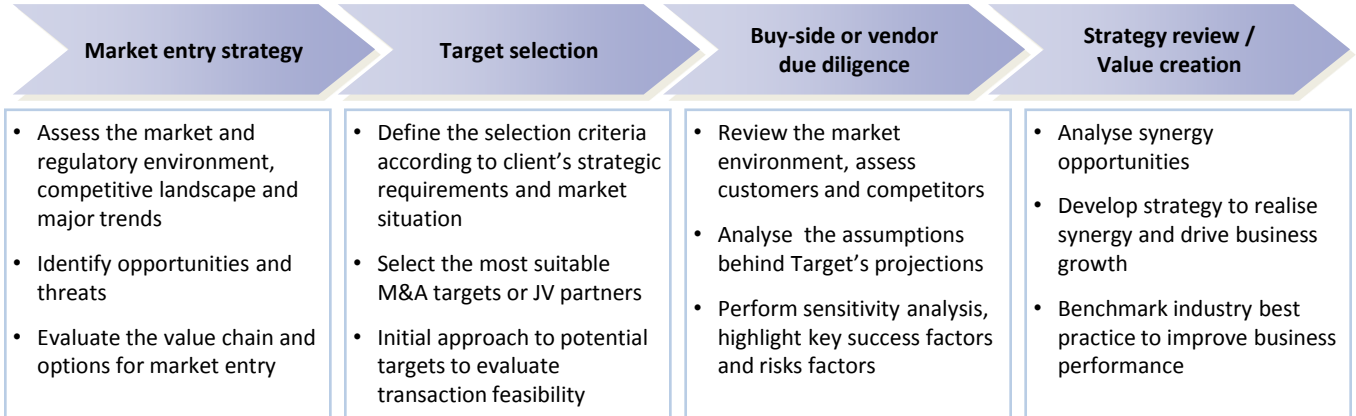


SHINEWING Commercial Due Diligence Services

SHINEWING Commercial Due Diligence team assists our clients to strategise and effectively execute complex transactions, as well as create synergy value.



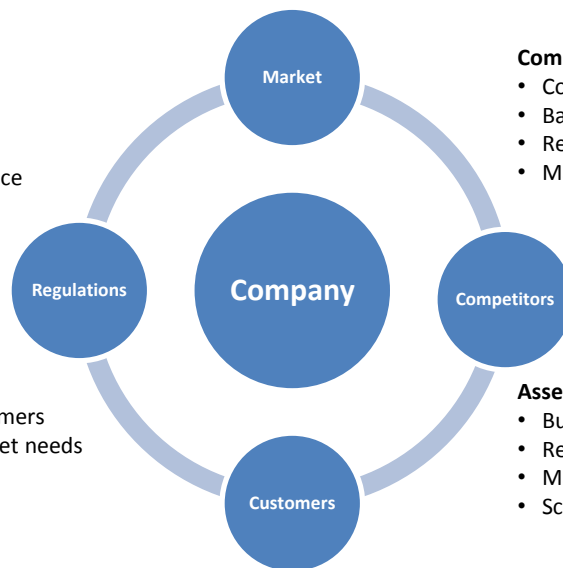
Successful transactions require thorough understanding of the market and critical assessment of the target's business plan. Through conducting extensive secondary research and field interviews with industry experts, our commercial due diligence team will provide you with a holistic and objective analysis on the market potential and the target's business case, as well as strategic insights into how to grow your business.

Market and regulations

- Market size and growth drivers
- Supply and demand situation
- Price trends and elasticity
- Government regulations and licence policy

Customers

- Value proposition to target customers
- Customer requirements and unmet needs
- Purchasing decision process
- Brand equity and switching costs



Competitors

- Competitive intensity
- Basis of competition and best practice
- Recent competitor moves
- Market share and development trends

Assessment of target company

- Business plan and growth strategy
- Reasonableness of growth assumptions
- Management capability
- Scenario analysis

SHINEWING is uniquely positioned to provide transaction advisory services in China.

Valuable China market insights

- Leveraging our strong business networks with regulatory authorities and leading enterprises, we can gather business intelligence and provide strategic recommendations critical to your success.

Expanding presence in China and cohesive cross-border operations

- Headquartered in Beijing, we operate in Hong Kong and more than 10 offices in different provinces in China to provide integrated transaction advisory services for inbound and outbound deals.

Deep sector expertise

- We have over 30 years history in the market. Our clients include some of China's largest corporations. We provide professional services for more than one-fifth of the state-owned enterprises and over 100 listed companies in China and Hong Kong in all major sectors.

SHINEWING Transaction Advisory Services Contact

Kevin Lam

Partner

Tel: +852 3583 8088

Email: kevin.lam@shinewing.hk