

# 胡润百富

## HURUN REPORT

## NOBODY KNOWS CHINA'S RICH BETTER

### About Hurun Report Inc.

Established as a research unit in 1999 by British accountant Rupert Hoogewerf, Hurun Report Inc. has grown into a leading luxury publishing group based in Shanghai, China.

Hurun Report has a stable of four luxury magazines, the Hurun Research Institute and an active business events division targeting China's entrepreneurs and high net worth individuals. Hurun Report is best known for its annual Hurun China Rich List, widely considered the bible of wealth and de-facto Who's Who of Chinese business. We seek to inspire our readers with insights into the lives of China's very richest, based on our signature lists, exclusive interviews and thought-provoking analysis.

Each year, Hurun Report also hosts a series of highly successful high-end events including cocktail parties, celebrity dinners, polo tournaments, which are all committed to providing a platform for opinion leaders in aviation, yachting, private banking, wine, cars, jewellery and other high-end industries to come face to face with entrepreneurs, luxury consumers and other high net worth individuals.

(For further information, please visit [www.hurun.net](http://www.hurun.net))



### About Hurun Report Magazine



The flagship Hurun Report magazine is published monthly and reaches the households of 114,511 proven wealthy Chinese individuals and their advisers. Hurun Report is best known for its annual Hurun China Rich List, widely considered the bible of wealth and de-facto who's who of Chinese business. We seek to inspire our readers with insights into the lives of China's very richest, based on our signature lists, exclusive interviews and thought-provoking analysis.

### Editorial Calendar & Columns

January: BEST OF BEST  
 February: The World's Finest Luxury Beds  
 March: Hurun Art List and Passion Investments  
 April: Global Rich List  
 May: Overseas Education & Summer Camp  
 June: Healthy Mind, Healthy Body  
 July: The Luxury Living Index  
 August: Toys for Boys  
 September: Ultimate Home  
 October: Hurun China Rich List  
 November: Customize Your Life  
 December: Ultimate Gifting & Shopping

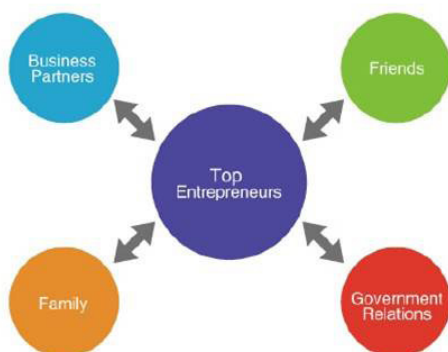
### Columns

Face To Face  
 Future Star  
 Wealth Close Up  
 Brand Awareness  
 Investors  
 Passion Investments  
 Column  
 Icons & Innovators  
 Art  
 Lux Travel  
 Watch  
 Accessory  
 Yacht  
 Auto  
 Property

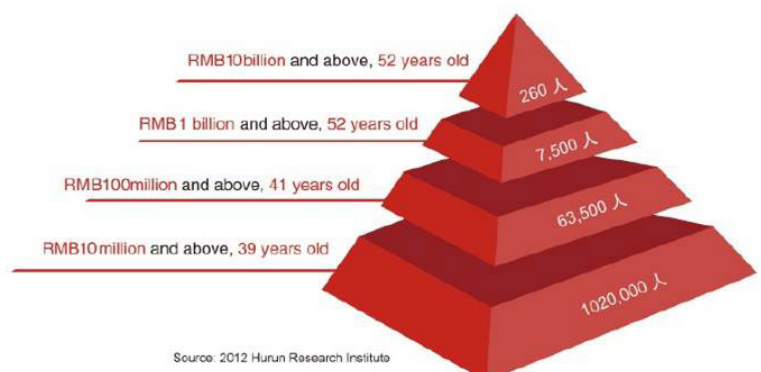
### Reader Demographic

Reaches out to top 50,000 business leaders in the country, assuming each entrepreneur has 15 members of extended family, 15 close friends, 15 business partners and 15 government relations.

### Direct Exposure to The Inner Circle of China's Richest



### How Big is The Market?



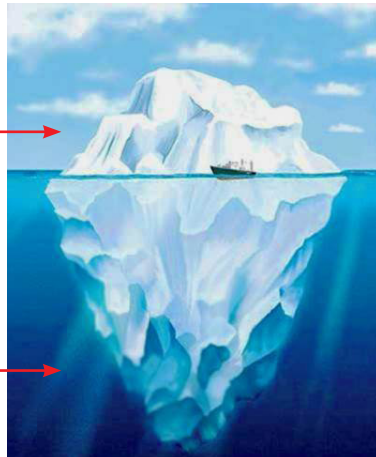
## This Is Where We Are Today

### 'Known' Wealth

*Globally*  
1867 US\$ Billionaires  
*China*  
358 US\$ Billionaires

### 'Hidden' Wealth

*Globally*  
2500 US\$ Billionaires  
*China*  
650 US\$ Billionaires



Source: Hurun Research 2014

### Size of Market

*US\$bn Globally*  
4500 pax 64yrs  
*US\$bn China*  
1000 pax 53yrs  
*Dollar Millionaires*  
2.8m pax 39yrs

## China World Number One for Self-Made Millionaires !

## Legends Being Created Today

### Huang Nubo of Zhongkun

Fighting for a bit of Iceland



### Wang Jianlin of Wanda

Investing US\$3bn into US cinemas



### Ren Zhengfei of Huawei

Say no more! Ren's everywhere!

### Guo Guangchang of Fosun

Taken over Euro 1bn Portuguese Insurance co

## The Year Of The 'HORSES'



**Pony Ma of Tencent**

### Jack Ma of Alibaba



## Where THE Global Billionaires Live

### Chinese language critical influencer

|     | Country        | No. Of Billionaires |
|-----|----------------|---------------------|
| 1-  | USA            | 481                 |
| 2-  | China          | 358                 |
| 3-  | Russia         | 103                 |
| 4↑  | UK             | 77                  |
| 5↑  | India          | 70                  |
| 6↓  | Germany        | 66                  |
| 7-  | Switzerland    | 56                  |
| 8↑  | Brazil         | 48                  |
| 9↑  | Japan          | 43                  |
| 10- | France         | 37                  |
| 10↓ | Chinese Taipei | 37                  |

|    | City      | No. Of Billionaires |
|----|-----------|---------------------|
| 1↑ | New York  | 84                  |
| 2↓ | Moscow    | 77                  |
| 3- | Hong Kong | 65                  |
| 4- | Beijing   | 57                  |
| 5- | London    | 49                  |
| 6↑ | Mumbai    | 33                  |
| 7↓ | Istanbul  | 28                  |
| 7↑ | Taipei    | 28                  |
| 9↓ | Paris     | 27                  |
| 9↑ | Seoul     | 27                  |
| 9↑ | Shenzhen  | 27                  |

Source: Hurun Research 2014

## About China Rich List



### Hurun China Rich List in October

Every October is of great importance to Hurun China Rich List including its release and publicity. Expecting the new richest person in China and unveiling the charm of self-made women in China, Hurun China Rich List has always been dedicated to promoting fortune transparency.

In Oct 2014, Hurun Research Institute will release 16th Hurun China Rich List! The entrepreneurs on the list, as well as senior government officials, celebrities, business magnates, luxury brands executives, mainstream media groups will also be gathered to celebrate the Hurun Report Anniversary.



## The Profile Of The Five People

|  | 2013 Rank | 2012 Rank | Name         | 2013 Wealth US\$b | 2012 Wealth US\$b | Company              | Industry                          | Headquarters | Age |
|--|-----------|-----------|--------------|-------------------|-------------------|----------------------|-----------------------------------|--------------|-----|
| <br>王健林 | 1         | 2         | Wang Jianlin | 22                | 10.3              | Wanda                | Real estate, entertainment        | Beijing      | 59  |
| <br>严彬  | 6         | 4         | Yan Bin      | 8.1               | 7.9               | Reignwood, Red Bull  | Drink, real estate                | Beijing      | 59  |
| <br>陈丽华 | 12        | 10        | Chen Lihua   | 6                 | 5.4               | Fu Wah International | Real estate                       | Beijing      | 72  |
| <br>卢志强 | 12        | 12        | Lu Zhiqiang  | 6                 | 4.7               | FanHai               | Real estate, finance, investments | Beijing      | 61  |
| <br>张茵  | 24        | 29        | Zhang Yin    | 4.4               | 3.2               | Nine Dragons Paper   | Paper & Packaging                 | Guangdong    | 56  |



## About Schools Guide Series

- ▶ The School Guide Series issues parents exclusive articles from leading figures at renowned schools, a listing of the top preparatory, secondary, undergraduate and post-graduate schools and universities, as well as first-hand accounts from teachers and famous alumni.
- ▶ Past contributors to The Schools Guide Series include ambassadors, billionaire parents, and children of China's leading entrepreneurs.
- ▶ Education drives luxury travel, overseas property purchases and emigration.
- ▶ The Schools Guide Series published the countries of US, UK, Canada, Singapore, Australia, New Zealand, Hong Kong, Singapore.

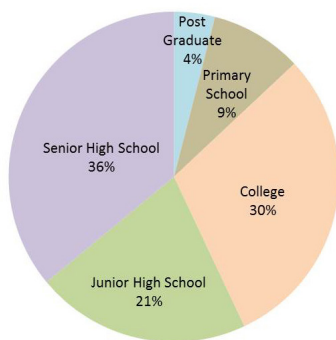


85% of millionaires prefer to send their children overseas to be educated. Mirroring the trend of going abroad for study and immigration, an increasing number of Chinese enterprises are starting to invest overseas.

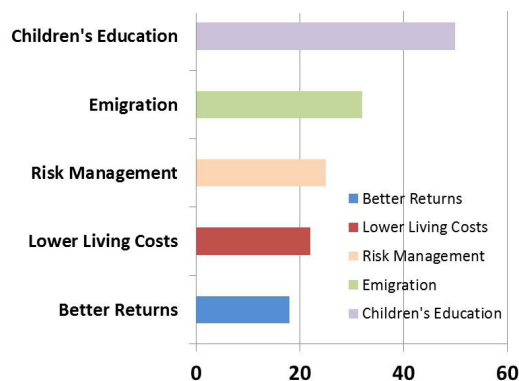
— '2012 Millionaire Wealth Report'

## Why Schools Guide?

When to Send Children Abroad



Reasons for sending children abroad



## Why Schools Guide Series?

### Top of mind awareness

The Schools Guide Series is the only series of its kind available in Mandarin. Last year, 4 of the top 100 richest billionaires in China sent their children to private schools as a direct result of the guides.

### Unrivalled distribution

Hurun Report is a household name in China, has personal relationships with China's richest individuals and is regularly referenced by leading media (e.g. Wall Street Journal, BBC, Financial Times).

### Emotional engagement

The guides are read by parents when assessing the future of their children. Research consistently shows that emotional arousal activates and promotes information processing. This produces a favorable

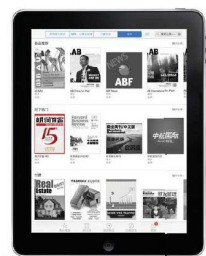
environment for your advertising message, allowing its content to produce enduring attitudinal change.

### Lasting message

The guides are each published once a year and repeatedly consulted by wealthy parents. This repetition ensures that the information in your advertising message is processed again and again, adding value to your advertising spend.

### Opinion shaping

The guides are read by China's leading opinion shapers. Their children will look at the guides before attending expensive private schools. The guides reach both the current, and the next, generation of opinion shapers.



Hurun Report

**No.1**

## About Hurun Report iPad

Hurun Report rank as No.1 in "Business and Investment" Category, in App Store.

Monthly Download  
192,033

Data Collected : Nov 2013 by Adobe



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