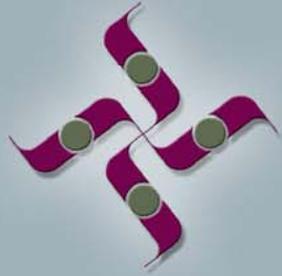




SUPERLINK
CONSULTANT LTD.
迅羚顧問有限公司



18A Winsan Tower, 92-98 Thomson Road, Wan Chai, Hong Kong.
Tel : (852)2381 0422 Fax : (852)2397 2041



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About Us

Superlink Consultant Ltd., established since 1993, is a firmly based marketing company specializing in corporate PR, financial PR, consumer marketing and market research. Headquartered in Hong Kong, Superlink now has presence in Beijing, Guangzhou, Henan, Shanghai and Shenzhen. Our strong professional team possesses unrivalled proficiency in public relations, marketing, financial media and journalism.

With our creative and tailor-made communication strategies and a highly experienced professional team, Superlink has rapidly built a reputation in the public relations field. We provide all-round public relations and marketing services to enhance our clients' reputations and help achieve their business goals.

Our services include event management, financial public relations, strategic media promotion planning, corporate identity construction, brand building, strategic consumer marketing planning and positioning, crisis management, creative productions, research consulting and etc.

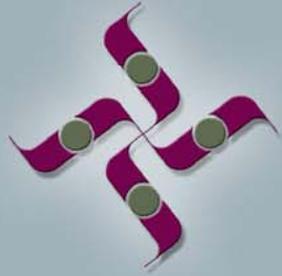
Our Mission

Superlink aims at providing integrated and creative solutions for our clients with the highest standard services, strategic and professional public relations planning, as well as our excellent relations with various media.

Superlink believes that Public Relations is the most influential tool to reinforce market positioning, expand market share and facilitate the publicity generation for our clients' product and service.

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Our Services

Corporate Public Relations

- company brochures and audio visual presentations
- generating corporate publicity through business / marketing profiles
- senior management interviews and company news
- arranging speaker platforms like business conferences and seminars
- crisis identification and management

Financial Public Relations

- the presentation of financial information in terms of company floatations
- results announcement
- production of interim and annual reports
- listing programme
- post-listing corporate activities

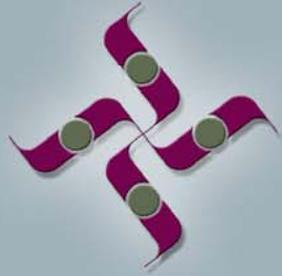
Consumer Marketing

- the strategic media coverage
- tailor-made brand and product awareness program
- product endorsement
- product publicity
- media and product promotions
- exhibitions and shows
- publicity events
- product sampling
- literature writing
- event sponsorships



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Our Services

Editorial & Content Provider Services

- translation
- advertorial
- Chinese and English copy writing services
- preparing publicity materials

Market Research and Consulting Service

- market and sales strategy consulting
- market sizing and forecasting studies
- price, channel or technology trend research
- competitive environment analysis
- pricing and product availability databases
- customer decision dynamics for industrial or B2B products
- research on specific corporate customers

Other Services

- Employee Communications
- research
- analysis
- action planning
- co-ordination
- coaching
- preparation of corporate material
- organization of press conference
- drafting of press releases and translation
- handling of press enquiries
- press clippings
- monitoring press relationships
- crisis management and evaluation.



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