

• Fosun News VOL.20 •



**New Year Message from Mr. Guo Guangchang, Chairman of Fosun International:**

**International:**

**Three Key Things I Want to focus on in 2019**



**From 0 to 1, product competitiveness is the key**

Good products are the cornerstone of a company's long-term development, and the key for the company to move from 0 to 1. The most important criterion to identify a good product is the "product competitiveness". The more knowledge we gather about customers, the more competitive our products can be in the market, thus creating a loyal customer base. Therefore, it is essential to continuously hone the product to satisfy the needs of customers.

**From 1 to N, brand awareness is important**

The recognition from customers through their experience with our products will facilitate the greater development of Fosun. This is where brand awareness plays an important role in evolving the company from 1 to N. Therefore, we should continue to strengthen our brand and image in the market, while constantly innovating and committing to intelligent manufacturing so as to drive our company further in the future through trust creation, better reputation and higher stickiness from our customers.

**From N to N<sup>2</sup> and even to N<sup>n</sup>, specialised and vertical industrial groups are critical**

As the company expands, it is imperative to break the constraints derived from "time and space" by establishing global industrial groups. This is the only way for enterprises to develop from N to N<sup>2</sup>, and even to N<sup>n</sup>. Therefore, as for Fosun, while creating a diversified ecosystem to satisfy family needs, we should also form a relatively specialized and vertical industrial group in each field. This will be an efficient way for us to leap forward.

These three key things are the most important drivers behind our advancement in 2018. In 2019, we will stay the course and continue to emancipate our minds, seek truth from facts and stay concentrated to achieve more success.



**Fosun International Limited Signed Strategic Cooperation Agreement with Standard Chartered Bank**



On January 16, 2019, Fosun International Limited and Standard Chartered Bank jointly announced a strategic cooperation agreement. The two parties promised to cooperate to provide strong support for the future development strategy of Fosun International and its subsidiaries.

Standard Chartered Bank is a world-leading international bank with branches in more than 60 of the world's most dynamic markets. Standard Chartered's mission is to use its unique diversity to promote business prosperity and enhance human well-being, adhering to the brand promise "Here for good".

The signing of the agreement marks a new phase of the cooperation between Fosun International and Standard Chartered Bank. In the future, the two sides pledge to strengthen the close cooperation between the two sides, especially in areas such as "One Belt, One Road", where Standard Chartered Bank has business advantages, and jointly promote cooperation in health, happiness and wealth segments, contributing to creating happier lives for families worldwide.



**Henlius' A1 Filing in HKEX Submitted**



On November 27, 2018, the EGM of Fosun Pharma considered and approved the initial public offering of Henlius, a controlling subsidiary and a leader in antibody drug development in China, on the main board of the Hong Kong Stock Exchange. Henlius recently submitted to the CSRC the application materials for its overseas initial public offering, which was accepted on December 5, 2018.

On March 23, 2018, Henlius ranked 30th on the "2017 China Unicorn Enterprise Development Report" with a valuation of \$3.18 billion. The report was jointly issued by Ministry of Science and Technology and Zhong Guancun Management Committee.

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复星国际00656.HK

投资者关系部

Issued by Investor

Relations Department

E-mail: ir@fosun.com



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