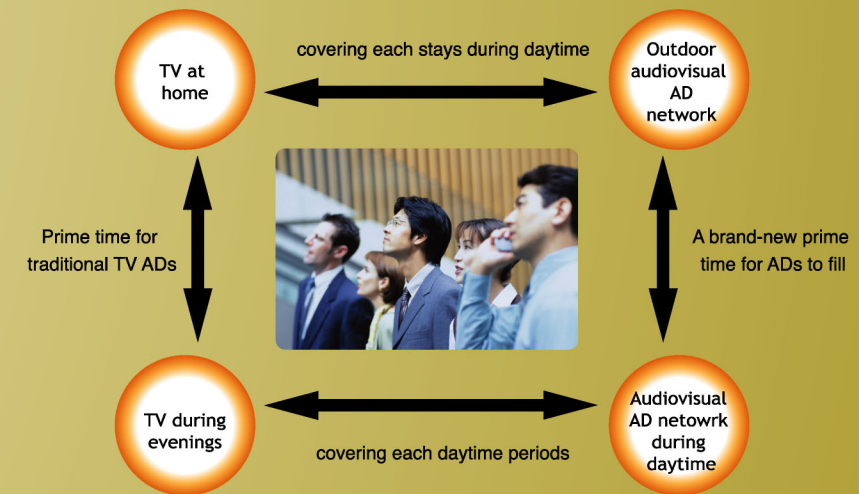


Founded in 2003, Focus Media (Nasdaq: FMCN) operates the largest out-of-home audiovisual advertising network in China. We establish our network by installing super-thin flat-panel displays in high-traffic areas, such as elevator bank of commercial office buildings and along the aisles in large retail chain stores. Our network locations typically attract a high concentration of consumers with higher-than-average disposable income or consumers who are likely to be interested in particular types of products and services. By placing advertisements on our media network, our advertising clients can effectively target specific consumer segments. We have established two major advertising networks, namely commercial location network and in-store network. Our commercial location network is the largest office building audiovisual advertising network in China, which targets white-collar business professional with higher-than-average income. By the end of June, 2005, our commercial location network has installed 22,931 LCDs in various commercial locations reaching millions of high-income individuals in 52 major cities. Meanwhile, we have successfully established long-term business relationships with over 900 leading domestic and international brands, including Toyota, P&G, China Telecom, and Motorola etc.

In April 2005, we commenced commercial operation of our in-store network, which targets buyers of FMCG (Fast Moving Consumer Goods) at point-of-purchase in supermarkets, supermarkets and convenience stores. By the end of June 2005, we have already installed 12,779 LCD displays and plasma screens in 1,835 hypermarket and store locations.



Unlike traditional television advertising, which predominantly targets people during evening and night time at home, Focus Media pioneered a new out-of-home audiovisual advertising channel during daytime, and at places where the advertisements will have a stronger impression on viewers. We created new advertising time, space and opportunity, a market channel that is highly attractive to our advertising clients.



**52 Cities**  
**36,000 Flat-panel Displays Installed**  
**Millions of segmented Audiences**



- Shanghai
- Beijing
- Guangzhou
- Shenzhen
- Nanjing
- Chengdu
- Wuhan
- Wunzhou
- Kunming
- Chongqing
- Changsha
- Qingdao
- Dalian
- Hangzhou
- Tianjin
- Xian
- Shijiazhuang
- Xiamen
- Dongwan
- Huizhou
- Zhuhai
- Changzhou
- Fuoshan
- Fuzhou
- Haerbin
- Jinhua
- Ningbo
- Shenyang
- Suzhou
- Wuxi
- Zhengzhou
- Changchun
- Taiyuan
- Zhongshan
- Taizhou
- Lanzhou
- Shantou
- Hainan
- Nanchang
- Nanning
- Wulumuqi
- Kuerle
- Kelamayi
- Huhehaote
- Lasa
- Baotou
- Zhuzhou
- Binzhou
- Jiangmen
- Taizou
- Jiujiang



**Jason Nanchun Jiang – Chief Executive Officer and Chairman of Board of Directors**

Jason Jiang, Focus Media's founder, has served as the company's chairman and chief executive officer since May 2003. Prior to that, Mr. Jiang was general manager of Aiqi Advertising, which was renamed Focus Media Advertising in May 2003 at the same time as the company shifted its business focus to out-of-home audiovisual advertising. From 1994 to 2003, Mr. Jiang was the chief executive officer of Everease Advertising Corporation, one of China's top 50 advertising agencies. Mr. Jiang received a B.A. degree in Chinese language and literature from East China Normal University in 1995.

Mr. Jiang is a prominent figure in China's media industry and he has won a number of important industry awards including Media magazine's "Media Person of the Year 2003". He was named one of the country's most "Outstanding Advertising Media Person" in 2003 by China's Advertising Commission and one of the "Top 10 Most Influential Advertising People" by CCTV.



**Acer Jiawei Zhang – VP of In-store Network**

Acer Zhang joined Focus Media in March 2005. Prior to joining us, Mr. Zhang worked for four years at Media Partners International Holdings Inc. holding a number of key positions including account director, business director of the Beijing branch office and director of agency relations. While at Media Partners International, Mr. Zhang established a national "key account" service system, improved consulting and client services, and managed the development of its digital outdoor media project. From 1998 to 2001, Mr. Zhang was a sales director for Media Century Holdings Inc. during which time he assisted the company explore new markets, prepare for its domestic IPO and acquire one of its key competitors. Mr. Zhang received a B.A. degree in arts design from Hubei Polytechnic Institute.



**Ergo Xueyuan Liu – VP of Commercial Location Network**

Ergo Liu first joined Focus Media Advertisement in May 2003 and has served as our vice president of operations since November 2004. Prior to joining us, Mr. Liu was the chairman and chief executive officer of Beijing Fanen Changmei Advertising Co., Ltd. from June 2002 to April 2003 and was the general manager of Manager magazine from 2002 to 2001. Before that, he held senior position at the Shenzhen Special Economic Zone (Group) Corp. and Yigao Electronics Co., Ltd. Mr. Liu received a B.A. degree in Chinese literature from Huadong Technology University.



**Daniel Mingdong Wu – Chief Financial Officer**

Daniel Wu has served as our chief financial officer since February 2005. Before joining Focus Media, Mr. Wu was chief financial officer and a director of Harbour Networks. Prior to this, Mr. Wu was acting chief financial officer of Wi-Comm United Communications and a partner of Bridgecross. He served as a vice president for technology investment banking at Merrill Lynch from 2000 to 2001 and worked in the global communications group of Lehman Brothers from 1996 to 2000. Mr. Wu holds a B.A. degree from the State University of New York at Buffalo and an MBA degree from Columbia Business School.



**Diana Congrong Chen – Chief Marketing Officer**

Diana Congrong Chen joined Focus Media as chief marketing officer in May 2005. Before joining Focus Media, Mrs. Chen worked for Phoenix Satellite TV from 1998 to 2004, serving as general manager, director of international advertising and president of East China region. While at Phoenix, Mrs. Chen successfully developed business in Zhejiang and East China region and was awarded Best Sales Team for several years. In 2004, Mrs. Chen was honored Most Outstanding Employee Award by Phoenix. Prior to that, Mrs. Chen was the vice president of sales for Tucano Clothing China and office manager for China Animal By-product Import and Export Co. Mrs. Chen holds a B.A degree in journalism from Zhejiang University.



**Cindy Yan Chan – Chief Strategy Officer**

Cindy Yan Chan joined Focus Media as chief strategy officer in August 2005. Before joining Focus Media, Ms. Chan was Deputy General Manger for iMPACT of ZenithOptimedia from 2000 to 2005. In this capacity, she built the iMPACT, ZenithOptimedia's outdoor media department that provides its advertising clients with outdoor media solutions and full media services including outdoor media planning and negotiation, monitoring the effectiveness of outdoor media and researching the development of outdoor media and new media. Ms. Chan has also published articles on the theory of outdoor media and China's outdoor media market and has been quoted in publications such as Media magazine and Forbes magazine. Prior to ZenithOptimedia, Ms. Chan had five years of sales and marketing experience in a joint-venture electronic equipment company and nine years of experience in Qingdao Municipal Bureau of Labor. Ms. Chan holds master's degree in Economics from NanKai University.

Focus Media

- Jason Nanchun Jiang:** Chairman of the Board, Chief Executive Officer, and Founder, Focus Media
- Jimmy Wei Yu:** Director  
Chairman and Chief Executive Officer, United Capital Investment
- Fumin Zhuo:** Independent Director  
Chairman and Chief Executive Officer, Vertex China Investment Fund
- Neil Nanpeng Shen:** Independent Director  
President and Chief Financial Officer, Ctrip
- Ted Tak Dee Sun:** Independent Director  
Acting Chief Executive Officer, NetEase





## Commercial Location Network

Focus Media's commercial location network targets high-income consumers at places they frequent during daytime, such as office buildings and high-traffic shopping centers in urban centers. It provides our advertising clients with direct advertising channels to reach consumers of higher-than-average disposal income. Super-thin flat-panel displays are installed at eye-level locations near main entrances or by elevator banks. We create a captive viewing environment when people wait for their lift. By placing advertisement on our commercial location network, our advertising clients can reach their target consumers directly and cost-effectively.

Our commercial location network targets various consumer groups segmented by location, such as white-collar professionals in office buildings, business travelers at the airport and fashion-lovers at high-end shopping malls. Our commercial location network has covered high-end office buildings, golf country clubs, beauty parlors and other commercial locations.



## Effective Consumer Targeting

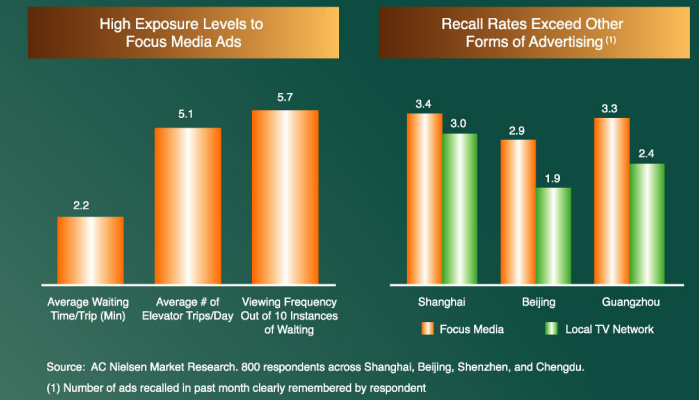
Our media network targets well-educated, high income earning Chinese people aged between 20 to 50, 'the white-collar professional'



Source: Sinomonitor October 2004 report  
 Source: Sinomonitor, "CPM Analysis of Commercial Office Building Display Network," January 10, 2005. 2,436 respondents surveyed across Beijing, Shanghai, Shenzhen, and Guangzhou

## High Viewing Frequency with High Recall Rate

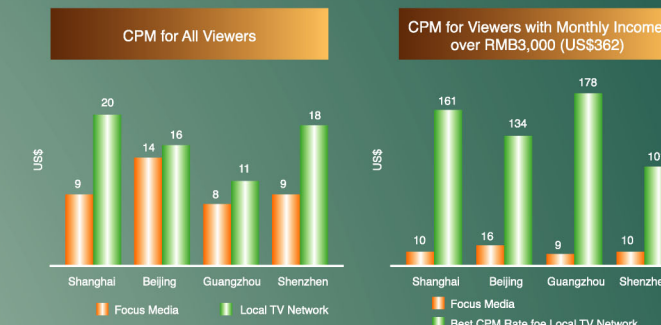
Our Commercial Location Network attracts high viewing rate. Research shows that the target audience of our commercial Location Network would pay attention to our LCD display in about 5-7 trips out of 10, when they wait for or take a lift. and, The target audience is able to recall more advertisement broadcast on our Commercial Location Network than those broadcast on television



Source: AC Nielsen Market Research, 800 respondents across Shanghai, Beijing, Shenzhen, and Chengdu.  
 (1) Number of ads recalled in past month clearly remembered by respondent

## Cost-effective Advertising Channel with Competitive CPM

In a CPM comparison with local television in top tier cities, the economical advantage of Focus Media's Commercial Location Network is significant in targeting high-income owners. Research show that the CPM (for targeting people with monthly income over 3000 RMB) of our Commercial Location Network is only around 10% of that of the traditional television

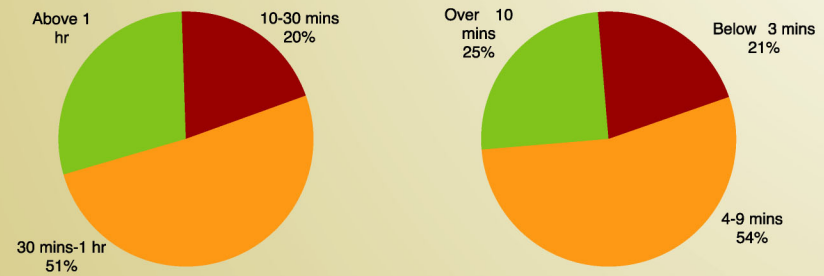


Source: CTR Market Research  
 (1) CPM refers to cost per thousand viewing impressions i.e. cost of having 1,000 people notice a given advertisement  
 \* CPM: CPM is an important index for comparing the economics of advertising on different medium



### High Viewing Exposure

Shoppers pay multiple visits to hypermarkets in a month with each visit lasting 65.2 minutes on average and view our ads for an average of 7.8 minutes



Source: CTR April 2005, Survey with 600 samples across Beijing, Shanghai, and Guangzhou for hypermarkets  
(1) Cumulative time spent viewing ads during single visit to hypermarkets

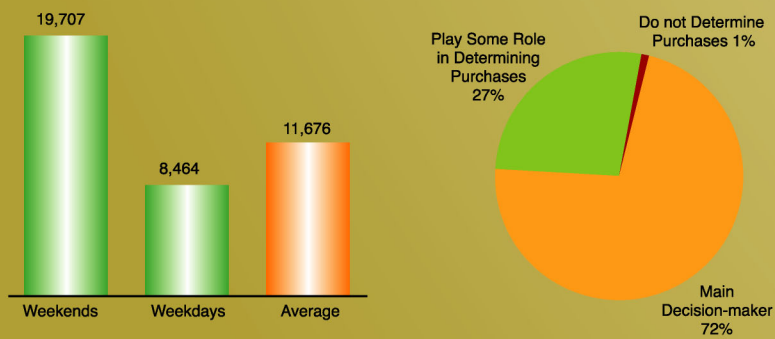
### In-store Network

Focus Media's in-store network extends advertising to retail channels, including hypermarkets, supermarkets and conveniences stores. It enables advertisers to deliver advertising messages at the point-of-sale to buyers of FMCG (Fast Moving Consumer Goods) when they are making the purchase. Flat-panel displays and plasma screens are installed at various eye-level locations in the stores, such as near escalators, by store shelves, along the aisles. We create a captive viewing environment throughout the consumer's purchasing decision-making process. Our audiovisual media not only is more appealing than print media such as poster or light-box, but also stimulates consumers' purchasing desire and influences their brand selection during their shopping process. By placing advertisement on our in-store network, our advertising clients can increase the effectiveness of their advertisements.



### Attractive Audience Profile

Hypermarkets are frequented daily by a large number of shoppers who are the main decision-makers in making purchases and highly impressionable

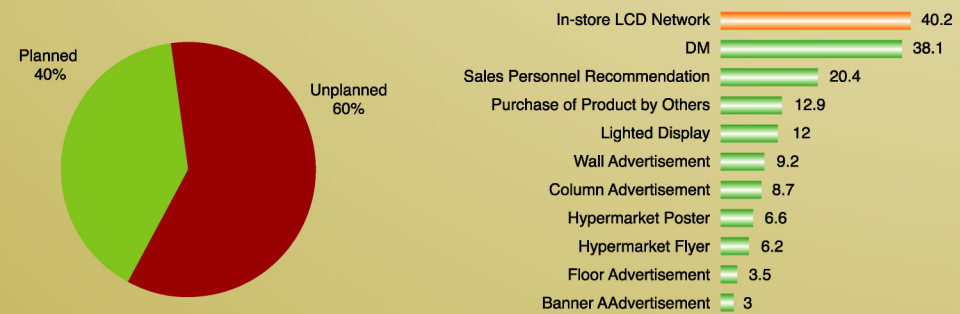
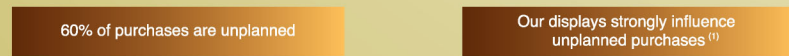


Source: CTR April 2005, Survey with 600 respondents across Beijing, Shanghai, and Guangzhou; purchase data based on sample of 204 respondents

(1) For single hypermarket

### Influencing Purchases

As the majority of purchases are unplanned, our media is highly effective in influencing purchasing decisions at the point-of-sale



Source: CTR April 2005, Survey with 600 respondents across Beijing, Shanghai, and Guangzhou; purchases data based on sample of 204 respondents and advertising influence data based on sample of 160 respondents

(1) End-of-aisle promotional displays excluded because substantially all are related to discount promotional advertisements

A strong customer base of over **900** leading domestic and international brands

Telecommunication				
Handset Manufacturer				
Hi-tech Product				
Cosmetics				
Automobile				
Food & Drink				
Finance Product				
Insurance				
Service				

{ By China's Outdoor Advertising Summit  
 "Most Influential Outdoor Media" (April 2005) }

{ By Zero2ipo  
 "Best Investment Award" (November 2004) }

Focus Media has received numerous industry awards, validating our innovation and success in developing a new advertising medium in China.

{ By New Weekly  
 "Most Creative Media of 2004" (September 2004) }

{ By Golden Phoenix Marketing and Sales contest  
 "Most Effective Advertising Media" (July 2004) }