



TRANS-CAPITAL GROUP

Group Introduction

Shanghai, CHINA

2019



ABOUT US

Established in 2014, Trans-Capital Group (TCG) has been growing rapidly, providing quality services to our increasing group of clients. Simultaneously, TCG has developed a comprehensive range of service streams to fulfil the every-changing demands of domestic and international clients. With numerous previous successful cases, TCG has accumulated different type of resources and project experiences to better serve our existing and potential clients.

Our customers are from a wide range of industries, both in China and abroad, including cultural, food, non-profit, education, sport, semi-government organisations, and so on. Different needs from our customers have been met by TCG team, including Chinese market entering consulting & strategy, low-cost internet branding & marketing, public relationship management, investment consulting, and fund-raising needs (including IPOs). Please refer to Next Session for more information about our Services.

As the guideline of TCG's operation, our team is dedicated to realise our slogan to serve customers, which is **Facilitate corporate continuous development with capital power**. TCG team also regulate ourselves strictly, consistent with our value: **Speed, Sharp, Solid, Success**.

SERVICE STREAMS

TCG, as a group, has three departments to provide our services, Consulting, Branding & Marketing, and Financing. Under TCG, all three departments collaborate efficiently to continuously address, understand, and finally solve customers' issues in all aspects.

Consulting

Consulting Department is to provide clients with whole-cycle consulting service, also specific consulting service, to tackle customers' issues. International corporate needs for Asian presence, especially China and its SARs, could also be served by Consulting Department.

Consulting department offers services including but not limited to:

- Incorporation, registration and corporate structuring
- Due Diligence
- Accounting, auditing, payroll, and taxation
- Risk Advisory

- Management consulting
- Human resources service
- Public relation management
- Overall marketing consulting (By Branding & Marketing Department)

Branding & Marketing

Branding & Marketing Department specialized in branding and marketing solutions and implementations. TCG, with a professional IT team, also provide official website and domain solutions.

Consulting department offers services including but not limited to:

- Brand planning and positioning
- Brand identity improving and brand promotion
- Market research
- New-media marketing solutions and internet promotions in Asian market
- Advertising, exhibition and events consulting and services
- Official website solutions

Financing

Financing Department, along with top-tier financial organisations around the world, provides our clients with premium investment projects, comprehensive funding solutions, professional financial advisory service, competent and efficient IPO guidance and services, and so on.

Consulting department offers services including but not limited to:

- Fund raising
- Investment invitation
- Financial advisory
- IPO in Shanghai and Shenzhen exchanges, as well as exchanges in Australia, Hongkong, Netherland, and also NASDAQ.



STRENGTHS

Regulations

To achieve periodic or long-term goals for customers, TCG assist companies to consistently complete its internal regulation and to implement all viable solutions.

Resources

Based in Shanghai with 5-years fast expansion in China, TCG has maintained close relationships with a broad range of professionals and experts, has accumulated a large number of successful cases and experience, and has possessed ready-to-utilize social resources.

Experience

After 10-year in consulting industry and 5-year startup operation, a better understanding of corporate needs and situations help TCG team to establish firm bonds with clients, to persistently adding value to these brightest companies and projects, and to maintain long-term ties and friendship with our clients. Regarding TCG's rapid business growth, much of the credit goes to the long-term corporation with our loyal and generous clients.

HISTORY & Main Projects

TCG has serviced over 500 clients throughout 4 years. Some of our key projects are demonstrated in the table below. Since 2017, the establishment of Financing Department, TCG has fully participated and guided over 15 IPO cases as their brokerage firm, mainly in Hong Kong and Netherland.

For more details of any particular service or relevant cases, please contact us with your interested business areas.

2014	Established TCG, focused on Brand Marketing Consulting.
Royalsure Medical Beauty (From Hong Kong)	
service:	Whole-cycle Consulting
Carlsberg China vs Xixia	
Service:	M&A Due Diligence on Xixia Beer and M&A Consulting
Anhui Radio & TV 'Life Complex'	
Service:	Whole-cycle Consulting
Hongding Furniture Factory	
Service:	Management Consulting
YingZhou Internation Trade vs Pentair (US)	
Service:	China Regional Distribution Agency Negotiation
2015	Started Financial Market Consulting and Advisory
Nanjing Petroleum Contract Exchange, Shenzhen Petroleum Exchange, Yangtze River United Exchange	
Service:	Exchanges Management Consulting
2016	Started International Business
International Derivative Brokers (From Australia)	
Service:	Chinese Market Entering Consulting
XX Wine (From Ukraine)	
Service:	Branding, Marketing and Management Consulting



2017	Established independent Department of Finance, started Branding and Marketing Consulting
	Established Financial Activity Web (www.caijinghuodong.com)
	Established Gold-True Activity Web (www.gold-true.com)
	XX Golf Club (From Taiwan)
Service:	Whole-cycle Consulting and Fund Raising
2018	Strengthen corporation in Financial Market Consulting
	Primary Market Value Management
	Enhancing financing services with more IPO cases



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Incorporation Service

Fund Raising & IPO

Legal & Taxation

Investment Invitation

Branding & Marketing

Management Consulting

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