

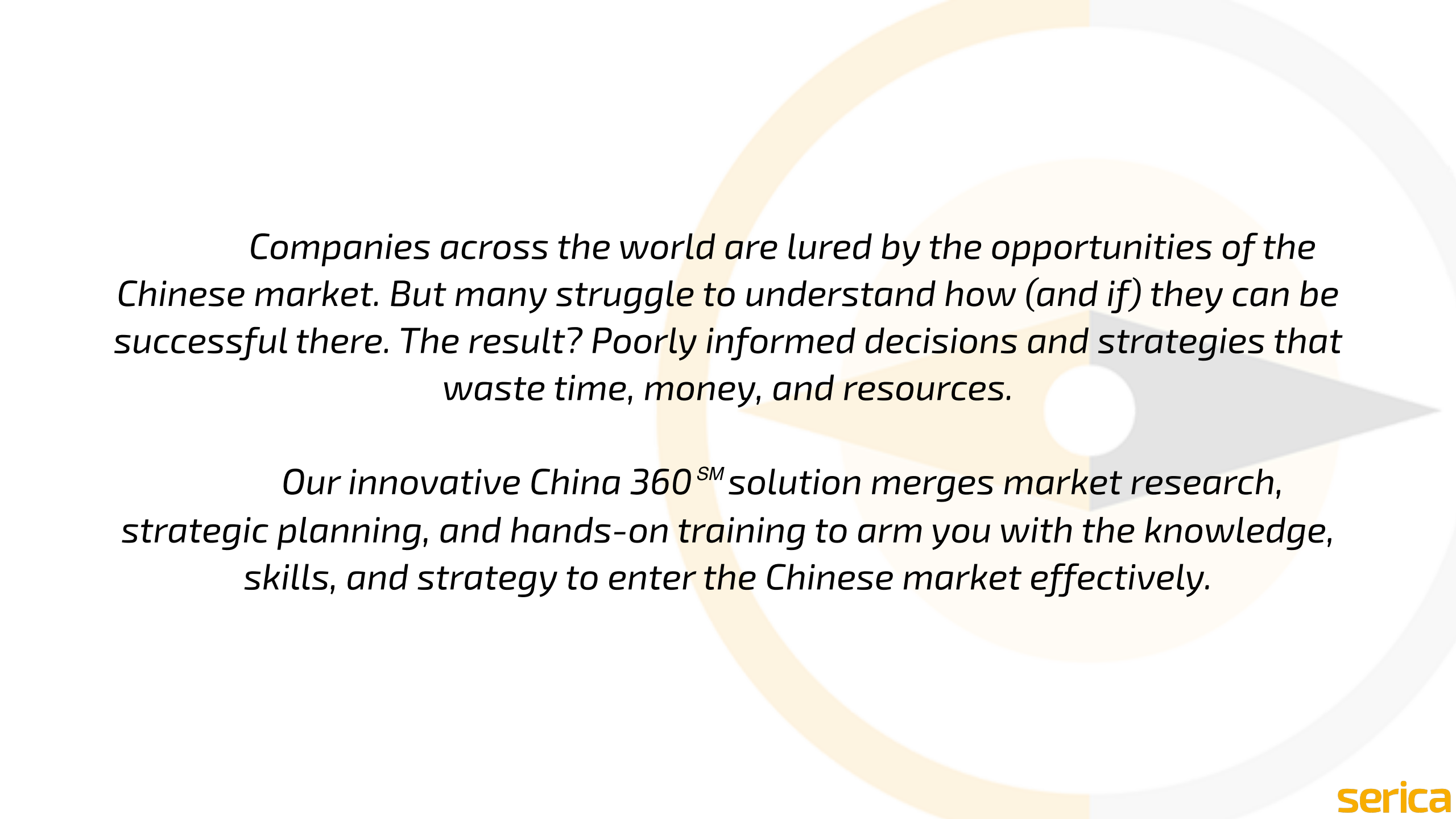
An aerial photograph of the Shanghai skyline at sunset. The Bund is visible in the foreground, with the Oriental Pearl Tower and the Shanghai Tower. The Huangpu River flows through the city. The sky is a warm orange color, and the buildings are silhouetted against the light.

serica

CHINA 360SM SOLUTION

Insights, strategies, and training to enter the market with confidence.

HANGZHOU | SHANGHAI | AUSTIN | LONDON | SAO PAULO



Companies across the world are lured by the opportunities of the Chinese market. But many struggle to understand how (and if) they can be successful there. The result? Poorly informed decisions and strategies that waste time, money, and resources.

Our innovative China 360SM solution merges market research, strategic planning, and hands-on training to arm you with the knowledge, skills, and strategy to enter the Chinese market effectively.

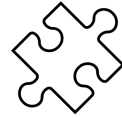
WHAT YOU NEED TO KNOW

Gaining actionable intelligence to make informed decisions and strategies requires exploring a number of key elements.



OPPORTUNITIES

How big is the market? How fast is it growing? Which verticals are the most lucrative? How do these opportunities compare to other markets?



CHALLENGES

What are the conditions on the ground? What regulatory hurdles will we need to overcome? What other barriers should we expect?



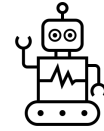
RISKS

How do we protect our IP? What legal recourse do we have? What PR issues could we face at home? How will the political climate affect us?



CULTURAL

How can we engage with Chinese stakeholders effectively? What actions can we take to make ourselves 'China literate'?



TECHNOLOGICAL

Which solutions and technologies are commercially viable? How will they need to be adapted to meet the needs of the market?



FINANCIAL

How much do we need to invest? What will our costs be? How much profit can we expect to generate? How long will it take to break even?



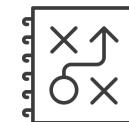
ECOSYSTEM

What does our ecosystem look like? Who are our competitors? What impact will our entry have? What alliances will we need to form?



CHANNELS

What are the best channels to win business, gain investment, form partnerships, or source innovations from?



MODE OF ENTRY

Greenfield operation? M&A? Joint ventures? Technology licensing? Agent / distribution partners?

BARRIERS TO KNOWLEDGE

The Chinese market presents unique challenges that both new entrants and veterans alike struggle to overcome.



Severe shortages of accurate data and information to gather actionable intelligence from.

- Requires an established network to access quality data and insights.
- Reputable data sources often contradict each other.
- Information relevant to one region doesn't (usually) apply in another.



Unique industry and technological ecosystems that are a world away from the West.

- Ecosystems [and how they're connected] are difficult to detect and define.
- Cannot utilize global resources to tap into them.
- Need strategic partners to gain access.



Unprecedented growth and market reforms create a market in a constant state of flux.

- Difficult to research and plan.
- Have to accept a level of uncertainty
- Necessitates a highly flexible and agile approach.

CONVENTIONAL SOLUTIONS

Traditional approaches provide value in distinct areas, but they often fail to empower decision makers with the cohesive picture needed to plot their route to success.



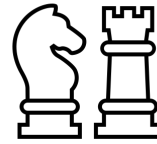
MARKET FEASIBILITY REPORTS

ADVANTAGES

- ✓ Inexpensive.
- ✓ Requires minimal involvement and collaboration.
- ✓ Showcases key opportunities, challenges, and risks well.

DISADVANTAGES

- ✗ Hard data can become obsolete quickly.
- ✗ No recommendations or actionable strategies.
- ✗ Limited usability when dealing with niche or restricted industries.



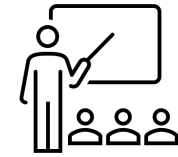
MARKET ENTRY STRATEGIES

ADVANTAGES

- ✓ Fully tailored to your needs.
- ✓ More collaborative. Takes into account your internal resources and global strategy.
- ✓ Provides recommendation and actionable strategies.

DISADVANTAGES

- ✗ Market grows and changes rapidly, resulting in many strategies becoming obsolete quickly.
- ✗ Doesn't enable leadership to play an active role in its development which limits its effectiveness.
- ✗ Top-down strategies can reduce ownership and be met with resistance.



CORPORATE TRAINING PROGRAMS

ADVANTAGES

- ✓ Develops your teams 'China literacy and competencies' well.
- ✓ Promotes team spirit, sense of ownership, and involvement in the expansion.
- ✓ Can be tailored to your goals and unique needs.

DISADVANTAGES

- ✗ Expensive, time-consuming, and resource-intensive.
- ✗ Focus on competency building, not towards aiding decision-making.
- ✗ Skills gained cannot be put into practice without a clear and cohesive strategy.

SERICA CHINA 360SM SOLUTION

Our unique China 360SM solution merges market research, strategic planning, and hands-on training to arm you with the knowledge, skills, and strategy to enter the Chinese market effectively.



WHO IS IT FOR?

Our China 360SM solution is designed for up to five **senior decision-makers** from your headquarters and China (if already present in the market).

WHAT DOES IT COVER?

- **Phase 1** – Market Readiness
- **Phase 2** – Modes of Entry
- **Phase 3** – Competency Building

Each phase is fully tailored to your needs.

HOW IS IT DELIVERED?

A series of research phases and interactive workshops over a period of approximately **4-8 weeks**.

WHAT IS THE DESIRED OUTCOME?

You will know:

- ✓ The viability of the market and your level of 'China readiness.'
- ✓ Your ideal market positioning and mode of entry.
- ✓ Critical information and key competencies to help ensure success.

HOW MUCH DOES IT COST?

China 360SM projects are classified as short-term engagement and are **charged on a retainer basis**. The average cost per project is \$25k.

See [Slide 12](#) for details on our retainer fee structure and engagement process.

AN HOLISTIC APPROACH

We employ different competencies and activities to enable you to chart a path forward ahead effectively. They include but are not limited to:

RESEARCH & ANALYSIS

- ✓ Market Size & Growth
- ✓ Ecosystem Mapping
- ✓ Viable Industry Verticals
- ✓ Regulatory Environment
- ✓ Customer Profiling
- ✓ Sales Channels
- ✓ Competitive Landscape
- ✓ Technological Considerations
- ✓ Resource Overview
- ✓ Previous Expansion Review
- ✓ Offering-Demand Evaluation
- ✓ China Capability Assessment

STRATEGIC PLANNING

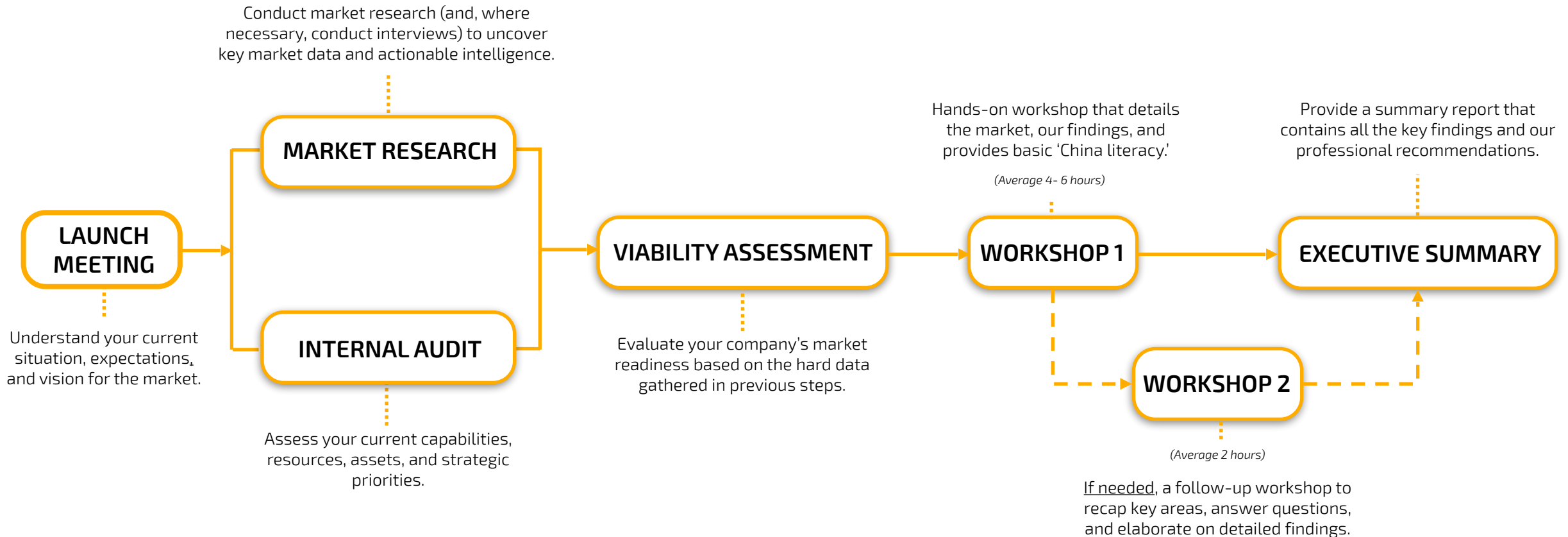
- ✓ Market Positioning
- ✓ Product Localization
- ✓ Business Model Localization
- ✓ Communications Strategy
- ✓ China Readiness
- ✓ Modes of Entry
- ✓ Growth Strategies
- ✓ Talent Acquisition
- ✓ Resource Allocation
- ✓ Financial Planning
- ✓ Corporate Structure
- ✓ Organizational Structure

EXECUTIVE TRAINING

- ✓ Chinese Business Culture
- ✓ Chinese Business Strategy
- ✓ Chinese Innovation Practices
- ✓ Role of Government
- ✓ Client Engagement
- ✓ Partner Engagement
- ✓ Investor Engagement
- ✓ Government Engagement
- ✓ Sales & Negotiation
- ✓ Marketing & PR
- ✓ Recruitment & HR
- ✓ Team Integration

PHASE 1 - MARKET READINESS

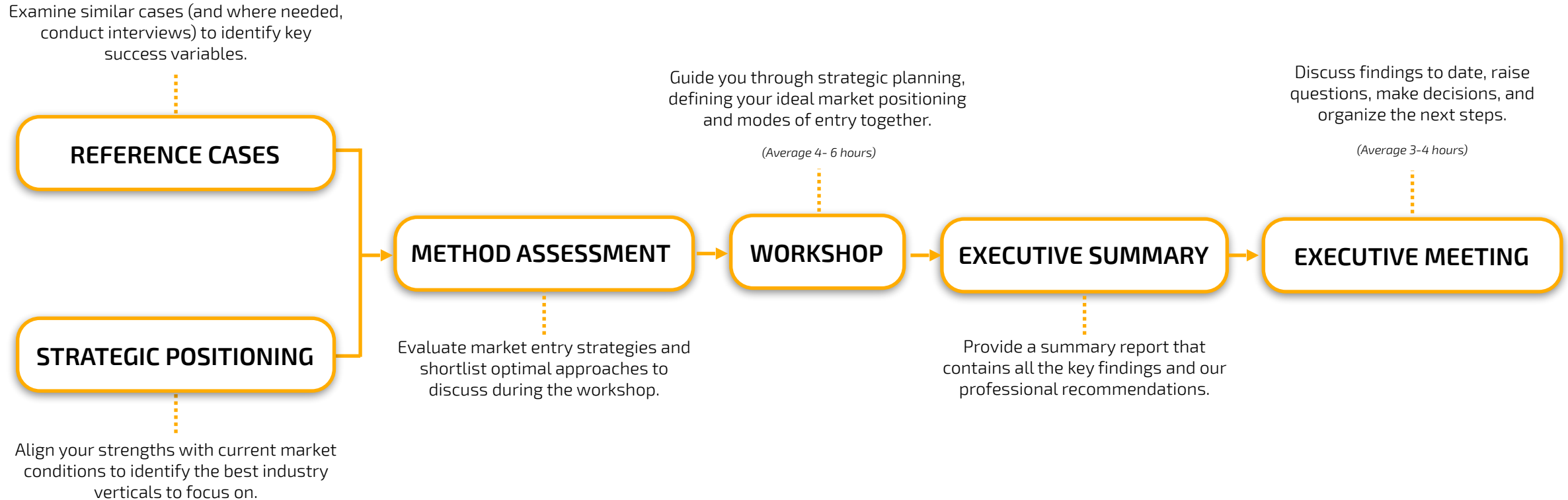
Determine the viability of the market and your level of 'China readiness.'



*Each Phase will be fully tailored to your needs. The above is an example of a typical Phase 1 we have undertaken and should be considered 100% accurate of the solution we may provide you.

PHASE 2 – MODES OF ENTRY

Determine your ideal market positioning and mode of entry.

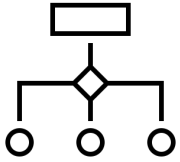


*Each Phase will be fully tailored to your needs. The above is an example of a typical Phase 2 we have undertaken and should be considered 100% accurate of the solution we may provide you.

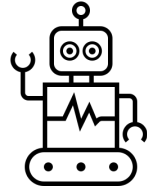
PHASE 3 – SUPPLEMENTARY MODULES

Understand critical information and learn new competencies to help the success of your expansion.

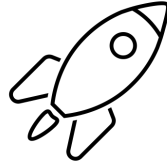
**CORPORATE
STRUCTURING**



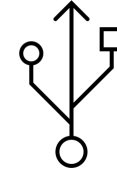
**PRODUCT
LOCALIZATION**



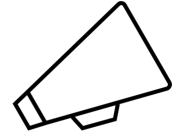
**BUSINESS MODEL
LOCALIZATION**



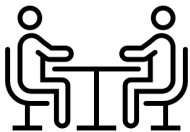
**CHANNEL
DEVELOPMENT**



**MARKETING
& PR**



**COMMERCIAL
ENGAGEMENT**



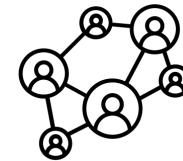
**GOVERNMENT
ENGAGEMENT**



**NEGOTIATION
& DEAL SHAPING**



**POST-DEAL
INTEGRATION**



**RECRUITMENT
& HR**



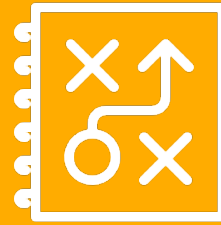
All supplementary modules are optional and available upon request.

OUTCOMES

At the conclusion of the China 360SM project, you will know:



The viability of the market and your level of 'China readiness.'



Your ideal market positioning and mode of entry.



Critical information and key competencies to help ensure your expansions success.

INVESTMENT CONSIDERATIONS

Clear and transparent fee structures and engagement steps.

RETAINER BASED

Simple, fast and convenient retainer-based fee structure.

CONSULTANT TYPE	HOURLY RATE
Senior Partner	\$500
Partner	\$400
Associate Partner	\$270
Engagement Manager	\$190
Analyst	\$125

AVERAGE FEE TOTAL: \$25,000

(Based on Phase 1 and 2)

REMARKS

- All fees are in USD and are exclusive of sales tax.
- Does not include expenses or third-party fees.
- Engagement can be cancelled at any time.
- A detailed breakdown of consultant hours and respective fees will be provided periodically throughout the engagement.
- For additional details please refer to the FAQ of this presentation.

ENGAGEMENT STEPS

Our engagement process is designed to be highly collaborative to ensure that we find the best solution for your company as efficiently and effectively as possible.

- 1 Receive an initial consultation for free (billed hourly thereafter) to discuss your needs and goals.
- 2 Sign a Mutual Non-Disclosure Agreement (MNDA) to protect everyone's interests.
For mutual convenience and security, agreements are sent electronically via DocuSign.
- 3 Receive a basic fee estimate in a simple digital proposal that you can sign and with ease.
A minimum of \$15,000 is required to retain Serica for short-term engagements.
- 4 Engagement begins, and fees are deducted from the retainer at the stipulated rates.
If the volume of work is below the original estimate, you will be reimbursed the difference. If it exceeds the expected volume, you will be notified in advance to replenish the retainer.

FUTURE ENGAGEMENTS

Our solutions and engagement models are designed to align our interests with yours, so we can facilitate every stage of your Chinese journey.



Make a formal decision whether to pursue the plan and strategy we developed together.

Collaborate to craft a tailored proposal on how Serica can execute the project for you.
Via our financial advisory or market representation solutions.

If you engage with Serica, the fees incurred will be deducted from the final total fee of the project we undertake for you.

FAQ - OPERATIONAL

1. What is the average length of a China 360SM project?

Approximately 4-8 weeks depending on the scope and scale of the project.

2. What sources of data and information do you use?

We combine quantitative and qualitative research methodologies to analyze information from both international and Chinese sources. Our approach covers desktop research, online surveys, site visits, and focused interviews.

3. We have already conducted different market research and strategic planning activities, can you incorporate them?

We can incorporate your research and planning into the project. But we will need to cross-examine everything to ensure its validity and relevance to the project.

4. How are the workshops organised?

Each workshop is between 4-6 hours and is typically conducted online (via Zoom or Teams). We generally advise having a three-day break between workshops in a given phase. Where needed, we can accommodate a faster timeline to suit your needs.

5. Can you provide your training presentations and other documentation for use in other languages?

Yes, for additional fees of \$0.3-0.6 per word (depending on the language) we can localize them into Chinese, Spanish, Portuguese, or German.

6. What else do you need from us?

Serica takes a highly collaborative approach to every project we undertake. Throughout the project, we expect and need you to dedicate the time, focus, and resources towards achieving the goals we set together.

7. Can you help us execute the strategy you develop for us?

Yes, our [Financial Advisory](#) and [Market Representation](#) solutions enable us to translate your strategy into commercial results. Furthermore, the fee incurred from the China 360 solution will be deducted from the total final fee incurred in the solutions mentioned above.

FAQ - FINANCIAL

1. How does your retainer model work?

Pay a retainer that matches the estimate we provide (minimum of \$15,000). Engagement begins, and fees are deducted from the retainer at the rates stipulated on the left. If the volume of work is below the original estimate, you will be reimbursed the difference. If it exceeds the expected volume, you will be notified in advance to replenish the retainer.

2. Are expenses covered?

No. However, the contract we sign states that all expenses must be agreed upon in advance and that receipts must be provided before any reimbursement is paid.

3. What are your billing cycles?

The retainer fee is due within five (5) business days of the contract being signed. If the retainer needs replenishing at any stage, that fee is due within three (3) working days. If the replenishment is not received by then, then all work will cease with immediate effect until the fees are fulfilled.

4. If we engage with you on execution, how will the fees we incurred so far be deducted?

The fees incurred from the China 360SM solution will be deducted from the total fee of the Market Representation or Financial Advisory project we undertake for you.

5. What currencies do you accept?

We accept USD, GBP, EUR, and CNY.

The background features a large, light gray circle on the right side, partially overlapping a larger, light orange circle on the left. In the center, there is a stylized compass rose with a white center and a gray needle pointing towards the right. The text is centered over these elements.

**Thanks for your time
and consideration.**