

To a Safer Future

Details of Anxin-China & Altus Acquisition

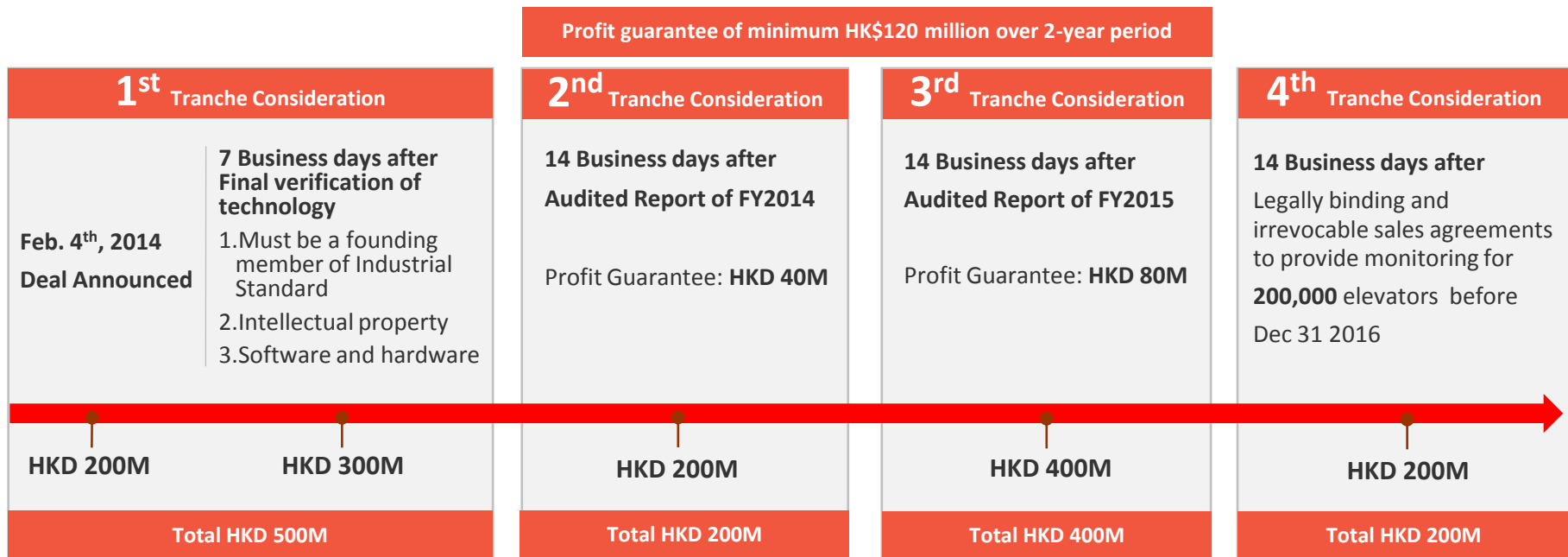
Summary of Acquisition

Important Dates and Milestones

Acquisition Date 4 February 2014 (after trading hours)

Vendor Bloom Zone Limited

Target Company Altus Technologies



All 4 tranches consideration: HKD 1.3B

Target Company at a Glance

Technology portfolio



Participants of industry standard drafting



System specifically designed for elevator monitoring



Distributed processing platform with cloud



Big data capability



Facial recognition for maintenance personnel regulation



Experience in elevator monitoring and maintenance

Market Potential

Framework agreements with

7 provinces/cities *

Framework agreements with

around **36,000** elevators*

*Subject to final agreements



Prof. He JiFeng

Honorary Chairman

Being the dean of software engineering institute of China East Normal University, Prof. He is well known for his profound understanding of “Internet-of-Things” and software engineering.

He was the Leading scientist of the “Trustworthy Software” research plan for National Natural Science Foundation of China, and was appointed the Chief scientist of the study of Coordinativity of Unprecedented Mass of Information by the Ministry of Science and Technology.

Prof. He was selected to the Chinese Academy of Science in 2005.

ZHANG Pingshan

Chief Technology Officer

With 22 years of IT design experiences, Mr. Zhang used to work with IBM, Siemens and Everex as senior level engineers for their key products.

Mr. Zhang was working with AMATI (NASDAQ:AMTX) from 1996 to 2002, during which time he led a multi-national team and bring AMATI to one of the largest DSL chip supplier.

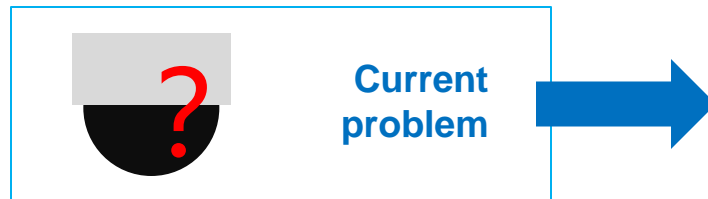
Mr. Zhang joined Altus Technologies with his valuable experiences and devoted all his energy and time to the company.

The Business



- Market Supervision Administration
- Association of Special Equipment
- State Administration of Work Safety / other level of Admin. of Work Safety

Elevator Monitoring



- Difficult to implement real-time status monitoring
- Difficult to regulate maintenance personnel
- End-users are reluctant to pay for extra monitoring

The Product

Control Box

- All monitoring info will be fed to control box and then transmit to remote centers
- Control box grants different users to access real-time monitoring information
- Manages all communications between elevators and remote control centers

In-car Sub-system

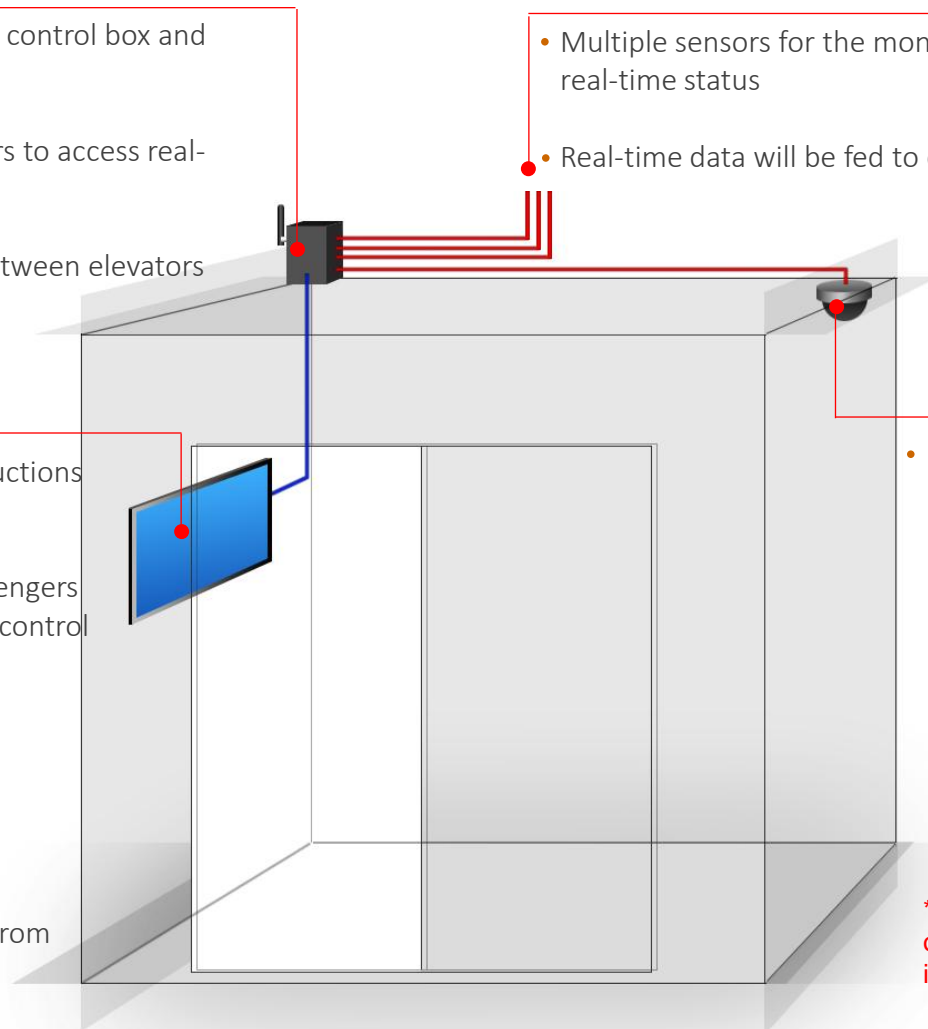
- Capability to provide clear instructions under various scenarios
- Audio/video calls between passengers trapped in the elevator and the control center
- Help management using facial recognition algorithm through embedded camera to manage maintenance personnel
- Broadcast video clips collected from Advertisement Companies

Misc. Sensors

- Multiple sensors for the monitoring of elevator real-time status
- Real-time data will be fed to control box

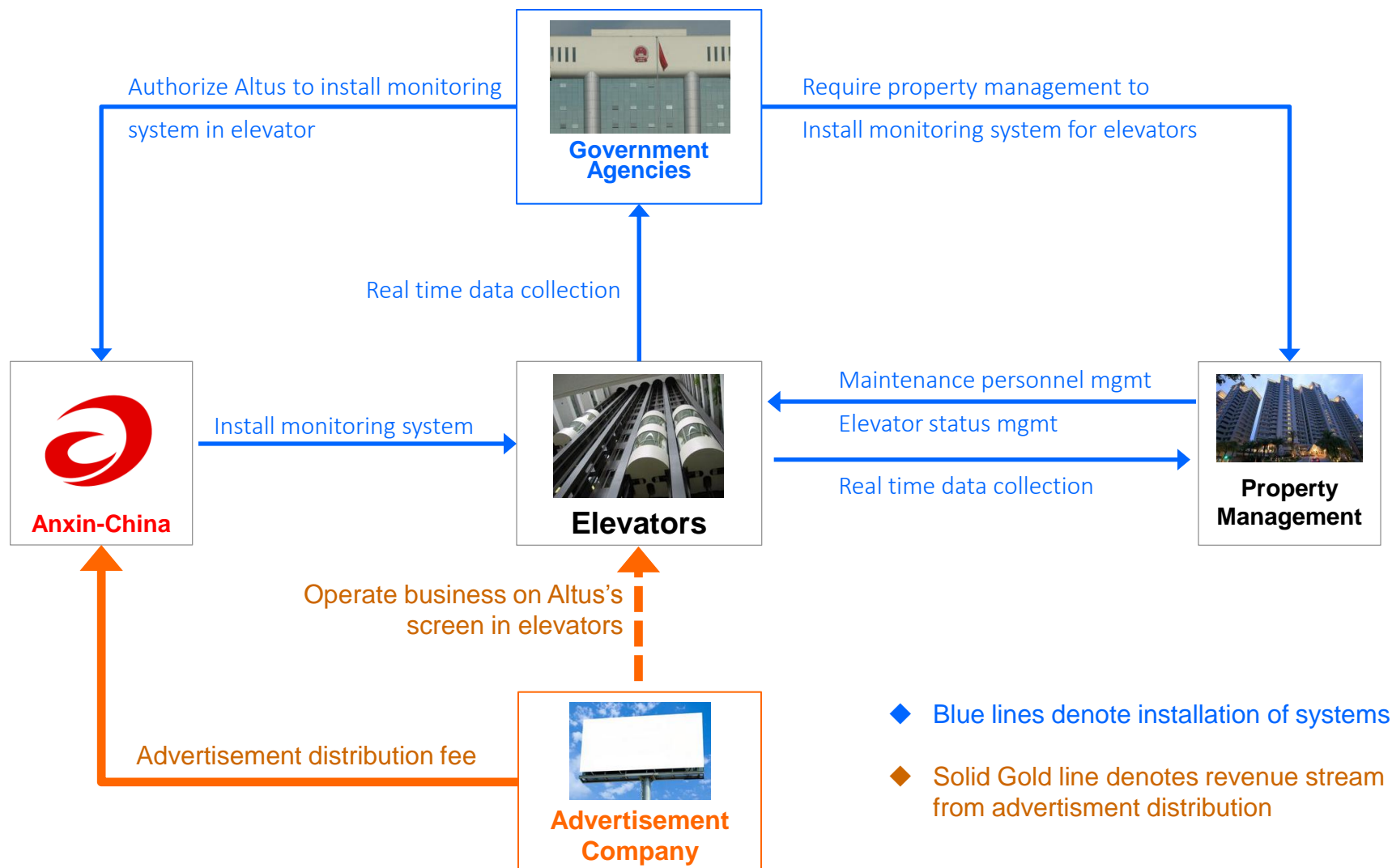
Surveillance Camera

- Live video feeds back to control box



*A simplified diagram of system being installed in elevators

Proposed Business Model

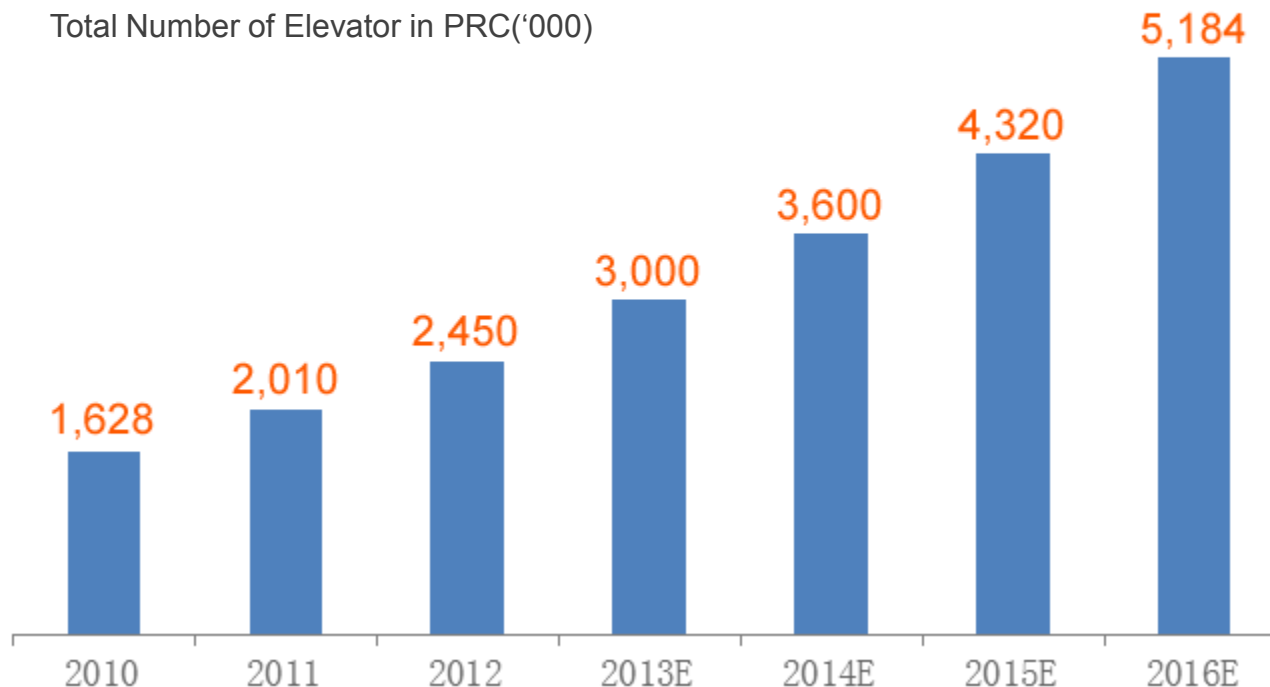


- ◆ Blue lines denote installation of systems
- ◆ Solid Gold line denotes revenue stream from advertisement distribution

Why do we buy	Why do they sell
<ul style="list-style-type: none"> ■ Expand into new territory of Work Safety <ul style="list-style-type: none"> - Elevator safety is a big part of Work Safety - Acquire specialists with elevator monitoring expertise ■ Diversify of revenue sources <ul style="list-style-type: none"> - ISD: Government collection through 3rd parties - ISS: Government collection through government budget - Elevator Monitoring and Advertising: Ads distribution mostly from non-government channels ■ Diversification of revenue model to mitigate inherent risks associated with business from government sector <ul style="list-style-type: none"> - revenue generate from advertisement distribution vs. 100% coming from government ■ Proven business model <ul style="list-style-type: none"> - see Focus Media ■ Huge market potential <ul style="list-style-type: none"> - 2,450,000 elevators in PRC as of 12.31.2012 	<ul style="list-style-type: none"> ■ Requires working capital for order fulfillment <ul style="list-style-type: none"> - Production of elevator monitoring equipment - Field engineers for system installation - Strong background to secure more contracts ■ Need to work with a partner with established experience of industrial/public safety business ■ Future improvement and development

The Future

The Big Picture

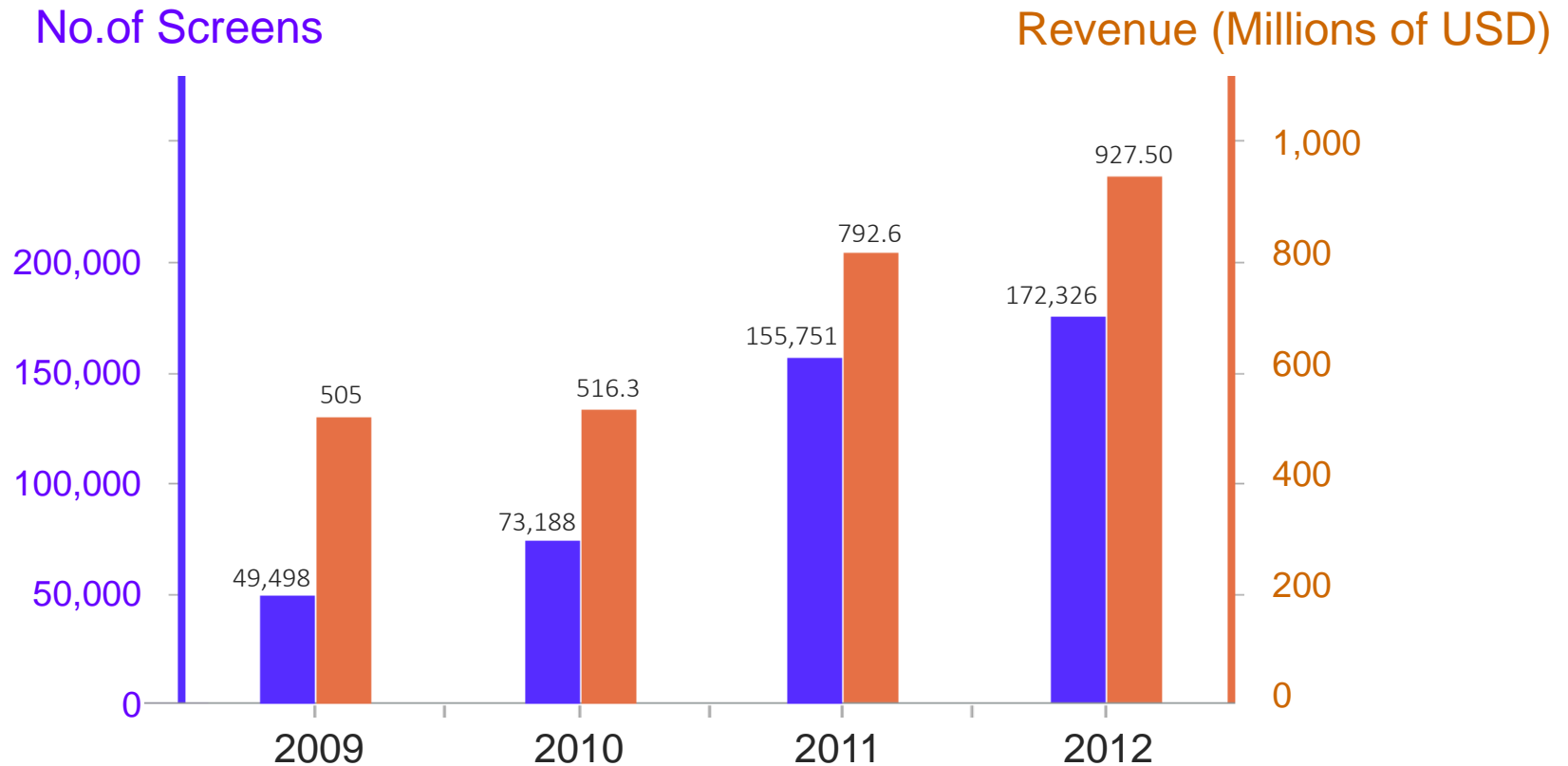


- The number of elevators is growing at approximately **20%** per annum from 2010 to 2016, according to **General Admin. Of Quality Supervision, Inspection and Quarantine**
*2014-2016 number based on a 20% growth according to General Admin. Of Quality Supervision, Inspection and Quarantine of PRC
- Legally binding installation agreement of **200,000** elevator should be achieved by the end of 2016 according to Anxin's acquisition agreement, failing which, Anxin-China has no obligation to pay the 4th tranche consideration in the sum of HKD200M.

THANK YOU

www.anxin-china.com.hk

Appendix: A Quick Look at Focus Media



- Revenue grew in tandem with the increase in total no. of screens installed and owned by Focus Media

*Focus Media Annual Reports 2009 - 2012