

**fun
guide**

Your city in your pocket

PARTNER KIT

MOBILE ADVERTISING

MOBILE VOUCHERS

MOBILE GROCERY SHOPPING

The Fun Guide App Combines Editorial Content with Advanced Mobile e-Commerce functionality

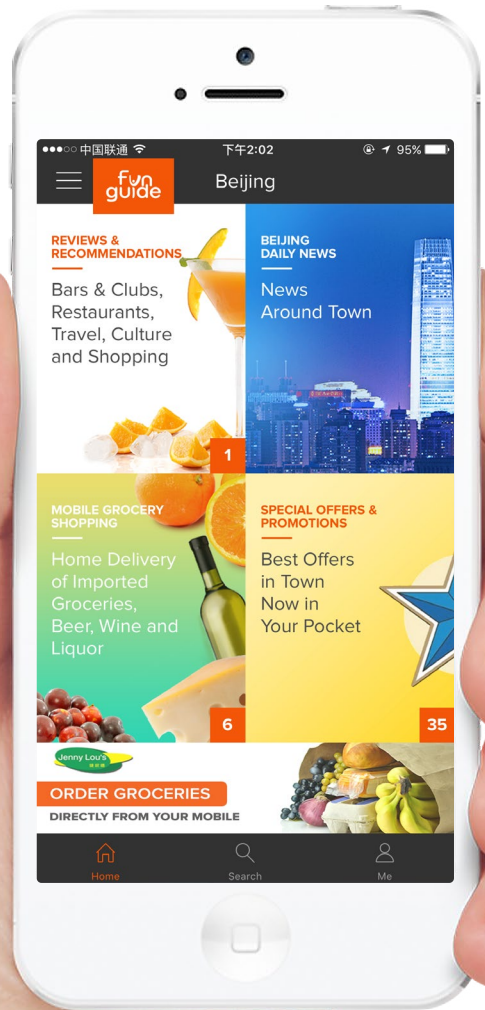
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Fun Guide app lets you know daily about 'what's going on in Beijing'.

Daily content drives user traffic.

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Fun Guide is Local: Fun Guide offers the best local deals through mobile advertising, mobile vouchers, and mobile grocery shopping.



Fun Guide Offers **150 Times** Better Visibility in Comparison to Print Magazines

- People read print magazines **only 1 time** then throw them away.
- People visit websites **only 2-4 times per month**.
- People check their phones an average of **50 times per day**. In other words, people check their mobile phone an average of **1500 times per month!**



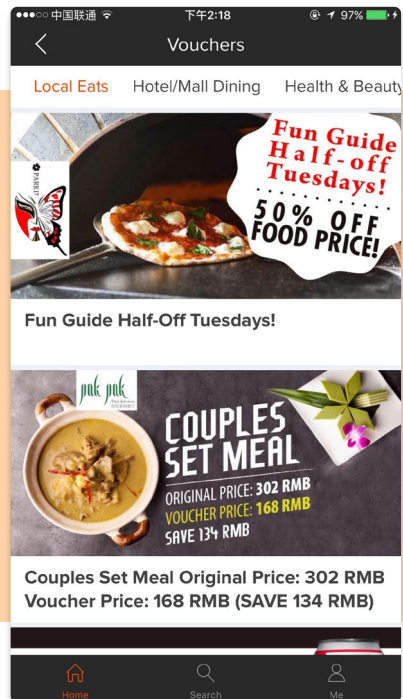
Don't waste your money in traditional media or websites Mobile marketing brings more visibility and value!

CASE IN POINT

- The Print Magazine with 50,000 readers: 1 small ad on average is seen only once.
 - =50,000 views a month.
- The Website with 50,000 readers: 1 ad on the home page, on average 2 visits per month.
 - =100,000 views a month.
- The Mobile app with 50,000 users: The average phone is checked around 50 times per day. When 50,000 users view Fun Guide's daily content on average 5 times a day.
 - = **7.5 million views a month!**

Increase Your Sales With Fun Guide Mobile Vouchers

- Fill in your restaurant during the quiet times
- Get people to enter your bar with an attractive offer
- Organize an event – sell tickets directly through mobile



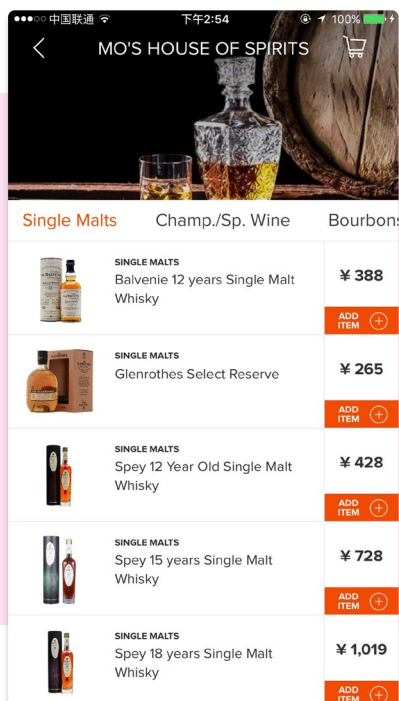
Mobile offers a Great way to distribute your offers directly for the potential customers

- With Fun Guide Your offer goes directly to customers pocket
- At the end of your mobile voucher campaign, you can track the how many vouchers were used
- People can share Fun Guide mobile vouchers in WeChat!

Fun Guide Mobile Grocery Shop

Imported High Quality Products, Order From Mobile – Get Delivered To Your Home

Our easy to use Mobile Grocery shop function offers Imported, High-Quality products for our readers (Groceries, Wine, Craft Beer, Single Malt whisky etc..)



Users can use 3 different payment methods, and products are delivered by **SF (Shun Feng, 顺丰快递)** the most reliable delivery service in China.

This is why many high-end shops and merchants have already selected Fun Guide as their mobile e-commerce partner!

How does it work?

Fun Guide Mobile Advertising Pricing (RMB)

Daily High Visibility – Low Costs

Mobile advertisement type	2 Weeks
Front Page moving banner (1/3 of slots)	6000
Ad Banner in Daily BJ News section	5000
Ad Banner in selected Vouchers category	4000
Ad Banner in selected Editorial category (Top)	4500
Ad Banner in selected Editorial category (2nd)	4000
Ad Banner in selected Editorial category (3rd)	3000
Content Marketing deals	2 Weeks
Ad banner + Editorial story in the shop	5500
Ad banner + Editorial story in the editorial	5500
Ad banner + Series of editorial stories (3)	8000

FUN GUIDE MOBILE VOUCHERS

Boost your business, find more customers

- Contact Fun Guide sales team
- Agree the time and details of your promotion
- We will sell your vouchers through Fun Guide App
- You can follow up the sales from on-line account
- Fun Guide retains 10% commission of the vouchers sales

FUN GUIDE MOBILE SHOP

Expand your business to mobile for Free!

- If your shop is selling fast moving, high quality products we offer you a mobile sales channel + integrated delivery service for Free!
- You don't need any investment in technology. All you need to do is to put your product photos and details online, through our –easy-to-use- system
- Fun Guide's retains commission of the deliveries

With Fun Guide your mobile advertisements, vouchers, and shops will reach FOREIGNERS and UPPER/MIDDLE CLASS CHINESE.



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**Also known as,
“The Paying Customer”**

**-Those who aspire for an international lifestyle
They speak English, buy imported foreign products
online, eat international cuisine, and actively seek
exclusive benefits to stand out from the crowd... They
are Fun Guide’s readers and users.**

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CONTACT US

MOBILE ADVERTISING AND ECOMMERCE WITH FUN GUIDE

Ivy Wang

Tel: 010-57754815

Mob: 13426345998

ivywang@funguide.com.cn

MARKETING COOPERATION

Kenny Lew

Tel: 010-57754815

Mob: 15201377500

kennylew@funguide.com.cn

The Fun Guide logo, consisting of the words 'fun' and 'guide' in a white, lowercase, sans-serif font. The 'fun' is positioned above the 'guide'. The logo is set against a solid orange rectangular background.