



## INTRODUCTION TO CULTURAL CHINA COMMUNICATION CO.,LTD. 《文化中国》传播股份有限公司

### 《文化中国》传媒股份有限公司 Culture China Media Corp., Ltd.

Cultural China Communication Co., Ltd exists to communicate the Chinese culture and promote international exchanges, dedicated to producing, operating and communicating high-quality Chinese cultural content and dealing primarily with culture- tourism synthesis, film and television entertainment, media integration, media integration and international communication. Cultural China promotes the close cooperation among industry eco-chain partners through a platform-based business model, focuses on both in-house innovative development and joint content production and leverages both technical support and capital support to launch a variety of cultural products of different business forms including Ultimate China, Colorful China and a Touch of China.

With “openness, integration, innovation and excellence” as its core values and by upholding the five development ideas of “greenness, innovation, coordination, openness and sharing” and relying upon the era background of the great rejuvenation of the Chinese nation, Cultural China is based in China and faces the rest of the world and endeavors to create choice Chinese cultural contents, build high-end brands and fuel the high-quality development of China’s cultural industry, by providing cultural industry integration services supported by brand and capital, and by using a platform-based business model that starts with high-end marketing and is fueled by combination between industry and finance, using high-quality cultural and tourism resources and outstanding cultural contents as the medium.

#### Culture-tourism synthesis

By focusing on cultural characteristics across the country and integrating existing cultural and tourism resources, the company has created a new venture capital investment model for cultural and tourism centered on content output and business operations, in effective conjunction with capital operations.

#### Media integration

By developing and integrating technology-enabled emerging media to communicate Chinese culture, the company fully integrates the content, publicity and other aspects of its business to create an open, interactive and experiential collection of various media by using the combination of traditional, new and we media.

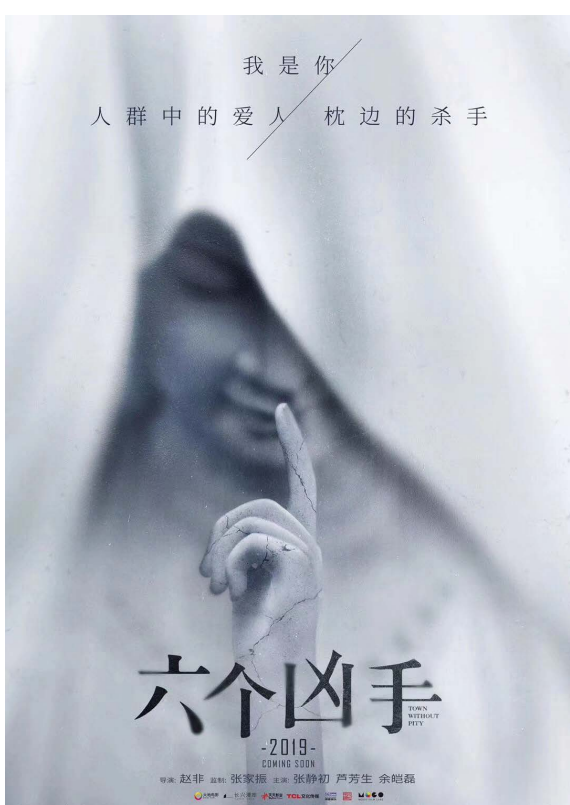
#### Film and TV entertainment

Inspired by the idea of “Chinese stories relevant to the world”, the company taps the Chinese market intensively, targets high-quality film and TV resources, explores various cooperation models and actively participates in joint production of international film and TV projects, in a bid to create choice films and TV products that are excellent in both humanistic spirit and market value.

#### Overseas communication

With cultural exchange, cultural output and cultural practice as the enabler, the company endeavors to create a platform for cultural communication that seeks practical results in Europe and America, enters the mainstream in Africa and expands influence in neighboring countries, while actively implementing the national strategies of culturally going global and “Belt and Road” and improving the international influence of communication.

Cultural China expects to integrate the world-class industry resources, constantly explore the beauty of Chinese culture, convey the mainstream cultural values both at home and abroad, implement various policies on the cultural industry across the board and achieve full-scale improvement of China’s cultural industry by relying upon its powerful and profound shareholder background and using proven domestic and overseas communication channels and its professional operation team. A leader and integrated service provider for the international development of China’s cultural industry



《文化中国》传媒股份有限公司以传播中华文化、促进国际交流为宗旨，专注于中华优质文化内容的生产、经营和传播，主要业务包括文旅综合、影视娱乐、媒介融合、国际传播四大板块。《文化中国》以平台型商业模式促进产业生态链伙伴的紧密合作，自主创新开发与联合生产内容并重，技术支持与资本支持并举，陆续推出诸如极致中国、华彩中国、触摸中国等各种不同业态的文化产品。

《文化中国》以“开放、融合、创新、卓越”为核心价值观，秉持“绿色、创新、协调、开放、共享”五大发展理念，依托中华民族伟大复兴的时代背景，立足中国面向全球，以文化产业集成服务为体，以品牌和资本为两翼，依托平台型商业模式、以高端营销切入、以产融结合助力、以优质文旅资源、优秀文化内容为载体，塑造中华文化精品，建设高端品牌，助力中国文化产业高质量发展。

**文旅综合** 文化特色，整合现有文化旅游资源，有效结合资本运作，开创出以内容输出、商业运营并重的文化旅游创投新模式。

**媒介融合**、整合以科技形式为载体的新兴媒介来传播中国文化，在内容、宣传等方面进行全面整合，利用传统与新媒体，自媒体整合，形成具有开放性、互动性、体验性等多种形式媒介的集合。

《文化中国》希望藉由强大深厚的股东背景，依托成熟的海内外传播渠道，凭借专业的运营团队，整合国际顶级的行业资源，不断探索中华文化之美，向海内外传递主流文化价值观，全面细化落实文化产业的各项政策，实现中华文化产业的全面提升。中国文化产业国际化发展的引领者和集成服务商。

#### 影视娱乐

以“中国故事，与世界相关”为理念，深耕中国市场，锁定优质影视资源，探索多种合作模式，积极参与国际影视项目的合拍制作，打造人文精神与市场价值兼优的影视精品。

#### 海外传播

以文化交流、文化输出、文化落地为抓手，打造欧美求实效、非洲进主流、周边扩影响的文化传播发声阵地，积极践行文化走出去和“一带一路”等国家战略，提升国际传播影响力。