

Profile of Shenzhen Neo Capital Co., Ltd.

I. Overview

Founded in 2012, Shenzhen Neo Capital Co., Ltd. (Neo Capital) is among China's first group of comprehensive financial service institutions engaged in innovative financing. Headquartered in Shenzhen, with four management centers in Beijing, Shanghai, Shenzhen and Hong Kong, the company is committed to providing quality financial services to enterprises, institutions and individuals, covering a wide range of fields such as Internet Finance, Wealth Management and Investment Management. To date, we have established 300 branches across the country with over 20,000 employees, served nearly 3 million customers and created cumulative earnings of over RMB3 billion for customers.

Being one of the first groups of innovative finance service enterprise, we have initially built a closed business loop, featuring online-offline integration and investment-financing matching. We have two subsidiaries, Neo Online and Neo Wealth, in the liabilities sector and three subsidiaries, Neo Credit, Neo Consumer Finance and Neo Investment, in the assets sector.

II. Risk Control System

Holding risk control as our basis for development, we have established Investment Decision Committee at the Headquarters to strictly control project risks. In the field of Internet Finance, we have established a professional credit audit team with complete data and over 200 members to conduct full-process risk control. Under the principle of staffing each region with a directly subordinate credit audit team, we have established operation departments in over 120 branches across the country, with each project regulated by an operation department. The projects are audited by regional credit audit team and examined by the Headquarters before they are sent back to the operation department for verification and interview.

Moreover, we have introduced credit management systems from professional credit information services such as Pengyuan Credit Service, Qianhai Credit Service, Shanghai Credit Information Services (acquired by Credit Reference Center, the People's Bank of China) and Experian. We have acquired behavioral data from the Internet, underlying data from the society and institutions, core financial data and other data for building the "model of credit factory". Based on our advanced international experience in risk control under the 5P principle of credit granting set in the Basel Accord, we have innovatively established world leading risk control systems such as "Score Card System" and "Sudoku Customer Data Model", also accomplishing risk control management and optimization in the whole credit lifecycle.

Non-governmental financing has shown great vitality and competitiveness over the past 30 years since the beginning of China's financial reform, creating a new idea for financial system reform. We are an epitome and player in the reform. In pursuance of the philosophy of benefiting people's livelihood and serving the society, we expect to shape our international image through building a model international financial group in China, becoming a financial symbol of Shenzhen in its efforts to build a modern international innovative city.