

BETTING ON THE DRAGON

A LOOK INTO THE MINDS OF THE SHANGHAI STOCK EXCHANGE'S A-SHARE INVESTORS

Kapronasia and Amber are pleased to announce the availability of the first statistically relevant study of Chinese investor behavior.

Through our in-depth analysis, you'll learn what is driving investor behaviour. We look at:

- Investor knowledge
- Current investment habits
- Opinions on the future

The report answers questions such as:

- What are the most important considerations for investors when picking a stock?
- How long do they hold a stock?
- Why do they sell?
- When the HK market opens to mainland Chinese investors, will they move their money or not?
- What do they think the SSE index will be at the end of 2007? 2008?
- What sources of information do investors most frequently use to make their investment decisions?
- What do they want to learn more about?

In addition, find out what part lucky numbers play in the decision making process and where investors turn for market information. We examine the results from both a national and regional perspective to understand the differences in investor behaviour across the country.

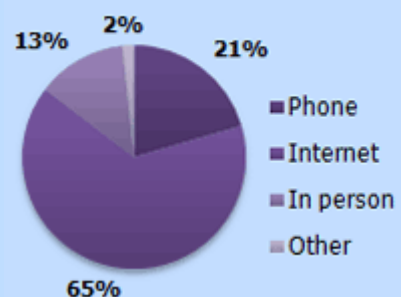
THE BACKGROUND

Even in the face of the fallout of the US housing crisis, the Shanghai stock exchange is up nearly 100% in 2007. The average price to earnings ratio of China's A-shares is over 50, nearly twice the current P/E ratio of the Dow Jones Industrial average in the US. There are some fundamental reasons why the Shanghai market is somewhat insulated from the fluctuations of the global markets, but what are the investors really thinking? Why do they buy? What influences their decisions and how much do they know about what they're buying? We interviewed over 600 investors to find out.

A brief look inside the report:

- 21% of investors in Guangzhou own a mortgaged property
- Only 1 out of 50 A-share investors prefer cash to the stock market
- 70% of investors believe the stock market is experiencing a bubble
- 32% of investors in Shanghai invest more than 30% of their income in the stock market

How do you most frequently trade?



THE HUMAN SIDE

In addition to the quantitative coverage, we look at the human experience of three investors: Ms. Wang, a 20 year old single woman, Mr. Qian, a 40 year old husband and father, and Ms. Qiao, a 60 year old retiree. Investing is changing these people's lives.

ESSENTIAL KNOWLEDGE

"Betting on the Dragon" not only analytically clarifies investor behaviour, but also provides invaluable insights on the bigger picture, all critical information for any company interested in the Shanghai stock market.

AVAILABILITY AND PRICING

The report will be available from December 1st, 2007 and will be available in electronic or bound hard copy. The electronic version is available for US\$195 and the hard copy format for US\$235.

For more information please visit www.kapronasia.com or www.amberinsights.com. To purchase the report, please click the button below or email Amber (cchen@amberinsights.com).



About kapronasia

Kapronasia was founded in 2007 to meet the needs of Financial Service technology companies doing business in Asia. kapronasia provides research, consulting and full services marketing to the financial services industry. Focusing on banking, insurance and capital markets, kapronasia works closely with clients to create sustainable value for their businesses. For more information please visit: www.kapronasia.com

About Amber

Amber was founded in 2005 to deliver highly synchronized market intelligence on China. Located in Shanghai, Amber supplies market knowledge based on rigorous research and expert opinion. All projects are heavily customized and Amber work is regularly used to support decisions on investment, customer acquisition and marketing strategy. For more information please visit: www.amberinsights.com

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