



**Services and Programs for Chinese Companies**

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# SERVICES FOR CHINESE COMPANIES

Since 1988 Friedland Capital has been active in assisting North American companies in achieving their objectives in Asia and Asian companies in achieving their financial and business objectives in North America.



Among its activities, Friedland Capital has sponsored nine conferences in Hong Kong and Singapore that provided the opportunity for senior management of North American publicly-traded (listed) companies to meet with Asian financial and business leaders.

With its new representative office in Beijing, Friedland Capital is positioned to assist privately-held and listed Chinese companies to achieve their corporate finance, business and financial objectives in the United States.

Friedland Capital's services for Chinese companies include:

- Assisting existing Chinese companies whose shares trade as Red Chips in Hong Kong, or who have "H" shares that trade in Hong Kong with the creation of American Depositary Receipt Programs in the United States.
- Assisting Chinese companies who have US American Depositary Receipt Programs, or Chinese companies with US listings with increasing the interest and involvement by US and investors in their companies ADRs or shares and enhancing shareholder value. Specific services also include:
  - **Programs to enhance shareholder value.**
  - **Obtaining private placement equity financings, including PIPEs (Private Investments in Public Equity).**
  - **Establishing a US office (Friedland Capital will provide services including a toll-free "800" telephone number, the answering of company calls, etc.)**
  - **Achieving the company's other US business and financial objectives including strategic relationships, license agreements, joint ventures and acquisitions.**
- Assisting privately-held Chinese companies in "going public" and having their shares trade in the US markets. Friedland Capital has designed a "Fast-Track" program for privately-held Chinese companies to become publicly-traded in the United States.

## PERSONNEL AND MANAGEMENT

Friedland Capital's management team consists of approximately 10 professionals in Denver and New York. The following are brief resumes of Friedland Capital's senior management:



### **JEFFREY FRIEDLAND, MANAGING DIRECTOR**

Mr. Friedland has been involved in corporate finance and investment banking for the past 25 years, specializing in emerging growth companies. As President of Friedland Associates Ltd., a firm that he founded in 1982 (now Friedland Capital Inc.), Mr. Friedland assisted more than 100 companies in achieving their corporate finance objectives, including private placements of equity and debt, initial public offerings, mergers and acquisitions and strategic financial planning. In 1988, Mr. Friedland founded Friedland Asia Pacific Inc., which advised Asian and US companies in the formation of strategic alliances. From 1985 through 1987, Mr. Friedland was the producer and on-camera host of *Moneytime*, a show that consisted of interviews with management of publicly-held companies that was broadcast nationally in the United States on Financial News Network (which is now CNBC). From 1988 through the early 1990s, Mr. Friedland sponsored conferences in Hong Kong and Singapore which

provided the opportunity for hundreds of CEOs of U.S. companies traded on NASDAQ and the Amex to meet with Asian financial and business leaders to discuss business and financial involvements. Mr. Friedland has been featured or mentioned in the *South China Morning Post (Hong Kong)*, the *Hong Kong Standard*, *USA Today*, the *Wall Street Journal* and *Bloomberg* radio. Mr. Friedland graduated from the University of Colorado in Boulder in 1972 with a B.S. in Business (accounting).



### **DARA PODBER, MANAGING DIRECTOR**

Dara Podber has over 12 years of Wall Street experience with top tier investment banking and Investor Relations firms. Throughout her career, Dara has counseled a broad range of companies, from larger cap organizations to early stage companies and has developed strategies and help raise financing for companies in a variety of industries including telecommunications, software, Internet services, biotechnology and medical devices, business services and energy. Her work has included extensive IPO road show execution and counseling newly public companies in the after-market.

Ms. Podber headed the marketing department and worked on the syndicate desk at one of Wall Street's most reputable firms, Unterberg Towbin.

Ms. Podber continued to build her relationships while employed by one of New York's finer investor relations firms, Dewe Rogerson, where she managed all aspects of investor relations activities and corporate communications for companies including developing strategic and creative investor relations programs, writing annual reports, press releases and management presentations and structuring road shows. She has also consulted for early-stage start-up companies helping them develop business plans, raise capital, form strategic alliances and develop innovative e-commerce and marketing strategies.

She founded Agendex, a company focused on developing a web-based application and wireless solution to enhance the road show marketing process and co-founded Flying Outsourcer, a comprehensive provider of outsourced business services to both pre and post IPO companies.

As a key member of Friedland Capital's management team, Ms. Podber's responsibilities include working with companies around the world, helping them to tap into the international marketplace with the objectives of enhancing their global presence and their shareholder value and achieving their corporate finance objectives.

Ms. Podber received a BA from George Washington University in 1991. Her securities licenses have included: Series 7, Series 63, Series 31 and NY State Life Insurance.



**KRISTINA WANG – MANAGING DIRECTOR-CHINA**

New York based Kristina Wang's corporate finance experience includes research and evaluation of companies, acquisitions, strategic alliances, takeovers, formation of American Depositary Receipts (ADRs), and enhancing shareholder value for Chinese listed or publicly-traded companies, especially those who have ADR programs.

As Friedland Capital's Managing Director – China she is responsible for all aspects of the firm's operations in China, as well as assisting Chinese companies with their North American and global objectives.

Ms. Wang speaks fluent Mandarin and English and obtained a law degree from the China People's University in Beijing.

**For more information regarding Friedland Capital's services for Chinese companies please contact Kristina Wang at +1-212-941-1448 or by email at [kristina@friedlandcapital.com](mailto:kristina@friedlandcapital.com).**



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Friedland ADR News – [www.friedlandadrnews.com](http://www.friedlandadrnews.com)  
Friedland Corporate Finance News – [www.friedlandfinancingnews.com](http://www.friedlandfinancingnews.com)  
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