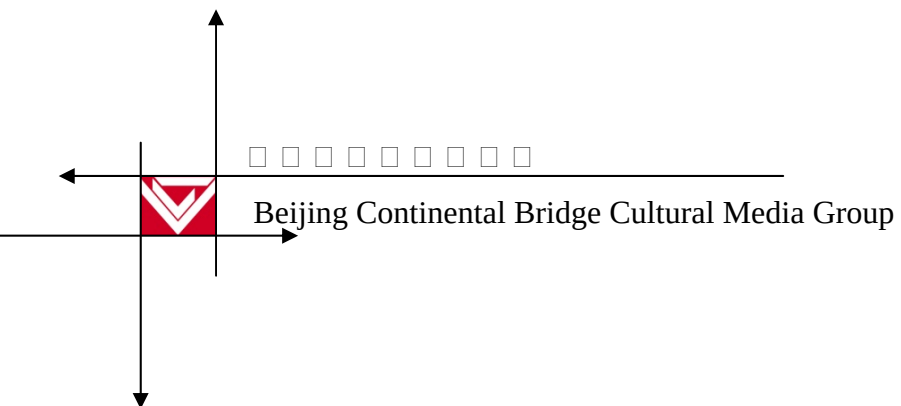


SAGA—The fantastic and impact long-running true stories

A dramatic documentary television daily timeslot on a hundred Chinese TV Stations

over ten years





About LIC-BCBC



SAGA——The TV Timeslot



The Brand——Everywhere Across China



Coverage——Throughout Mainland



The Figures——The Evidence

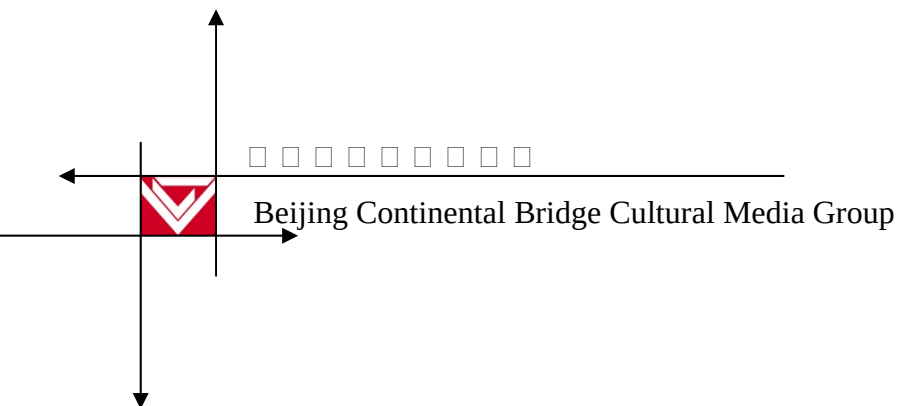


What??——Such a Bargain!!



The Conclusion





About LIC-BCBC

A Bridge across continents

Bringing Splendid civilization to the oriental wonderland



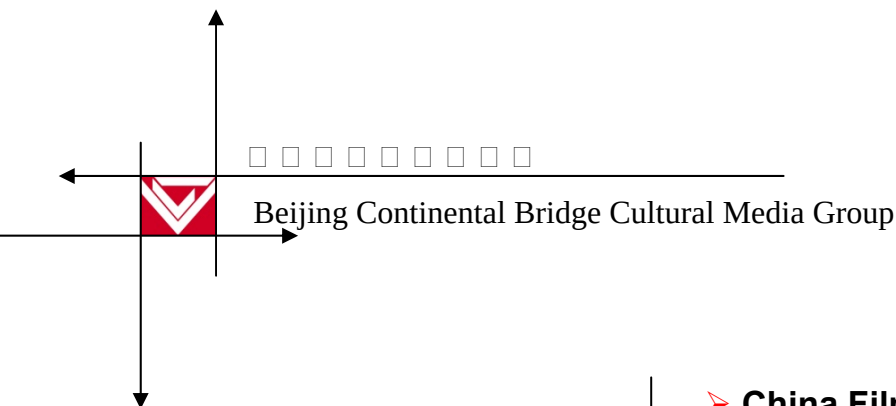


Beijing Continental Bridge Cultural Media Group

LIC-BCBC consists of

- LIC Australia
- China LIC Hong Kong Ltd.
- LIC China (Beijing) --
 - LIC-BCBC Investment Ltd.
 - LIC-BCBC Cultural Development Ltd.
 - LIC-BCBC Advertising Ltd.
 - LIC-BCBC Times Publication Ltd.
 - LIC-BCBC Tourism Ltd.
 - LIC-BCBC SAGA Magazine Ltd.
 - LIC-BCBC Shanghai Representative Office
- LIC Sydney Office, Australia
- LIC London Office, UK
- LIC Paris Office, France
- LIC Rome Office, Italy
- LIC Cologne Office, Germany
- LIC Oslo Office, Norway
- LIC Madrid Office, Spain
- LIC Virginia Office, USA
- LIC Moscow Office, Russia
- LIC Beirut Office, Lebanon
- LIC Randburg Office, South Africa

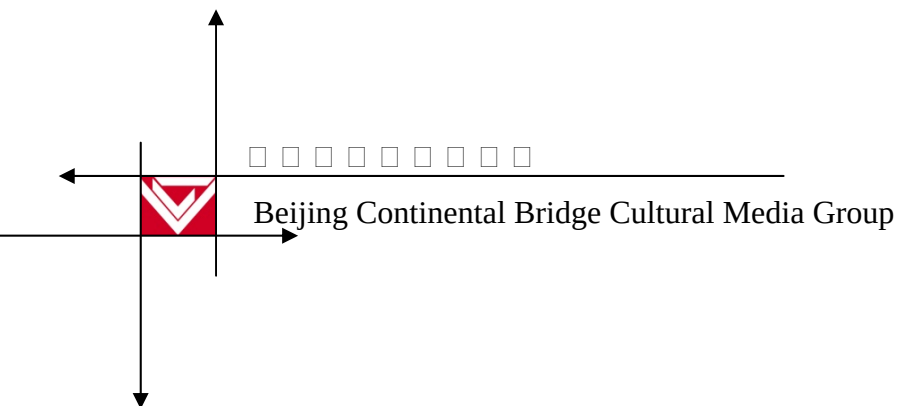




BCBC——

- **China Film Producers' Association**
- **China Television Artists Association (CTAA)**
- **China TV Management & Planning Committee of CTAA**
- **China Television Documentary Academy of CTAA**
- **China TV Cities' Networking Committee of CTAA**
- **China TV Industrial Committee of CTAA**
- **China TV Performances Centre of CTAA**
- **China Radio & Television Association (CRTA)**
- **China TV Documentary Commission of CRTA**
- **China TV Legal Programs Committee of CRTA**
- **China Science & Education TV Programs Committee of CRTA**
- **Beijing Television and Radio Institute of CRTA**
- **China Science Film & Video Association**
- **Capital Radio & TV Program Producers Association**





BCBC——

- The only subsidiary company of LIC Australia
- The only partner company of Discovery Inc in China
- Golden corporate member of Australia Chamber of Commerce in China
- UK Chamber of Commerce in China
- USA Chamber of Commerce in China
- European Union Chamber of Commerce in China
- International Documentary Film Association
- Executives Global Network

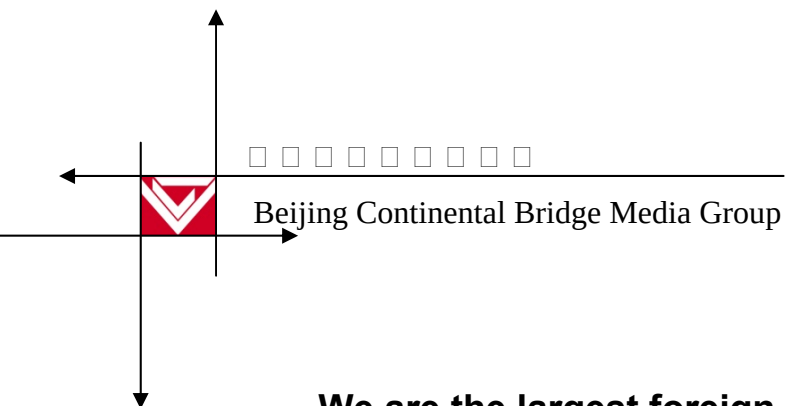




Abundant Resource

We gather 112 famous companies' best TV programs across 14 countries





Over 16 Years Experience

We are the largest foreign documentary TV programs importer in China.

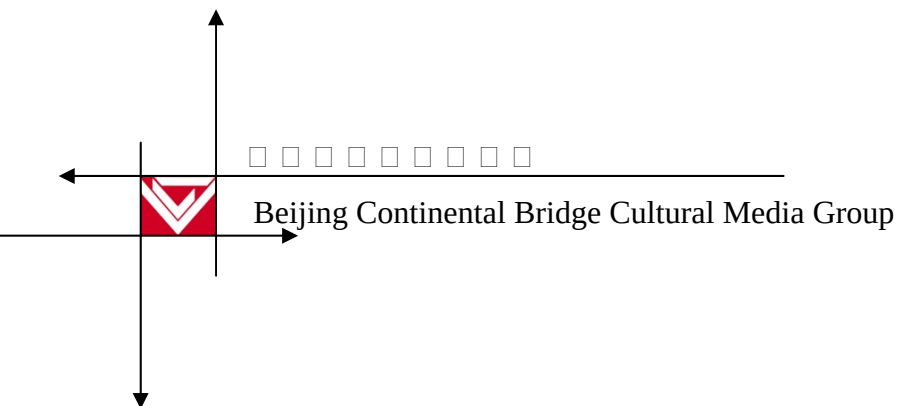
We provide services to 65% documentary time slots in CCTV



We provide localized full service--

Telecast right importing, Translation, dubbing, filming, editing, subtitling and special effects





Beijing Continental Bridge Cultural Media Group

The Best Procession

- **Some 200 permanent talents with high qualifications**
Not only from China, but also from Australia, the UK, Russia, and Japan
- **We have 20 editing suites with fully digitalized equipment, 4 sound studios with updated Pro-Tools work stations, and we have our own in-house studio with the-state-of-arts equipment**
- **Discovery programs in China are post-produced by our talents**
- **Over 16 years experience brings us matured brand**
- **We hold great reputation nationally and internationally**

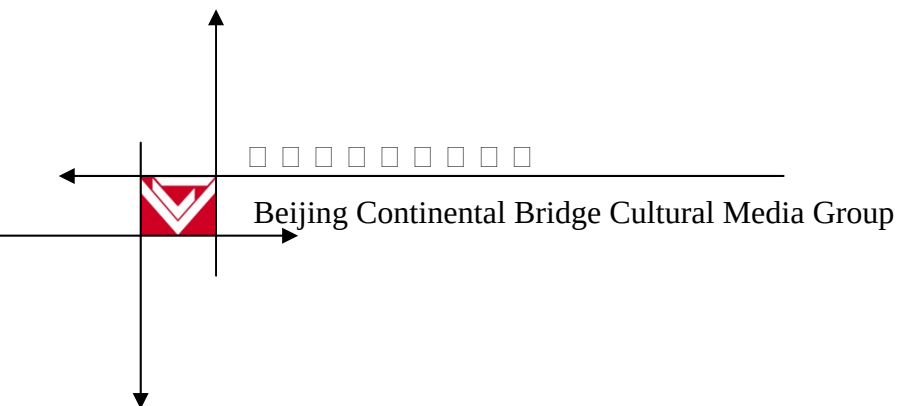


□ □ □ □ □ □ □ □

Beijing Continental Bridge Cultural Media Group

The Big Names We Served

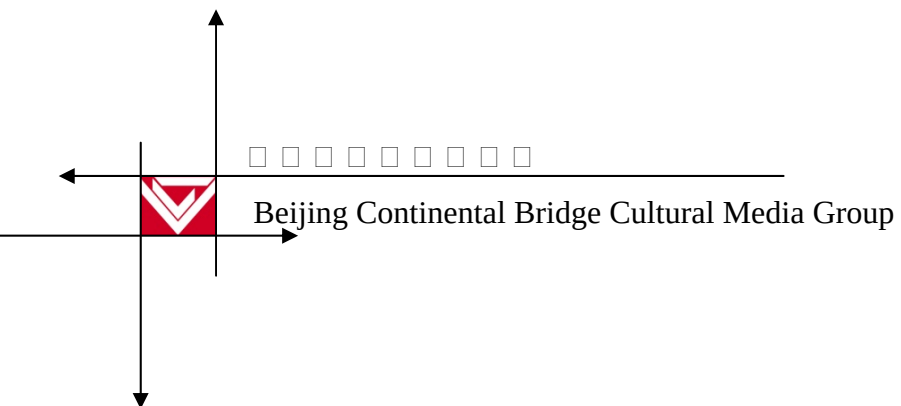




SAGA——

The Television Timeslot

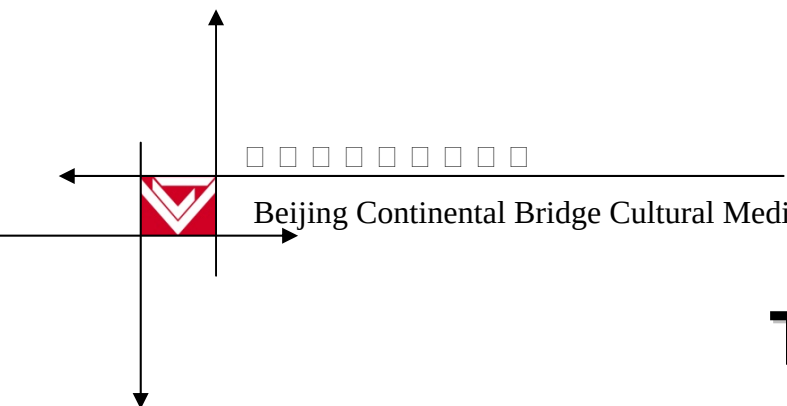




SAGA—The TV Timeslot

- Gathering the best documentaries all over the world
- Representing global civilization
- A 50 minutes daily TV timeslot on prime time
- Running over a hundred Chinese TV stations over 10 years
- High rating specially tailored for white colors

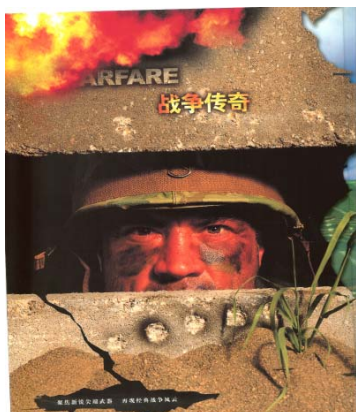




Beijing Continental Bridge Cultural Media Group

The Four Genres

Shifting Week after Week



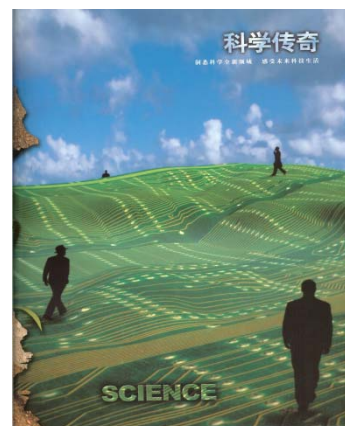
Warfare——



Human Interest——

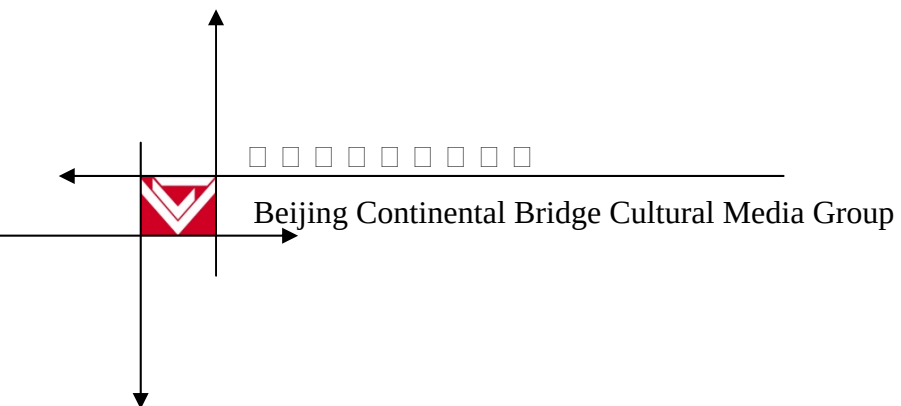


History——

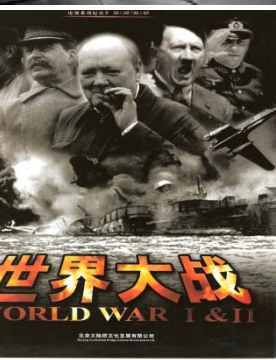


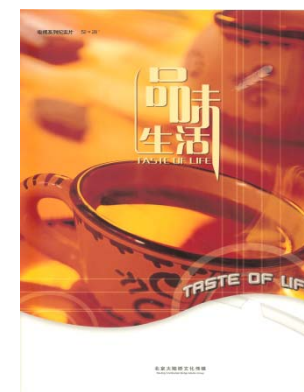
Science——



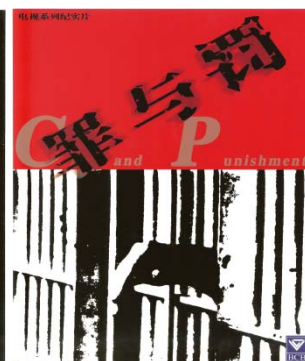
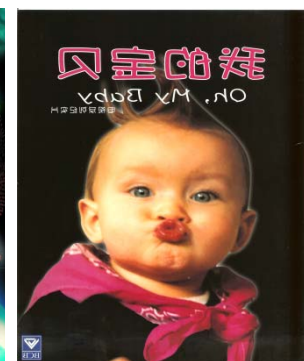
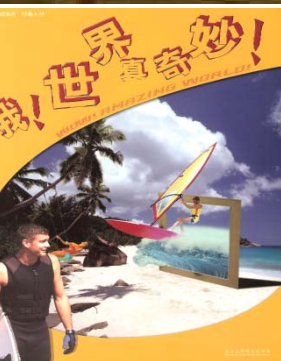


Warfare——



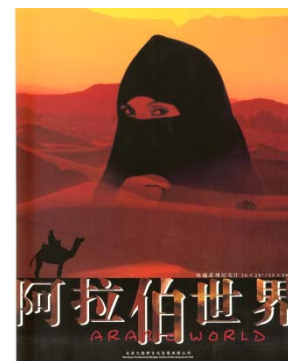


Human Interest——



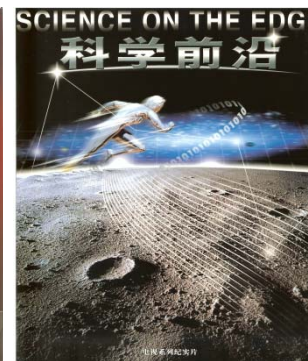
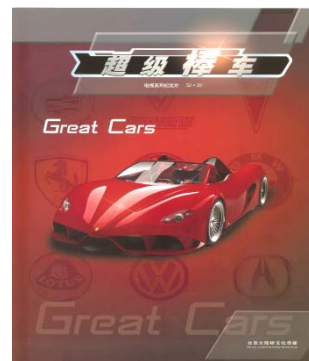
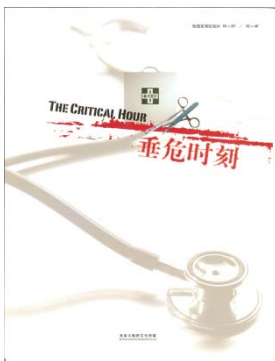
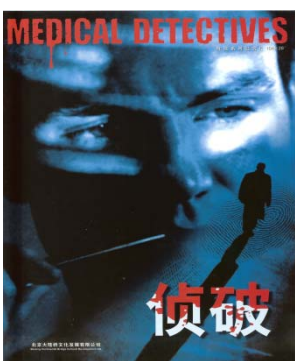


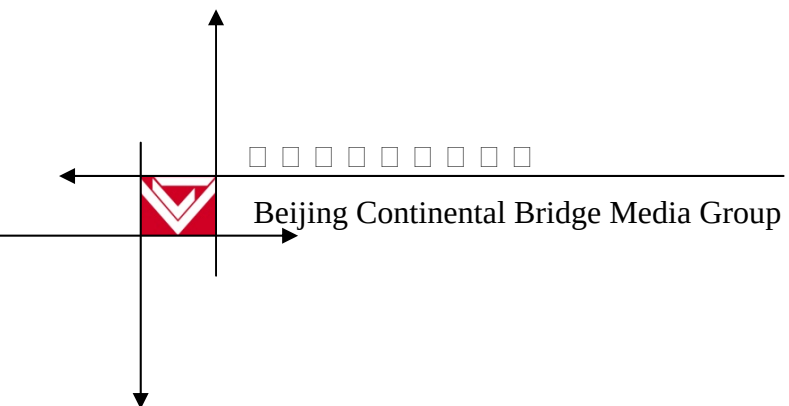
History——





Science——





The Brand——



Everywhere Across China





□ Fabulous Nature □ ———

A sub-branded television timeslot

An independent 30 minutes daily programs





□ SAGA China □ —





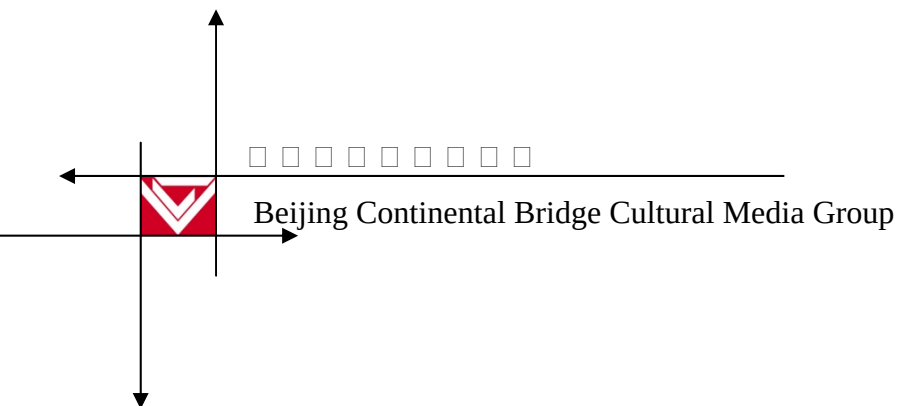
SAGA Serial Books





SAGA on Newspapers and Magazines





SAGA on Multi-Media



In-flights

Trans

Buses

Subways





传奇频道精选

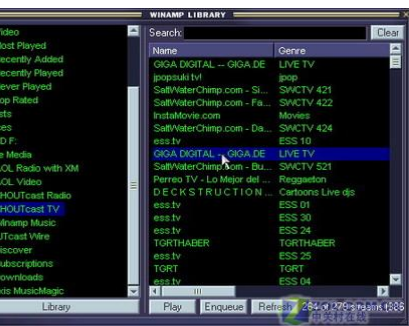
视频花园

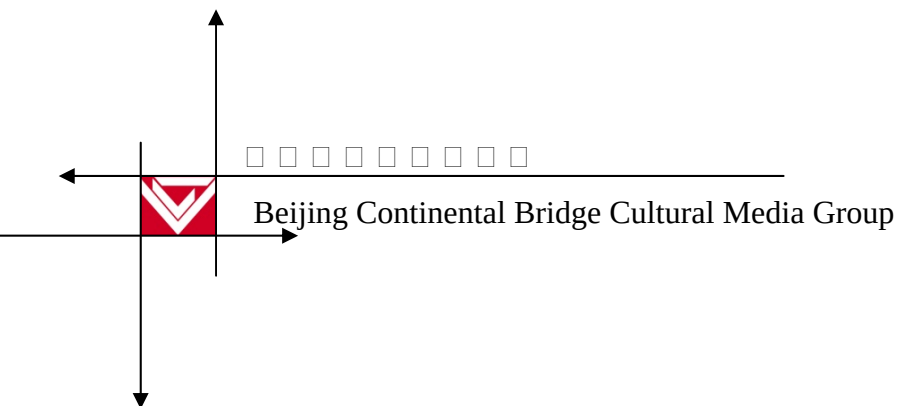
SAGA on Lines——

Digital TV Networks

Interactive TV

Internet





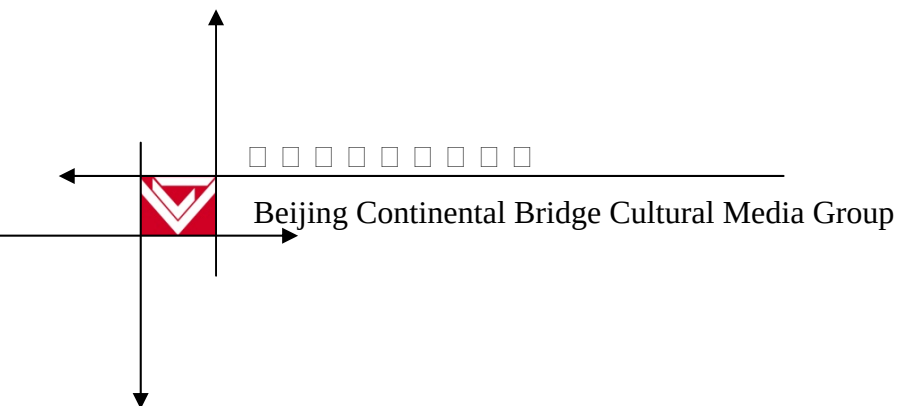
SAGA Club



**An interesting field with individual audience, readers, fans
on internet, homes, offices and between friends
who enjoy great benefit from all SAGA products**

**SAGA is a nationally recognized brand of the highest quality enjoyed by the
pacesetters of Chinese society. SAGA is television, SAGA is literature, SAGA is
knowledge. The SAGA Club not only provides its members with many benefits
but it also unites together the well informed and influential SAGA community.**

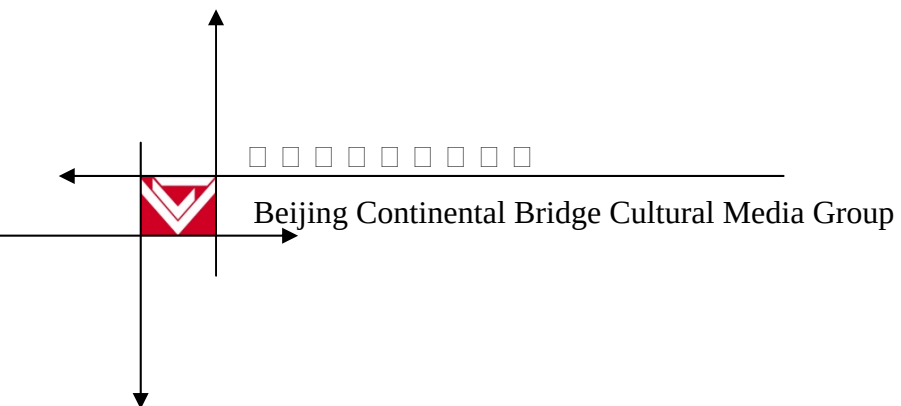




Coverage——

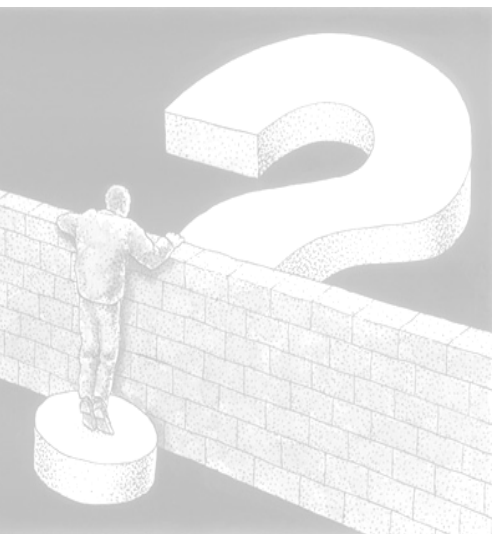
Throughout Mainland China





What's SAGA airing □ □

- Attachment A--2010 □ SAGA □ programming Schedule
- Attachment B--2009 □ SAGA □ programming Schedule
- Attachment C--2010 □ SAGA China □ programming Schedule
- Attachment D--2009 □ SAGA China □ programming Schedule
- Attachment E--2010 □ Fabulous Nature □ programming Schedule





Beijing Continental Bridge Cultural Media Group

SAGA

Who Are Running

Name of Province	No	Station Name	Name of the Channel	Time slot	Population Coverage (Million)	Running Time	Repeating Time	5''	15''	30''
Capital Cities	1	BTV	Channel 3	□Saga□50'	16.95	19:10	—	11,700	23,400	39,000
	2	CETV	Channel 3	□Saga□50'	22.78	22:30 (Exp Sat/Sun)	—	4,900	9,800	16,800
	3	SMG	Documentary	□Saga□50'	19	22:00	next day 7:30	10,200	20,400	34,000
	4	Chongqin TV	Science & Education	□Saga□50'	30.98	22:40	—	1,100	3,080	5,500
	5	Tianjin TV	Science & Education	□Saga□50'	10.11	18:50	—	2,280	6,000	9,500
Hebei	6	Shijiazhuang TV	Entertainment	□Saga□30'	9.8	16:45	0:00	900	1,800	3,000
	7	Tangshan TV	News Synthesis Channel	□Saga□30'	7.35	10:00	—	900	2,580	5,000
Henan	8	Puyang TV	News Synthesis Channel	□Saga□30'	3.87	23:15	—	200	600	1,000
	9	Henan TV	Legal Channel	□Saga□30'	99.18	17:31	—	4,800	9,600	16,000
	10	Zhengzhou TV	Culture and Sport	□Saga□50'	7.36	00:25 (Mon - Frid); 01:25 (Sat & Sun)	—	1,300	2,200	3,600
	11	Zhengzhou Educational TV	Education	□Saga□50'	7.36	16:07	—	192	384	576
	12	Hebi TV	Life	□Saga□50'	1.45	19:50 (Exp Thu)	—	500	900	1,300
	13	Luoyang TV	Economy & Life	□Saga□30'	6.54	23:01 (Mon - Sat); 22:28 (Sun)	18:27	1,000	2,500	4,000
Jilin	14	Changchun TV	New Knowledge	□Saga□30'	27.34	23:00	9:33	900	1,800	3,000
	15	Yanbian TV	Economy & Life	□Saga□50'	2.18	23:20	—	400	1,200	2,000
Shandong	16	Jinan TV	Life	□Saga□50'	6.58	23:20		960	2,400	4,000
	17	Jining TV	Life & Entertainment	□Saga□50'	8.22	18:45 (Mon - Sat)	—	400	900	1,500
	18	Zibo TV	Science & Education	□Saga□30'	4.2	22:00	—	1,000	2,200	3,800
	19	Dongying Educational TV	Education	□Saga□50'	2	22:00 (Exp Sat & Sun)	—	400	1,000	1,800





Beijing Continental Bridge Cultural Media Group

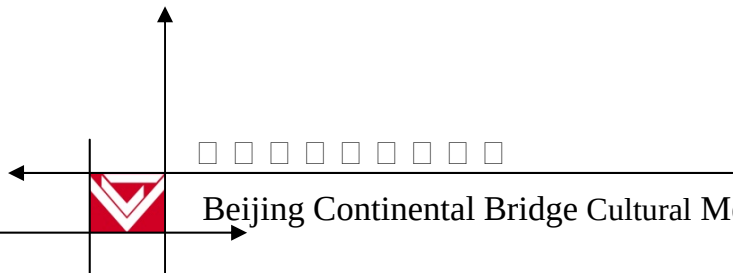
Name of Province	No	Station Name	Name of the Channel	Time slot	Population Coverage (Million)	Running Time	Repeating Time	5''	15''	30''
Heilongjiang	20	Qiqihaer TV	Science & Education	□Saga□30'	5.6	18:10	—			
	21	Haerbin TV	City Information	□Saga□30'	9.9	23:43	—	1,800	4,500	9,000
Shanxi	22	Xi'an TV	Education	□Saga□30'	8.4	9:00	—	1,800	4,200	7,200
jiangsu	23	Yangzhou TV	Fashion	□Saga□30'	4.6	19:30	—	1,500	4,000	6,000
	24	Huai'an TV	News Synthesis Channel	□Saga□50'	5.2	22:20	16:15	1,000	1,800	3,000
	25	Yi'xing TV	Life	□Saga□30'	1.06	22:45	—	500	1,400	2,000
	26	Changzhou TV	Science & Education	□Saga□30'	4.4	21:56	13:16	1,900	3,800	5,900
Hunan	27	Changsha TV	Public	□Saga□30'	6.5	00:30	—	2,400	4,800	7,000
	28	Zhuzhou TV	News Synthesis Channel	□Saga□30'	3.71	17:00	—	80	180	300
	29	Zhuzhou TV	Public	□Saga□30'	3.71	18:30	—	100	160	260
	30	Hengyang TV	Entertainment	□Saga□30'	7.3	22:40	—	280	700	980
	31	Hunan Economic TV	Jinying Documentary	□Saga□50'	67.78	22:30	—	3,300	7,700	13,800
Hubei	32	Wuhan TV	Science & Education	□Saga□30'	9.1	23:30	8:00	1,950	3,575	6,500
	33	Jingmen TV	Public	□Saga□30'	3	22:20	12:00	1,000	2,100	3,100
	34	Xiaogan TV	Synthesis	□Saga□50'	5.1	23:40	13:00	900	1,400	2,000
	35	E'zhou TV	Variety	□Saga□30'	1.1	20:30	15:30	920	2,875	4,600
	36	Xiangfan TV	Economy & Life	□Saga□30'	5.8	18:30	—	2,100	3,990	6,300
	37	Shiyan TV	News	□Saga□30'	3.46	18:00 (Mon - Sat)	—	390	910	1,170
Guangdong	38	Guangzhou TV	Youth	□Saga□50'	9.35	22:10	—	4,875	6,825	9,750
	39	Meizhou TV	Public	□Saga□50'	5.05	18:15	—	700	1,900	2,600





Name of Province	No	Station Name	Name of the Channel	Time slot	Population Coverage (Million)	Running Time	Repeating Time	5''	15''	30''
Guangxi	40	Chongzuo TV	News Synthesis Channel	□Saga□30'	2.4	22:40	—	650	950	1,350
	41	Liuzhou TV	Science & Education	□Saga□30'	3.7	17:55	—	108	216	408
	42	Yulin TV	Knowledge	□Saga□30'	6.25	22:50	—	600	1,500	2,700
Anhui	43	Anhui TV	Science & Education	□Saga□50'	67.4	22:40	—	1,800	3,900	6,400
	44	Anqing TV	Information	□Saga□30'	6.1	22:15	—	700	2,000	3,500
Zhejiang	45	Ningbo TV	Channel 3	□Saga□50'	5.68	15:30	8:00	500	1,200	2,000
	46	Wenzhou TV	Economy & Science & Education	□Saga□30'	8	16:30 (Exp Sat & Sun)	—	600	1,400	2,400
	47	Quzhou TV	News Synthesis Channel	□Saga□30'	2.46	18:00	—	1,400	3,100	4,600
	48	Hangzhou TV	Guidence Channel	□Saga□30'	7.97	0:00	—	450	1,080	1,800
	49	Hangzhou TV	Guidence Channel	□Saga□30'	7.97	22:40	15:50			
	50	Zhoushan TV	Entertainment	□Saga□30'	0.96	23:00	—	520	990	1,800
	51	Huzhou TV	Culture & Entertainment	□Saga□30'	2.58	17:00	—	2,200	4,000	6,000





Beijing Continental Bridge Cultural Media Group

Name of Province	No	Station Name	Name of the Channel	Time slot	Population Coverage (Million)	Running Time	Repeating Time	5''	15''	30''
Sichuan	52	Sichuan TV	Science & Education	□Saga□30'	81.38	18:00-19:00		1,400	3,750	6,750
	53	Luzhou TV	Science & Education	□Saga□30'	4.93	19:00	—	350	700	1,100
Fujian	54	Xiamen TV	Haixia (Channel 2)	□Saga□50'	2.5	0:00	05:00	900	2,260	4,040
	55	Fujian TV	News	□Saga□50'	36.07	13:00	0:30	2,070	5,175	8,625
	56	Quanzhou TV	Channel 3	□Saga□30'	7.74	17:25	—	500	1,200	2,200
	57	Sanming TV	News Synthesis Channel	□Saga□30'	2.67	23:20	—	600	1,500	2,000
Shanxi	58	Datong TV	Education	□Saga□50'	3.18	17:30	—	800	2,000	3,200
Guizhou	59	Guizhou TV	Public	□Saga□30'	39.75	23:40	—	2,400	6,100	11,000
Yunnan	60	Kunming Educational TV	Education	□Saga□30'	6.25	12:18 (Mon-Sat)	—	270	450	900
	61	Yuxi TV	News Synthesis Channel	□Saga□30'	2.1	17:00	—	380	620	860
Ningxia	62	Ningxia Educational TV	Enducation	□Saga□50'	5.96	18:05	—	1,200	1,800	2,500
	63	Yinchuan TV	Culture & Sports	□Saga□30'	1.49	23:09	—	800	1,400	2,000
Neimeng	64	Baotou TV	Culture & Sports & Entertainment	□Saga□30'	2.46	23:40 (Exp Sat)	—	740	1,440	1,680
	65	Eerduosi TV	Economy	□Saga□30'	1.5	18:30	—	20	60	120





Beijing Continental Bridge Cultural Media Group

SAGA China

Name of Province	No	Station Name	Name of the Channel	Time slot	Population Coverage (Million)	Running Time	Repeating Time	5''	15''	30''
Chongqin	1	Chongqin TV	Science & Education	□SAGA China□	32.35	22:10	——	1,540	3,520	6,600
Hebei	2	Tangshan TV	News Synthesis Channel	□SAGA China□	7.35	15:00	——	900	2,580	5,000
Ningxia	3	Yinchuan TV	Life	□SAGA China□	1.49	22:42	15:14	800	1,400	2,000
Jiangsu	4	Jiangsu TV	City	□SAGA China□	76.76	0:00	——	3,000	7,500	13,900
	5	Yangzhou TV	Fashion	□SAGA China□	4.6	23:30	——	700	1,600	2,600
	6	Huai'an TV	Movie	□SAGA China□	5.24	22:20	——	250	550	900
	7	Changzhou TV	Science & Education	□SAGA China□	4.4	21:25	12:22	2,300	4,600	8,400
Guangxi	8	Baise TV	Public	□SAGA China□	3.79	22:00	11:00	600	1,000	1,600
Zhejiang	9	Hangzhou TV	Life	□SAGA China□	7.97	23:30	——	650	1,500	2,500
Hubei	10	Xiaogan TV	Synthesis	□SAGA China□	5.07	18:00	——	1,400	2,400	3,400
	11	E'zhou TV	Information	□SAGA China□	1.07	18:10	0:00	2,000	3,500	5,000
	12	Yichang	Synthesis	□SAGA China□	4.04	23:30	8:15	1,200	2,400	3,400
Hunan	13	Hunan Economy TV	Jinying Documentary	□SAGA China□	68.46	19:00	——	5,000	12,000	20,000
Neimeng	14	Huhehaote TV	City Life	□SAGA China□	2.6	22:30	——	1,100	2,600	4,200
Qinghai	15	Qinghai TV	Moive & Entertainment	□SAGA China□	5.54	18:33 □Mon- Sat)	——	200	400	700





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Beijing Continental Bridge Cultural Media Group

➤ Fabulous Nature

Name of Province	No	Station Name	Name of the Channel	Time slot	Population Coverage (Million)	Running Time	Repeating Time	5''	15''	30''
Capital Cities	1	Chongqin TV	Science & Education	□ Fabulous Nature □	32.35	17:50	——	1,100	3,080	5,500
	2	Tianjin TV	Science & Education	□ Fabulous Nature □	11.76	18:10	15:55	1,440	4,000	6,000
Hebei	3	Tangshan TV	Life Service	□ Fabulous Nature □	7.35	23:26	——	150	360	570
Shandong	4	Jinan TV	Youth	□ Animal Star □	6.58	9:25	——	192	480	800
	5	Jining TV	Movie and Drama	□ Fabulous Nature □	8.22	18:00	——	500	1,200	2,000
	6	Heze TV	Economy & Life	□ Fabulous Nature □	9.25	17:05	——	900	1,800	3,200
	7	Zibo TV	Science & Education	□ Fabulous Nature □	4.2	23:00	——	300	650	1,100
	8	Binzhou TV	News Channel	□ Fabulous Nature □	3.78	17:35	——	200	400	640
Jiangsu	9	Yangzhou TV	Fashion	□ Animal Star □	4.6	18:00	——	700	1,600	2,600
	10	Changzhou TV	Science & Education	□ Fabulous Nature □	4.4	17:52	14:20	1,000	2,000	3,600
	11	Nanjing Broadcasting & TV Group	Youth	□ Animal Star □	7.59	20:30	——	2,100	4,200	7,000
	12	Yixing TV	Synthesis	□ Fabulous Nature □	1.06	23:00	——	500	1,400	2,000
Hunan	13	Hunan Economy TV	Jinying Documentary	□ Fabulous Nature □	68.46	8:40	——	5,500	14,300	23,833
	14	Zhuzhou TV	News Synthesis Channel	□ Fabulous Nature □	3.71	17:30	——	80	180	300
	15	Hengyang TV	Entertainment	□ Fabulous Nature □	7.26	22:40	——	110	140	190
Guangxi	16	Guilin TV	Science & Travel	□ Fabulous Nature □	5	18:00	——	840	1,680	3,360
	17	Yulin TV	Knowledge	□ Fabulous Nature □	6.25	23:50	——	600	1,500	2,700
	18	Liuzhou TV	Public	□ Fabulous Nature □	3.72	12:10	——	100	200	360
	19	Baise TV	News Synthesis Channel	□ Fabulous Nature □	3.79	17:20	——	500	800	1,200
Anhui	20	Anhui TV	Science & Education	□ Animal Star □	67.4	21:05	——	2,900	6,300	10,300
	21	Tongling TV	News	□ Fabulous Nature □	0.74	17:05	——	600	1,500	2,000



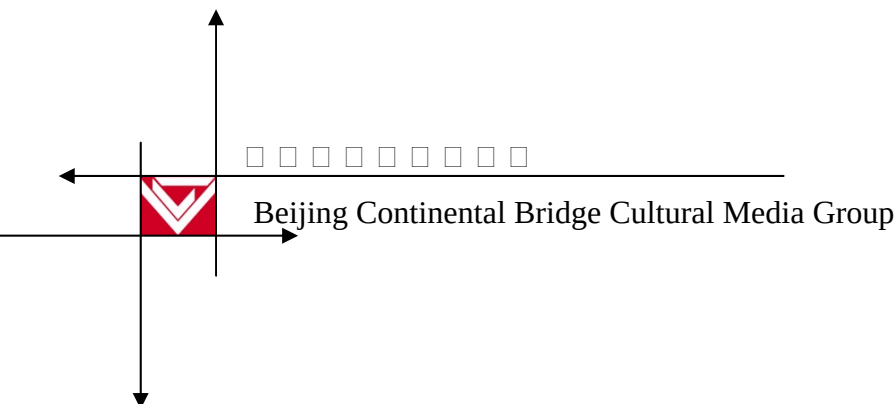


Beijing Continental Bridge Cultural Media Group

➤ Fabulous Nature

Name of Province	No	Station Name	Name of the Channel	Population Coverage (Million)	Running Time	Repeating Time	5''	15''	30''
Guangdong	22	Guangzhou TV	Youth	9.35	15:30	—	4,875	6,825	9,750
	23	Meizhou TV	Public	5.05	17:30	—	780	2,100	2,900
Zhejiang	24	Ningbo TV	Channel 2	5.68	16:40	7:15	1,000	2,400	4,000
	25	Quzhou TV	Economy & Information	2.46	17:00	—	500	1,100	1,800
	26	Jinhua TV	New Country	4.61	19:00	—	1,600	4,500	7,500
Sichuan	27	Mianyang TV	Science & Education	5.4	18:06	—	95	190	380
Hubei	28	Wuhan TV	Science & Education	9.1	21:15	15:30	1,950	3,575	6,500
	29	E'zhou TV	Jingxuan	1.07	22:00	13:00	600	2,000	3,000
Fujian	30	Ningde TV	Channel 2	3.1	18:00	—	860	1,660	3,260
Gansu	31	Lanzhou TV	News Synthesis Channel	3.2	17:30	—	750	1,500	2,500
Shanxi	32	Datong TV	Education	3.18	12:30	—	160	210	430
Ningxia	33	Yinchuan TV	Public	1.49	17:33	—	700	1,200	2,000
Xinjiang	34	Wulumuqi TV	Travel & Entertainment	2.36	18:00	10:15	200	500	750
Hainan	35	Sanya TV	News Synthesis Channel	0.57	16:20	0:30	1,500	3,300	5,000
Neimeng	36	Neimenggu TV	Youth	34.14	22:00-23:00	—	1,800	4,000	6,000
Shanxi	37	Xianyang TV	Entertainment	5.04	18:30 (Exp Sat & Sun)	—	300	620	900
	38	Xi'an TV	Health	8.38	18:00	—	1,800	3,600	5,400
Qinghai	39	Xining TV	Life Service	2.18	23:40 (Tue - Sun)	15:00-16:00	800	1,800	3,000
Jiangxi	40	Ganzhou TV	News Channel	8.9	18:00	—	1,400	3,000	5,000
	41	Nanchang TV	Public	6.24	18:55	—	710	2,090	4,180
Tibet	42	Tibeten TV	Movoice & Drama & Culture	2.81	20:30 (Exp Sat & Sun)	—	850	1,500	2,200





Beijing Continental Bridge Cultural Media Group

Commercial Value of Our Slots

Syndicated with hundreds of broadcasters

Double coverage on many areas

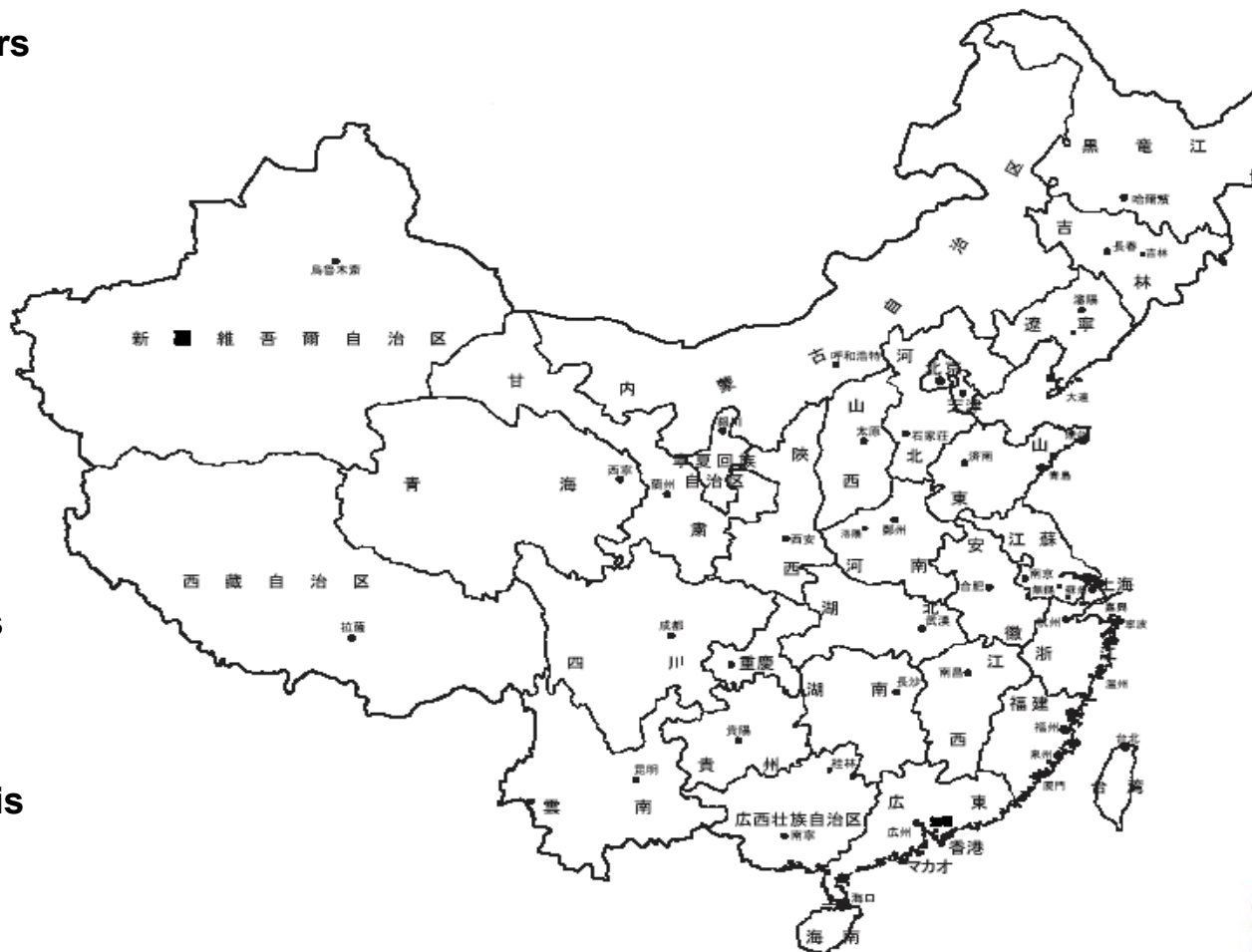
Population coverage over one billion

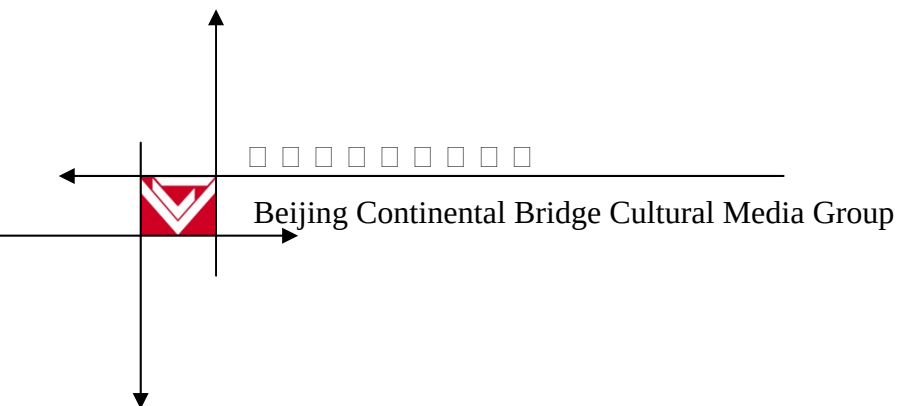
4,226,325 seconds total length of advertising over a year

The total market value of 5 seconds ad is up to USD 8,053,781 (RMB 55,007,325)

The total market value of 15 seconds ad is up to USD 17,595,886 (RMB 120,179,900)

The total market value of 30 seconds ad is up to USD 29,226,560 (RMB 199,617,405)





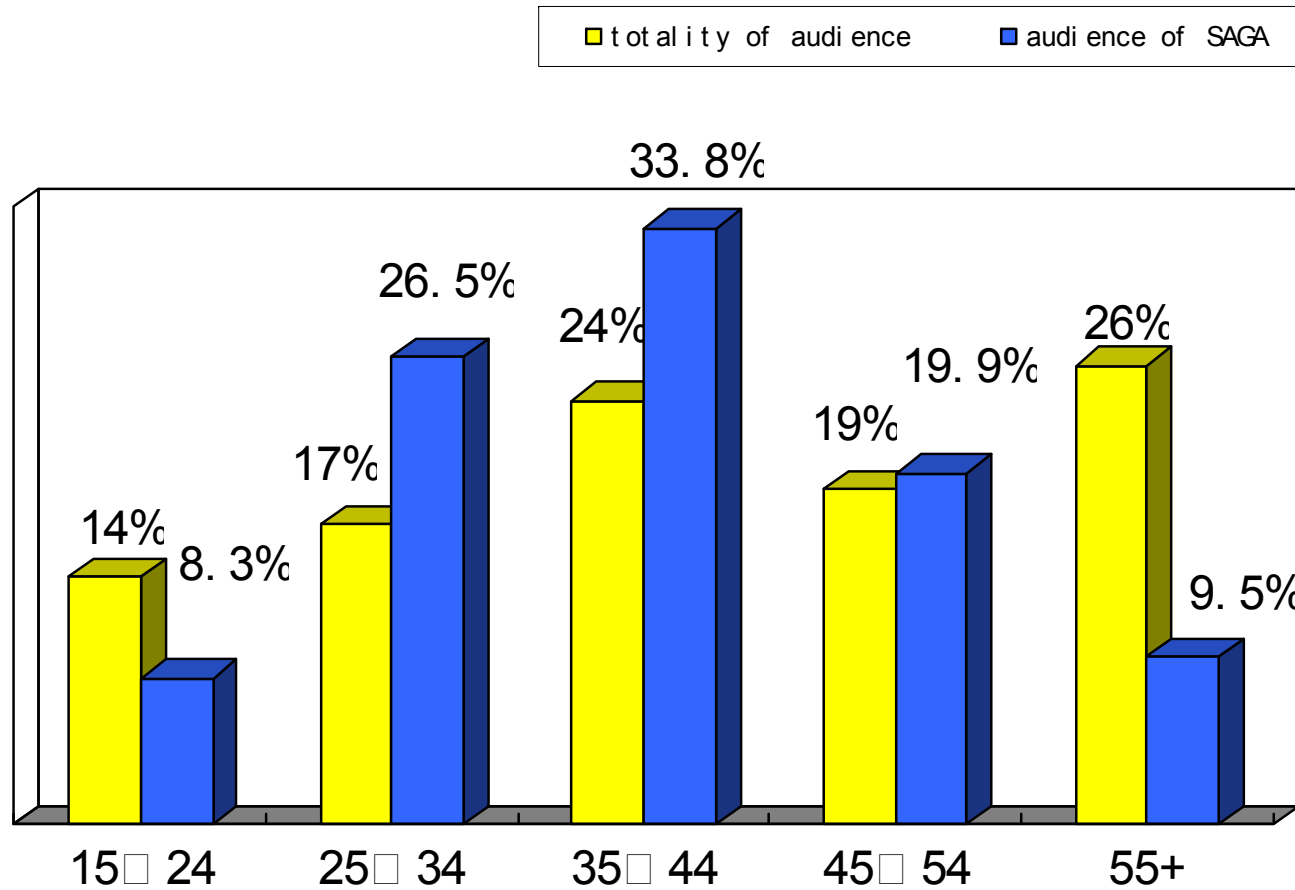
The Figure——The Evidence

All figures here are provided by AC Neilson

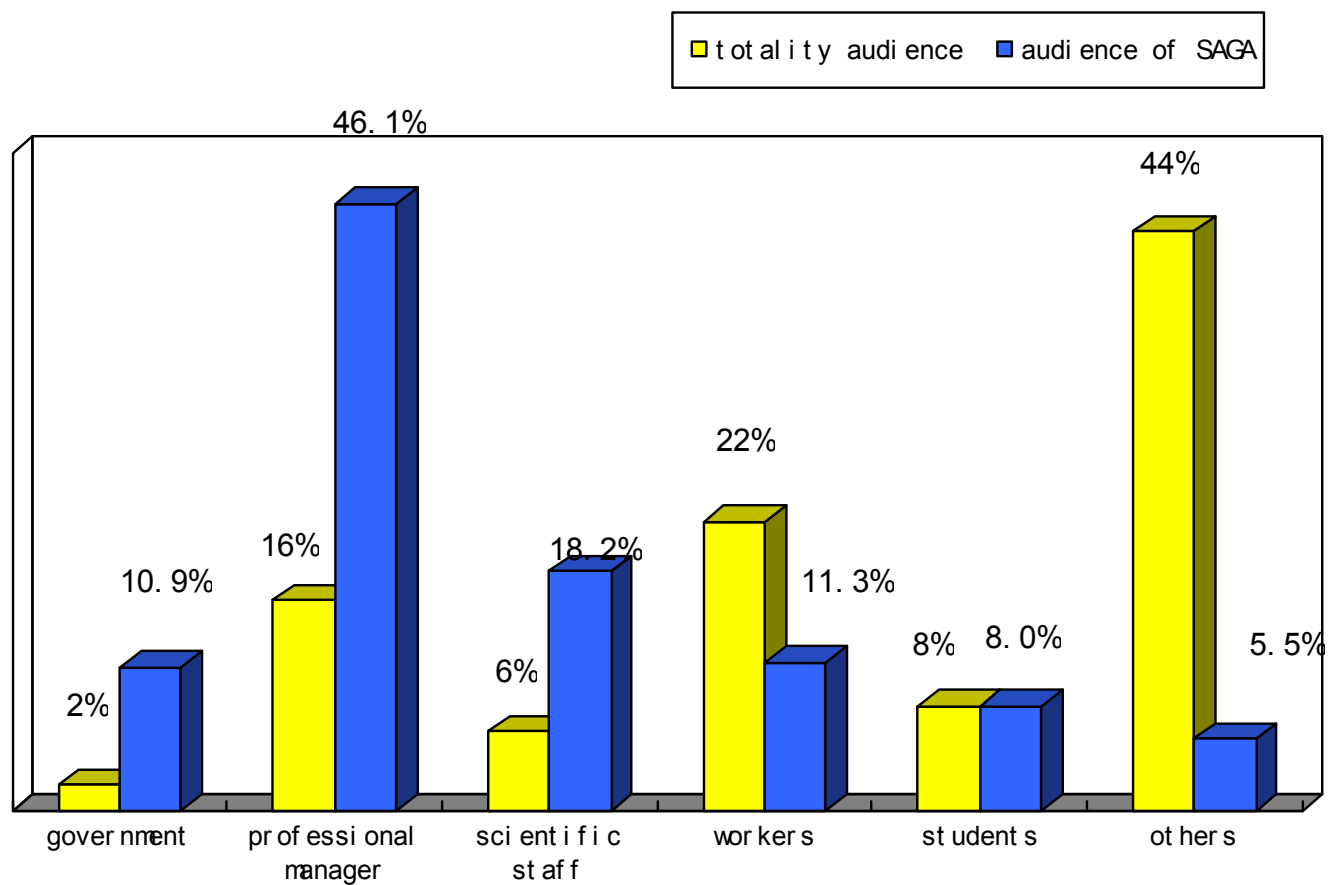
All analyst here is made by IMI



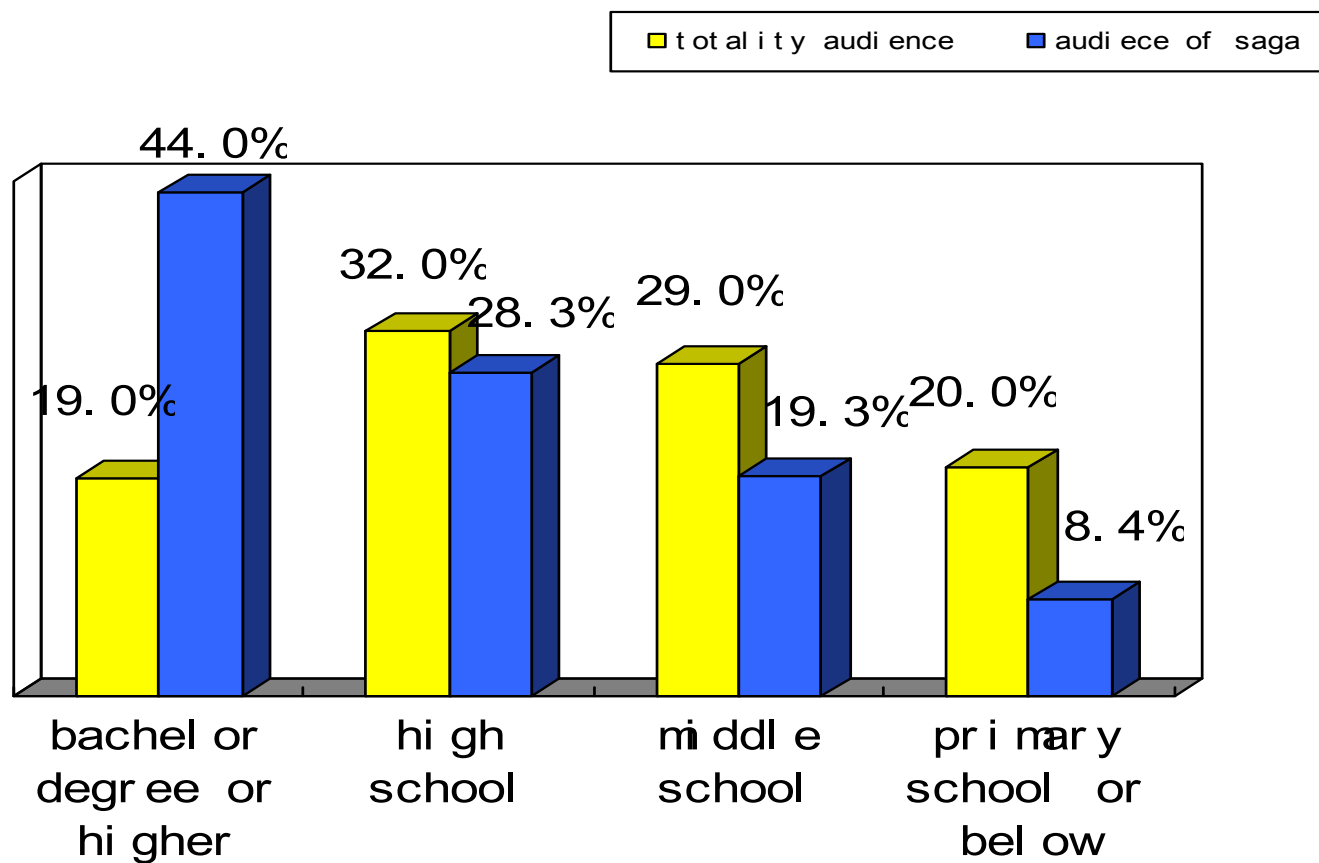
Audience vs. Age



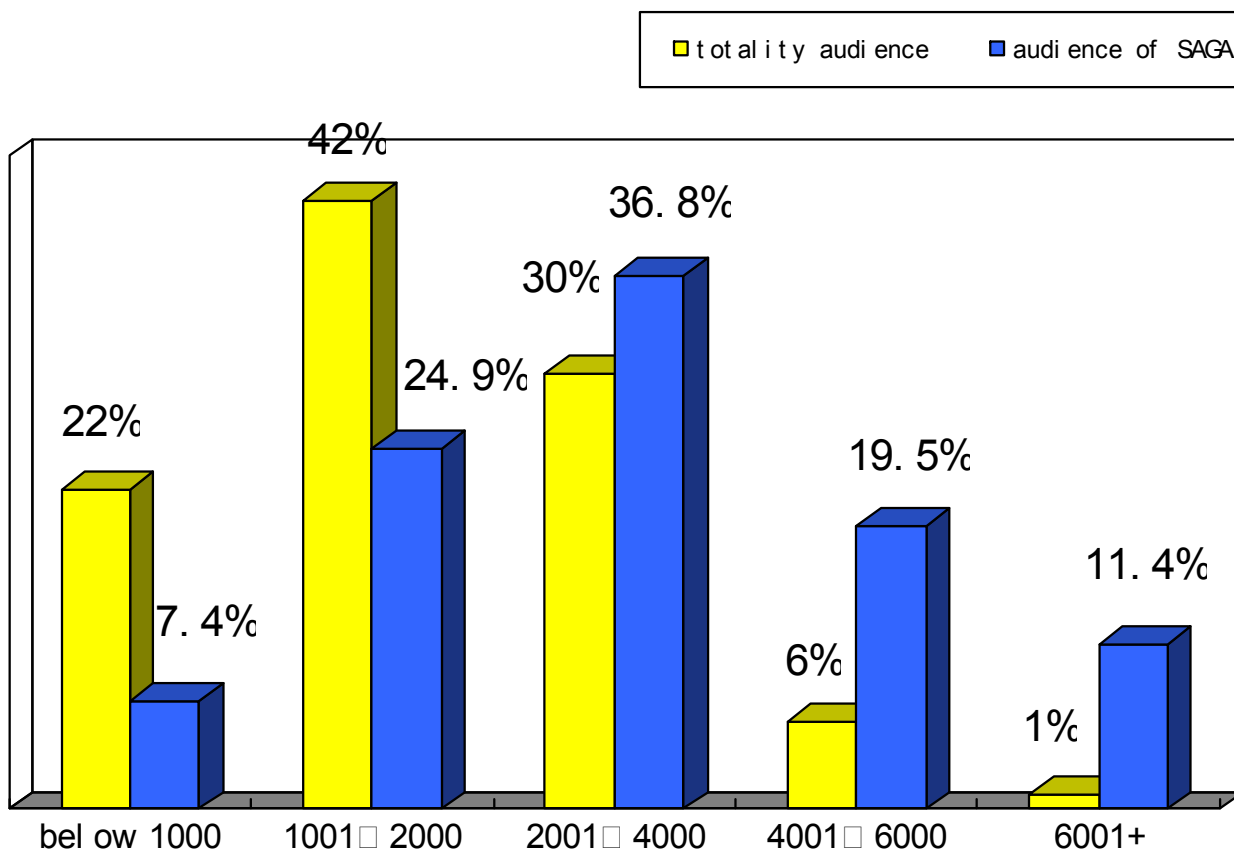
Audience vs. Occupations



Audience vs. Education

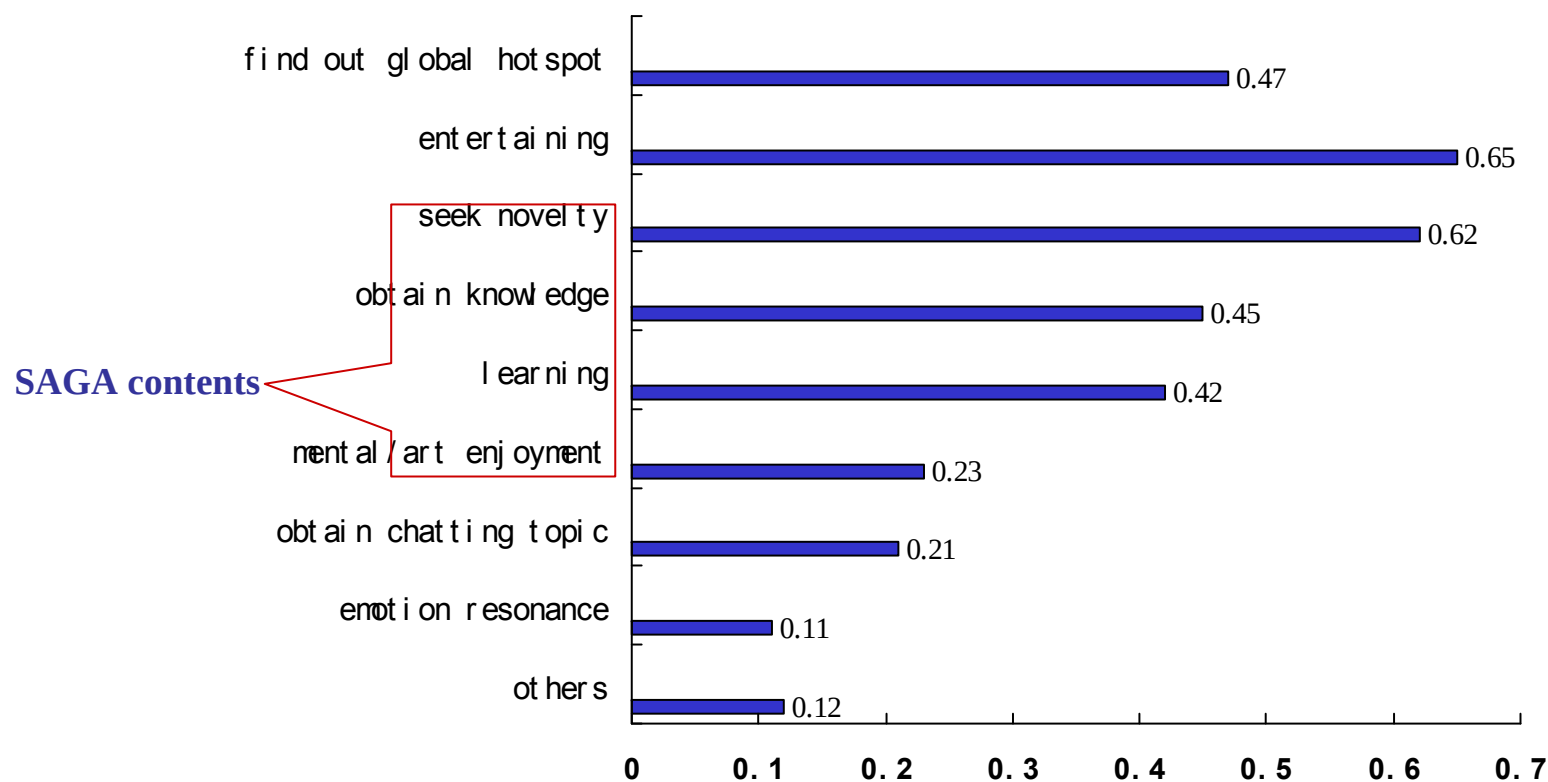


Audience vs. Monthly Income



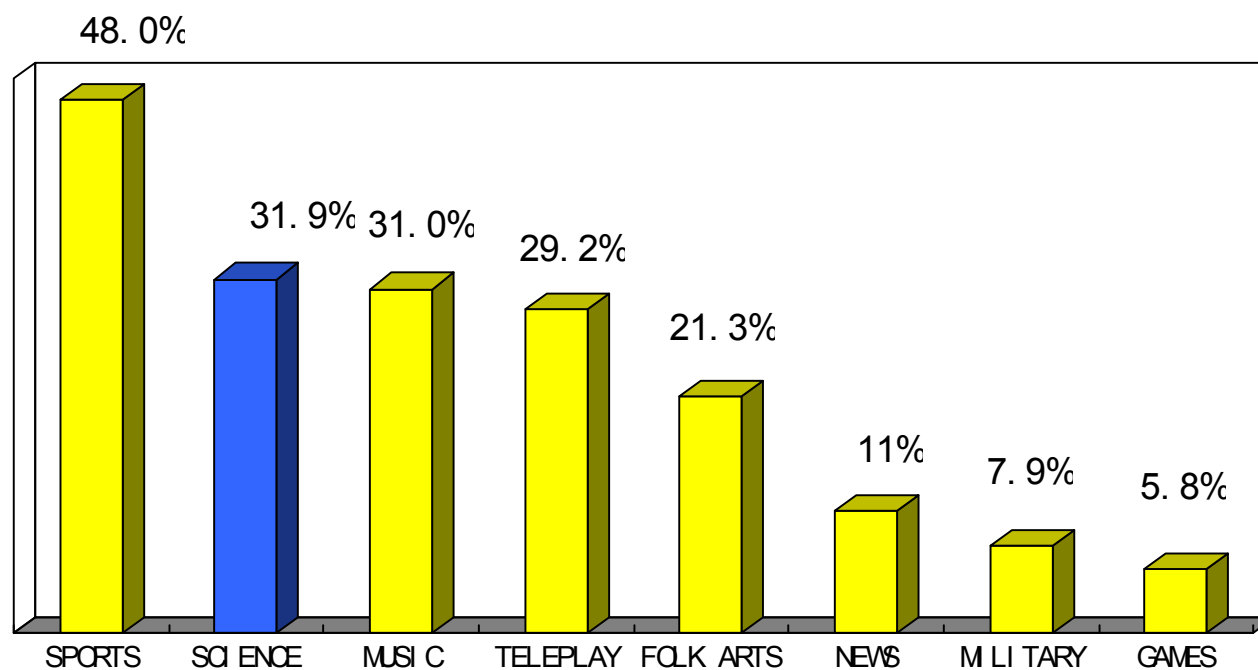
Audience vs. Audience Need

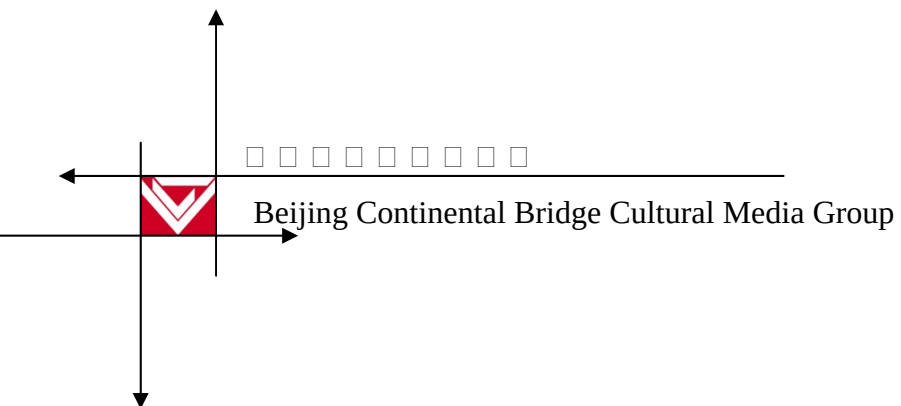
SAGA programs meet audience need



Audience vs. Program Preference

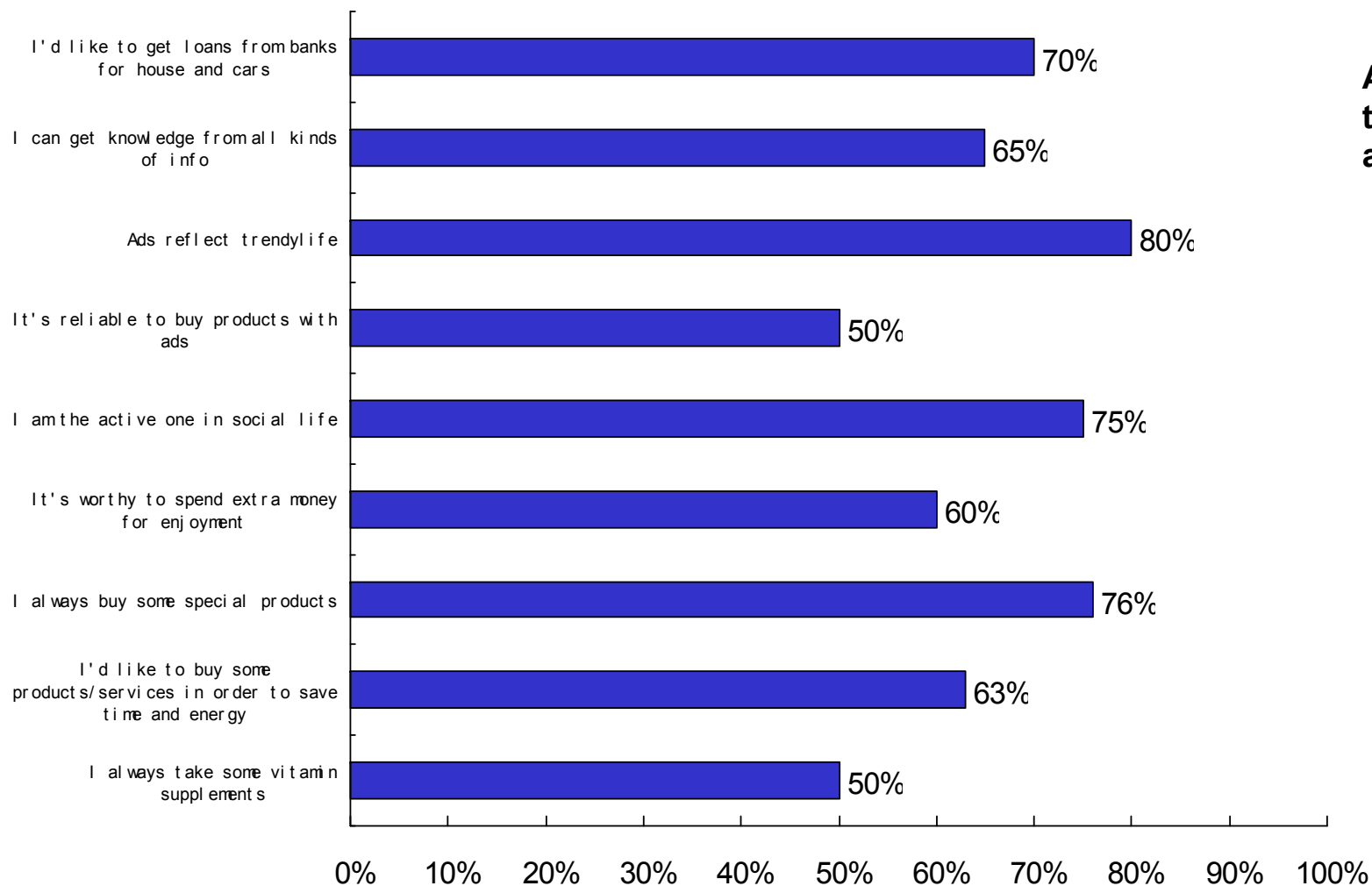
Attention to the humanity programs in male audience of bachelor degree above

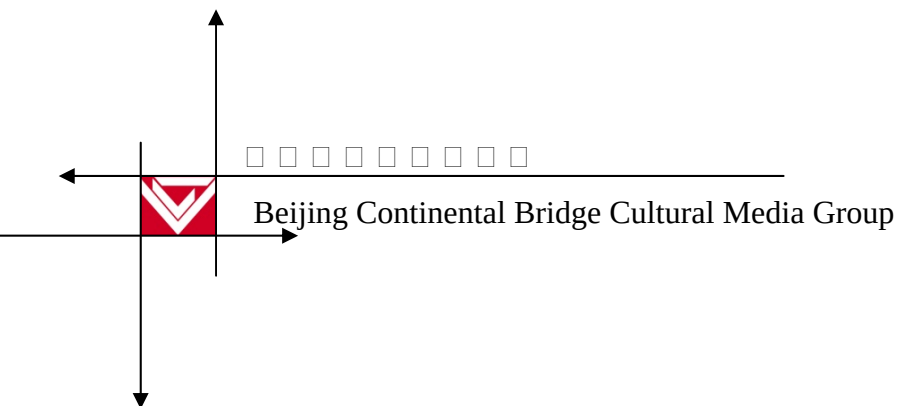




Audience vs. Life Style

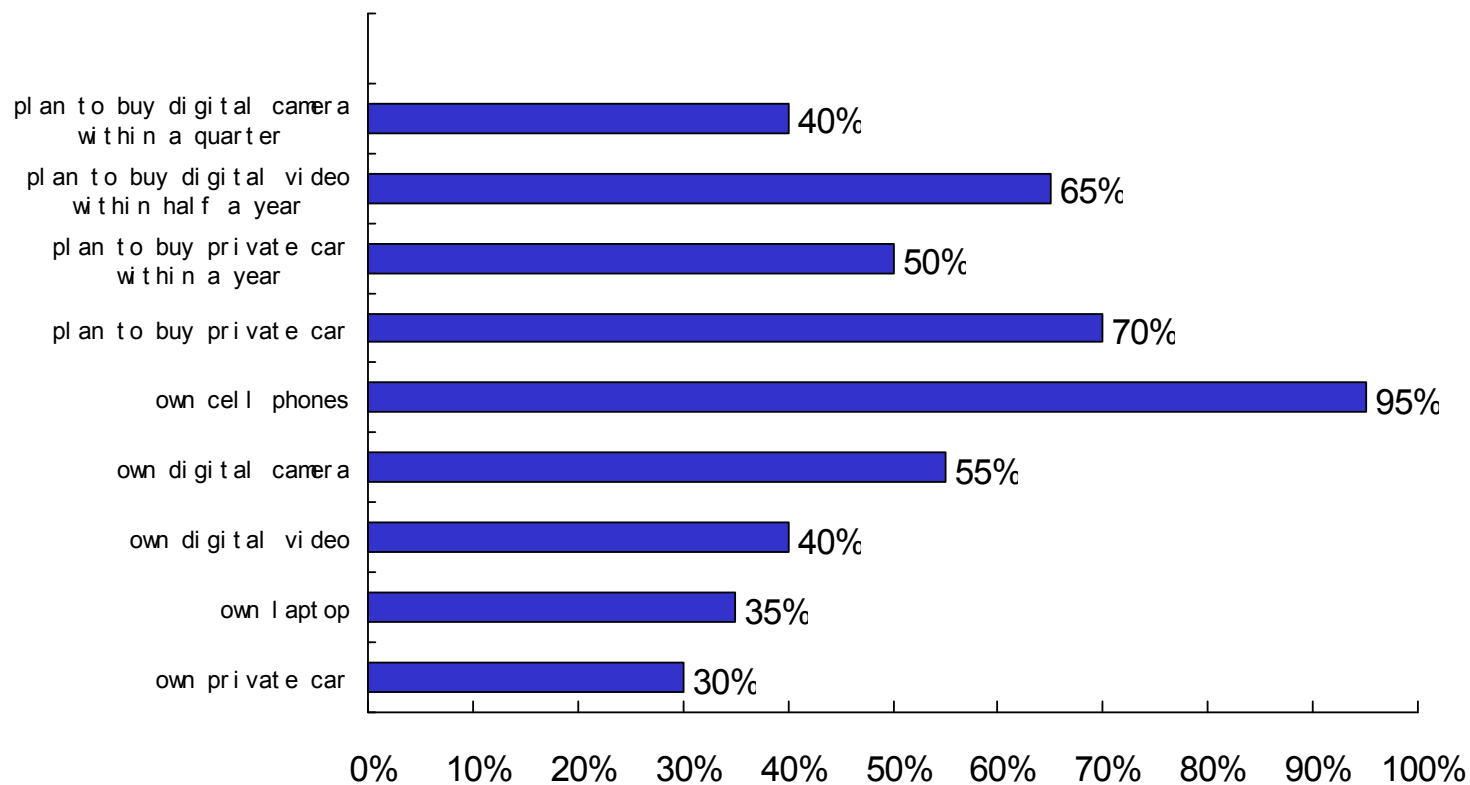
**Audience of SAGA is
the leader of
audience's attitude**



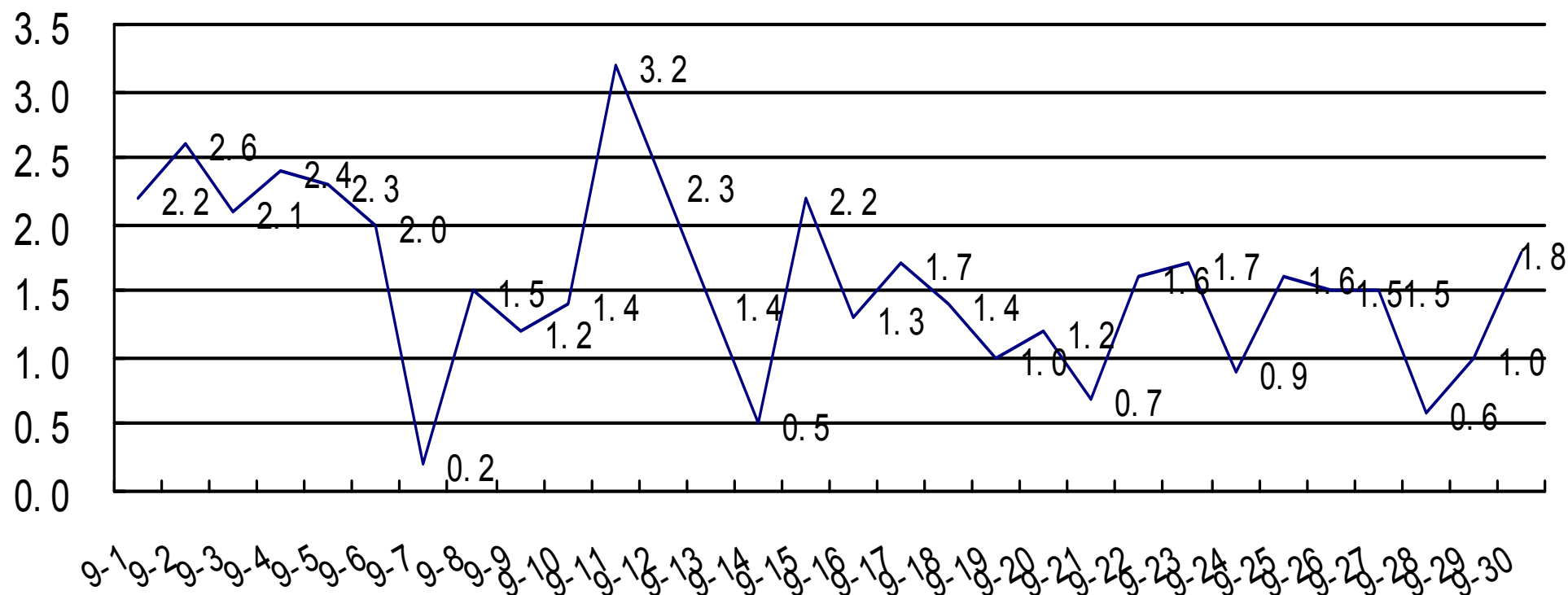


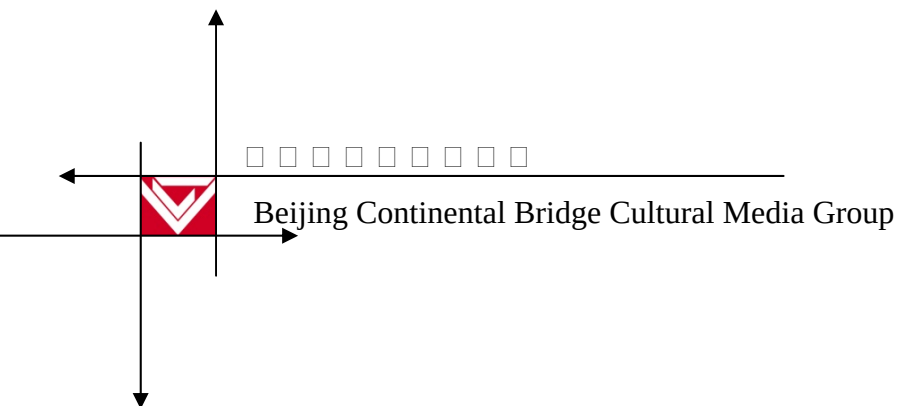
Audience Consuming Status

SAGA Audience is the main force of social consumption



SAGA-September Rating in Beijing

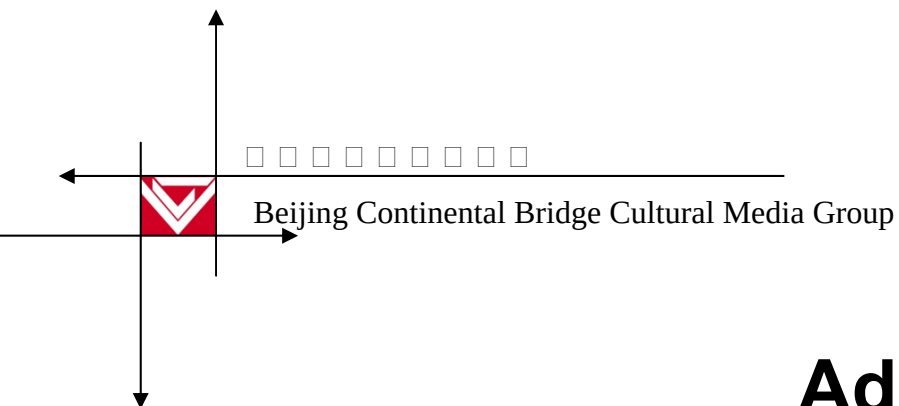




What??

Such a Bargain!!





Ads Value of Our Slots

Number of TV Stations/Channels running our slots: 122

Daily commercial time length: 11,985 seconds

Total commercial time length over a year: 4,226,325 seconds

The total value of one 5" ads across the country: USD 22,065 (RMB 150,705)

The total value of one 15" ads across the country: USD 48,207 (RMB 329,260)

The total value of one 30" ads across the country: USD 80,073 (RMB 546,897)

The total value of one 5" ads over a year: USD 8,053,781 (RMB 55,007,325)

The total value of one 15" ads over a year: USD 17,595,886 (RMB 120,179,900)

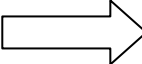
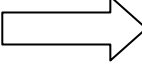
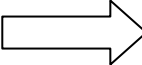
The total value of one 30" ads over a year: USD 29,226,560 (RMB 199,617,405)





Beijing Continental Bridge Cultural Media Group

Our Rate for an Ad Imbedded with the Slots Across the Country Over a Year

The total value of one 30” ads over a year: USD 29,225,096 (RMB 199,617,405)		Our Rate:	90% off—— USD 2,922,510 (RMB 19,961,741)
		Our Bottom Line:	More 20% off—— USD 2.34m (RMB 15.97m)
The total value of one 15” ads over a year: USD 1,759,589 (RMB 12,017,990)		Our Rate:	90% off—— USD 175,959 RMB 1,201,799
		Our Bottom Line:	More 10% off—— USD 0.16 m (RMB 1.08m)
The total value of one 5” ads over a year: USD 8,053,781 (RMB 55,007,325)		Our Rate:	90% off—— USD 805,378 RMB 5,500,733
		Our bottom Lice:	More 10% off—— USD 0.7m (RMB 4.95m)





The Conclusion





Headache □ □ □ →

- How to control marketing costs effectively □
- How to reduce promotional waste □
- How to make less input and maximize output on sales □

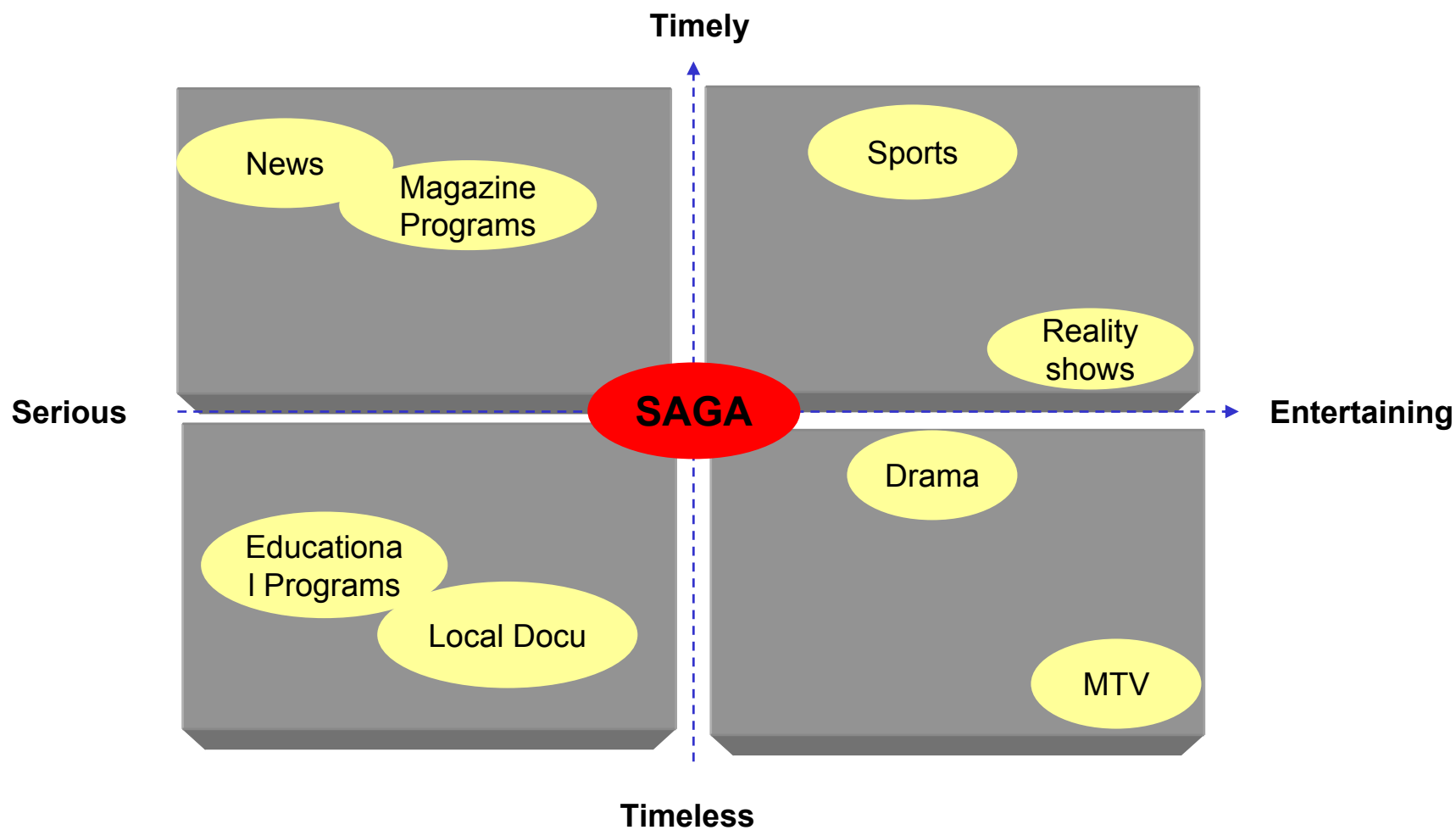
Ads Info

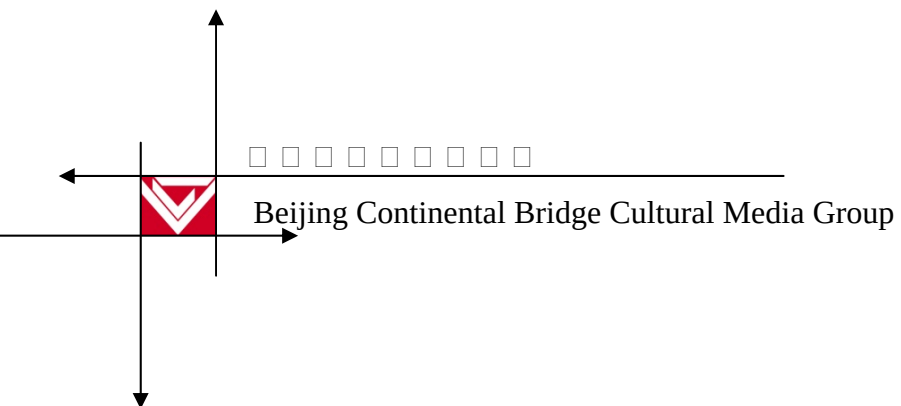


Wide ads coverage on various mass programs helps establishing brand name,
but it does not mean hit the target consumers efficiently
low pertinence means — media investment << sale rewards



Where is SAGA on Screen?





Summarize —

LIC —

16 years professional experience

With great reputation internationally

□ SAGA □ —

Established on TV screen

With multi-media well known brand

Ad with SAGA —

Cover the whole nation throughout China

With limited investment on the target market

