



MEDIA INFORMATION KIT 2009

About Asia Business Connections Quarterly

Asia Business Connections (“ABC Quarterly”) is Australia’s first and only Chinese language business magazine tailored to meet the needs of the fast growing Chinese speaking business communities in Australia.

ABC Quarterly aims to provide current, relevant business and financial information to help our readers to be informed about the latest market trends and opportunities. This will give our audience the insight to become more innovative, efficient and competitive in their business decision making process.

The magazine was launched in response to the increasing demand of Asian business owners in Australia seeking for diversified market information. It can be an effective tool as a “Cross-Cultural” medium for business owners and investors from various ethnic backgrounds to exchange and communicate their business ideas with each other on a global scale.

ABC Quarterly is a publication jointly established by ABC World Pty Ltd – one of Australia’s largest and leading providers of immigration and traveling services and Quarter Media Pty Ltd, a niche multicultural publication and marketing agency.

The Chinese Business Community in Australia

According to the latest census by Australian Bureau of Statistics, Chinese is now the second most widely used language in Australia behind English. There are approximately 1 million people in Australia using the Chinese language in one way or another.

The Chinese business community in Australia comprises of migrants from China, Hong Kong, Taiwan, Macau, Singapore, Malaysia, Indonesia and Brunei, etc. It is also the fastest growing community in Australia and there is a very strong propensity for Chinese migrants and their further generations to become business owners.

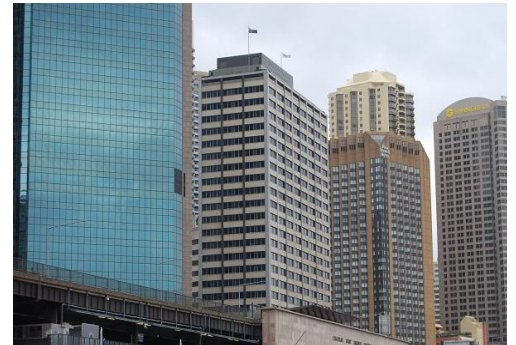
Lucrative and Unique Target Audience

ABC International Business Club: ABC Quarterly is the official magazine for the ABC International Business Club. This exclusive business Club was established in October 2007, its members are primarily high netwealth Chinese investors and migrants.

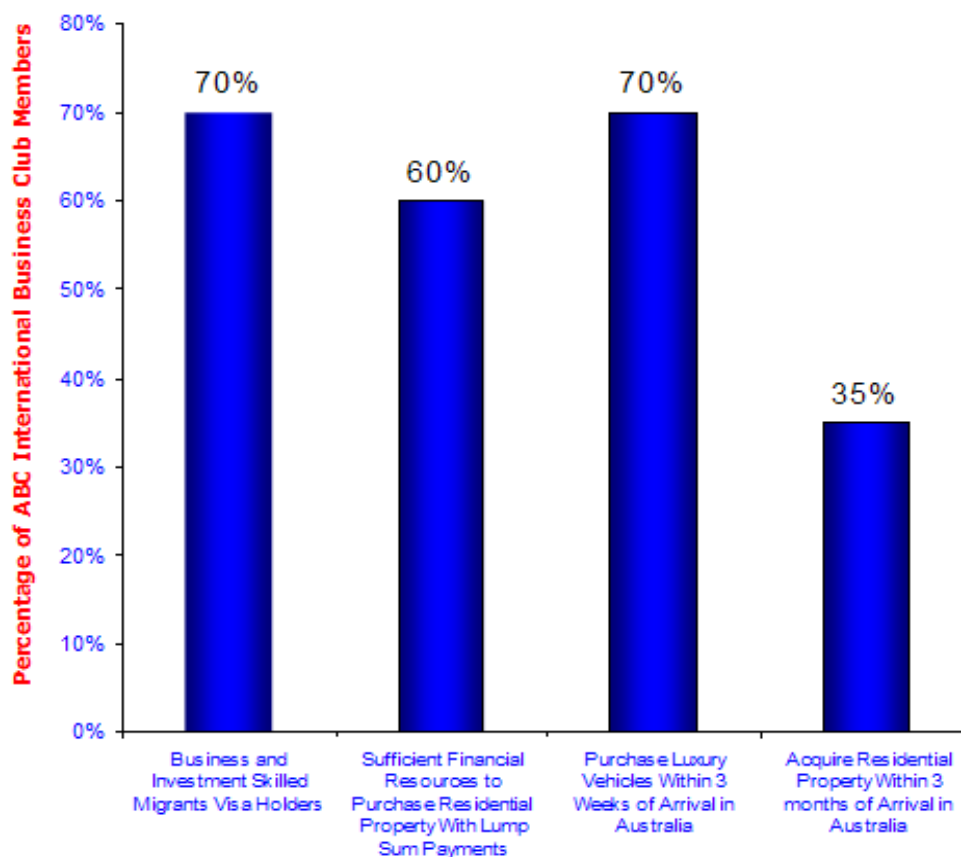


The characteristics of ABC club members are as follows:

- 70% of the members are 163, 164, 165, 890 and 892 visa holders, which are business and investment migrants.
- The combined net value of each member and his/her spouse's personal and business assets in Australia is:
 - i) At least \$AUD250, 000 throughout the 12 months before they are able to apply for the business visas.
 - ii) ABC members usually transfer at least \$AUD300, 000 of personal and business assets into Australia as a requirement set by the Department of Immigration And Citizenship (DIAC).
- 70% of members often purchase luxury motor vehicles within three weeks of arrival in Australia
- 35% of members acquire their residential properties within three months of arrival in Australia
- 60% of members have sufficient financial resources to pay off their homes with one lump sum payment.
- The main business of the member has a minimum annual turnover of \$200,000
- Members may also have other ownership interests, direct and continuous management, in up to two actively operating main businesses in Australia for at least two years immediately before applying for their visas.
- Most of them are experienced business owners, CEOs, managing directors, business buyers, importers & exporters and professionals



Characteristics of ABC International Business Club Members





High Netwealth Chinese Migrants & Investors

Through the combined distribution networks acquired and established from other business and finance ventures, Quarter Media also brings across a large connection of Asian investors and business owners based in Australia.

The characteristics of Quarter Media's Networks include:

- Sophisticated and Professional Asian Investors
- Business Owners, many with multiple businesses in Australia and Overseas
- Share portfolio of at least \$150,000, many have more than \$1 million in share portfolio
- Typically owner-occupiers or with multiple investment properties

Circulation and Distribution

- Initially, the total circulation will be 6000 copies per quarter. The cover price will be \$AUD5.90 for each copy and the magazine would be 48-56 pages.
- Immediate circulation of 1,500 copies to ABC International Business club members.
- 2,500 copies will be distributed to Newsagents throughout Australia, including all capital cities.
- 500 copies will be distributed through Quarter Media Pty Ltd's advertising networks.
- 500 copies will be distributed through business partners, financial and professional associations in Australia.
- 1500 copies will be distributed throughout ABC World Pty Ltd's 5 major offices in China.
- 1000 copies will be distributed exclusively to Business Class travel of international carriers on flights between Australia and China.

Feature Contents

News Reviews	Latest Australian and International News Reviews
Leadership	Interview with successful business leaders to share their entrepreneurial experience
Management Strategies	Discussions and Strategies for existing business owners
New Business	Strategies to scope and set up new businesses in Australia. Costs/ Benefits analyses of various business structures: sole traders, partnerships, non-profit organisations, proprietary and public companies.
SME's	Expert advice and tips for SME's to improve operational efficiencies.
Capital Raising & Funding (Demand and Supply Editorial Segment)	Financing and Funding Strategies: short and long-term money markets (Bank bills facilities, bonds), business loans, bank overdrafts, optimization of debt to equity ratios, IPO's, private equity, risks versus potential returns

Financial Management	Professional advice on Accounting issues, Asset Management and Taxation Strategies
Sales & Marketing	Effective Sales and Marketing strategies for businesses to gain a competitive advantage
Import-Export	Information and opportunities of new and untapped import and export markets. One of the ABC's unique editorial content will be a "Demand and Supply" segment whereby sellers and buyers can effectively trade with each other. A perfect forum for international trade enthusiasts.
International Markets	International Marketing strategies and logistics channels
Franchising	How to set up and manage franchises, review of successful franchises,
Technology	Review the latest technologies and applications which can be used to improve business efficiencies and profitability

ABOUT ABC WORLD PTY LTD

The acronym ABC stands for A Better Choice. The organisation was established on 28 June 2000, in Sydney, Australia.

ABC is one of the longest established and a leading specialist in providing professional immigration advice to target predominately Asian migrants wanting to immigrate to Australia for business purposes.

Since 2000, the company has a proven track record by successfully assisting over 500 overseas business and investor clients in obtaining their permanent residency under the Australian government's Business Skills Visas Program.

ABC's other core activities includes travel, property, international student, settlement assistance, health insurance and language interpreting services.

The ABC organisation has established 2 offices in Australia and 5 offices in China. These offices are strategically located in the large cities of Shanghai, Tianjin, Wuhan, Guangzhou and Guiyang. The company currently employs well over 40 dedicate staff for their Australian and Chinese operations.

ABC WORLD PTY LTD'S CHINA NETWORK



These new and valued business migrants are already very influential, affluent and extremely successful business owners, investors, senior managers and executives in their home country.

The main objective of ABC is to provide their clients, who are all of similar good economic standings with an effective platform for new business opportunities, to further their careers and a strong social support network both in Australia and overseas.

ABC has been instrumental in providing an important link to large multi-nationals corporations with a strong desire to expand their businesses into many regions of Asia.

These companies are from various industries, including finance, property development, Information technology, educational institutions, government bodies, manufacturing, tourism and international trade (imports and exports). ABC is committed to referring new business opportunities and potential niche markets directly to their members and any interested organisations that would like to promote and market their unique products and services. It has created an extensive business network where all participants involved could benefit.

About Quarter Media

Quarter Media is a multicultural marketing agency which specializes in providing multicultural marketing strategies and implementations; its solutions include Custom Publishing, Bi-lingual Press Releases, Multilingual Websites and Chinese Internet Marketing.

The core team members of Quarter Media have extensive experience in multicultural marketing, including founding the Informed Investors magazine, Australia's first Chinese language financial magazine, Money Cat websites, Australia's only bi-lingual financial news website.

They have provided multicultural marketing supports to clients including JP Morgan, Macquarie Bank, ANZ, E*Trade, CommSec, Vanguard, Easy Forex and a large number of public listed companies in Australia and overseas.