



# *EC21 Makes The World Trade Easier*

A world map is shown in a light blue color, overlaid on a dark blue background with a grid pattern. The map covers the entire width of the lower half of the slide.

EC21, 5F Trade Tower, World Trade Center  
Gangnam-gu, Samseong Dong, Seoul, Korea 135-729

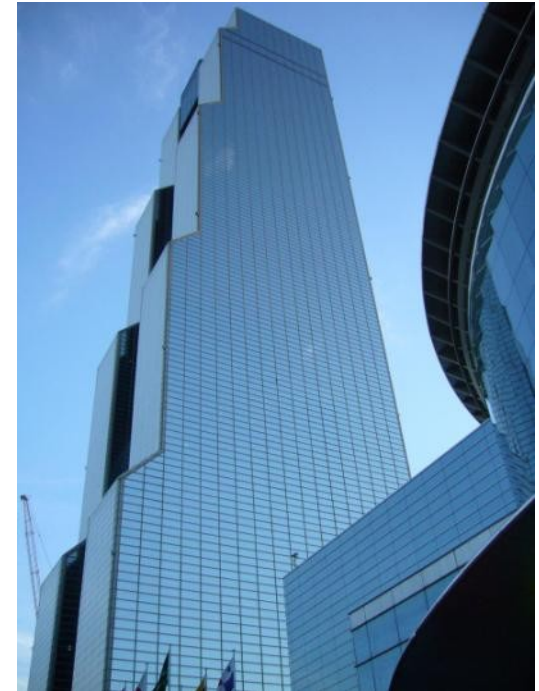
Jan. 2012

1. About EC21
2. What is EC21.com?
3. EC21 Statistics
4. EC21 Member Testimonials
5. Services For Suppliers
6. Services For Buyers
7. Other Useful Services
8. Premium Membership





- Established: 18 April 2000
- Employees: 130
- Address: 5F/7F/39F Trade Tower, World Trade Center  
159-1 Samsung-Dong, Gangnam-Gu,  
Seoul, Korea
- Websites: [www.ec21.com](http://www.ec21.com) / [kr.ec21.com](http://kr.ec21.com) / [cn.ec21.com](http://cn.ec21.com)
- Mobile Web: [m.ec21.com](http://m.ec21.com)
- SNS:
  - Facebook: [www.facebook.com/EC21com](http://www.facebook.com/EC21com)
  - Twitter: [www.twitter.com/ec21talk](http://www.twitter.com/ec21talk)
  - YouTube: [www.youtube.com/ec21dotcom](http://www.youtube.com/ec21dotcom)
  - Linkedin: [www.linkedin.com/company/ec21](http://www.linkedin.com/company/ec21)



## About EC21.com

EC21.com is one of the world's largest online B2B marketplaces, connecting millions of suppliers and buyers worldwide. Since 1997, EC21.com has been facilitating global trade opportunities for small-and-medium sized enterprises. Today EC21.com has over 1.5 million company members, three million products, 3 million buyers in its database, and 15 million monthly pageviews with 3.5 million unique visitors.

## Company Overview

EC21.com started in 1997 as an online trade board of the Korea International Trade Association (KITA). In 2000, EC21 Inc. was spun off from KITA. Since then, EC21 has provided local small-and-medium-sized export companies with a comprehensive range of trade support services and global business opportunities.

EC21, the largest overseas marketing company for SMEs in Korea, offers a range of marketing services such as global market research, on/offline overseas marketing, trade education programs and overseas cooperation. The company also operates the EU Gateway Programme, a business cooperation program funded and managed by the European Union (EU).

In particular EC21's online marketing expertise make it a leader in search engine optimization (SEO), search engine advertisements, and social media marketing.

EC21.com marketplace facilitates global trade for export/import companies of all sizes and nations. Since its premium services launched in 2004, EC21 has supported premium members through its offices and agencies in China, India, Russia and Malaysia.

## Specialties & Business Fields

- Global Buyer Sourcing
- Global B2B Marketplace
- Online Marketing including SMM (Social Media Marketing), SEM (Search Engine Marketing), SEO (Search Engine Optimization)
- International Market Research
- Trade Consulting & Education
- Overseas Trade Missions
- Website Development & Hosting

- 2011** · Established sales network in Moscow, Russia (January)

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- 2010** · Established sales network in Qingdao, China (September)

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- 2009** · Established a partner service, PIERS Trade Profiles, providing US import & export information (Jan.)

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- 2008** · Established sales network in Vietnam (November)
  - Established exclusive sales network in Korea in partnership with EUROPAGES, the European B2B Search Engine (July)
  - Selected by European Union as Korea partner for EU Gateway Programme\* (October)  
*\* A programme funded and managed by European Union to support EU companies in developing business cooperation with Korean companies*

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- 2007** · Qualified as Google Overseas Advertisement Sales Partner in Korea (July)
  - Established sales networks in India (July), Italy (March) and Pakistan (April)

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- 2006** · Launched Credit Report, Authentication & Verification Service in cooperation with Global CIS (Feb.)

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- 2005** · Established sales networks in Turkey and Taiwan (May)

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- 2004** · Established sales networks in Shanghai, Shenzhen, Xiamen and Ningbo, China (December)
  - Launched Premium Membership service, Trade OK and PRO (April)

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- 2001** · EC21 launched e-Trade Pioneer\* Service in cooperation with MeetWorldTrade, a US-based B2B company (September) *\* e-Trade Pioneer: an early model of the current EC21 Premium membership service*

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- 2000** · EC21 Inc. spun off from KITA (April)

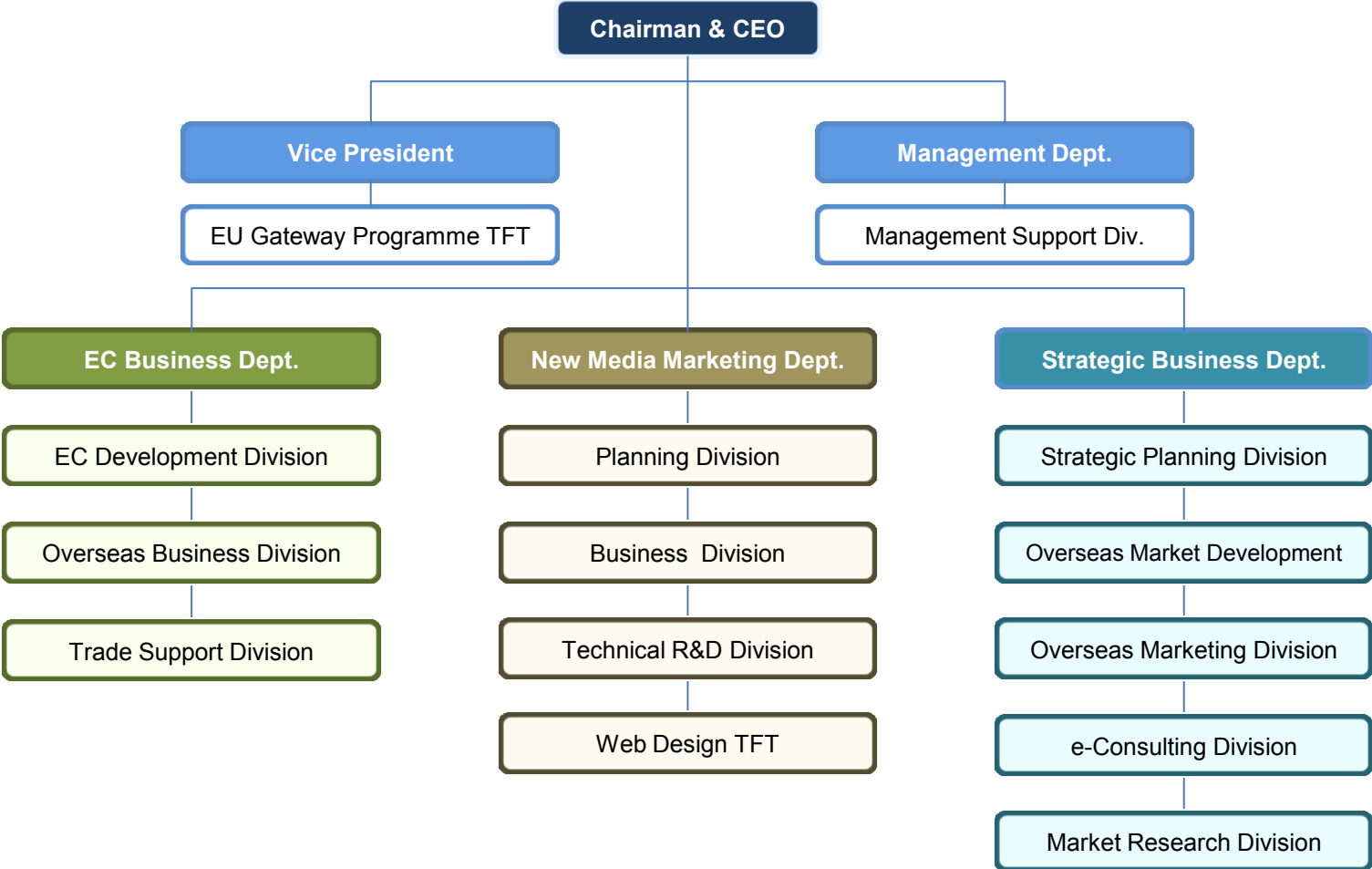
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- 1997** · EC21.com established by Korea International Trade Association(KITA) (October)



**EC21 Inc.**  
5F/7F/39F, World Trade Tower,  
159-1 Samsung-dong, Gangnam-gu,  
Seoul, Korea







**EU Gateway Programme**

**Operational and Logistic Unit Korea**



**Small & medium  
Business Corporation**

(Korean SMEs Governmental Agencies)

**Strategic Partner**



Building Successful Business Opportunities ... Internationally.

**Strategic Partner**



(Korea Int'l Trade Association)

**Strategic Partner**



**EUROPAGES**

**Official Reseller for Korea**



Decide with Confidence

**GlobalCIS**  
Credit Information Services



**Credit Service Partner**



Easy faxing anywhere.™

**Additional Service Partner**





## Global Sales Networks

**Korea (1)**

**China (10)**

**India (1)**

**Bangladesh (1)**

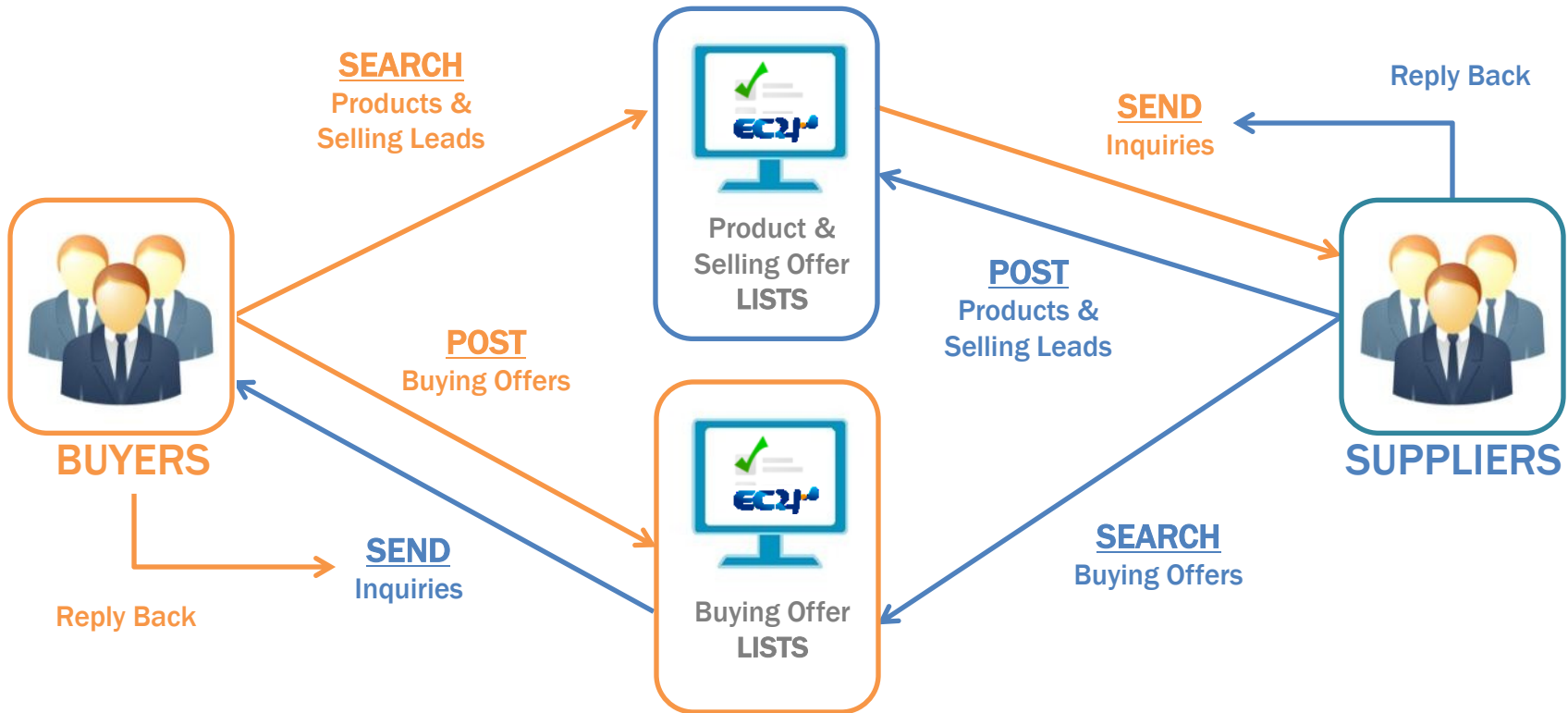
**Pakistan (1)**

**Vietnam (1)**

**Russia (1)**



We are one of the largest online B2B trade platform connecting millions of suppliers and buyers worldwide.



Over **1.5 million**  
EC21 Buyers and Suppliers  
from 245 countries

Over **1.1million**  
Inquiry Exchanges per month

Over **15 million**  
Site Page Views per month

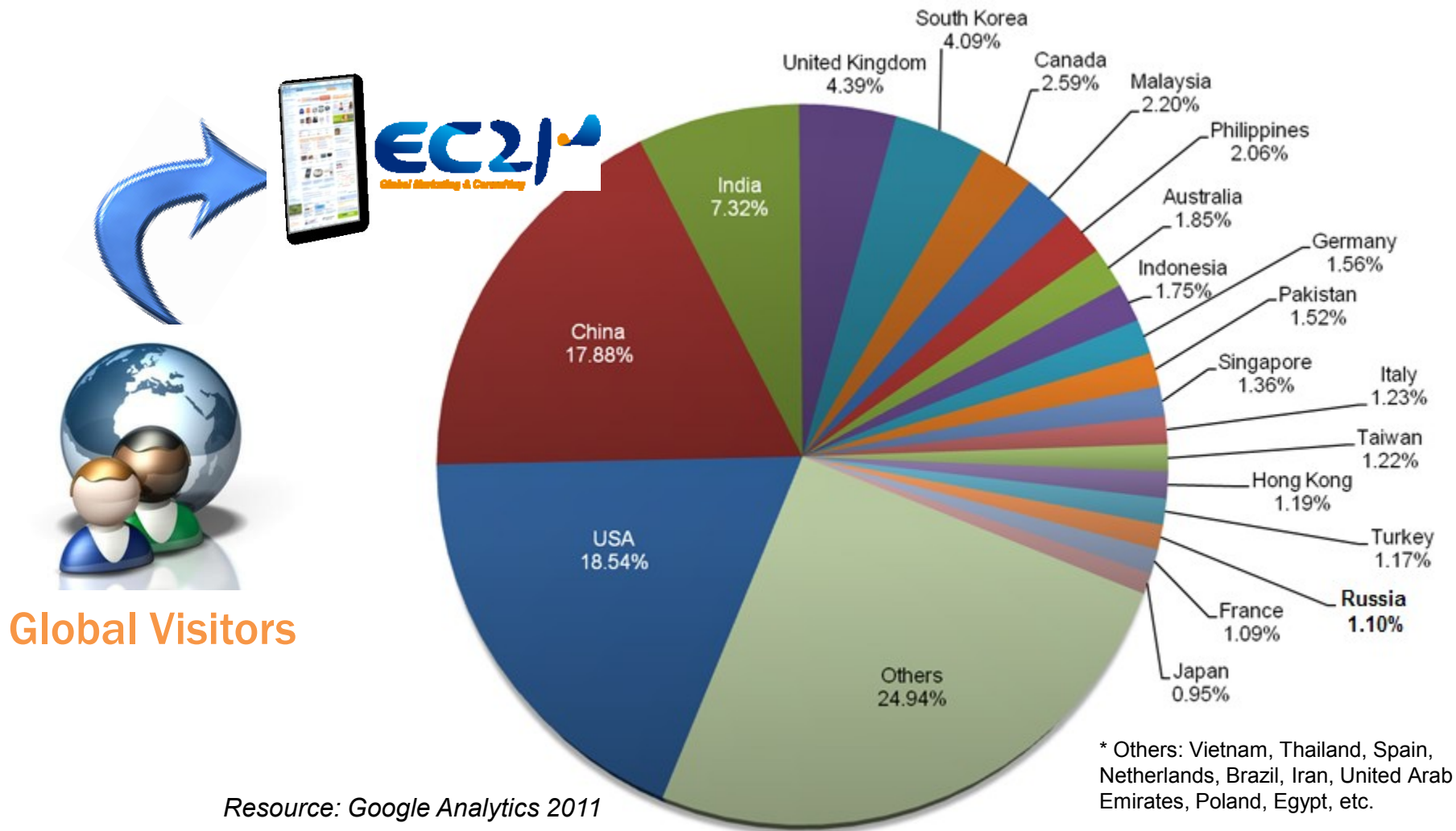


Over **3.5 million**  
Member Product Catalogs

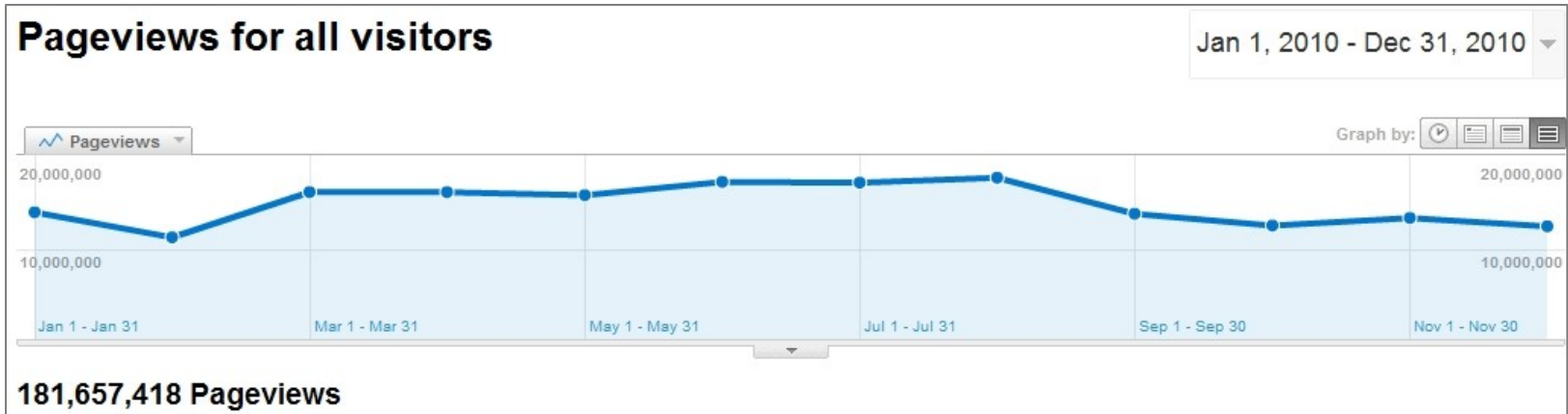
Over **3 million**  
Product Listings,  
Buying & Selling Leads

Over **3 million**  
Global Buyer Database

## TOP 20 Site visitors breakdown by country



Site Page View: from 1 Jan. 2010 to 31 Dec. 2010



Resource: Google Analytics Jan. 2011



= **15,138,118** per month



**Top Sites**  
Sites in this category and its subcategories ordered by popularity.

Top > Business > International Business and Trade

Sub-Cat

Sites in

1. All...  
www...  
All...  
con...  
From the site: Alibaba.com Limited...  
More...
2. **EC21**  
www.ec21.com/  
Marketplace for global B2B, provides trade leads, catalogs, free trade bulletin board, and business information.

Resource: Alexa.com



**#2** Alexa Ranking  
in  
International Business & Trade



**EC21 Online Trade Directory - Manufacturers, Suppliers, Importers ...**  
Your industry specialist will make a business proposal for your company and e-mail it to your target buyers in the EC21 **buyer database**. ...  
www.ec21.com/doc/app/service/tradepro.html - Cached

**EC21, Global B2B Marketplace - Connecting Buyers with Suppliers**  
Global B2B marketplace of export and import, offers company directory, product catalogs and trade leads to importer, exporter, manufacturer, wholesaler, ...  
www.ec21.com/ - Cached - Similar

#2 in "Buyer DB"

#4 in "B2B Marketplace"

Resource: Google.com



**#2** Google  
Keyword Search  
in  
"buyer DB" and  
**#4** in "B2B marketplace"



## Shenzhen RuiChengFeng Electronics Co., Ltd

Ping Wong, Sales Manager 

“We have been looking more efficient ways to expand our business to global market. That’s how I joined EC21 premium membership. As a premium member of EC21, we've had top ranking in every search result and it has brought many visitors to my website. My incoming inquiries have been increased significantly since then...”

## SHENZHEN ET TECHNOLOGY CO., LTD

William, Sales Manager 

“We knew that if we need to increase our business opportunities, we have to appear in search result pages more often and stay ahead of our competitors. Priority listing was a great solution for us to get more business deals. We were able to let buyers catch up our products and selling leads more often in the search result pages after we became a Trade OK member. “



## Yangcheng Zhengda Science & Technology Co.,Ltd.

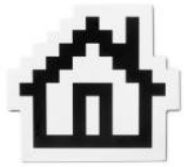
Mr. Kevin Xu, Sales Manager 

“From the beginning of 2009, we had some great chances to cooperate with 9 new buyers from EC21. On January 21st, 2009, a buyer from Colombia placed a trial order of 500 units for a product named 'Snore Relief' where was listed on the first page of the search results..... Until now, they totally imported 32,000 units from us. We believe that Trade OK membership brought us more business opportunities because our products were always listed higher than the free members on both category and keyword search results.”



# Services For Suppliers





**Get a Company Homepage**  
By creating your Company Profile



**Display Products**  
Display your Products  
in Product Catalog



**Target Marketing**  
Get exclusive exposure by  
advertising your products



**Suppliers**



**Display Selling Leads**  
Display your Selling Leads  
in Selling Leads Catalog



**Access Global Buyer DB**  
providing over 3 Million global  
buyer database (For Premium Members)



**Send Selling Offer &  
Receive Buying Offer**



**Get a Company Homepage**  
For Free by simply creating your  
Company Profile

We offer a number of homepage styles  
and more special options available for  
Premium Members.



**Trade PRO Member  
Homepage (Premium)\***



**Trade OK Member  
Homepage (Premium)\***



**FREE  
Member Homepage**

\*Site Style Editor Available For Premium Members (More customized editing options)



## Target Marketing

Get exclusive exposure by advertising your products on your designated spots

We offer a number of advertising programs for Suppliers to build brand awareness, promote Products.

The screenshot shows the EC21 homepage with several advertising spots:
 

- A:** A banner for 'New Categories Added' at the top.
- B:** A banner for 'Featured Products by EC21' in the main content area.
- C:** A banner for 'New Products' in the left sidebar.
- D1-D4:** A row of four banners at the bottom for 'Gobiz KOREA', 'OPEN!', 'TRADE HELPER', and 'EUROPAGES'.

← Multiple Banner Spots Available on EC21 Homepage

↓ Ad. Banners on Log-in Page

The screenshot shows the EC21 newsletter layout with several advertising spots:
 

- I:** A 'New to EC21?' banner at the top.
- J1:** A 'Korea Market Research' banner.
- J2:** A 'EUROPAGES' banner.
- J3:** A 'SAL' banner.
- J4:** A 'B2B Marketing' banner.

Ad. Banners On Monthly Newsletter →

The screenshot shows search results for '24 Volt' with several featured listings:
 

- G2:** A featured listing for '24V Watt Modified Sine Wave Inverter 24 Volt Model'.
- G1:** A banner for 'reading anywhere with PIERS in PDF Trade Profiles' on the right side.

↑ Featured Listing & Banners on Search Result Pages

# And MORE!



**Access Global Buyer DB**  
providing over 3 Million Global  
Buyer Database (For Premium Members)

Over 3 Million Global Buyer Database  
available for Premium Suppliers.

Search Global Buyers  
Camera Accessories

Over 1 Million Global Buyers Directory. Find Your

How To Use

1. Search by keywords or categories, th
2. Group your interested buyers by click
3. To send your group inquiries, go to M
4. Your previous inquiry-sending activiti
5. How many inquiries can I send to bu

640 Buyers found in Consumer Electronics > Camera

Inquire Now Add to Basket

Glen Wheatley New Zealand  
Keyword: Photo clam  
Category: Consumer Electronics > Camera Accessories  
Contact Name: Glen Wheatley

OMNIFOTO Swaziland  
Keyword: Minilab, digital mini lab, photographic  
Category: Consumer Electronics > Camera Accessories  
Contact Name: MUZI DLAMINI

willconnor photography United States  
Keyword: MultiFlex  
Category: Consumer Electronics > Camera Accessories  
Contact Name: will connor

kai Japan  
Keyword: MultiFlex  
Category: Consumer Electronics > Camera Accessories  
Contact Name: hiroshi

luca campigotto Italy  
Keyword: MultiFlex  
Category: Consumer Electronics > Camera Accessories  
Contact Name: luca campigotto

1. Search by keyword or categories,
2. Select your interested Buyers, and
3. Send individual or group inquiries.

### Send Your Business Proposal

- You can send your business proposal to this global buyer with up to 10 product catalogs.  
- \* Required fields

#### Business Proposal

* Selected Buyer(s)	Total 15 buyer selected.
* Subject	
* Message (No HTML tags)	
* Attach Product Catalog(s)	<input type="button" value="Add"/> <input type="button" value="Del"/>

Global Buyer Search >>

Over 1 Million Global Buyers Directory  
Find your global buyers here!

Search

Browse by Category



Display Suppliers' Products & Selling Leads

Suppliers may display their items in both Products & Selling Leads section on EC21.

Choose Where To Register

Register

Display



Suppliers



Product(s)



Manage Products > Add a New Product

- Fill out each field in English ONLY.
- To find suppliers, go to add a [New Buying Lead](#).
- **IMPORTANT:** Please read our [Product Listing Policy](#).

Basic Information

Group Name \*

Product Name \*

- Please make sure you input a single pr  
ex) MP3 Player, Automotive Halogen Lam  
- Also, do not repeat same words or unrel  
- Please follow general capitalization rule.



\*Product Search Lists



Selling Lead(s)



Manage Selling Leads > Add a New Selling Lead

- Fill out each field in English ONLY.
- To find suppliers, go to add a [New Buying Lead](#).
- **IMPORTANT:** Please read our [Product Listing Policy](#).

Selling Lead Info.

Subject \*

- Please follow general capitalization rule.  
ex) Sell 125cc Dirt Bike

Keywords

- Please provide a relevant keyword or phrase here. Please e  
Each keyword should not be more than 4 words.  
ex) mobile phone, cell phone, cellular phone

Category \*



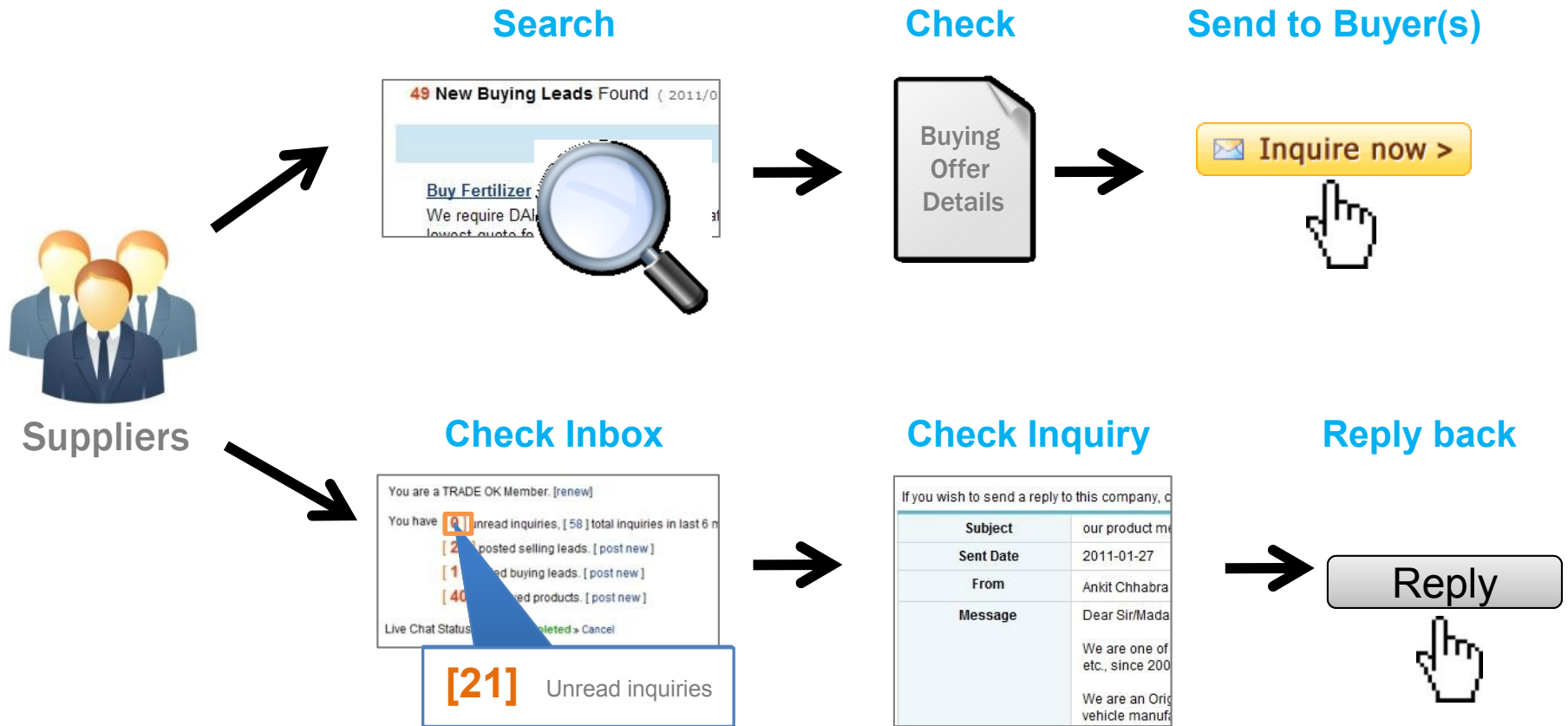
Selling Lead Search Lists

\*Default Search Option



Send Selling Offer to Buyers  
& Receive Buying Offer from  
Buyers

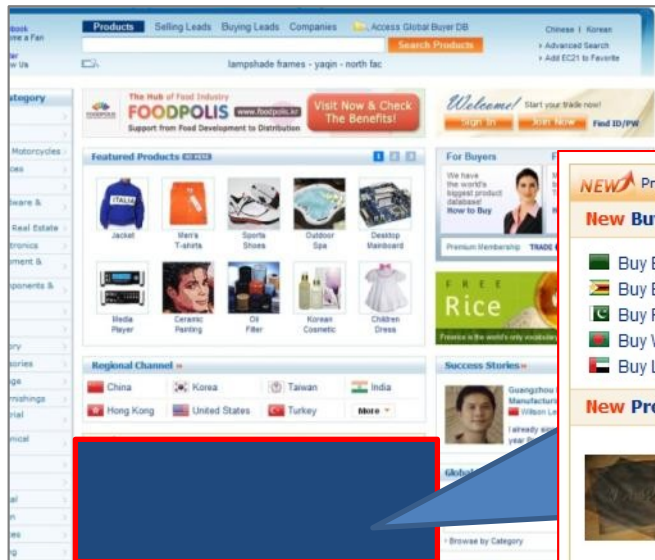
Search Buying Leads and send your  
individual or group inquiries to them, and  
check your received inquiries later.





Send Selling Offer to Buyers  
& Receive Buying Offer from Buyers

Check newly posted Products, Selling and Buying Leads in real-time everyday.



**NEW** Products ( 30,075 ), Selling Leads ( 37,831 ), Buying Leads ( 199 ), Companies ( 1,332 )

**New Buying Leads»** Post now

Buy Business Cooperat..	Jan. 25	Sell We Export Saw D..	Jan. 26
Buy Edible Icing She..	Jan. 25	Sell FIRE PLACES	Jan. 26
Buy PVC Compressor ..	Jan. 25	Sell aluminium sulph..	Jan. 26
Buy We Are Looking f..	Jan. 25	Sell fat free cooki..	Jan. 26
Buy Letter of Credit	Jan. 25	Sell Unrefined Shea ..	Jan. 26

**New Products»** Post now

Fiberglass Window Screen	Non Woven Shopping Bag ..	Mobile Phone Memery Card	Brand Watches/Newest .	Hot Sell!!! Apple 3g Mini ..
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**3,078 New Selling Leads Found** ( 2011/02/05~2011/02/05 )

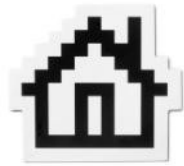
[Inquire Now](#) [Add to Basket](#)

	<b>Provide energy drink in cans and rights</b> 2011 Our company provide you energy drink Privat Label. By order of high quant ... NRG Drinks Ltd
	<b>Sell wide range Spanish wine in rights</b> 5 Feb, 2011 CASTILLO BOHNES ( red,white & ros container for 1 colour. The cheapest a NRG Drinks Ltd
	<b>Sell KING'S 10 Grass Energy Drink</b>



# Services For Buyers





**Get a Company Homepage**  
By simply creating your Company Profile



**Product Search**  
Search Products posted by Suppliers by keyword or category search



**Post Buying Lead(s)**  
Post Buying Offer(s) directly and get direct responses from Suppliers



**Selling Lead Search**  
Search Selling Leads posted by Suppliers by keyword or category search



**Buyers**



**Send Buying Offer & Receive Selling Offer**



**Supplier Search**  
Search Suppliers by keyword or category search



**Get a Company Homepage**  
For Free by simply creating your  
Company Profile

We offer a number of homepage styles  
and more special options available for  
Premium Members.

**Premium Member Homepages**  
(Trade OK, Trade PRO)

**FREE Member Homepage**

\*Site Style Editor Available For Premium Members (More customized editing options)



## Post Buying Lead(s)

Post Buying Offer(s) directly and get direct responses from Suppliers

Post Buying Lead(s) if you cannot find the products you want to source on EC21.com

**Post a Buying Lead**

\* Subject  ?  
- Please follow general capitalization rule. ex) Buy 125cc Dirt Bike

Keywords     
- Each keyword should not be more than 4 words. ex) mobile phone, cell phone, cellular phone

\* Category   ?

\* Duration  2011-02-05

Image   
   
-JPG or GIF only. Max 300kb

\* Details

Current ( 0 / 2000). Min. 100 characters. No HTML, please. Do not enter yo

My Contact Preference

- Only Trade OK & Trade PRO members (only premium members) may contact me.
- Allow all members (including free members) to contact me.
- Allow all contact only through EC21 Inquiry Service. ?

Most Suppliers tend not to post their entire inventory online, so make Suppliers find what you want and let the right Suppliers come to you.

NEW Products ( 30,075 ), Selling Leads ( 37,831 ), B		
New Buying Leads >>		Post now New
Buy Business Coperat..	Jan. 25	
Buy Edible Icing She..	Jan. 25	
Buy PVC Compressor ..	Jan. 25	
Buy We Are Looking f..	Jan. 25	
Buy Letter of Credit	Jan. 25	

Your new Buying Lead(s) will be noticeable on EC21 homepage.



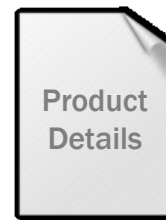
Send Buying Offers to Suppliers & Receive Selling Offers from Suppliers

Search Products & Selling Leads posted by Suppliers and send your inquiries to interested Suppliers.

## Search Items



## Check



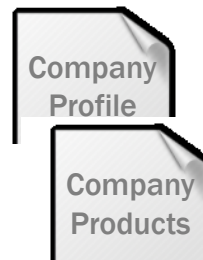
## Send to Supplier(s)



## Search Companies



## Check



## Send to Supplier(s)



Buyers



## Product, Selling Lead and Company Search

by keyword or category search

Search Products, Selling Leads posted by Suppliers and Company Profiles by keyword or category search options.

Products

Search: **Product Keyword search: atv**

Selling Leads

Search: **Selling Lead search: atv**

Companies

Search: **Company search: atv**

Results for **atv** : 2,423 Products from 608 Companies.

Select to [Inquire Now](#) [Add to Basket](#)

**ATV Wheels**  
 ATV Wheels Wheels for ATV and UTV. Regularly type, Beadlock type in 8", 9", 10", 12" & ...  
 Taechang Corporation [Korea]  
**TRADE PRO**

**ATV 250CC with EPA,EEC Approval. ATV2**  
 ATV250CC with EPA, EEC Model:ATV250ST-2 Sp (length\*width\*height)mm: 1880\*1050\*1080 Whe  
 See All Items(12) from Jut Motorcycles Manufac  
**TRADE PRO**

**New Design 350w Electric Mini ATV/Quad**  
 Specifications: Motor Output:350W Voltage:24VD  
 Rated current:12A Chassis: ...  
 See All Items(20) from Zhejiang East Sporting I  
**TRADE OK**

Results for **atv** : 1,185 Selling Leads from 270 Compan

Select to [Inquire Now](#) [Add to Basket](#)

**Sell 2009 Triton XT247 snowmobile / 2010**  
 NO RESERVE 7 DAY AUCTION 2009 Triton assist rear door Man door on passenger ..  
 Win-win Global Trade Co., Ltd [China]  
**TRADE PRO**

**Sell 2011 Honda FourTrax Rincon B**  
 We are the wholesale.we have become gc supply 100% original brand new goods,ou  
 See All Items(141) from Guangdong Che  
**TRADE PRO**

**Sell all kinds of EEC/EPA ATV,quad :**  
 Product Description: 1. Engine: 50CC/90C air-cooled. 2. Transmission mode: Chain .  
 See All Items(3) from Zhejiang East Spor  
**TRADE OK**

Results for **atv** : 3,766 Companies.

Select to [Inquire Now](#) [Add to Basket](#)

**Taechang Corporation**  
 Taechang Corporation was established in 1979 and we are the v  
 Ltd., and produce 160 kinds of automotive body and. chassis part  
 wheels in 1983 and now we produce 3 pcs ...  
 [Manufacturer] Korea **TRADE PRO**

**Guangdong ChengXing Trading Co.,LTD**  
 Welcome to Guangdong ChengXing Trading Co.,LTD. we are one  
 companies in China that provides the best quality in the best price  
 we really value our customer needs. We hope ...  
 [Trading Company] China **TRADE PRO**

**Zhejiang East Sporting Products Co.,Ltd**  
 Founded in 2001,we are a professional scooter manufacturer,ha  
 good quality to our customers.Our range covers **ATV**,dirt bike,mot  
 electric and gasoline powered ...  
 [Manufacturer] China **TRADE OK**



## Other Useful Services



## EC21 Offers a Credit Report Service, Authentication & Verification Service For EC21 Members

**GlobalCIS**  
Credit Information Services

The leading supplier of global credit reports

### Biz-check Report

In response to your Order placed, the following report has been produced:

## ZEN-TEK ELECTRONICS LTD

Date: 8 Oct. 2009

Global Identifier	: P0342938
Country	: Taiwan
Company Legal Name	: ZEN-TEK ELECTRONICS LTD
Trading As	: ZEN ZEN TEK
Legal Form	: Private Company with Limited Liability
Operational Status of Business	: Normal
License Number	: 12345678
Date of Registration	: 12 July, 1991
Issuing Authority	: Ministry of Economic Affairs (MOEA)
Registered Legal Address	: 7F1, 43 Nanjing East Rd Section 2 Chungshan Dist Taipei City 104
Operational Address	: 7F1, 43 Nanjing East Rd Section 2 Chungshan Dist Taipei City 104
Tel	: (+886) 2-26511515
Fax	: (+886) 2-26511717
Email	: fastape@zen-tek.com
Website	: www.zen-tek.com
Primary Business Activity	: Manufacturer
Key Industry	: Electronic Products & Components
Capital	: US\$ 3,981,337
Products	: Capacitors Electronic components Electronic products
CEO/Chairman	: Dr. Louis Ming-li Chen

**SHAREHOLDERS**

Total number of shareholders	: 3
Total number of shares	: 10,000,000

No.	Shareholders	Country	Number	Amount (NTD)	%
1	ZEN-TEK HOLDINGS CO LTD	Taiwan	8,000,000.00	80,000,000.00	80.00
2	Ma, Mia, Lily Chang	Taiwan	1,000,000.00	10,000,000.00	10.00
3	TREND-X (CHINA) CO	China	1,000,000.00	10,000,000.00	10.00

Currency : New Taiwan Dollars (NTD)  
Today's Exchange rate : 1.00 NTD = 0.031085 USD  
New Taiwan Dollars United States Dollars

**GlobalCIS**  
Credit Information Services

The leading supplier of global credit reports

### Fresh Investigated Credit Report - Executive Summary

## ZEN-TEK ELECTRONICS LTD

Date: 11 Jun. 2007

**Company Details**

Global Identifier	P0342938
Country	Taiwan
Company Name	ZEN-TEK ELECTRONICS LTD
Operating Address	7F1, 43 Nanjing East Rd Section 2 Chungshan Dist Taipei City 104
Tel	(+886) 2-26511515
Fax	(+886) 2-26511717
Email	fastape@zen-tek.com
Website	www.zen-tek.com
Primary Business Activity	Manufacturer
Key Industry	Electronic Products & Components

**Key Facts**

Registered Legal Address	7F1, 43 Nanjing East Rd Section 2 Chungshan Dist Taipei City 104
Operational Address	7F1, 43 Nanjing East Rd Section 2 Chungshan Dist Taipei City 104
Trading Name (DB)	ZEN ZEN TEK
Previous Name	Company Name ZEN-TEK LTD
License Number	12345678
Date of Registration	12 Jul, 1991
Issuing Authority	Ministry of Economic Affairs (MOEA)
Legal Form	Private company with limited liability
Operational Status of Business	Normal
Employees	500
Capital	US\$ 3,981,337

**Adverse Data**

Results : Total of 8 records found

- Distressed Check (2)
- Debt (2)
- Liquation (1)
- Performance Defaults (1)
- Adverse Press Coverage (1)
- Former Company Relationships (1)

**Financial Summary (Currency: U.S. \$)**

Year	Sales	Assets	Net Income
2003	\$768,588,378.47	\$1,558,807,438.45	\$81,854,555.94
2004	\$1,052,803,308.27	\$1,793,945,593.23	\$128,787,279.20
2005	\$1,381,005,569.72	\$2,091,746,318.12	\$260,470,837.28

**Recommended Credit Limit - Trade Finance**

Maximum Recommended Credit : USD 500,000.00 based on 90 days  
Comments : Estimated to be within the firm's current financial capabilities

**Management & Products**

**Management** : Ms. Debbie Jung-ann Lin, Manager  
Mr. Angel Miao Wang, CEO  
Mr. Bruce Wang, Chairman

**Products** : Capacitors  
Electronic components  
Electronic products  
Fixed capacitors  
IC (Integrated circuits)

**Int'l Trade Activity (Currency: U.S. \$)**

Year	Imports	Exports	Total
2003	\$4,626,262.00	\$710,628,541.82	\$715,154,803.82
2004	\$6,251,524.00	\$947,912,977.44	\$954,164,501.44

### Credit Rating & Risk Analysis

Risk Index: Low

Credit Rating: Excellent

Points Allocated: 88

**CREDIT ASSESSMENT FACTORS**

ACFI Credit risk assessment is based on 12 key business factors. Each factor is assigned a rating and the table is upweighted and weighted in consideration of any other influencing factors relevant to the final assessment.

These factors include:

Financial Status	Profitability	Industry sector & trends
Principal	Liquation	Liabilities
Management	Scale of operations	Years in business & its history
Asset/liability ratio etc.)	Trade references & reputation	Family involvement & support

Our Credit Report Service makes you check & verify the most current credit-related information (financial & legal status, financial summary, shareholders, company information and more) before making deals with your clients

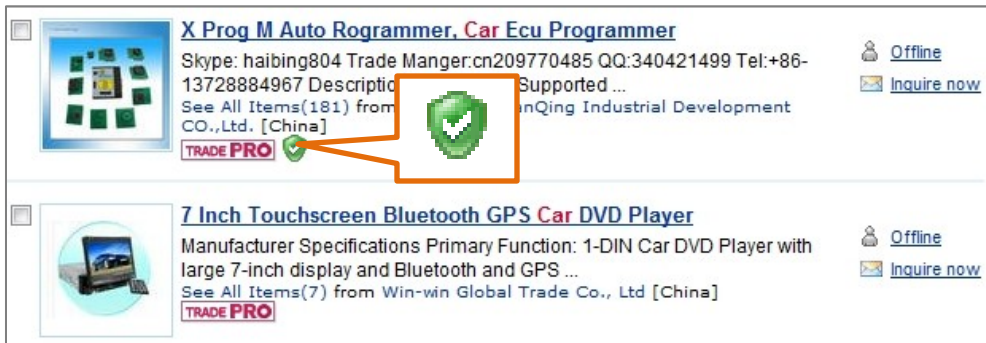



EC21 Offers a **TradeVerify** Service, authentication & verification service provided by EC21 or 3<sup>rd</sup> parties for EC21 members to verify their credit, business and legal information about business entities.

## What Are The Benefits?



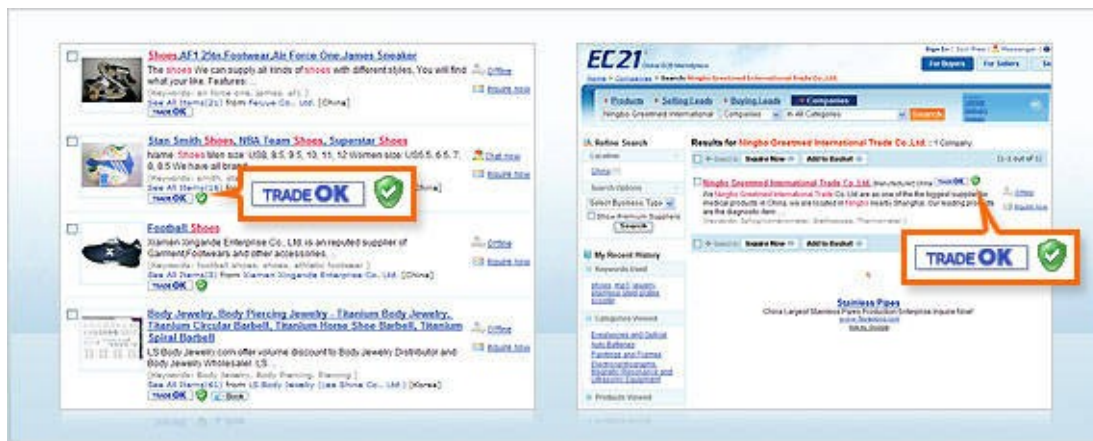
**Build Trust on Your Company Homepage**  
You can display A&V seal and TradeVerify mark on your homepage to show buyers that your company is legally authenticated and verified.



**Priority Listing on Search Result Pages**  
EC21 Members with  TradeVerify logo have a priority listing privilege on search result pages.



## What Are The Benefits? (Cont'd)



Get Noticed with the TradeVerify Logo

Make your business stand out with the prestige  TradeVerify logo.

Your company will be highlighted with the logo in search results.



## Communicate With Our Social Networks



**EC21 on Facebook**  
[Facebook.com/ec21com](http://Facebook.com/ec21com)

The screenshot shows the EC21 Facebook page. At the top, there's a navigation bar with 'Home', 'Profile', and 'Find F'. Below that, the EC21 logo and name are displayed. The page features a 'Wall' section with a post from Wednesday at 6:03pm celebrating the Lunar New Year. The post includes a photo of a '2011 YEAR OF THE HARE' and text wishing members a happy and prosperous Lunar New Year. Below the post, there are several comments from users like Heidi Baker and Malini Parvathy. On the left side, there's an 'Information' section with details like 'Location: New York, NY', 'Founded: April 2000', and 'About: EC21, Global B2B Marketplace, connects you with 2 million genuine manufacturers and buyers from all over the world.' There's also an 'Insights' section showing 368 monthly active users and 126 daily post views.



**Follow EC21 on Twitter**  
[Twitter.com/ec21talk](http://Twitter.com/ec21talk)

The screenshot shows the EC21 Twitter profile page. At the top, there's a banner with the text 'Welcome to #NewTwitter! Read up on what's new. You can still access old Twitter'. Below that, the EC21 logo and name are displayed, along with the handle '@ec21talk' and location 'Seoul, Korea'. The bio reads 'Global B2B Marketplace - The easy and fast way to buy and sell globally. Join us to start your trade now!' with a link to the website. The page features a 'Timeline' section with several tweets. The first tweet is a celebratory message for the Lunar New Year. The second tweet is a product video for a 'Handy Steam Cleaner' by Kumazaki Aim Corporation. The third tweet is about 'Idea Products' including a USB Mini Desktop Shredder. The fourth tweet is about a 'Marin Wine Decanter'. On the left side, there are images of various products like a scooter, a jersey, and a truck.



## Live Chat Messenger Service Chat in Real-Time with Buyers and Suppliers



Click on 'Chat now' button  
on Search Result Pages



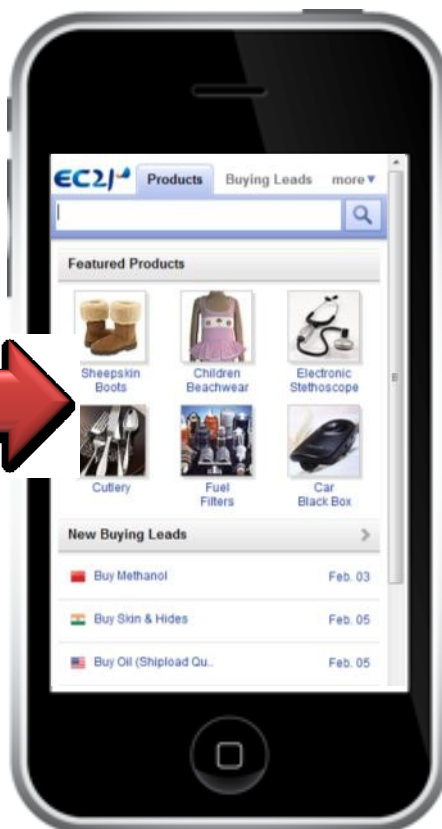
Chat in real-time

## EC21 Mobile Services

### EC21 Mobile Web m.ec21.com



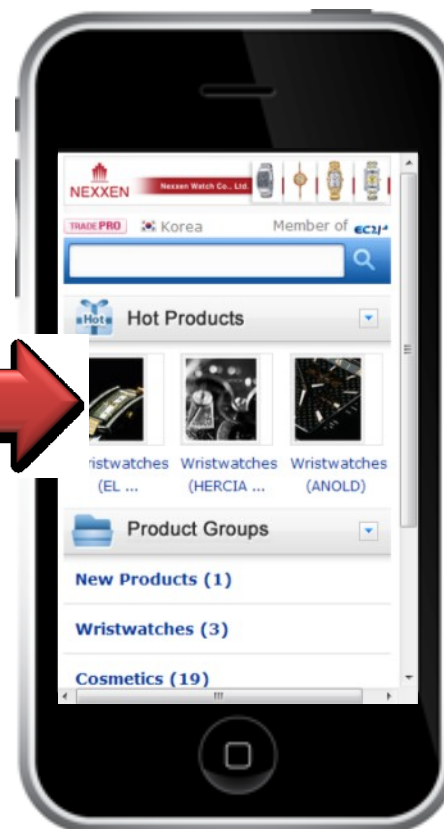
[www.ec21.com](http://www.ec21.com)



### Free Mobile Homepage for Members Optimized for mobile web users



[Nexxen.en.ec21.com](http://Nexxen.en.ec21.com)






# Premium Membership



**FREE**

*Basic Free Membership  
For All Visitors*

PREMIUM MEMBERSHIP




Member Since 2011

Get **5x** More Inquiries than Free Members

- 2<sup>nd</sup> Tier Priority Search Listing
- Access Global Buyer DB
- Get TradeVerify For Free<sup>1)</sup>

*Flexible & Cost-Effective  
Your Business Starter Kit*

PREMIUM MEMBERSHIP



Member Since 2011

Get **30x** More Inquiries than Trade OK Members

- 1st Tier Priority Search Listing
- Access Global Buyer DB
- Get TradeVerify For Free<sup>1)</sup>
- Get Credit Reports For Free<sup>2)</sup>
- Get Free Advertising Package<sup>3)</sup>

*The Most Powerful Way to  
Maximize Your Exposure*

1) Premium members may apply **TradeVerify**, authentication and verification service by third-party security service providers, **one-time for FREE (Valued at US\$ 150)**.  
2) Trade PRO members receive **3 FREE Advertising Package (valued at US\$1,000)** to maximize their product exposure on EC21.com for up to 2 months.  
3) Trade PRO members may apply for the Credit Report (Biz-Check) to check whether the buyer is legitimate or not for up to **4 times for FREE(valued at US\$ 316)**.

## Features



### PREMIUM MEMBERSHIP



Features	FREE Member	2nd Ranked	1st Ranked
Get listed on Higher search result pages by rank <sup>1)</sup>	3rd Ranked	2nd Ranked	1st Ranked
Display Products (Max.)	15	50	100
Display Selling Leads (Max.)	20	200	Unlimited
Send inquiries to Buying Leads per day	20	40	60
Access to the latest Buying Leads	✘	✔	✔
Access to 3 Million Global Buyer Database	✘	✔	✔
Create a Premium Company Website	✘	✔	✔
Get Free TradeVerify Service by EC21	✘	✘	✔
Get Free Credit Report Service by A&V	✘	✘	Up to 4 times
Get Free Advertising Packages	✘	✘	✔
Get Free additional marketing services <sup>2)</sup>	✘	✔	✔

## FREE Membership

*Basic Membership*



- ✓ Get a Free Company Homepage
- ✓ Post 15 Products and 20 Selling Leads
- ✓ Receive Daily or Weekly Trade Alert Service via email
- ✓ Chat with EC21 members with MSN Live Messenger in Real-Time!

As a Free Member, You get:



Free Basic  
Homepage

15  
/  
20

Post 15 Products  
& 20 Selling Leads

Subscribe  
Trade Alert

Trade Alert by  
daily / weekly



Real-Time Chat  
with Live Messenger



## TRADE OK Membership

### Trade OK Key Features

- ✓ 5x MORE Inquiries than Free members
- ✓ 2nd TIER Priority Search Listing Higher than Free Members
- ✓ Unlimited Access to OVER 3 Million Global Buyer DB
- ✓ FREE TradeVerify service offer (One-Time)

### ► Get 2<sup>nd</sup> Priority Search Listing

The screenshot shows search results for 'Ladies' dresses. The top listing is for 'Ladies' Dress' with a 'TRADE OK' badge and a green checkmark icon. The middle listing is for 'Ladies' Dress' with a 'TRADE OK' badge. The bottom listing is for 'Ladies' Dress' with a 'FREE Member' badge.

\* Trade OK with TradeVerify mark gets higher listing priority than others who don't.

### ► Up to 5 times more inquiries than free members\*

**Trade OK Member**

Welcome Shenzhen ET Tech

You are a TRADE OK Member

You have **[58]** read inquiries, [ 5 ] your inquiries in last 6 months.

[ 26 ] posted selling leads. [ post new ]

[ 1 ] posted buying leads. [ post new ]

[ 40 ] displayed products. [ post new ]

Live Chat Status: Setup Completed > Cancel

**Free Member**

Welcome Jin Yuan Jewelry C

You are a Free Member

You have **[11]** read inquiries, [ 11 ] total inquiries in last 6 months.

[ 16 ] posted selling leads. [ post new ]

[ 0 ] posted buying leads. [ post new ]

[ 0 ] displayed products. [ post new ]

Live Chat Status: Not Setup Yet > Set Up Now

### ► TradeVerify - Verified mark are appeared on the followings:

The screenshot shows the profile of Hercules Industrial Co., Ltd. The profile includes contact information and a 'TradeVerify' badge. A callout box points to the 'Authenticated and Verified by ACP' and 'Global Authentication' logos.

**Authenticated and Verified by ACP**

**Global Authentication**

**Authenticated and Verified by EC21**

**Authenticated and Verified by SINOTRUST 新华信**

**Contact us**

Hercules Industrial Co.,Ltd  
[China]

**Address:**  
No.1-305 of WanTong Rose Garden, YanDang W.R

## TRADE OK Membership

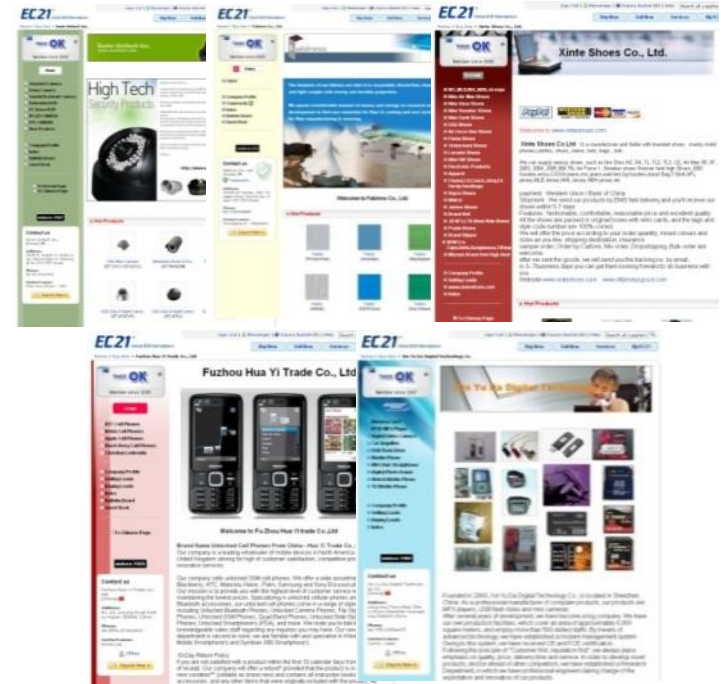
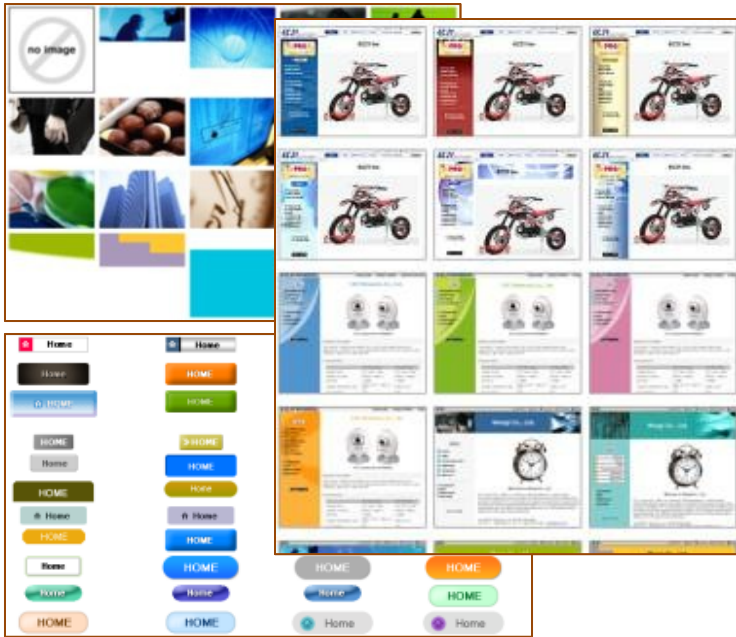


### Premium Company Homepage

All Trade OK members may create a professional-looking company homepage within EC21.com with our Site Style Editor offering over 60 design templates.

► SiteStyle Editor Available For Member Homepage

► Premium Member Homepages



## TRADE PRO Membership

### Trade PRO Key Features

- ✓ **30x MORE** Inquiries than Free members
- ✓ **TOP-LEVEL** Priority Search Listing (Higher than Trade OK, Free Members)
- ✓ **FREE Advertising Package** 3 different advertisement layouts (USD 1,000 Value)
- ✓ **FREE Credit Service Package** TradeVerify + Credit Reports (USD 308 Value)

### ▶ TOP-LEVEL Priority Search Listing



### ▶ Up to 30 times more inquiries than free members\*

**Trade PRO Member**

Welcome Shenzh...

You are a TRADE PRO Member.

You have **[315]** total inquiries in last 6 months.

- [20] posted selling leads. [post new]
- [1] posted buying leads. [post new]
- [40] displayed products. [post new]

Live Chat Status: Setup Completed x Cancel

**Free Member**

Welcome Jin Yuan Jev...

You are a Free Member.

You have **[11]** total inquiries in last 6 months.

- [0] read inquiries. [11] total inquiries in last 6 months.
- [16] posted selling leads. [post new]
- [0] posted buying leads. [post new]
- [0] displayed products. [post new]

Live Chat Status: Not Set Up Yet x Set Up Now



## TRADE PRO Membership



### Free Advertising Package (US\$ 1,000 Value)

Trade PRO members receive 3 FREE Advertising Package (valued at US\$1,000) to maximize their product exposure on EC21.com for up to 2 months.

#### 1. Featured Products



Free Display for **4** weeks

**\$600** Value FREE

\*One selected product will be displayed on the main page

#### Keyword Search Banner

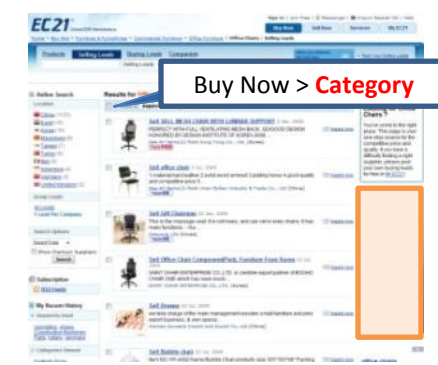


Free Display for **8** weeks

**\$200** Value FREE

\*One free banner for keyword searching

#### Category Search Banner



Free Display for **8** weeks

**\$200** Value FREE

\*One free banner for category searching.

## TRADE PRO Membership



### Premium Company Website

All Trade PRO members may create a professional-looking company homepage within EC21.com with our Site Style Editor offering over 60 design templates.

### ► SiteStyle Editor Available For Member Homepage



### ► Product Inquiry Statistics Available



# Thank You

For more information,  
Please contact: \_\_\_\_\_