WHAT ARE THE BENEFITS TO YOUR COMPANY?

- Access to U.S.-China Influencers: Put your brand in front of an audience of key influencers in the U.S.-China business, philanthropic, healthcare, and investment communities
- Excellent Networking: Network with top leaders, ranging from mid-level to senior executives, who are highly engaged in business, philanthropic, healthcare, and investing activity in and/or with China
- Premium Branding: Associate your brand with philanthropic, mission-driven causes that your customers, clients, and employees care about
- Senior executives from family offices, foundations, investment banking, venture capital, real estate development, management consulting, CPG, nonprofit organizations, legal services, and much more
- Past virtual events have convened 400+ prominent individuals in the U.S.-China space from the U.S., China, Europe, Southeast Asia, Australia, and Africa

ATTENDEES

- Senior executives from family offices, foundations, investment banking, venture capital, real estate development, management consulting, CPG, nonprofit organizations, legal services, and much more
- Past virtual events have convened 400+ prominent individuals in the U.S.-China space from the U.S., China, Europe, Southeast Asia, Australia, and Africa
SPONSORSHIP OPPORTUNITIES

We are committed to delivering exceptional senior-level and value-driven conferences to our attendees and sponsor partners. Our collaborative approach and commitment to quality ensure a relevant and productive environment for relationship building and business development.

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>VIP Gala Sponsor</th>
<th>Virtual Cocktail Room Sponsor (All rooms)</th>
<th>Honoree Sponsor</th>
<th>Roundtable Discussion Sponsor</th>
<th>Virtual Cocktail Room Sponsor (Single room)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Cocktail Room Tickets</td>
<td>10</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Choice of cocktail room/speaker</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Promotion in newsletter (# of instances)</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Logo on website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor recognition (on invitation and marketing materials)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal recognition of sponsorship during program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Welcome remarks from sponsor</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee list</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ABOUT THE SERICA INITIATIVE

The Serica Initiative is the 501(c)(3) nonprofit organization operated by SupChina. Serica works on mission-driven projects that promote education and dialogue between the U.S., China, and the rest of the world.

Serica’s Annual Gala on February 4, 2021 is part of Serica’s ongoing Doing Well x Doing Good series, which examines the intersection of business and social impact in the U.S.-China space.

Past events have featured, among others: Peng Zhao, CEO of Citadel Securities; Amy Chua, John M. Duff, Jr. Professor at Yale Law School and author of Battle Hymn of the Tiger Mother; Virginia Tan, Founding Partner and CEO of Teja Ventures, emerging Asia’s first gender lens VC fund; and Christopher Marquis, Samuel C. Johnson Professor in Sustainable Global Enterprise at Cornell University.
SupChina is the go-to source of daily coverage and long-term network-building for the top China-focused professionals and thought leaders around the world. Almost all of our monthly traffic acquisition is organic and comes from our loyal followers.

We pride ourselves as well as our size. Our audience is growing by more than 50% YoY!

<table>
<thead>
<tr>
<th>Website</th>
<th>Podcasts</th>
<th>Newsletters</th>
<th>2020 Virtual Events</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>150,000</td>
<td>135,000</td>
<td>50,000</td>
<td>7,100</td>
<td>2.5 million</td>
</tr>
<tr>
<td>monthly visitors</td>
<td>monthly listeners</td>
<td>monthly opens</td>
<td>virtual attendees</td>
<td>monthly views</td>
</tr>
</tbody>
</table>

PAST SPONSORS

- Greenwoods
- Catterton
- Pillsbury
- Deloitte
- UBS
- U.S. Trust
- Citi
- J.P. Morgan
- UHY
- Tiffany & Co.
- HSBC
- WeBranding
- F&D
- Orbia
- VIPKid
- MayTech Global
- EY
- Related
- Dorsey
- Mont Blanc
- Columbia SIPA
- Watson
- United Airlines
- UBS
- Piermont Bank
- The Peninsula Hotels
- General Motors
- PalmDrive
- Plastpro
- Microsoft
- Compass
- King & Wood Mallesons
- HNA
- Compass