



MobileMonday Shanghai – Event Series Mobile, Retail and E-Coupons Nov 10, 2008

Speakers and Companies profiles



Sean Yin, CEO, Chairman and Founder, SweetMart Development

syin@sweetmartmarketing.com

seanyin@vip.sina.com

Sean is the Chairman of the board, CEO & founder of SweetMart Development Ltd., which is a leading behavior based target-marketing company in China. He invented the business concept, and grew the business from zero to the market leader in China.

Sean was the General Manager of the world largest dental consumables company DENTSPLY in China & Hong Kong. He served as executive Vice-President for Bigstore Asia in Hong Kong. Before Bigstore, Sean was the Marketing Director and General Manager of a China subsidiary of Li & Fung Group. He also worked as a management consultant with the Monitor Company.

Sean started his career with P&G in Cincinnati where he worked for 5 years in Brand Management and Product Research. He holds a MBA degree from Xavier University in Cincinnati, M.S. degree in Applied Statistics from Temple University in Philadelphia, and M.S./B.S. in Computer Engineering from Northwest Telecommunication Engineering Institute in China.

Sean was a Director of the Association of Guangzhou Foreign Invested Enterprises. He was a founding Director of The Association of Chinese Scientists and Engineers in Ohio, U.S.

SweetMart was named one of the top 10 innovative marketing companies in China by the Chief Marketing Officer Magazine, and best managed start up by China Venture Capital Forum in 2007.

尹晓峰先生是泰思管理科技有限公司(SWEETMART)的创始人、董事长兼CEO,

泰思管理科技有限公司是中国领先的基于行为的精准营销公司。尹先生所创造的这个商业理念, 通过Series A股和Series B的融资现已超过了一千两百万美元, 公司也从一无所有成长为行业的领导者。

尹先生曾任全球最大的护牙用品公司DENTSPLY中国和香港区总经理, 美国BIGSTORE.COM

亚太区执行副总裁, 在BIGSTORE任职之前, 他是香港Li&

Fung

集团中国区的市场总监及总经理, 尹先生亦担任过哈佛商学院教授、现代竞争战略大师迈克波特旗下的MONITOR公司的管理顾问。

回到香港以前, 尹先生在美国宝洁公司从事产品开发和品牌管理工作, 是美国宝洁华人中最早从事品牌管理的高级管理人员。尹先生持有美国艾威尔大学的工商管理硕士学位(MBA), 美国坦布尔大学统计硕士学位。在国内他曾在西安电子科技大学就读, 持有电脑工程学士及硕士学位。

尹先生曾任广州外商投资协会理事, 是中国旅美科学家及工程师协会的创始人之一。





泰思2007年被《首席市场官》评为中国十佳创新营销公司，2007年更被中国风险投资论坛评为最佳营运创新企业。

About SweetMart Development:

SweetMart is a leading behavior based in store marketing company in China. The Company provides real time transaction based shopper communications in the form of coupons and other digital and print media on a mass scale, targeted to individuals as individuals mainly in hypermarkets and large supermarkets. SweetMart was founded on the premise that the combination of access to consumers and insight into their actual purchase behavior would enable more effective, cost-efficient marketing programs than traditional marketing approaches. Today the Company operates in more than 400 stores across 11 cities in China reaching 20 million households.

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Yu Zhou – Founder and Managing Director, Mobile Coupon China, Ltd.

于洲, 执行董事酷朋科技（北京）有限公司

Zhou started his career at A.T. Kearney's Beijing Office in 1997 as one of the pioneering management consultants in China. Throughout his 7 years' consulting experiences, Zhou served a broad spectrum of clients from telecom, automobile, consumer products, banking, IT, investment, etc. Zhou developed his expertise in business strategy, operation improvement and organization design through these client projects. In 2005, Zhou joined Motorola as the Sr. Manager of Organization Development for Asia Pacific. In that role, he helped drive the handset business model transition, designed Networks key account management organization. During his work at Motorola, Zhou came across the business idea of coupon service. After some in-depth research and attending the Industry Conference of the Association of Coupon Professionals (ACP) in US, Zhou founded Mobile Coupon China, Ltd. in Beijing. Zhou holds an MBA from INSEAD, a BS degree in Computer Science from Nankai University. He also graduated from the Johns Hopkins-Nanjing Center. Since March 2006, Zhou has been the President of INSEAD Alumni Association in China.

About Mobile Coupon China, Ltd.

Mobile Coupon China, Ltd. aims to become the largest mobile coupon service provider in China with leading technology and high-quality consumer database.

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Billboard Kwok, COO, iCoupon

Billboard has about 14 years of experiences in the marketing and brand communication industry in China. He has worked across categories from FMCG, digital electronics, telecommunication, retail, financial services and IT technology. Billboard has proven-success experiences in growing iconic and emerging brands including Lenovo, KFC, Kraft General Foods, Chivas Regal, Siemens, MOTO, IBM, BMW, Airbus, and etc. Billboard joined iCoupon in 2006. Now, he is promoted to be the CEO, to fully





drive the development of e-coupon businesses in China. Before iCoupon, Billboard has worked for Ogilvy & Mather Advertising for almost 13 years. His most recent positions in Ogilvy were the Managing Director of Ogilvy Advertising Beijing, and Deputy Director of Lenovo, North Asia. Billboard was awarded the Suit of Year 1999 (the best account management person) Asia Pacific, in the eventful Media & Marketing Awards, for his leadership on IBM China's integrated e-business campaign.

Born in Hong Kong and graduated from INSEAD MBA program (Fontainebleau, France) in 2003.

About iCoupon:

iCoupon specializes in e-coupon marketing. We distribute coupons on the internet, WAP and upon mobile devices through SMS/MMS. Consumers can download the e-coupon from our website or acquire it through their mobile phones directly. We help clients achieve their marketing and sales objectives by providing digital coupon solution, including coupon campaign planning, coupon design, coupon distribution, fulfillment, clearing, and data analytics. Our solution is primarily based on our own internet and wireless (WAP) platform. We are the No.1 e-coupon site in China in terms of all major aspects, on which Our Clients' customers can have direct access to all kinds of coupons for value shopping or privileged services.

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Jimmy Poon, Managing Director, Púca (China)

Jimmy Poon is the Managing Director for Púca (China), a global leader in Mobile Marketing. Púca's customers include some of the world's best-known brands and organizations such as Air France, Canon and Volkswagen. Jimmy has over 15 years of experience as Regional Managing Director for 4A Agency Networks where he built various digital divisions, including Tribal DDB and Ammirati Puris Lintas Digital. Jimmy has provided strategic leadership to the digital operations such as HSBC Online Bank, Microsoft.com.hk and HP Online Store. Jimmy holds a B.Sc. from the University of Toronto and an MBA from York University in Canada. Jimmy is also the Chairperson for the Mobile Marketing Association (MMA) APAC.

About Puca (china)

Púca is a global leader in mobile marketing solutions headquartered in Dublin, and our China operation, Púca China helps multinational organizations, including brands, agencies and government organizations, utilise the mobile phone as a tool, to acquire new customers; as well as servicing and communicating with existing ones. Our long list of clients in Europe includes AIB, Cadbury, Department of Agriculture, Diageo, Ford, Lynx, Microsoft, RTE and Vodafone, to name just a few. In China, our growing list of customers includes Canon, Procter & Gamble, Reuters, Johnson & Johnson, Adidas, Volkswagen and Total. The company's achievements have also won numerous awards including Mobile Technology Project of the Year at the ICT Awards 2007, Best Mobile Marketing Campaign at the Digital Media Awards 2007 and Top Innovator Award at ChinICT 2006.





Daniel Borin, CEO, Enjoy China

Daniel Borin is a seasoned China businessman having founded two businesses on the mainland and launching several media and consumer products over the past five years. After a career in IT sales and marketing for well known companies such as Hewlett Packard and EMC, he travelled to China to complete further Mandarin studies at Qinq Hua University in Beijing. In Shanghai, at the beginning of 2003, Daniel co-founded Enjoy China (an integrated marketing company) as well as eDirectM (IT consulting and e-marketing).



About Enjoy China

Enjoy China is a Media/Advertising group providing its clients with professional integrated marketing services, an International perspective and a Creative knack for influencing affluent and active Chinese consumers today.

Founded in 2003, Enjoy China is pleased to have served a large number of well known companies in the banking, retail, hospitality, travel, property and consumer lifestyle industry sectors, including MasterCard International, The Bank of China, The Bank of Shanghai, Ikea, Häagen-Dazs, Tesco and Sephora, to name a few.

Enjoy Shanghai

The company's flagship product, "Enjoy the best of® Shanghai" has now for five years offered 50,000 RMB worth of 2-for-1 deals, value-added VIP services and product offerings, and 10-50% discounts at hundreds of top dining, nightlife, shopping and activity venues in Shanghai. Bringing together tens of thousands of active and affluent consumers with a carefully selected group of top Restaurants, Nightclubs, Shops, Spas and other Attractions brings substantial benefits not only to the consumers who receive special privileges and savings, but also to the merchants who benefit from increased brand awareness and direct response from a highly desirable consumer group.

Enjoy Classifieds

Shanghai's leading choice for English language classified ads - Jobs, Property, Buy & Sell, Dining, Nightlife, and more. With 22,000 print copies distributed every week, powered by the popular enjoyclassifieds.com website, EnjoyClassifieds is the only classifieds you'll ever need.

Enjoy Marketing Services

Enjoy Marketing Services further specializes in F&B, Hospitality, Banking, Community, and Consumer Lifestyle sectors. With strong in-house design, marketing, copywriting, IT and media buying talent, and leveraging Enjoy China's exclusive range of uniquely targeted alternative media vehicles, Enjoy China's Marketing Services division offers clients a competitive advantage for integrated marketing efforts not to be found anywhere else in China.

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Jonathan Serbin, CEO and Founder, DuoGuo

Jonathan Serbin serves as Chief Executive Officer of DUO GUO. Prior to the formation of the Company, Mr. Serbin was Chief Financial Officer and Chief Strategic Officer of EBT Mobile (LSE: EBT), China's leading mobile phone retail chain. As Chief Strategic Officer, Mr. Serbin was a driving force behind the expansion of the company from 50 stores in three cities to over 170 locations throughout China. In his role as CFO, he was responsible for executing a buyout from EBT Mobile's joint venture partners and





overseeing the company's corporate restructuring. Mr. Serbin led a private round of financing and subsequently oversaw EBT's successful listing on the London Stock Exchange. Prior to joining EBT Mobile, Jonathan was President of Sinosure Financial Group, a financial advisory firm focused on China's media and retail sectors. Earlier in his career, Mr. Serbin was an investment banker at Lehman Brothers, focusing on communications, media & entertainment mergers and acquisitions, and was also a corporate attorney at Coudert Brothers, focusing on international corporate finance and mergers & acquisitions in the media sector. Additionally, he was previously Chief Financial Officer of Hana Biosciences (NASDAQ: HNAB), guiding the company from its formation through two rounds of financing, and overseeing the company's successful public listing in the US.

Mr. Serbin holds a B.A. from Washington University, St. Louis, a J.D. from Boston University and an MBA from Columbia University. He was previously Chairman of the Venture Capital Association of the American Chamber of Commerce in Shanghai.

Duo Guo Overview:

Duo Guo owns and operates a leading retail platform for the discovery and download of mobile content and value-added services. With a network of branded stores located in high-traffic retail settings, the company provides a convenient setting for customers to learn about a wide range of mobile products and services, in a fun, interactive environment. Based in Shanghai, the Company has developed partnerships with China's largest retailers and leading global media companies to bring the highest quality games, music, wallpapers mobile applications and ticketing services to Chinese consumers.

