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Phoenix Publishing & Media Inc.

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Headquartered in Nanjing, Jiangsu, Phoenix Publishing and Media Inc. (PPM) is not only a leading enterprise in the publishing and book distribution industry, but also a benchmark enterprise for listed companies in China. In 2016, PPM's revenue totaled over RMB 10.55 billion (\$1.56 billion), with a total profit of over RMB 1.23 billion (\$182.32 million).

On 30th November, 2011, PPM was officially listed on the Shanghai Stock Exchange, with the stock name "Phoenix Media" and the stock code "601928". The IPO of 509 million shares raised RMB 4.479 billion, which is the largest A-share IPO in the media industry. PPM is included in CSI300 Index and SSE180 Constituent Index.

Under the banner of PPM, we have in total 224 wholly-owned subsidiaries and substantial holdings in other companies, and 1,066 sales outlets with a total area of 800,000 square meters. Nine of PPM's leading publishers each focus on subjects such as social sciences and humanities, STM, education, children's books, fine arts, Chinese classics, Chinese literature, foreign literature, and audiovisual publications. Six publishing houses are ranked among China's Top 100 Publishing Houses. We are proud to have published many representative works by such distinguished scholars and writers as



Zhang Daoyi, Feng Jicai, Qian Chengdan, Bi Feiyu, Su Tong, Cao Wenxuan, Bei Dao, Gu Cheng, Han Dong, Liu Cixin, Ge Fei, Chi Li, etc.

As the controlling shareholder of the listed Phoenix Publishing and Media Inc., Phoenix Publishing and Media Group (PPMG) is China's largest all-round publishing group. Engaged in the fields of publishing, printing, distribution and logistics, film and television, hotels, cultural real estate, financial investment, artwork management, and cultural trade, the group reached a total of operation revenue of RMB 23 billion (\$3.41 billion) in 2016.

Phoenix Publishing and Media Group has four listed companies under its umbrella, with PPM as a most representative company in the cultural and media sector. The group was selected as “a leader in the national cultural system reform” in 2012. It has been among China's Top 30 Cultural Enterprises for nine consecutive years, and ranked 6th among the World's Top 50 Publishers in 2015 according to The Global Ranking of the Publishing Industry.

So far, PPMG has set up cooperation relationships with well-known publishing organizations from more than 30 countries and regions in the world, and opened overseas branches in UK, US, Canada, Chile, Australia and Singapore. It is PPMG's objective to develop into a leading innovative cultural company, a strategic investor in the national cultural industry and a giant in the global publishing industry.



Jiangsu People's Publishing Ltd.

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Founded in 1953, Jiangsu People's Publishing is engaged in a wide range of publishing, with social sciences and humanities as its main strengths. Acknowledged as National Top 100 Publisher and Key Cultural Export Enterprise of China, we are dedicated to publishing books with cultural significance and social benefits.

Jiangsu People's Publishing has a rich heritage and many famous titles. Our academic series include Phoenix Library, Oversea Chinese Study, The Classics of Chinese Translation. Some of the highlights of our new offerings include *A General History of Chinese Modern Times* (10 vols), *The Historical Data of Nanjing Massacre* (78 vols), *A General History of Western Philosophy* (8 vols), *The Modernization Process of the World* (10 vols), *A General History of Buddhism in China* (15 vols), and *A General History of Chinese Aesthetics* (8 vols). Many of these titles won national awards. The on-going key projects include Think Tank Publishing Project, Popularized Readings of Humanities and Social Science sponsored by the Ministry of Education, "The Constitutional Laws" series, "A General History of Chinese Philosophy" series, "A General History of Chinese War" series, and "A General History of Important Countries" series.

Over the years, Jiangsu People's Publishing has maintained a close relationship with overseas publishers. Since the 1950s, our publications have been exhibited or published in other languages in over 20 countries, winning several international awards. In the last decade, the publishing house has sold rights to more than 30 overseas counterparts, while purchasing dozens of titles annually. We commit to sustaining the name as a prominent academic publisher in humanity and social science books.



Phoenix Science Press Ltd.

Established in 1978, Phoenix Science Press Ltd. is one of the top STM publishers in China. Currently under Phoenix Science Press there are 2 divisions, 10 publishing centers, 1 wholly-owned subsidiary, and 6 joint ventures. The 2 divisions each focus on medicine and science for young adults. The 10 publishing centers are dedicated to publications about agriculture, rural areas and farmers, science and technology, popular science, elementary education, IT research and development, the Great Wall, canals, digital technology, Guangdong province, as well as picture books. Our annual output of over 3000 publications include more than 2000 new titles and more than 1000 reprint titles. The periodical *For Your Health* first published in 1980 has won a number of national and provincial awards.

Picture books publishing is among our most promising businesses, and has generated scale advantage and gained a strong foothold in the market. The press owns three brands in the sector: “Phoenix Hanzhu”, “Phoenix Hanzhang”, and “Phoenix Lifestyle”. Publications under the three brands cover various lifestyle books available on the market, ranging from traditional Chinese medicine, diet and health care to quality of life, and maternal and child health care. Phoenix Science Press is the only publisher in Jiangsu that is licensed to publish books on diet and health care.

“Phoenix Ifeng Space” focuses on architecture, indoor design, landscape, etc. Its offices are based in Guangzhou, Beijing, and Dalian. “Phoenix Ifeng Space” has developed cooperation with many influential professional institutes, with titles published in various language versions.

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Founded in 1984, Phoenix Education Publishing Ltd. is among National Top 100 Publishers. The hallmark of our publishing is high quality educational publications and products. We are dedicated to provide comprehensive education service for lifelong learning.

To date, four major sections have been established: textbooks, learning aids, teaching aids, and academic works. Twelve categories of our textbooks are now in use for over 2,000 pioneer projects in 29 provinces across China. In addition, the related training programs and digital products are emerging as a new force. As for periodicals, we own a number of national brands, such as *New Writings from Students*, *The Education Horizon*, *Times English*, *Times Learning*, *Gateway to College*, *Research and Review on Education*, which are well received among both students and teachers.

Through innovation in content production, operational mechanisms and technological management, Phoenix Education Publishing has continued to publish excellent books and establish book brands. Our main business focuses on the research and development of textbooks and reference books for primary and secondary schools. Also, we aim to realize the digitalization of resources in educational publishing. To comprehensively transform and upgrade educational publishing, we are expanding our presence in preschool education, higher education, social education, art education and educational newspapers and magazines.



Phoenix Juvenile and Children's Publishing Ltd.

Phoenix Juvenile and Children's Publishing Ltd. is a National Top 100 Publisher and a professional publisher for children and juveniles. Our publications, ranging from children's literature, cartoon and comics, books for beginning readers, popular science, to children's education, are very well regarded among readers, and have won various top-level national awards. Our musical and art textbooks are in wide use, and the periodicals, such as *Oriental Babies*, *Oriental Kids*, *Children's Stories Pictorial*, *Juvenile Literature*, *Learn by Fun* and *Kids 100*, are favorites of children throughout China.

Our high quality book designs and decorations have attracted publishers from all over the world. We have sold rights of more than 800 titles to European, American and Southeast Asia countries, and have been honored as The Outstanding Rights Export Publishers of China.

Phoenix Juvenile and Children's Publishing has introduced many famous Chinese children's literature writers to the world, such as Cao Wenxuan, Huang Beijia, Jin Bo, and Cheng Wei. Rights of Cao Wenxuan's *Bronze and Sunflower* has been purchased by publishers from 13 countries. Its English edition published by Walker Books in UK was the winner of English Pen Award, as well as Marsh Award for Children's Literature in Translation. As such, Phoenix Juvenile and Children's Publishing has become a prime platform for the global promotion of Cao's works.

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Phoenix Fine Arts Publishing Ltd. is committed to the publishing of traditional Chinese art, folk art and modern art. Publications of the company range from painting albums, art theory, painting techniques and designing to children's books. Our titles have won various top-level national and international awards, including Best Book Design from all over the World, Government Award of Chinese Publishing, and Chinese Best Publications Award.

The hallmark of our publishing is that we have combined many of the Chinese traditional arts with contemporary design and fine production. The well-received Ancient China series and the Dunhuang series enjoy international reputation. *Music and Dance in Dunhuang Fresco* won Beauty of Books in China 2014 and Red Dot Design Award 2015. The design of *Pleasure of Learning* won Bronze Medal of 2016 Best Book Design from all over the World, HKDA Global Design Awards 2016, and Red Dot Award 2016. Our flagship periodical of art, *Fine Art Monthly*, is also a representative work.

In the recent years, Phoenix Fine Arts Publishing has maintained a close relationship with many foreign publishers. Our highlight publications, including children's arts, ancient architectural art, folk art, have been sold rights to many countries and are favored by overseas readers.



Phoenix Books Ltd.

Phoenix Books Ltd. commits itself on the preservation of knowledge and the promotion of Chinese culture. Professionally oriented, we have focused on the collation of ancient books, historical documents, social archives, academic research, and indigenous culture. Our titles, such as *Quan Yuan Wen*, *Ce Fu Yuan Gui (Revised Version)*, *The Complete Works of Zhao Yi*, and *The Song Dynasty Literary Annals*, have proven to be professional and academically influential both by the academic circles and the market. Our books have won many national awards including the biggest prize Government Award of Chinese Publishing, and more than 30 titles are selected to be national publishing projects. Periodicals include *Common Sense in Classical Literature* and *The Chinese Classics and Culture*.

Phoenix Books aims not only at carrying on this inheritance and promoting it through specialized publishing, but also combining it with general publishing, so as to make a wider contribution to the appreciation of Chinese culture.

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Phoenix Literature & Art Publishing Ltd. commits itself on the publishing of Chinese literature and humanities. Being one of the most renowned literary publishers in China, Phoenix Literature Publishing has won extensive readership not only in Chinese mainland, Hong Kong and Taiwan regions, but also among overseas Chinese.

Our books span a range of genres: novels, literary non-fiction, writers' anthologies, biographies, romantic fiction, essay collections, poems, works on popular culture, photography and art, comics and cartoons, etc. With a competitive business scale and unique brand features, we have become one of the strongest players in the target market in China. Our books have been honored with many awards for the outstanding quality, including Best Book Design from all over the World, Beauty of Books in China, the National Publishing Award by the Chinese Government (the highest award for publishing in China), and the Chinese Outstanding Publications Award. For the last four years, our publications have been included in the "Outstanding Books in China" list selected by China Central Television and the China Book Review Society.

We are privileged to have worked with many famous Chinese authors and have introduced their works to the world. The Thai version of the novel *Her City* written by Chi Li was translated by Princess Sirindhorn. The autobiography of the movie star Jackie Chan has been translated into various languages such as Japanese, Korean, Vietnamese, Thai, and Russian. The novel *Snuggling* written by Ding Jie has won the Asian Youth Literature Prize, and has been translated into Korean and English.



Yilin Press Ltd.

Founded in 1988, Yilin Press is one of the most important professional translation publishers in China, ranking the first among China's literature and art publishers in terms of overall scale. We publish translations of foreign literature and social sciences, as well as foreign language translations of Chinese culture and literature. Publishing over 1000 titles every year and having achieved an annual sales volume of RMB 560 million (over \$ 85 million), we have strong influence in foreign literature market, excellent brand image, and favorable reputation among readers.

Yilin has published more than 400 titles of world classics and maintains its 1st ranking with a market share of 40%. In addition to classic works, Yilin Press leads the trend of introducing and translating contemporary foreign literature masters, such as Salinger, Italo Calvino, Solzhenitsyn, Alice Monroe, Doris Lessing, Philip Roth, Don DeLillo, Thomas Pynchon, Amos Oz, Raymond Carver, and Julian Barnes. *Ulysses*, *A la recherche du temps perdu*, and *Gravity's Rainbow* have won national translation awards for several times, and *The House on Mango Street*, *The Reader*, *Silence of the Lambs*, *Life of Pi* and *To Kill a Mockingbird* have become bestsellers.

We are also committed to disseminating Chinese culture and literature abroad. Yilin has sold rights to Simon & Schuster, Inc., Springer, HarperCollins, and publishers in Korea, Turkey, Japan, Egypt, etc. Yilin Press holds rights to three categories of books, namely literature by famous Chinese contemporary writers such as YU Hua and SU Tong, books introducing Chinese culture such as *Symbols of China*, and social scientific titles on China's social and economic development.

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Phoenix Media Publishing is one of the earliest publishers in China focusing on electronic publishing, audio-visual publishing, and the development and operation of digital online publishing. With advanced equipment and highly qualified editors, it is also one of the few publishers who have licenses of audio-visual product publishing, electronic publications, online publishing, as well as “book with disc” publishing.

Phoenix Media Publishing strives to bring high quality publications with distinctive features. We have completed more than 50 national key publishing projects, and have been awarded as National Leading Cultural Export Publisher and Top Organization for Key National Publishing Projects. Our publications have been selected to participate in the Prix Mobyg International des Multimédias for seven times, exhibiting the best quality of Chinese digital publications, among which *Grand Chinese Calligraphy Canon* has won the Education-boosting Award, and *Nanjing Yunjin of China* has won the Arts and Science Award.

The Beauty of One Hundred Famous Villages, Charming Traditional Chinese Medicine, Great Wall: Stories of China and some other products have won us over 30 national awards including Government Award of Chinese Publishing and Outstanding Publication Awards of China. *Learning Chinese from Cartoons, Moment of Happiness, and Yangzhou Storytelling of the Rogue Pi Wu* have received the National Publishing Fund. *National Memorial Day—Indelible Memory* has been selected as “Key Publication for the 70th Anniversary of the World Anti-Fascist War”. Book projects such as *Propriety* and *Classics of Outstanding Traditional Chinese Culture* have been included in the national-level “key serial publications” list.

Beijing Fonghong Media Ltd.



With an enthusiastic team of professional editors, Beijing Fonghong Media Ltd. has been engaged in publishing sectors such as life and leisure, social sciences, and literature. We have published a wide range of bestsellers including *Professor Liu Xinwu Unlocks the Dreams of the Red Chamber*, Zhou Guoping's literature work, Pan Shiyi's autobiography, works of Nobel Prize winner Herta Müller; Jackie Chan's autobiography, American literary master Norman Mailer's nine works, and Ian Rankin's works. The rights of Jackie Chan's autobiography have been sold to seven countries.

From our abundant and qualified rights of authors of literary works, to more creations with intellectual property rights, Beijing Fonghong Media is expanding business into the planning, producing, promotion and distribution of film, TV series, web series, and stage plays. Our works *Under the Hawthorn Tree*, *Fleet of Time*, *The Identity of Father*, and *Evil Minds* enjoy high reputation in the industry.

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Hachette-Phoenix Cultural Development (Beijing) Co., Ltd.

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Hachette-Phoenix Cultural Development (Beijing) Co., Ltd. has its business focused on cultural consultancy, and book publishing and distribution. It is a joint venture founded by China's leading publisher Phoenix Publishing & Media Group and the French publishing giant Hachette Livre.

As a quality service provider to China's mass-market book industry, Hachette Phoenix is devoted to providing best books to Chinese and oversea readers with great social sense of responsibility, aiming to find and share the beauty of the world. Our key working partners include Disney, DreamWorks, Pizza Hut, Citic Publishing Proup, Changjiang Children's Press LTD. etc. By publishing *Finding Winnie*, *Beekle*, *SIMPLISSIME* series and other best sellers, Hachette Phoenix shows extraordinary talents in cross-marketing as well.

As a platform bridging the Chinese and international publishing industries, we are committed to drive the development of publishing both inside and outside of China, by bringing in excellent international publishing resources and by promoting quality Chinese books to the international market through our extensive global sales network.

Phoenix Vocational Education Books Ltd.



Founded in September 2010, Phoenix Vocational Education Books is a professional publisher specializing in the research and publication of digital education materials and textbooks used by secondary and higher vocational schools, and has become a renowned operator and supplier in the sector.

As one of China's largest publishers of vocational education, we publish textbooks on the subjects of Chinese, math, English, fundamentals of computing, and career planning. Other publications include nearly 1,000 professional education textbooks covering 18 categories such as mechanical engineering, numerical control, electronics, electrical engineering, auto repair, architecture, and nursing. In total, 205 titles have been accredited by the government as national standard textbooks.

Phoenix Onesoft Ltd., the stock-holding subsidiary of Phoenix Vocational Education Books, is the only partner of the Central Institute for Vocational and Technical Education, Ministry of Education of China. The company is also a technology-platform supplier for National Vocational School Information Teaching Competition.

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Phoenix-Power Cultural Development Ltd. is a joint venture by Yilin Press and Beijing Pengfeiyili Book Company. Founded in March 2011, the company is currently involved in book publishing and distribution.

We publishes more than 100 new titles annually, covering ranges such as masterpieces of renowned authors, interviews of cultural celebrities, education, health, food and nutrition, and self-improvement. Phoenix-Power is dedicated to building a nationwide publishing platform in literature and humanities.

BELENCRE, subordinate to Phoenix-Power, is a brand of chained bookstores. In the past 6 years, 19 BELENCREs provide comfortable places and services for modern consumers being relaxed and mind-refreshing. Our readers can not only find well-selected books here, but also video and audio discs, gifts, creative cultural products and healthy cuisine. Also, we often hold different kinds of saloons, presentations, lectures related to books, and other cultural activities.



Phoenix Legend Films Ltd.

Founded in 2010, Phoenix Legend Films manages the investment, production and distribution of films and TV series. It has offices in Beijing, Shanghai, and Nanjing.

The company has invested and produced some well-received TV series such as urban romance drama *Two Families*, myth idol drama *The Classic of Mountains and Seas*, and urban comedy *I Am Not a Legend*. These TV dramas have been screened on the prime time in provincial satellite channels and CCTV, and have made positive impact nationwide. *The Bride with White Hair* has broken the record of weekly drama (total online click rate over 5 billion) and won many awards.

In the meantime, Phoenix Legend Films has marched into film market with 3D blockbuster *Switch* (300 million box office), romance movie *Begin Again* and *Follow You*, Hollywood movie *Hacksaw Ridge* (400 million box office). New films under production include cultural epic *The Peach Blossom Fan*, romance movie *Sahara*, adapted from the life of famous writer Echo, etc.

The company keeps on exploring local writers and film & television resources. With advantages of IPRs, we strive to extend the publishing industrial chain, and to present more outstanding works to the audience.

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Phoenix International Publications Inc. (PIP), headquartered in Chicago, is one of North America's leading publishers of children's interactive sound books. With subsidiaries in UK, Australia, Germany, France and Mexico, PIP has extended its business to over 20 countries and regions. As one of the world's largest children's publishers, PIP produces more than 23 million books annually with sales revenue of US\$ 110 million.

PIP was formerly known as Publications International (PIL), a private publishing company founded by Mr. Louis Weber in 1967. In 2014, Phoenix Publishing & Media Inc. acquired all of PIL's children's assets for US\$ 80 million. The purchase not only gives Phoenix top cartoon licenses and global sales networks, but also a strategic platform that covers the entire North America region.

Being the leading producer of children's electronic books, PIP has partnerships with many licensors, including Disney, DreamWorks, Sesame Workshop, and Warner Bros. PIP's Story Reader and Look & Find brands have earned many industry awards. PIP's products can be found everywhere in Walmart, Costco, Barnes & Noble, Toys R Us and other online and offline stores, dominating the market.

Xanadu Publishing Ltd.



Incorporated in 2013, Xanadu Publishing is a subsidiary wholly owned by Phoenix Publishing & Media's first overseas entity, PPM International (London) Ltd. The company is in the business of book editing and printing, marketing and distribution, digital publishing, and rights trading. Our highlight series include "Symbols of Jiangsu", "A User's Guide to Chinese Culture", "Wow China", and "Selected Works of Chinese Culture". We also publish one literary magazine, *Chinese Arts and Letters* and one academic magazine, *Language and Cognitive Science*.

PPM International (London) Ltd., founded in 2012, focuses on publishing and distribution, cultural exchange, creative printing, business tourism, and cultural trade. Our mission is to build bridges between China and the UK and promote Chinese culture in the UK. It has set up a business branch by River Thames, the House of Phoenix, now a creative space for reading, cultural exchange and arts exhibition, as well as an external communication platform for Phoenix Media and Jiangsu Province.

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Founded in 2014, Xanadu Publishing (Australia) Ltd., a subsidiary of PPM International (Australia) Ltd., specializes in publishing, rights licensing business, marketing and distribution. Xanadu Publishing (Australia) is committed to become a bridge between China and Australia in the fields of culture, economy and education. *Jiangsu in 112 Symbols* published in 2015 selects the most representative and symbolic Jiangsu special cultural resources, and displays Jiangsu's splendid culture with pictures and literature explaining the profound in simple language. We are also planning to introduce quality books and textbooks for elementary education to Australia.

PPM International (Australia) Ltd. is Phoenix Media's third overseas branch after UK and US. The company owns two brands: Xanadu Publishing Australia and Phoenix Cloud Valley. Our mission is to promote the cooperation between China and Australia on publication, culture, art, education, media, and investment. We successively undertook Australian visit of APEC China Business Council, produced the first episode in *Australian, World of the Chinese* with cooperation from Zhejiang TV Station, and held the first Contest of Chinese and Australian Family Picture Books. At present, the company is engaged in organizing educational activities for children in China and Australia, as well as building platforms for government-enterprise communication in the field of art and design. We also made some achievements in the trade of arts and cultural craftworks.

Jiangsu Xinhua Distribution Group



Jiangsu Xinhua Distribution Group is comprised of PPM's former distribution department, Xinhua Distribution Ltd., Xinhua Logistics Ltd., Hainan Phoenix Xinhua Publishing LLC, and all Xinhua Bookstores in Jiangsu. It is engaged in the business of books, periodicals, audiovisual and digital products, as well as storage and logistics, and import and export trade.

Based in Jiangsu and Hainan, the distribution group is proud to boast both a strong national platform and an international business network. It has more than 1,000 branches across the country with a total area of 800,000 square meters, ranking first among the domestic distribution industry.

In terms of book logistics, the company is also dominant with a total network space of 200,000 square meters, which has been honored as a landmark project in Chinese publishing industry. It also hosted important publishing related events such as Jiangsu Book Fair, Nanjing Library Collection Trade Fair, and the educational equipment exhibition.

The group has been leading the industry for the past 25 years. In 2016, it sold 14.8 billion yuan (\$2.2 billion) worth of books and achieved an operation revenue of 11.8 billion yuan, with profits hitting 900 million yuan. The group ranked 392nd among the China's Top 1,000 Groups in 2006, and ranked 172nd among the China's Top 500 Service Companies in 2008, outperforming all distribution companies in the country.

With the goal of developing China's leading network in the modern book industry, the group will strive to create a new cultural and educational service that integrates online and offline business in the distribution industry.

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Jiangsu New Trade Import & Export Corp. is one of the key enterprises under Phoenix Publishing & Media Group. Our business covers importing and exporting domestic and overseas publications, organizing international cultural communication activities and overseas book fairs, and importing and exporting other commodities.

Established in 1988, the company is one of the very few trade companies licensed by the Ministry of Foreign Trade and Economic Cooperation in press and publishing industry. We aim to promote cultural communications and commercial interactions between Jiangsu and overseas publishers by organizing Jiangsu Book Fairs in United States, Canada, Australia, Japan, Spain, Malaysia, etc. and taking local publications to participate in Hong Kong Book Fair and Cross-Strait Book Fair.

The company's scope of business in international trade includes books, journals, newspapers, audiovisual products, electronic readings, arts and crafts works, paper pulp, textile and light industrial products, with mechanical and electronic products, agricultural products, general merchandise, stationery as its sideline, with considerable experience from its long-term practices in import and export.

Phoenix Xinhua Printing Ltd.



Phoenix Xinhua Printing Ltd. is a subsidiary of Phoenix Publishing and Media Inc. The company branched 10 subsidiaries of independent legal entities, 5 unincorporated branches, 1 environmental-friendly printing lab, 1 digital image research and production center, and also set up offices and printing factories in UK, Australia, and Namibia. The business now is diversified into the following eight areas: books and newspapers printing, commercial packaging printing, financial bills printing, digital asset management, Cloud platform service, creative industry development, green testing certification, and global culture exchange. With a yearly output of 300 million books, the company becomes one of the largest study materials printing enterprises in China.

Phoenix Xinhua Printing has been awarded with such reputed titles as “National Demonstration Printing Enterprise”, “AAA Credit Enterprise in Printing industry in China”, “China Best Employer Award in Printing Industry”, “Top 100 Enterprises in Chinese Printing” and “National High-tech Enterprise”. At the same time, the company is the appointed supplier for 6 agencies of United Nations.

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Phoenix Education Development Ltd.

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Phoenix Education Development is PPMG's service center for textbooks and teaching aids. We are dedicated to providing marketing and other services for educational publications. Phoenix Education Development is responsible for all sales-related services for PPMG textbooks and learning and teaching materials, which are produced to national standards for primary and middle schools all of China excluding Jiangsu province.

The professional team for marketing and other services, together with the textbook training team, consists of textbook researchers, textbook writers and teaching experts. We optimize the impact of the publications and on-line educational resources of PPMG by providing systematic and quality information and support to teachers and students in the use of PPMG publications. Currently 24 textbooks represented by Phoenix Education Development are widely used by more than 40 million students annually in 28 provinces and regions in China. The market share and total sales of PPMG textbooks, with a total sales volume of nearly 100 million, are among the most pre-eminent in the country.



Phoenix Digital Media Ltd.

Phoenix Digital Media, established in 2008, is a wholly-owned subsidiary of Phoenix Publishing & Media Inc. The company is in charge of PPM's digitalization strategy, digital publications, and new media services. We support the digital publishing transformation of other subsidiaries under PPM, and, on behalf of PPM, we conduct cooperation and investment to expand our digital business.

Nearly 100 expert staffs in the company cover positions such as professional managers, digital content editors, and software and hardware technicians. Phoenix Digital Media holds 6 professional digital publishing enterprises employing around 1500 people.

Equipped with the most advanced systems and hardware, Phoenix Digital Media can provide quality and efficient service such as Internet service, technology improvement, and digital content editing and publication. The company holds the Internet Culture Operation License and Internet Publishing License, qualified as National Hi-tech Enterprise and "Double-software Enterprise". With CMMI3 (software development maturity), ISO9001 and ISO27001 certifications, the company is listed to be the first group of enterprises with the title "Jiangsu Key Cultural/Science and Technology Enterprises".

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Phoenix Cultural Mall

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Phoenix Cultural Mall, launched by the Chinese cultural industrial giant Phoenix Publishing and Media Inc., is a one-stop “cultural consumption platform”. Focusing on cultural experience, it is a commercial complex featuring various business types including entertainment, educational training, art collection, cinemas, fitness clubs, retailing, exhibitions, restaurants, hotels and offices.

Since proposing the concept of “Culture Mall” in 2008, Phoenix Media has gradually formed a new business model through rigid analysis and scientific research. So far, Phoenix Media has initiated 15 Culture Mall projects across the country, mainly in the developed Eastern region of China. By the end of June 2016, Phoenix Media had invested roughly 9 billion yuan (\$1.3 billion) across the 15 projects, which cover a total floor space of more than 1 million square meters.

Among the 15 projects, the malls in three Jiangsu cities, Suzhou, Jiangyan district of Taizhou, and Nantong, have already begun operations. The other projects in Jiangsu are under the preparatory stage or under construction.