

EVALUATE NEWSLETTER

July 2017

Welcome to Evaluate's Newsletter for July 2017!

This free quarterly newsletter talks about our recent coverage on HK-based Sun Hung Kai & Co. [86_HK]; online dissemination of research transforming the investment industry; distribution of our reports on various platforms and their readership; and Evaluate's value proposition as compared to other research providers.

New Coverage on HK-based Sun Hung Kai & Co. [86_HK]:

We have recently initiated coverage of the largest licensed money lender in Hong Kong, Sun Hung Kai & Co. [86_HK], which has a focus on Greater China and specializes in Consumer Finance and Investment Management. The company has a solid track record of growth and has consistently recorded profits and paid dividends every year over the last 30 years.

We have met their management at their Hong Kong headquarters and also had several one-on-one calls with them before publishing our Initiation Report. Our Initiation Report is a detailed 39-page analysis of the company's growth opportunities, catalysts, risks, competitive positioning, etc. with complete 5-year forecasts of their financial statements and a specific price target. Please see the report on our website for your reference.

After a setback in 2015 due to the economic downturn in China, the company has taken concrete measures and is now poised for strong growth and recovery in China. We believe that Sun Hung Kai & Co., with its established network of branches and a long history, has a tremendous potential to develop into one of the top players in the Chinese consumer finance market.

We believe our report on Sun Hung Kai & Co. will add value to both the company as well as the entire investment community, and help the company to achieve greater investor interest, a more fair stock price and have more access to the capital markets.

Online Dissemination of Research Transforming the Investment Industry

Historically, most investment research has been produced by investment banks and the broader problem has been that most research is targeted to institutional investors and not retail investors. The online distribution is transforming research to a different level and is putting better research analysis within easy reach of all types of investors. Wider and faster distribution thanks to trusted online consumption on various platforms is beneficial to the entire investment community, companies as well as investors.

Distribution of Our Reports on Various Platforms and Their Readership:

All our reports are disseminated free of cost to all kinds of investors and without any restricted access on various platforms, which helps companies under our coverage to reach out to a wide base of investors globally. Our reports are available on:

1] Bloomberg, Thomson Reuters, FactSet:

Our reports are available on these three major platforms, which are the foremost information providers to large institutions and asset managers. As per their monthly readership reports sent to us, all our reports are being accessed by institutional investors from Australia, US, UK, Hong Kong, Singapore, China, India etc.

2] Investor forums like Smart Karma – Singapore, HK; Harvest Exchange – US; Research Bytes – India:

All these investor forums are accessed by both institutional as well as retail investors for taking efficient investment decisions. Our reports on these platforms help companies to explain their investment thesis and to attract greater investor interest.

3] Our Website [www.evaluateresearch.com]:

All our reports are readily available on our website free of cost to all viewers. The reports on our website have increasingly seen a rise in the number of downloads as well as the number of subscribers for all our reports.

This kind of wide distribution helps investors from different parts of the world to make informed decisions in order to achieve their investment goals.

Evaluate's Value Proposition As Compared To Other Research Providers:

Our edge as compared to other research providers:

1] High quality and depth of our research: Our research work is not outsourced and we have dedicated analysts for all of our stocks, which help maintain the quality of our reports.

2] Global distribution: As mentioned above, our wide distribution helps companies to reach out to all kinds of investors globally.

3] Free unrestricted access to our reports: Whereas reports from sell-side brokerage firms can only be accessed by their select client base, all our reports have unrestricted access and are free of cost to all investors.

4] Nominal Fees: Our charges are only about 40% of the fees that other issuer paid firms in the US, UK and elsewhere are charging.