

## IMS Successfully Landed on A-Share Market

IMS, the largest social media marketing company in China, has successfully completed its backdoor listing on the Shanghai Stock Exchange

On December 30<sup>th</sup>, 2019, Beijing InMyShow Technology Co., Ltd. (“IMS” or the “Company”), a portfolio company of a RMB Private Equity Fund managed by Morgan Stanley (which fund is referred to below as “Morgan Stanley”), was listed on Shanghai Stock Exchange (SHSE: 600556), becoming the 4<sup>th</sup> portfolio company of Morgan Stanley that went public.

Founded in 2009, IMS is a big-data based, technology driven social media marketing services provider. It offers advertisers intellectualized social media marketing solutions by content driven and we-media big data analysis to achieve precise matching between products and consumers. IMS helps advertisers acquire customers at a lower cost and fuel revenue growth through word-of-mouth, and assists social media industry participants to achieve an efficient value creation approach at the same time.

The market size of China online advertising reached RMB 484bn in 2018 and is expected to reach a trillion in 2021. The fan economy accelerates the rapid development of social media, short video streaming, and e-commerce advertising markets. China social media advertising market reached RMB 51bn in 2018 and is expected to grow to over RMB 120bn in 2021. Following the booming of content and Key Opinion Leaders (“KOL”) marketing, social media advertising becomes the best choice of digital advertising in China, along with the decentralized trend of information flow, purchase behaviors as well as brand-side resources. Compared to traditional advertising, KOL marketing as an emerging media channel can effectively reach out to target consumers with high recognition. The transformation to content and KOL marketing in e-commerce platform has changed advertising on e-commerce platforms and will benefit its long term development, driven by the rising interactions between KOLs and fans, which become an important method for brands to grasp consumers. As a big-data based leader in social media marketing industry, IMS has a deep coverage of all major social media platforms, including feeds, short video streaming and other mainstream platforms, and will benefit from the prosperity of the industry and structural upgrade.

With the extensive experiences and track record of social media marketing, IMS has accumulated a great number of customers and media resources, it has also gained and generated plenty of multi-dimensional media data when serving clients, which provides IMS with rich experience to have a profound understanding of the industry. Currently IMS serves more than 1 million high-quality KOL, over 200 influencer agents, more than 500 Key Accounts, and 80 thousand SMEs. In 2018, the company generated a total revenue of RMB 1.2bn, representing a YoY growth of 66.9%. The net profit attributable to shareholders of the company was RMB 160mm, representing a YoY growth of 56.4%.

Mr. Li Meng, the Chairman and CEO of IMS, said that “The successful backdoor listing on Shanghai Stock Exchange is a milestone for IMS, which forms a strong capital support to the company to further develop its KOL matchmaking platform. We truly appreciate Morgan Stanley as the most important strategic partner of IMS for their dedication and comprehensive value-added services offering, including strategies, capital markets and business cooperation with top-notch standard. In the future, IMS will continuously empower both KOLs and advertisers, cultivate millions of we-media practitioners in China to achieve their goals and provide precise marketing solutions to advertisers. We will realize our mission -- marketing can be easy”.

Mr. Alex Zhou, the Managing Director of Morgan Stanley Private Equity department, said, “Morgan Stanley hopes to continuously keep a close strategic partnership with IMS by leveraging our Global networks and resources to support the Company’s expansion strategy in future to integrate China social media advertising market, empower emerging brands and make IMS the leading social marketing enterprise in China and the world”.