

**RUDOLF SCHARPING STRATEGY CONSULTING
COMMUNICATION AG**



About RSBK



Chairman: Rudolf Scharping

Rudolf Scharping Strategy Consulting Communication AG (RSBK AG) was founded in 2003 in Frankfurt. In 2012, Rudolf Scharping Consulting (Beijing) Co., Ltd. was founded in Beijing, where it operates as an independent company within RSBK Group.

The company's chairman, Mr. Rudolf Scharping, was Federal Minister of Defense, Chairman of the SPD parliamentary group in the German Bundestag and Prime Minister of Rhineland-Palatinate.

Since its foundation, RSBK has striven to provide comprehensive and professional consulting services for governments and companies, as well as academic and scientific research institutions. RSBK works with established partners to pool competencies and to achieve the greatest benefit for companies and institutions.

Among other things, RSBK advises customers in the fields of automotive, mechanical engineering, chemistry, medicine and health, food and cosmetics, energy and environmental protection, trade and logistics, law and finance, artificial intelligence, internet and big data, professional training and further education, sports and culture as well as urban planning and business park design.

So far, RSBK has completed a large number of different consulting projects and has thus achieved significant added value for its customers.



RSBK competencies

(1) Strategy development

RSBK supports customers in the development and implementation of their business strategy and, together with partners, develops concepts that focus on success and economically sustainable results.

RSBK develops strategies with its customers to successfully compete nationally and internationally. In this regard, RSBK also advises on questions of market entry and works closely with Chinese and German companies, as well as municipalities.



(2) Business development

RSBK advises German and Chinese companies on all questions regarding their cooperation. RSBK prepares and accompanies business conversations, assists contract negotiations and mediates, if necessary, in cases of conflict. RSBK's services also include researching the background of companies with regard to ownership structure and balance sheet as well as the analysis of regulatory requirements. RSBK assists its customers in successfully realizing individual cooperation requests (joint venture, M&A transactions, technology transfer, etc.).

(3) Communication

RSBK organizes economic and political visits between Germany and China. RSBK assists in identifying new contacts and cooperation partners. RSBK launches initiatives, founds cooperations and brings high-level contacts into goal-oriented conversations.

(4) Analyses and market studies

RSBK informs its customers of current developments in China with regard to the regulatory framework, key macroeconomic data and developments in key areas such as mobility, health and digitalization. Upon request, RSBK also carries out business and product-related market analyses, offers subject-related news screenings for English and Chinese-language media and, based on this, advises on strategic issues.

(5) Events

RSBK develops and organizes high-quality events according to the needs and interests of its customers. RSBK advises on concepts and guarantees highest quality organization. With its events, RSBK creates platforms for the exchange between decision-makers from business, science and politics. All formats are characterized by exclusivity, top-class impulses and a selected group of participants.

Further services

(1) Urban development

RSBK advises German and Chinese municipalities on the entire spectrum of urban development, from medical infrastructure and vocational training to environmental protection and resource and energy efficiency. To offer the best service, RSBK is supported by partners such as architecture offices, planning bureaus, scientific institutions, law firms and others.

In addition, RSBK assists German cities and regions in promotion affairs in China and increasing their reputation.



(2) Strategy consulting public sector

RSBK helps companies to better understand the public sector in Germany with regard to its structure and decision-making processes. Advice is given on issues at local, regional and federal level by offering solutions and services tailored to customers' needs.

(3) Delegations

RSBK supports customers in searching, identifying and initiating new contacts with German and Chinese companies, as well as institutions. An important component is management-level personal exchange in an international environment. RSBK organizes and accompanies delegation visits between Germany and China with the aim of opening up specific market opportunities for its customers.

(4) Trade fairs

Trade fairs play an important role in bilateral business. RSBK supports its customers in establishing contacts with German and Chinese trade fair exhibitors and decision-makers.





Project selection



1. Xuchang City, Henan Province

RSBK advises the city of Xuchang in the areas of regional cooperation, vocational training, health, technology transfer, environmental protection and waste management. RSBK communicates with relevant partners and supports business negotiations.



(1) Regional cooperation

Partners: Regionalmanagement Mittelhessen GmbH + Wirtschaftsförderung Lahn-Dill-Kreis + Xuchang Municipal Government

RSBK initiated the contact between the city of Xuchang and the Hessian Lahn-Dill district and has been involved in the expansion of the relationship since then. Organized by RSBK, bilateral visits to local authorities, companies and universities have been taking place regularly since 2016. Cooperation centers around areas such as vocational training, waste management and sports.

(2) Establishment of a diabetes treatment center

Partners: German health management company + local hospitals

Coordinated by RSBK, a German health management company agreed with hospitals from Xuchang to found a diabetes treatment center and to cooperate in the fields of medical technology and product sales.

(3) German-Chinese center for technology transfer

Partners: Steinbeis Center of Management and Technology + Henan Senior Electric Co., Ltd.

Founded with the help of RSBK, the center supports the technological development and transformation of small and medium-sized companies in and around Xuchang. It also promotes the establishment of cross-school cooperation in the field of vocational education between Xuchang University, Xuchang Vocational and Technical College and Darmstadt University of Applied Sciences.

(4) Optimization of urban buildings

Partners: German planning and design company + City of Xuchang

To optimize urban buildings, RSBK successfully established contact with a German planning and design company. German-Chinese cooperation talks included the conceptual planning of an ecological industrial park in Xuchang (urban and ecosystem development).

2. Jieyang City, Guangdong Province

In the context of the "Sino-German Eco Metal City" project of Jieyang City, RSBK initiated a number of collaborations with German partners.

(1) Feasibility study on semi-central wastewater treatment

Partners: IWAR Institute of the Technical University Darmstadt + Kocks Consult GmbH + Tongji Architectural Design (Group) Co., Ltd.

To implement the German concept of semi-central wastewater treatment, RSBK assisted a German-Chinese project consortium in the creation of a feasibility study.

(2) Foundation of the German-Chinese Institute for Technology Transformation

Partners: Fraunhofer Institute for Production Systems and Design Technology (IPK) + Association of Metal Companies in Jieyang City

With the help of RSBK, Fraunhofer IPK and the Association of Metal Enterprises in the city of Jieyang entered into a framework agreement for cooperation and the establishment of a German-Chinese institute for technology transformation.





3. Establishment of a private mother-child clinic in Shanghai

Partners: Topchoice Medical Investment Co., Ltd. + Charité, University Hospital Berlin + Tongji University Shanghai

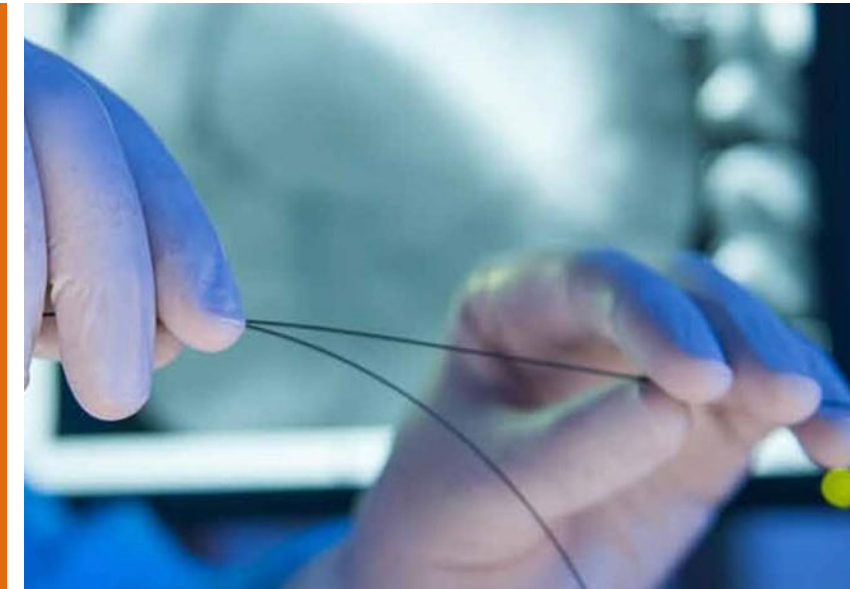
In cooperation with Charité Berlin and Tongji University Shanghai, RSBK assisted Hangzhou Topchoice Group in setting up Charité Shanghai Cunji Hospital. The project included cooperation in the areas of branding, planning, design, management and medical resources. RSBK established contacts with university hospitals, planning and construction companies as well as equipment suppliers, and prepared the cooperation agreement. In addition, RSBK promoted bilateral exchange in the areas of medical specialist training, technical equipment in Chinese hospitals, the establishment of specialist clinics and the implementation of telemedicine.



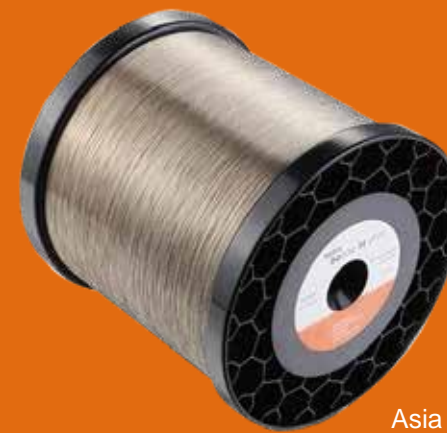
4. M&A in the precision wire industry

Partners: Ningbo Powerway Group + Berkenhoff GmbH

Berkenhoff is a German market leader in manufacturing precision wires. The company offers single-source production processes, involving casting, rolling, drawing, annealing and electroplating. RSBK accompanied the M&A transaction with a Chinese market leader, e.g. in providing assistance in shareholder and work council negotiations, from the submission of an offer to company agreements and their conclusion.



Germany



Asia



5. Cooperation on precision medical devices

Partners: Beijing Zhongguancun Medical Transformation Center + Tissot Medical Co., Ltd.

The main business of Tissot Medical, part of the Swiss watch manufacturer Tissot, focuses on the development of medical precision devices. The company's portable tonometer enables precise measurement of intraocular pressure among glaucoma patients.

With the help of RSBK, Tissot Medical was able to successfully contact the Beijing Zhongguancun Medical Transformation Center and obtain research and development funds required for the project, ultimately accelerating market entry.

6. German-Chinese trade

Partners: German and Chinese brands, producers and sales platforms

German brands enjoy a high level of product and quality trust in China and are seen as status symbols. RSBK bundles German quality products - especially from the household sector - under one roof and cooperates with experienced partners for export and logistics. In addition, RSBK advises customers on business development in China (market entry, market analysis, brand development, brand protection) and supports German manufacturers in increasing the level of product awareness, e.g. at Chinese fairs. At the same time, RSBK offers Chinese companies ways to place their products on the European and German markets.



Analyses and market studies



1. Over-the-Counter Medicines and Healthcare Products in China

RSBK conducted an analysis of the Chinese market for imported over-the-counter (OTC) drugs and healthcare products such as food supplements. RSBK examined the economic and regulatory framework as well as possible expansion strategies of German and European companies.



4. Suppliers of hydrogen and fuel cell technologies in China

In addition to electromobility, hydrogen is an important field of future mobility. RSBK analyzed the supplier market for hydrogen-based technologies in China. The analysis focused on questions of how the Chinese market is developing and what opportunities for cooperation exist.

2. The Chinese market for personal luxury goods

RSBK examined the market potential of the Chinese luxury goods market in order to provide starting points for successful sales strategies and target groups. For this purpose, RSBK evaluated market analyses by management consultants and banks.



5. Event-related China briefings

RSBK analyzes current political and economic events in China. Examples of special occasions in the past were the adoption of the 13th five-year plan or the investment law for foreign companies. Accompanying those events, RSBK creates briefings that inform decision-makers about relevant changes and the future direction of Chinese economic policy.



3. Tires, old tires and carbon black

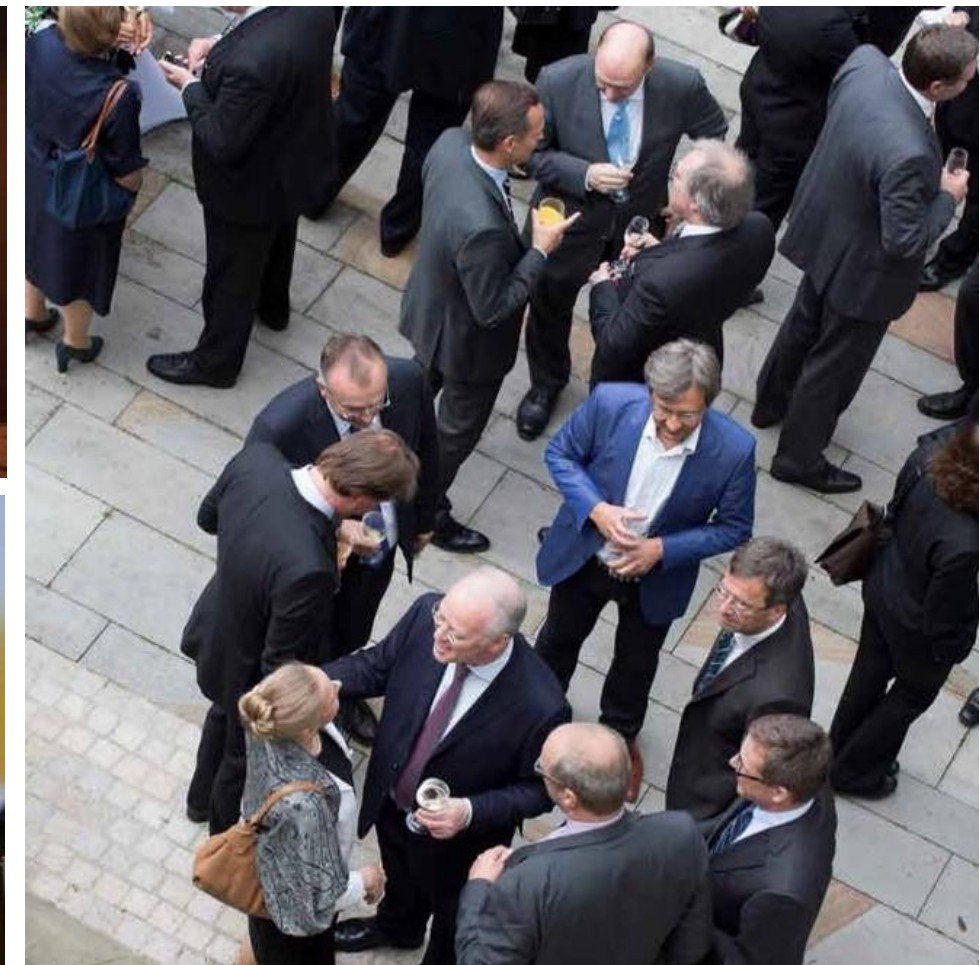
On behalf of a German tire recycling company, RSBK analyzed the Chinese tire market and the potential for tire recycling. In districts of the city of Shanghai, RSBK carried out field studies regarding the recycling routes in the used tire industry. RSBK formulated recommendations regarding the establishment of a functioning supply chain.



6. Battery recycling in China

With the increasing market share of electric vehicles, recovery and recycling of used batteries is becoming increasingly important. RSBK examined the regulatory framework for recycling used batteries in China.

RSBK events



(1) German-Chinese economic conference

RSBK has been organizing the German-Chinese business conference "Belt and Road Initiative" annually since 2014. The conference discusses important topics of German-Chinese cooperation while creating opportunities for networking. Over the years, the conference has become an important forum for German-Chinese communication, which is attended by a large number of top-class guests from politics, business and society, large companies as well as small and medium-sized companies.

(2) China dialogues

Together with its partners, RSBK organizes thematic and event-related China dialogues at regular intervals. In a familiar atmosphere, RSBK offers participants relevant information on important topics within the German-Chinese context - e.g. about new regulations or current development trends. Occasions for such events in the past were e.g. the 40th anniversary of the 2018 reform and opening-up policy or the foreign companies' investment law adopted at the second meeting of the 13th National People's Congress 2019.

(3) Energy Dialogue

What is the course for an energy system of the future? How can cross-sector solutions for the energy transition look like? Since 2014, RSBK has been organizing the energy dialogue in cooperation with well-known research institutions. As an established monitoring platform, the energy dialogue brings together decision-makers from business, science and politics at regular intervals and enables an open dialogue on developments in the energy sector and the progress of energy transition. Important guests of past events were Sigmar Gabriel, Dr. Barbara Hendricks, Rainer Baake, Peter Altmeier, Prof. Manfred Fischedick, Cem Özdemir, etc.

(4) Individual dialogues

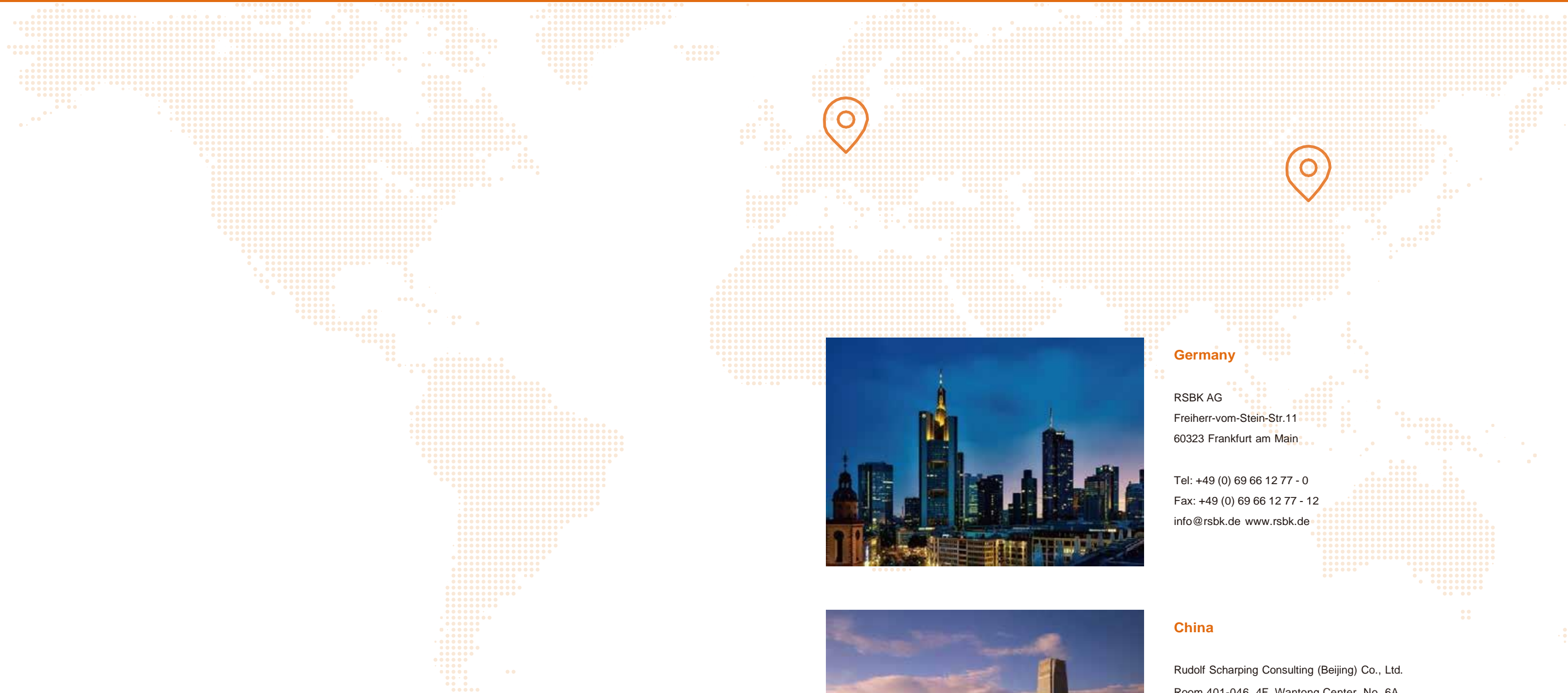
For partners and customers, RSBK organizes individual dialogues and conferences on special occasions or topics. This includes exclusive round tables on top topics from municipalities and cities or on controversial, current political events. All events are staffed with top-class speakers and oriented on the communicative needs of its customers. Speakers from past events included Olaf Scholz, Dr. Petra Roth, Prof. Claudia Kemfert and Dr. Peter Ramsauer.

Partners and customers (excerpt)

The success of RSBK is inevitably linked to its partners in Germany and China. RSBK has a wide network of trustworthy contacts, e.g. members of the federal government and individual state governments, various German business associations, Chinese provincial, city and local governments, state institutions, research institutes, universities, Fortune 500 companies, hidden champions, SMEs, startups etc.



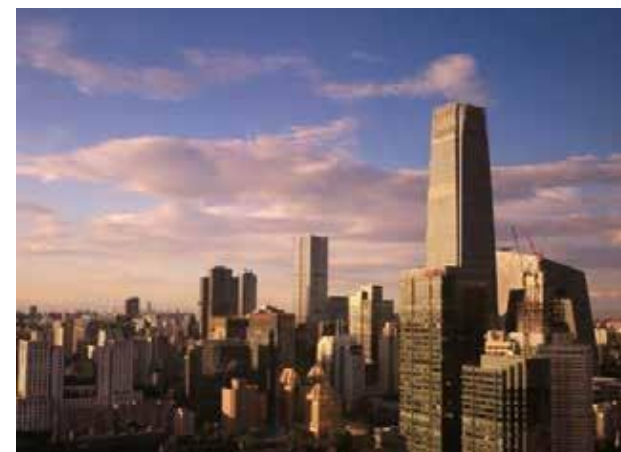
Contact



Germany

RSBK AG
Freiherr-vom-Stein-Str.11
60323 Frankfurt am Main

Tel: +49 (0) 69 66 12 77 - 0
Fax: +49 (0) 69 66 12 77 - 12
info@rsbk.de www.rsbk.de



China

Rudolf Scharping Consulting (Beijing) Co., Ltd.
Room 401-046, 4F, Wantong Center, No. 6A
Chaoyangmen Wai Avenue, Chaoyang District
100026, Beijing

Tel: +86 (0) 10 5907 0198
info.china@rsbk.de www.rsbk.de

