



AUSTRALIA – CHINA BUSINESS NEWS ONLINE

www.acbnewsonline.com.au

Media Kit

Bridging your business with Chinese investors

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Australia - China Business News Online

ACBNEWS (www.acbnewsonline.com.au) is a fast growing online financial news website established in Australia and provides relevant contents in the Chinese language. It is devoted to providing **Chinese investors both within Australia and overseas** with the latest news report & information about ASX-listed companies, Australian stock market and hot global economic issues as well as professional market analysis and commentaries.

Operated by a professional and passionate editorial team, the ACBNEWS is a comprehensive financial news media platform in Australia with originality and uniqueness in business news supply, journalistic reports and literary writings to the Chinese community.

With a premium focus on Equity market & ASX listed companies, FX, Commodity Markets, the ACBNEWS aims to providing global Chinese communities, especially Chinese investors in the Australia and China with the latest corporate press of the ASX listed companies, Equity market analysis & commentary in Chinese language which assists and enables them to make informed investment decisions.

Not only setting up a bridge and connection between you and the global Chinese community, but also opening a window for you to attract Chinese investors, that's why we are here.

User Profiles

Highly Educated – Most of our registered users have high level of education and qualifications with a Bachelor's degree or above.

Professional Profile – Our survey shows that users from minerals & resources, financial, trade & investment, legal and accounting professions consists of 62% of all registered users. Included are industry post graduates, executive staff from security fund companies, white collars of banks, insurance companies and such financial institutions.

High income & net asset – includes **new migrants with** successful business background from China.

Experienced Investors – Via user survey, 88% of participated users have investment experience in securities market and property market, , of which more than half of the users have a stock portfolio (including China's A-share), 17% of registered users has been involved in foreign exchange and index trading, 8% of the users involved in the commodity, futures and other financial derivatives trading.

User geographical distribution - Australia, Mainland China, Hong Kong and Macao Taiwan, the United States, New Zealand, Japan, France, Germany

The screenshot displays the ACBNEWS website interface in Chinese. It features several key sections:

- 公司展示 (Company Showcase):** A list of ASX-listed companies with their logos and brief descriptions. Visible companies include:
 - Australasian Resources Limited (ARH):** Australasian Resources Limited 通过全资子公司国际矿业有限公司运营...
 - International Coal Ltd (ICX):** International Coal 是一家澳大利亚本土的资源公司，在昆士...
 - Austex Oil Limited (AOK):** AusTex Oil Ltd 是一家澳大利亚证券交易所上市公司，同时也...
- 澳中连线 (Sino-Australia Bridge):** A prominent blue header for the bridge section.
- 高管访谈 (Executive Interviews):** A section featuring interviews with company executives, including Frank Zhu (ORD Company CEO) and 骆宝成 (CWH Director).
- 行业聚焦 (Industry Focus):** A section titled "行业聚焦" (Industry Focus) with a sub-header "澳洲上市" (Listing in Aus).
- 中概企业新闻 (China Company News):** A section titled "中概企业新闻" (China Company News) with sub-headers "Red Mountain 拟配股融资100万澳元" and "Discovery Metals 截获高品位铜矿化带".

Contents

The website currently consists of 7 channels as outlined below:

■ Business Digest:

Each day our professional editorial team releases **reviews and commentaries on selected business news**, with a specific focus on events that could influence both macroeconomic trends and equity market.

Sub Columns:

- > [Australia Business News](#)
- > [China Business News](#)
- > [Global Business News](#)
- > [Financial Review and Commentary](#)

澳洲新闻

[更多>>](#)

需求强劲回升 澳铁矿石出口价格创5个月新高

近来中国经济回温势头强劲，外界对该国新任领导层将大力提振国内消费需求的信心不断提升，受各种利好驱动铁矿石价格已推升至5个月以来新高，随着力拓、必和必拓和FMG金属集团等西澳铁矿商增加产量，澳洲出口收入将会得到有效提振。

外部宽松或致澳利率承压下调至2%-ANZ

Translation: [Title] Demand resurging - Australia iron ore's import price reaches 5 months high

■ Listed Companies

ABC News is the **first and only one financial website in Australia** that provides the **latest information on Australian equity market to Chinese investors, in Chinese language**. It follows up on companies that have been listed in the Australian Stock Exchange, especially small to media size companies, and launches report on the companies' latest news, major events and project updates.

This column aims to ensure the investor having a solid grasp of the fundamentals and project progression of listed companies, while providing an efficient platform for communication between listed companies and investors.

澳股行情 [2012-12-17]

[全部>>](#)

代码	最新价	涨跌幅	最高价	最低价
TMK	0.002	100.000%	0.002	0.002
AJL	1.400	53.850%	1.450	0.955
AIY	0.075	41.510%	0.075	0.055
KMR	0.115	35.290%	0.130	0.110
FTE	0.017	30.770%	0.017	0.017
RDS	0.140	27.270%	0.140	0.120

**ASX listed companies, data provided by ASX
(Sub column: Australian Stock Trends)**

Sub Columns:

公司新闻

更多>>



Redstone获20万澳元补助金 股价上扬近三成

澳洲矿产勘探商Redstone Resources (ASX: RDS) 12月17日发布公告披露该公司已获得西澳政府矿业勘探激励机制拨付的20万澳元补助金, 该笔资...



Kumarina截获高品位金矿化带 股价劲涨35%

澳洲矿产勘探商Kumarina Resources (ASX: KMR) 12月17日发布公告披露, 经过反循环钻探, 该公司在其全资拥有的隶属于Murrin Murrin铜金矿...

Translation: Redstone obtain AUD\$200,000 support fund, 30% rise in share price.

Market Watch

Market Watch provides investors with **information, analysis and commentary** on **Securities, Foreign Exchange and Commodities**.

It dynamically reports on issues and events have ramifications on equity, foreign exchange and commodity markets. Furthermore, by **cooperating with experienced stock brokers and investment analysts, we provide financial analysis & market comments** on the foreign exchange and securities market, which serves as **support to investors in their decision making**.

Sub Columns:

- > [Investors' Must Read: Securities Report](#)
- > [Investors' Must Read: Foreign Exchange Report](#)
- > [Investors' Must Read: Commodities Report](#)
- > [Investors' Must Read: Specific Focus Report](#)
- > [Dealers Reports](#)
- > [Analyst's Column](#)

- > [Executive Interview Report](#) (usually with C-level manager of ASX -listed company)
- > [Daily Focus](#) (focuses on the latest news & announcements of the listed companies)
- > [Company News](#) (our editorial team write and update news release based on the listed companies announcement)
- > [Company Showcase](#)
- > [Chinese Concept stock and News](#)

分析师专栏

更多>>



陈浩庭 Raymond Chan

- (12.10) 一周重大经济事件
- (12.03) 一周重大经济事件



Chris Weston

- 澳元 澳洲经济与中国 (三)
- 澳元 澳洲经济与中国 (二)



程必彦

- 最新澳币走势分析
- 风险嗜好升温澳元峰回路转

■ [Listing In Aus](#)

This channel aims to **meet the increasing demand of Chinese businesses and investors for listing information in Australia**, providing information while **covering questions in relation to listings in ASX**. Newly listed companies and IPO Roadshows are frequently updated .

In addition, **several columns serve to introduce professional agencies including law firms, accounting firms and third-party evaluation specialists** with the aim of providing one-stop information services for companies with the intent to list in ASX.

Sub Columns:

- > [Listing Info](#)
 - > [Upcoming Listing](#)
 - > [IPO Roadshows](#)
- > [IPO Watch](#)
 - > [Professional Agencies \(Legal /Accounting/Capital Raising\)](#)
 - > [FAQ on ASX Listing](#)

■ [Stock Quotations](#)

This channel includes the **first Chinese online column in the world providing daily share price information of ASX-listed companies in Chinese language**.

In cooperation with Australian Securities Exchange and related data providers, it offers real-time information about market trend of ASX200 stocks in terms of market price, volume, price change, 52wkHigh and 52wkLow, etc.



澳华财经: 首页 > 澳股行情 > ASX 200成分股 ABCDEFGHIJKLMNOPQRSTUVWXYZ 股票代码:

代码	名称	最新价	涨跌幅	振幅	成交量(手)	52周波幅	今开	最高	最低	股价图	加自选
AAD	Ardent Leisure Group	1.470	0.340%	2.05%	20821	1.005-1.565	1.480	1.480	1.450		<input type="button" value=""/>
ABC	Adelaide Brighton Limited	3.100	0.650%	2.6%	50545	2.800-3.400	3.060	3.140	3.060		<input type="button" value=""/>
ABP	Abacus Property Group	2.160	0.470%	0.93%	9528	1.800-2.300	2.170	2.170	2.150		<input type="button" value=""/>

S&P/ASX200

Sub Column:

- > [Daily Stock Gainer](#)
- > [Weekly Stock Gainer](#)
- > [Daily Trading Volume Ranking](#)
- > [Weekly Trading Volume Ranking](#)
- > [Chinese Concept Stock Info](#)
- > [Stocks sorted via industry](#)
- > [ASX200 Stock info](#)

■ **Sino – Australia Bridge**

ACB News is devoted to provide **insight to business and trade activities as well as networking opportunities between Australia and China.**

Sub Columns:

- > [Sino – Aus Focus](#)
- > [Sino – Aus Celebrities](#)
- > [Sino – Aus Business Opportunities](#)
- > [Investment and Immigration](#)
- > [Business Elite](#)
- > [Outstanding Statesmen](#)
- > [Sino – Aus Anecdote](#)

■ **Industry Focus**

This channel focuses on the excellent destinations for foreign investment which makes Australia the investor's 'safe haven'. ACB News **targets several hot industries including real estate, minerals, energy and agriculture, providing investors with statistics and trend analysis.**

Sub Columns:

- > [Industry Trends](#)
- > [Project Information](#)
- > [Selected Projects](#)
- > [Conference Events](#)

Advertising in our website

- ◆ Comprehensive finance & investment port established in Australia and published in Chinese Language
- ◆ Clear target users ----- global Chinese investors, especially Chinese investors in both Australia and China. The Chinese population in Australia is continuing to grow each year, with more and more mainland Chinese investors coming for their Australian ventures. This is a significant market not to be missed by advertisers.
- ◆ Cost effective ---- low input, high output. With experience in media operations, we can provide you with focused and tailored advertising solutions to deliver results, improve sales and expand your market coverage.

If have question or concern regarding our Media kit, Please feel free to contact :

Mr David Niu 0430 219 528

OR send email to acbnews@acbnewsonline.com.au

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