

## Ms. Monita Mo's Speech on "How Does Private Equity Helps 2G Transform and Expand Their Businesses"

Given the world economy has evolved from labor-intensive to capital-intensive as well as from small-scale traditional to globalize knowledge-based industries. As an organization of young entrepreneurs, members ponder how to leverage sophisticated financial and management tools to transform their existing businesses into even more valuable assets through M&A, IPO and strategic alliance. Thus a seminar for 2GHK was opened on May of 8<sup>th</sup> 2009 to discuss how does private equity helps 2GHK transform and expands their businesses. 2GHK consists of 2<sup>nd</sup> generation for Hong Kong enterprises who take over the business from their parents.

Ms. Monita Mo was invited to give a speech at this seminar. At first, she talked about the transforming and expansion of HK companies. In this part, she introduced the main characteristics of HK Co., how does HK Co. benefit from PRC, why Private equity can help, CEPA is another advantage for HK Co., and other advantages. Then, Monita presented some portfolios of Ascend that can help 2GHK members on LED, online games and online advertising areas. In the end, she gave a brief introduction of recent initiatives of Ascend, including several on-going projects e.g. UUSEE, Yoyi and TCT etc. She hopes to create cooperation with 2GHK members in the near future.

