



巨和资本

Juhe Finance Management

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## ANALYST BRIEFINGS AND INVESTOR PRESENTATIONS

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Directors of Juhe Capital Holdings Limited (NSX : JCL) (the “**Company**”) are pleased to announce that the Company will hold a series of analyst briefings and investor presentations in Shanghai from 8 to 10 December 2016. The presentation material which will be used during these analyst briefings and investor presentations together with its English translation are attached to this announcement.

For and on behalf of

**JUHE CAPITAL HOLDINGS LIMITED**

HU Liyong (Leon)  
Executive Director  
6 December 2016.



# 巨和资本发展公告

Shanghai JuHe Capital

START



巨和投资管理有限公司

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[www.juheinvest.cn](http://www.juheinvest.cn)

# 目录 Catalog

01

规划总则

02

公司概况

03

涉及产业分析状况

04

企业总体战略规划



## 摘要 | JuHe Capital

企业规划是企业发展的灵魂与纲领，指引企业发展方向，明确企业的业务领域，指导企业资源配置，指明企业的发展策略以及发展措施。制订企业规划有利于建立企业和员工的共同愿景，使员工对组织产生归属感和奉献精神，从而更加全身心的投入工作。

现结合行业及公司当前发展趋势，在 PEST 分析和 SWOT 分析的基础上，制定巨和资本企业规划。

# 1

# 规划总则

■ 规则编制背景

## (一) 编制背景

### 巨和资本 JuHe Capital

创立于 2008 年 7 月，在经历了 8 年时间的市场竞争洗礼，已迅速发展成为全国较具规模的金融服务机构之一，业务范围涉金融服务，教育板块，物联网板块，智慧旅游板块，作为全国知名金融服务企业，在上海，南京，青岛，无锡，嘉兴，杭州，武汉，广州等地先后开设了分支机构。巨和资本也在近几年不在教育，物联网以及旅游领域中投资了蒙特梭利，梦想指造，佑途物联网这类黑马企业，并且在短时间内在行业内成功地成为行业领头羊企业，并为做大企业规模、提高经济效益，实现企业战略化经营格局奠定了良好的基础。

经过 8 年的经营，公司管理已相对稳定，并逐步进入发展期，为实现公司的可持续发展，增强企业凝聚力，通过企业五年企业规划的设立，为企业和员工树立共同发展目标和愿景，指引企业和员工朝着共同的方向和目标迈进。



# 2

## 公司概况



七年的专业投资、理财经验，科学、严格的风险把控能力，让巨和公司在行业中占据领先地位。2013 年巨和公司被工信部纳入了“国家中小企业信息化推进工程”重点企业。

通过巨和自身的努力，获得了中小企业协会“百城百万中小企业扶植工程”的重点支持企业，并荣幸的获得了投资理财行业的行业网站“中国财富网”的承办资格



01

巨和投资管理有限公司，成立于 2008 年，是一家致力于财富管理、行业投资、小微借款咨询服务与交易促成、公益助学和传统文化传播等业务的综合性投资服务企业。

02



巨和公司由一批具备金融、理财专业知识和技能的行业精英共同打造而成，在过去几年的发展过程中，巨和的实力逐步发展壮大。



03

04





### 经营状况

目前巨和资本在国内多个城市拥有近千名员工，与伊斯兰金融达成了战略合作，2016年7月在澳大利亚国家证券交易所上市，作为国内为数不多在国外上市的金融企业，巨和进行了产业转型，将原有的单一金融服务模式转变为金融+产业，入股以及收购了蒙特梭利，梦想指造以及佑途物联网这类在行业内非常知名的企业，加速了巨和资本的发展，同时，由于金融的协助，使得蒙特梭利，梦想指造和佑途物联网在短时间内飞速发展。

# 3

## 涉及产业分析状况

- ▣ 蒙特梭利产业现状
- ▣ 梦想指造产业状况
- ▣ 佑途物联网产业状况
- ▣ 自身与竞争对手的分析

### (一) 蒙特梭利产业现状

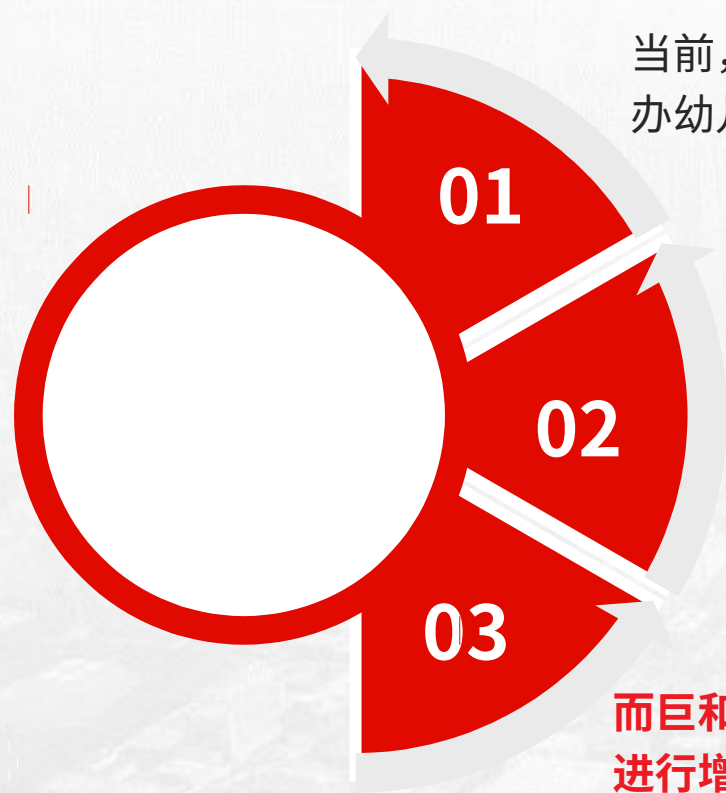


蒙特梭利教育

随着我国鼓励社会力量兴办幼儿园等政策的出台，民办幼儿园等学前教育机构开始快速成长，公办幼儿园所占比重持续下降，而民办幼儿园所占的比重持续上升。



### (一) 蒙特梭利产业现状



当前，民办幼儿园无论在幼儿园园数上还是在教职工人数上均已经超过公办幼儿园，民办幼儿园已成为我国学前教育的主导力量。

蒙特梭利作为意大利教育工程进入中国，迅速在国内占领教育知名度以及增加了品牌影响力，先后在全国开设了近两百家连锁幼儿园。

而巨和资本作为蒙特梭利最早的天使投资者，在今年 2016 年又对蒙特梭利进行增资扩股，增强巨和在蒙特梭利的拥有权。



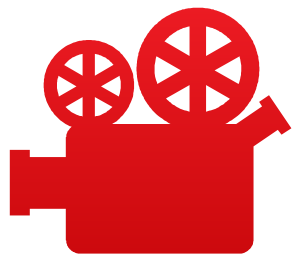
## (二) 梦想指造产业状况



梦想指造是一家年轻的充满激情和活力的创新型科技企业，公司位于上海，由上海巨和资本、横店高科委和浙江大学等业界翘楚共同打造而成。上海梦想指造科技旨在成为一家能够提供“高科技旅游开发一站式解决方案”的专业公司，公司致力于服务众多旅游景区主题乐园及商业娱乐行业客户，坚持以市场为导向，以科技创新为手段，坚持在旅游娱乐领域的技术创新、拓展与应用延伸，致力于融合艺术与技术，拓展多维跨界整合，为客户提供高科技娱乐互动定制项目开发、多媒体演艺演出、景点运营规划、旅游文创拓展应用等一系列综合解决方案。

(二) 梦想指造产业状况

梦想指造主打高科技娱乐感，目前已投入运营项目如下



1

横店大型多媒体水秀

VR

2

横店大型体感 VR  
虚拟现实



3

大型建筑投影秀  
高端大型院线



4

横店目前全面的  
景区策划

## (二) 梦想指造产业状况



### 目前由中关村领头的企业团对梦想指造进行了评估

中关村在国内金融行业具有非常大的影响力，能够带动国内多家券商，目前中关村对梦想指造估值已达到 20 亿人民币，将在武定，石城，绍兴，江西，赣州，义乌等地建造大型水秀以及景区整体策划。梦想指造下一轮会进行进行对外增资扩股，目前巨和资本拥有梦想指造 40% 股权，市值 8 亿，2017 年将会在香港进行 IPO。

### (三) 佑途物联网产业状况



上海佑途物联网有限公司是基于物联网技术的移动新媒体集成企业，依靠物联网技术研发和应用服务于教育、旅游、商务、休闲、物流等相关行业，随着服务范围的拓展，逐步开发移动物联新媒体市场。公司对物联网技术攻关及软件开发坚持不懈，以期实现在相关领域的长期积累与发展。

公司产品成功打入 2010 上海世博会，成为深度导览项目运营商。后世博时期，公司在原有基础上进一步开发了集成了 Wi-Fi 技术的 2 代导览设备，并与多个景点进行了合作。利用品牌优势和技术运营方面的经验，在智慧旅游、智慧教育等领域不断研发引进项目，建立佑途独特优势。目前，上海佑途物联网有限公司已具有一整套基于物联网技术开发的系统平台，并将之应用到了多个项目中，公司产品也正在逐渐投入市场。



### (三) 佑途物联网产业状况



#### 技术核心

物联网的定义是通过射频识别（RFID）、红外感应器、全球定位系统、激光扫描器等信息传感设备，按约定的协议，把任何物品与互联网相连接，进行信息交换和通信，以实现对物品的智能化识别、定位、跟踪、监控和管理的一种网络。

目前佑途物联网已经对爱可声以及中航安通进行了紧密合作并且成功购入股权，爱可声是专门制造旅游景区导览设备的高新科技企业，中航安通拥有国际一流的人脸识别技术以及景区流量监控技术。佑途目前已经完成市场第二轮 4000 万人民币融资，整体估值 8 亿元。目前巨和资本拥有佑途物联网 40% 股权，市值 3.2 亿。

## 澳洲布局



目前巨和资本已经在澳洲设立了海外事业部，主要开发巨和在澳洲市场的原有项目。  
巨和资本澳洲事业部板块如下：

1

与中澳金融展开了紧密的合作

2

将参与澳大利亚黄金海岸别墅项目 PENINSULA HOMES 的开发建设

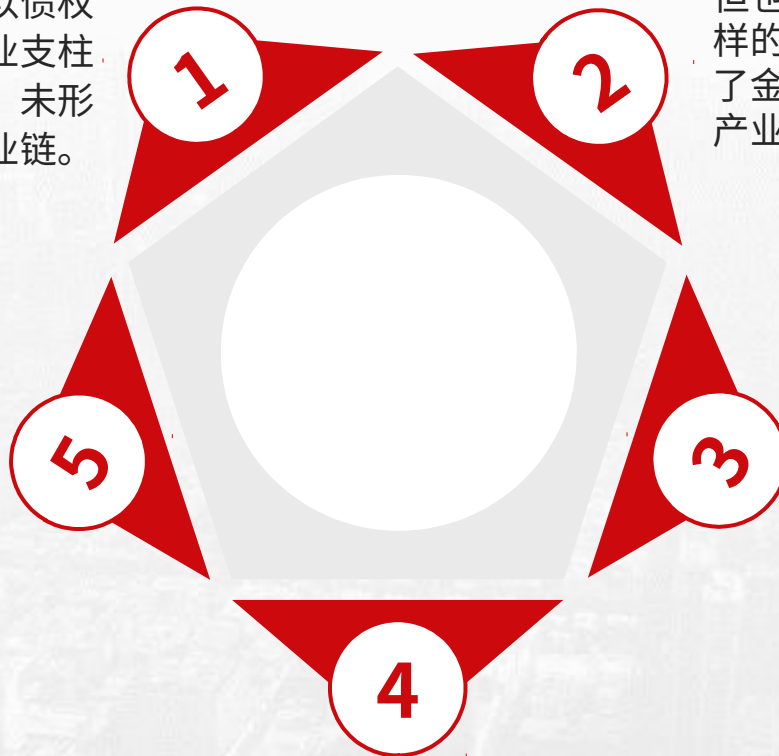
3

由于澳洲野生动物园匮乏，巨和资本将在澳洲建造野生动物园，将世界各地野生动物引入澳洲

## 自身优势分析

目前我国综合性金融企业，大多以债权项目为主，经营项目相对单一，企业支柱脆弱、规模较小、项目联合效应低、未形成完整的产业链。

以佑途物联网为主的科技产业已经获得了市场两轮融资，得到了腾飞的助力。



但也存在着经营专一，发力集中的优势。面对这样的情况，我司在这几年发展过程中，已经形成了金融+产业生态的模式，形成了一个行业生态产业链，有效的进行了行业的补给。

金融+旅游，金融+科技，金融+教育，最终回归实业，而目前以蒙特梭利为主的教育产业已经在国内获得非常大的知名度以及好评。

以梦想指造为主的智慧旅游产业已经在行业中实现了规模以及估值上的飞跃。

# 4

## 企业总体战略规划

- ▣ 企业五年发展总目标
- ▣ 各项目发展目标



## (一) 企业五年发展总目标



在未来的五年里，巨和资本将服务于全球资本市场，打通全球资本网络，在全球 20 个国家设立分支机构，设立以金融为产业进行辅助的产业生态链，把教育，旅游，科技，包括未来房产，一系列的生态形成的产业间的生态，巨和资本 5 年内在 NSX 版块里成长为市值最高企业。

## (二)、各产业发展目标

01

**蒙特梭利销售**

公司目前全国已经有近两百家连锁机构，培训了意大利蒙特梭利教育工程教师近千名，未来在五年内将完成 600 家教育连锁机构，培训 6000 名教师，三年内完成国内主板上市。

03

**佑途物联网营销传播**

继续加强与有关媒体合作，发展新的合作伙伴，扩展传播渠道、紧抓户外运动主线，将物联网服务全球传播拓展，争取在 2017 年实现年营业额超过 3 亿元，利润大于 30% 的目标估值超过 20 亿。

02

**梦想指造建设**

梦想指造以文化和科技作为切入点进入旅游行业，打造文化旅游，智慧旅游的航空母舰，目前规划在 2017 年与国家 10 个 5A 级景区达成深度合作，把大型水秀以及高科技 VR 娱乐带入高端景区，2017 年实现香港主板 IPO。



巨和资本  
JuHe Capital

谢谢观赏  
THANKS



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# Corporate Development

Juhe Capital Limited

START



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# Catalog

1

Corporate Planning Guidance

2

About the Company

3

Investments Evaluation

4

Overall Strategies

## Summary JuHe Capital

Corporate planning is essential in providing direction in enterprise development and clarity in business segmentation; guidance on resource allocation; certainty in development plan and strategies. It is the soul and guiding principles of corporate development; setting a common vision for the company employees and a sense of belongings and dedication in their work.

The corporate plan is developed through PEST and SWOT analysis in view of the current development of the industries and the company.

# 1

# Corporate Planning Guidance

Background to the Planning



## (1) Background

## 巨和资本 JuHe Capital

Established in July 2007 and after 8 years of operation in a competitive environment, JCL has become a sizable institution with investment in education services (Montessori (Shanghai) Investment Management), Internet of Things (Shanghai Dreamworks Technologies) and Intelligent Tourism (Shanghai UTO X-internet), and with presence in cities of China comprising Shanghai, Nanjing, Qingdao, Wuxi, Jiangxing, Hangzhou, Wuhan and Guangzhou. These promising companies invested by JCL have successfully become a leading enterprise in their respective sector and laid a good foundation for strategic management, future expansion and positive financial impacts.

After 8 years of operation, the company organization structure is now relatively stable and JCL is gradually entering the phrase of next development. In order to enhance corporate spirit and achieve sustainable growth, JCL is setting a 5-year corporate plan to forge a common vision, targets and direction for the employees to progress together.



# 2

## About the Company



With 7 years of experiences in investment and fund management, controlled with risk management skills, JCL has earned respect and reputation and become a leading institution in the industry.

JCL' s professional has won accolades and official recognition from the authoritative organizations of the government and the industry sectors.



JCL invest its own funds in promising companies. Supplemental value add to the investment businesses, the Group also provide bilateral business-to-business bridging loans to small and medium enterprises and channel marketing of third-party financial products.

JCL management is made up of an elite and experienced team of expertise in finance and investment. The Group has seen its core team of management grown stronger over the years.

## Current Operation

JCL current work strength consist of a core team of employees and near to a thousand of business associates. As one of the few financial company in China listed on an overseas stock exchange, JCL has since transformed from a financial service company to a business model of “Finance + Industry” . Consequently, the Group has invested in Montessori (Shanghai), Shanghai Dreamworks Technologies and Shanghai UTO X-internet with value added. It is also exploring collaboration in the Islamic Finance sector.



# 3

## Investments Evaluation

- ▮ Montessori (Shanghai) Investment Management Ltd
  - ▮ Shanghai Dreamworks Technologies Co., Ltd
    - ▮ Shanghai UTO X-internet Co., Ltd
      - ▮ Competitiveness assessment



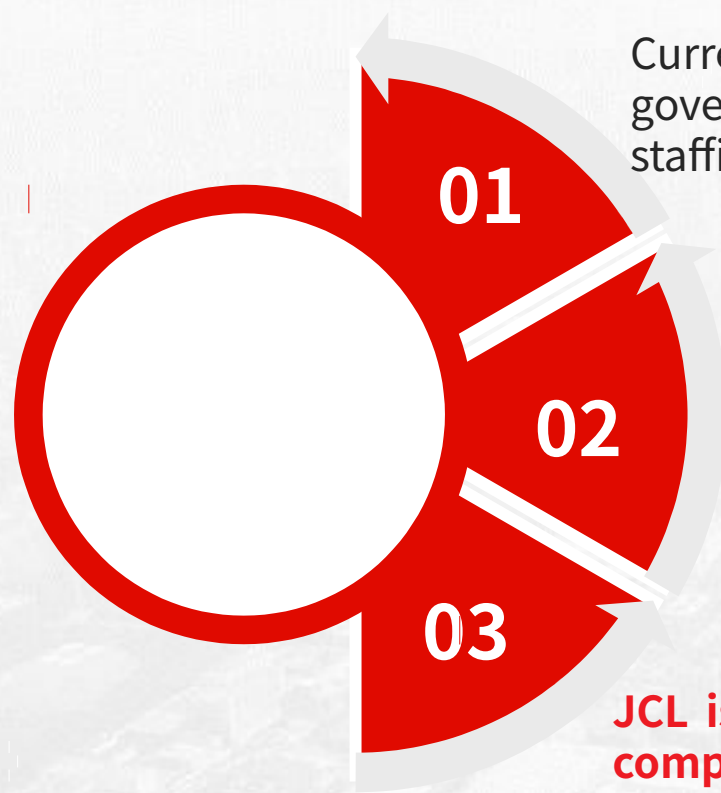
## (1) Montessori (Shanghai)



Montessori Education

The investment in early childhood education is in line with the roll out of government policies promoting this sector, resulting in the expansion of privately owned early childhood education centers viz-a-viz the government funded.

### (1) Montessori (Shanghai)



Currently, private early childhood education centers has exceeded government funded one in terms of the number of centers and staffing.

As a leading Italian brand, Montessori (Shanghai) has expanded rapidly in China and become influential in the industry, and has since established close to 200 franchise centers.

**JCL is an early investor of Montessori (Shanghai), and the related company Shanghai Jugu Equity Investment Fund has also participated in the additional round of fund raising in this year.**

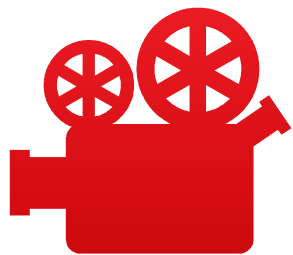
### (2) Shanghai Dreamworks Technologies (“SDT”)



SDT is a multimedia entertainment technology company in Shanghai, jointly promoted by JCL, Hengdian World Studios and Zhejiang University, that specializes on the development and integration of alternate reality and virtual reality products and applications for entertainment and theme park operators to create unique experiences for their customers. SDT aims to provide one stop solution for the development of high-tech enabled tourism products. The company employs innovative technologies to enable the multilevel of delivery of creative artistic contents to the spectator and audience.

## (2) Shanghai Dreamworks Technologies (“SDT”)

SDT has invested resources in the categories of projects as below



Hengdian World Studios  
Multimedia Fountain  
World  
Entertainment



Hengdian World Studios  
Virtual Reality  
Entertainment



Multimedia projection  
on buildings  
and in high-end cinemas



Architecture planning of  
entertainment zones in  
Hengdian World Studios



### (2) Shanghai Dreamworks Technologies (“SDT”)



#### Valuation by leading high-tech enterprises based in the renown Zhongguancun Park

Leading enterprises in the renown Zhongguancun Park of Beijing, China has estimated SDT having an economics valuation of RMB200 million based on the proposed projects in various cities like Wuding, Shicheng, Shaoxing, Jiangxi, Ganzhou and Yiwu. SDT is aiming to list on an overseas stock exchange like in Hong Kong in the near future.

### (3) Shanghai UTO X-internet (“UTO”)



**UTO is an information and communication technology company which develops and market products that are primarily deployed in the education, tourism, business service, leisure, logistics and healthcare industries.**

UTO's proprietary tour guide and location navigation products were initially developed for and was successfully deployed at the 2010 World Expo hosted by Shanghai. After this success, UTO modified the product line and its capabilities for use at large scale tourist attractions. Using the advantages it has in these areas, UTO has developed an IoT platform system that has applied in various projects. The company full range of products is also gradually being introduced in the market.

### (3) Shanghai UTO X-internet (“UTO”)

#### Core Technology

The Internet of things (IoT) is the internetworking of physical devices, vehicles, buildings and other items - embedded with electronics, software, sensors, actuators, and network connectivity technologies (RFID, GPS, etc) that enable these objects to collect and exchange data in order for identification, location tracking, monitoring and control. 。

**UTO shall expand by seeking suitable investment or acquisition targets that complement existing business. It is also seeking new investors to expand the capital base.**





### Plan in Australia



JCL has set up an Australia Business Development Unit to explore business opportunities and is currently evaluating the following potentials:

1

Collaboration with an Australia financial service company

2

Residential development

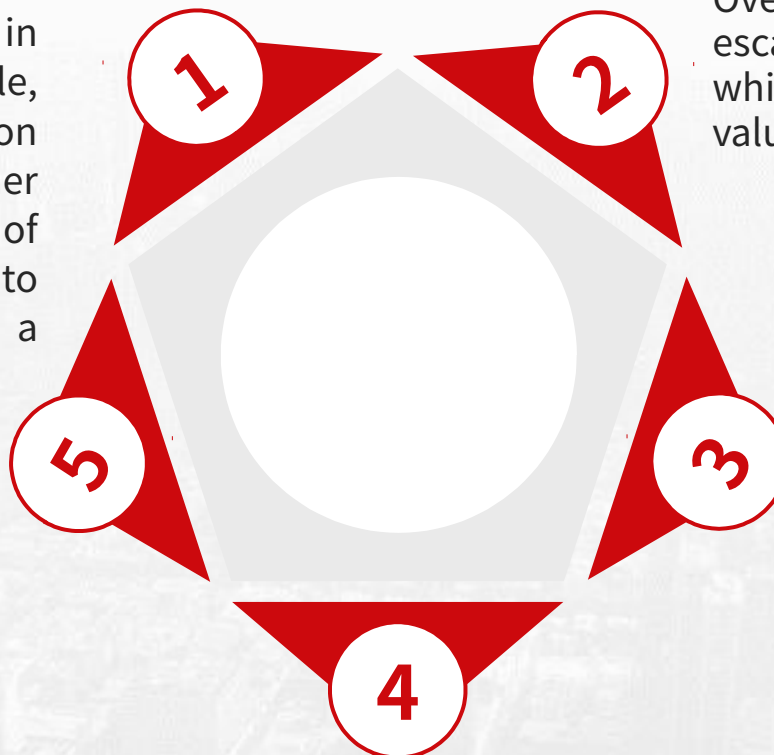
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Natural theme park

## Competitiveness Assessment

Comparable comprehensive financial service companies in China are mainly small scale, specialized in debts financing on specific types of projects rather than on projects which are of different nature but synergistic to each other and together form a value chain.

IoT platform advantages through the successful investment in UTO and opened doors to the vast opportunities in intelligent tourism.



Shanghai Dreamworks Technologies an excellent show case on high-tech tourism entertainment and highly scalable as a business solution to tourist attraction.

Over the years, JCL business model has escalated to that of “Finance +Industry” which evolves around investing along the value chain of an industry.

JCL investment model has been effectively applied in the sectors of tourism, high-tech and education.

# 4

## Overall Strategies

▮ 5-Year Plan

▮ Plane of the Invested Companies



## (1) 5-Year Plan



To be a global capital market player in major financial centers, investing synergistically in education, tourism, high-tech, properties development and build a multi industries ecological systems. JCL also aimed to be one of the largest listed company on NSX.



## (2) Plan of Invested Companies

01

### Montessori (Shanghai)

To establish up to 600 franchises from the current 200, and to trained up to 6,000 qualified educators. The company also aimed to be listed on a major stock exchange in China.

03

### Shanghai UTO X-internet

Strengthen collaboration with all strategic partners to improved the profile of the company products, particularly in the outdoor leisure segment.

02

### Shanghai Dreamworks Technologies

To collaborate with 10 5A rated tourism theme park in China by Year 2017, particularly in multimedia fountain show and VR technologies. The company also aimed to be listed on a major stock exchange in China or the region.



巨和资本  
JuHe Capital

谢谢观赏  
THANK YOU



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