

# Newsletter

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## Cover Story

## Neusoft Xikang Partners with Dr. Mehmet Oz for Collaborative Innovations to Build Global Health Community

Neusoft Corporation ("Neusoft", SSE: 600718), a leading IT solution and service provider in China, recently announced that its subsidiary, Neusoft Xikang Healthcare Technology Co., Ltd. ("Neusoft Xikang"), partnered with Oz Media, Dr. Mehmet Oz's holding company for collaborative innovations, to build cross-national health community. As Vice-Chair and Professor of Surgery at New York Presbyterian/ Columbia University and the host of The Dr. Oz Show, Dr. Oz will bring his extensive resources of health management methods, knowledge, books and videos into Neusoft Xikang platform and this partnership will significantly drive the development of health management theories and methodologies in China to reach the international level, and promote the exchanges and cooperation between China and the United States in the field of health management, chronic disease prevention and health education.

Dr. Oz, is a renowned expert in the field of heart surgery in the United States. He has been focusing on the research and practice of cardiovascular disease and health management. In addition, he has been actively promoting uplifting health insights through books, articles, radio, and TV programs, which made him an influential thought leader on healthcare in the United States and throughout the world. He is the two-time Daytime Emmy® Award-winning host of the two-time Daytime Emmy® Award-winning The Dr. Oz Show, which is broadcast in 118 countries and highly favored by millions of audiences worldwide. He has

authored over 400 original publications, book chapters, and medical textbooks, as well as 7 New York Times best-selling books from the "YOU: the Owner's Manual" series.

According to the partnership, Dr. Oz will serve as Neusoft Xikang's Chief Healthcare Advisor, contributing to the company's strategy and business development planning. He will provide professional healthcare knowledge and methods to China market through Neusoft Xikang's channels and resources, and Neusoft Xikang will integrate Dr. Oz's advanced healthcare methods and practices, especially in health education and communication, with its Xikang Cloud Platform, to accelerate the development of health management in China and create an O2O model global health community that can provide consumers with real time personal health data analysis, assessment, and advanced health management solutions.

"We cannot have a wealthy society without being a healthy society, yet many people do not know how to take good care of their own bodies, how to change bad habits, and how to live a longer and healthier life", Dr. Oz said, "People throughout the world face increasingly similar health challenges caused by our modern lifestyle. I have had a long interest in China's traditional medicine, which contains many profound theories on chronic diseases and enlightments for healthier living. I'm very pleased to visit China and join hands with Neusoft Xikang to integrate American health man

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agement practice with Chinese medical practices and innovative healthcare technology. I believe this partnership will spur new dynamism for the existing healthcare ecosystem, and significantly promote the development of novel health management approaches in China. Using our TV shows, books and many other media assets, we want to celebrate people as they enjoy the benefits of healthier lives. Sharing this wisdom with the Chinese public will bring joy to our new audience and our team. We believe that the Xikang team offers a novel vision for the future of healthcare and we are honored to be included on this voyage."

Dr. Liu Jiren, Chairman & CEO of Neusoft Corporation, said, "Dr. Oz is a professional, wise healthcare expert and an energetic, influential thought leader in this area. He is very good at communicating advanced and complex healthcare science and methodologies in an easy-to-understand, humorous manner. This partnership between Dr. Oz and Neusoft marks a perfect combination of leading health management methodologies and innovative technology platform, which will also enhance the exchanges between the developed country and emerging country in the field of health management. Looking into the future, we will join efforts to create a global health community to provide comprehensive health services for Chinese people and promote collaborative innovations in the global healthcare industry."

## Neusoft Becomes Industry Partner of the World Economic Forum

Neusoft Corporation ("Neusoft", SSE: 600718), a leading IT solution and service provider in China, recently announced that Neusoft has become an Industry Partner of the World Economic Forum, under which Neusoft will participate in both the Information Technology and Telecommunications Industries partnerships. Neusoft had been partnering with the Forum as the Global Growth Company Partner since 2007, and the upgrade to Industry Partner demonstrates its commitment to greater cooperation with the Forum in shaping the global, regional and industry agendas.

Industry Partners are select Member companies of the World Economic Forum that are actively involved in the Forum's mission at the industry level. With privileged access to the Forum's multistakeholder networks and experts, partnership brings visibility and insight to strategic decision-making on the most important industry and cross-industry related issues. This access and insight allows Industry Partners to contribute to leading positive

change across these issues to engage in action to support corporate global citizenship. According to the Forum, besides Neusoft, the other Chinese enterprises in the ICT Industries Community of the Forum include Lenovo, Huawei and China Mobile.

Olivier Schwab, Executive Director of World Economic Forum China, said: "We are delighted to welcome Neusoft as an Industry Partner of the Forum. As the first Global Growth Company (GGC) Partner, Neusoft played an active role in China to convey the Forum's mission of improving the state of the world. Additionally, as a GGC Advisory Board Member, Dr. Liu Jiren, Chairman & CEO of Neusoft, actively contributed his insights on shaping the community's agenda. We look forward to further strengthening our relationship and collaboration in advancing social and economic development regionally and globally."

Alan Marcus, Senior Director, Head of Information and Communication Tech-

nologies, World Economic Forum USA, said: "The Forum's ICT Industries Community looks forward to enhancing collaboration with Neusoft and working together towards unlocking ICT's enablement capability in delivering macro-socioeconomic value across the world."

When talking about the Partnership with the Forum, Dr. Liu Jiren, Chairman & CEO of Neusoft said: "We are proud to become an Industry Partner after six years of deep engagement with the Forum as its Global Growth Company Partner. During the past years, the Forum has provided a good platform for us to exchange insights and practices with its multistakeholders around the world, which has greatly accelerated our steps in the international market. Upgrade to Industry Partner is an exciting milestone for our partnership, and Neusoft will continue to support the Forum's efforts in developing proactive responses to pressing industry challenges, and contribute to the exchange and cooperation between Chinese and global enterprises."

## Neusoft Named Again to PwC's Global 100 Software Leaders

Neusoft Corporation ("Neusoft", SSE: 600718), a leading IT solution and service provider in China, recently announced that it has been named again to the PricewaterhouseCoopers (PwC) 'Global 100 Software Leaders' ranking list for its outstanding business model innovation, transformation, and sustainability. It is the only software company from China included in the ranking. In addition, Neusoft also ranked No. 5 on the Emerging Markets 100 list.

Global 100 Software Leaders, a unique initiative between PwC and leading software industry associations, presents today's top 100 software companies around the world, based on the forecast, analysis, and evaluation of leading software companies and industry trends. In addition, it also ranks the top 100 software companies in emerging markets, such as China, India, Brazil, Poland, Ro-

mania, Japan, Korea, etc.

The boom of cloud computing, Internet of Things, mobile Internet, and other new technologies has driven the rapidly increasing number of mobile devices. Software as a service (SaaS) will not only create more IT consumption, but also will bring new opportunities and challenges to software vendors. Therefore, this year's 'Global 100 Software Leaders' ranking is more focusing on the growth and practices of software vendors in SaaS, cloud computing, and other related businesses, makes a comprehensive evaluation on their capacities in innovation and transformation against the new round of technology and service revolution.

Neusoft has been committed to focusing on creating value for customers. The company strives to build its core competitiveness and promote sustainable devel-

opment through continuous innovation in technology, business, human resource, management and business model.

Dr. Liu Jiren, Chairman & CEO of Neusoft said: "With the rising cost of human resources, the low-cost advantage of China's software industry is gradually disappearing, and the new round of competition in the software industry is about business model innovation. We are trying to build a sustainable business model to provide sustainable value for our customers, making software and service an integral part of social transformation and people's daily lives. We are transforming our business model from B2B to B2B2C, and driving our growth by knowledge assets and innovation instead of increasing number of headcount, and we will provide our customers with sustainable and valuable products and services."

## Neusoft Listed in IAOP's 2013 Global Outsourcing 100 for the Seventh Time

Recently, the International Association of Outsourcing Professionals® (IAOP®) released the 2013 Global Outsourcing 100 rankings. Neusoft Corporation ("Neusoft", SSE: 600718), a leading IT solution and service provider in China, has been consecutively included for the seventh time and ranked No. 27 on the 2013 Global Outsourcing 100 list. In addition to the main list, Neusoft is also named in eight sub-lists, such as Best 5 Leaders in Automotive, Best 20 Leaders in Healthcare, and more.

The 2013 Global Outsourcing 100 and the World's Best Outsourcing Advisors recognizes the world's best outsourcing service providers and advisors. These rankings are based on applications received and evaluated by an independent judging panel organized by IAOP. The Global Outsourcing 100 and its sub-lists are essential references for companies

seeking new and expanded relationships with the best companies in the industry.

"The software and service outsourcing industry is facing a new round of competition of business model innovation," says Mr. Wang Yongfeng, President of Neusoft Corporation. "With more than twenty years' engagement in software and service industry, Neusoft has been sticking to the strategies of innovation, transformation, and globalization. Facing the new challenges in the global market, we are actively transforming our business model to accelerate our growth driven by knowledge assets and innovation instead of increasing number of headcount. In recent years, China's software companies, with more market shares and influence on the international markets, have been playing an increasingly important role in the global outsourcing and service community."

"Global competition is at an all time high, which is reflected in this year's rankings," said IAOP CEO, Debi Hamill. "This comes at a time when companies that outsource are scrutinizing their providers more closely. The Global Outsourcing 100 is the only guide to help companies research and compare service providers with whom they are considering outsourcing relationships."

### About Neusoft

Neusoft is the leading IT solution and service provider in China with operations across the globe. Focusing on software technology, Neusoft provides industry solutions, product engineering solutions and related software products & platform, and services. With more than 23,000 employees around the world, Neusoft has a comprehensive marketing and service network in more than 40 cities across China, as well as subsidiaries in the U.S., Europe, Japan and the Middle East. The Company is the first listed software company in China and is traded on the Shanghai Stock Exchange. For more information, please visit: <http://www.neusoft.com>

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