

GREENTECH DIVISION – P.R.C.

Hermes Biz Model

Company Overview

- Hermes Investment Group (Hermes) is an American-run merchant bank based in Shanghai focused on clean energy and green technology.
- Hermes partners, clients, and staff combine their knowledge to identify market synergies, trends, companies, research and development that have commercial and environmental applications.
- We have been based in China for five years, speak Chinese, and understand how to do business here.

What We Do

- Advisory – We assist international clients with China market research, environmental due diligence, and transaction advisory services.
- Operations – We also help manage Chinese portfolio companies for PE funds and divisions of multinational firms in China.

Core Competencies

- Clean water
- Renewable energy
- Advanced coal technology
- Efficient grid and power integration (smart grid)
- Environmentally friendly engineering and architecture

Clients and Partnership Classifications

- Private equity, venture capital and angel networks
- Multinational corporations, companies, etc.
- Government and NGO/NFP entities

If you have any questions or would like further information, please visit our website at www.hermesinvgroup.com or contact me directly.

Our O-kubed Framework

Before accepting an engagement or merely brainstorming potential operations/projects, Hermes partners and staff use a one-page brief to quickly assess viability – we call this our O-kubed framework and it includes:

Objective

- What is the objective of this project, engagement, operation, etc.?
- *EX: The objective of this project is to acquire a Chinese company engaged in the wind turbine parts industry...*

Obstacles

- What are the concerns and potential pitfalls?
- *EX: The wind turbine industry is fragmented, yet the market leaders are A, B and C. These firms have access to Chinese government contacts. China just enacted new laws that require all wind turbine companies to...*

Opportunities

- How do we turn the previous parameters into opportunities, or what opportunities currently exist?
- *EX: Hermes has access to senior Chinese leadership in the clean-tech industry. We have worked with China's Ministry of Commerce (MOFCOM), NDRC and...*

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环保科技业务 - 中国区域

Hermes 集团 业务模式

公司概况

- **Hermes 投资集团 (Hermes)** 是一家设立在中国上海的美资商业银行。公司致力于服务中国的环保产业与各类绿色科技领域企业
- **Hermes** 的领导层、员工与 客户综合各方信息与知识，发掘在绿色科技领域有商业应用机会的合作空间、市场趋势、潜力公司以及研发成果
- 五年在中国的运营历史造就了 **Hermes** 富有经验并了解中国国情的“本地化”国际团队，服务来自世界各地、文化背景不尽相同但皆致力于中国环保科技业务的客户

业务架构

- 咨询服务 - 公司拥有专业团队帮助国际客户进行各类中国市场调研，环境尽职调查以及兼并并购等交易咨询服务
- 资产管理 - 帮助私募基金等各类国际公司客户负责运营及管理其在中国投资的资产包中的公司

关注行业 / 领域

- 净化水
- 深层次煤化工
- 可再生能源 (生物科技, 太阳能, 风能等)
- 高效的电网以及能源基础设施建设 (智能电网)
- 高科技环保建筑以及相关研究

客户以及合作伙伴类型

- 私募股权基金, 风险资本以及天使投资人网络
- 各类跨国集团与环保领域专业公司等
- 政府以及非政府机构 / 非盈利公益性机构

Hermes 的 O-kubed 项目评估流程

在对可能的项目进行集体评估而确定是否接受该目前前, **Hermes** 的管理层与团队会总结出简短精悍的项目可行性评估 - 即为 **Hermes** 引以为豪的“O-kubed”项目评估流程。她包括:

目标分析

- 这个项目的目标是什么?
- 例如: 该项目的目标是并购一家中国风轮机制造行业的企业...

难度评估

- 该项目的难点与可能发生问题的方面有哪些?
- 例如: 在中国, 风轮机制造行业是一个细分的市场, 但 A, B 与 C 公司的行业领先地位明显。这些公司与各级政府有紧密联系。中国新近颁布了新的环保法规用于规范风能设备制造企业...

机遇分析

- **Hermes** 如何将现有资源转化为可为客户带来收益的机遇 / 该项目目前有何机遇可利用?
- 例如: **Hermes** 集团与国内分管环保科技的政府高层联系紧密, 可以为客户的项目争取资源。集团与中华人民共和国商务部, 国家发展与改革委员会等有过成果的合作经历...

如果您有任何疑问或者需要更详细的关于 **Hermes** 集团的信息, 请登陆 www.hermesinvgroup.com 或使用以下联系方式:

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