



News Release

Intel Capital Announces Two New Investments in China: 2011 a Successful Year with 13 Chinese Investments

NEWS HIGHLIGHTS

- The new investments in Beijing Cloud Union Co., Ltd. and Fashion Republic will help promote innovation in digital media and consumer Internet
- In 2011, Intel Capital invested over \$90 million in 13 Chinese companies
- Two Chinese portfolio companies went IPO and two were acquired in 2011

Beijing, January 12, 2012 – [Intel Capital](#), Intel’s global investment and M&A organization, today announced investments in Beijing Cloud Union Co., Ltd. (Cloud Union) and Fashion Republic. Both investments come from the Intel Capital China Technology Fund II and will promote the development of innovative technology and business models in the fields of digital media and consumer Internet.

[Cloud Union](#) focuses on the design, development and operation of cloud gaming platforms and is a leading live cloud and steaming service provider for high quality (3D graphic and rich audio) gaming in China. Through centralizing all computing power in the server end and rendering only graphic streaming to the client end, Cloud Union allows people to play high quality games across a multitude of devices. [Fashion Republic](#) is one of China’s first fashion photo search engines and fashion content aggregation platforms. The community scans quality-guaranteed fashion business websites in China and helps users identify products and trends through photo galleries. The two companies will use the investments for product development and market expansion.

“Pioneering new technology usage models for consumers is critical for innovative technology companies around the world and is a major focus of Intel Capital’s investment efforts in China,” said Arvind Sodhani, executive vice president of Intel and president of Intel Capital. “Cloud Union and Fashion Republic, both of which have built a strong and unique Internet user experience, are a central part of our efforts to drive innovation that enhances and expands the online experience for the 15 billion devices expected to be connected by 2015.”

Ian Yang, president of Intel China, said, “China has a huge consumer base. As more and more computing devices connect to the Internet, the ability to provide end users with innovative and unique experiences will be the key to the success in this market. We believe Intel’s continuous investment in digital media and consumer Internet has helped to make Intel® architecture based devices the best equipped to provide consumers with the most compelling computing experiences.”

As one of the first investment organizations to enter China, Intel Capital’s strategy is to invest in cultivating local technological innovation. Led by Managing Director Richard Hsu, Intel Capital in China has six Investment Directors with Helen Chiu and Chris Pu in Beijing, Rao Hong and Sun XiaoGuang in Shanghai, Tony Kwan in Hong Kong and Christine Wu in Xiamen. Rao Hong and

Chris Pu are the deal managers of Cloud Union and Fashion Republic, respectively.

Since its first investment in China in 1998, Intel Capital has invested approximately US\$650 million in over 100 Chinese companies. In 2011, Intel Capital invested over \$90 million in 13 Chinese companies, including the two new investments announced today. Intel Capital's previous investments include:

- [6DXchange Inc.](#), which operates YaoDian100.com, a B2C fashion and lifestyle e-retailer in China.
- [ArcSoft Inc.](#), a software provider of multimedia technologies and applications.
- [B-Soft](#), a healthcare IT products and solutions provider.
- Beijing JoySee Technology Co., Ltd., a subsidiary of [China Digital TV Holding Co., Ltd](#) (NYSE: STV), does research and development of high-definition smart TV and cable smart set top boxes.
- [Borqs Ltd.](#), an Android software integrator for mobile devices.
- [Makepolo.com Co. Ltd.](#), a B2B vertical search engine that serves the procurement needs of small- and medium-sized enterprises.
- [Miartech \(Shanghai\) Inc.](#), a provider of power line communications products and systems technology for smarter energy management.
- [Outblaze Venture Holdings Ltd.](#), also known as Animoca, one of the largest global mobile media providers.
- [Shanghai BOCOM Intelligent Network Technologies Co., Ltd.](#), a provider of intelligent sensing & networking technologies.
- [United Information Technology Co., Ltd.](#), a cloud storage products and solutions provider, offering enterprise-class storage products and application software.
- [VIPStore](#), a Chinese online retailer of international premium fashion brands.

In 2011, four Chinese companies exited the Intel Capital portfolio: two completed IPOs on U.S. based exchanges and two were acquired.

Intel Capital's investments cover many areas including consumer Internet, mobile application, Internet of Things, triple play, storage, health and e-commerce, rounding off a successful year for Intel Capital in China.

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About Intel Capital

Intel Capital, Intel's global investment and M&A organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, mobility, health, consumer Internet, digital media, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10.4 billion in over 1,212 companies in 51 countries. In that timeframe, 194 portfolio companies have gone public on various exchanges around the world and 289 were acquired or participated in a merger. In 2011, Intel Capital invested US\$526 million in 158 investments with approximately 51 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

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