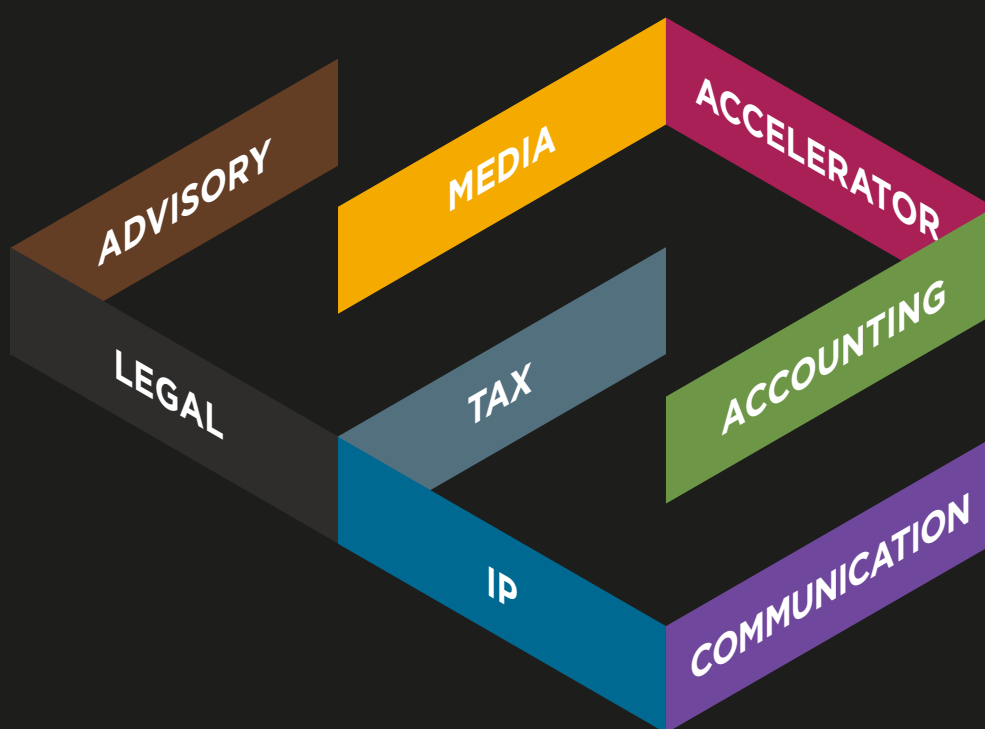




CONNECTING CHINA WITH THE REST OF THE WORLD



GLOBAL VISION POWERED BY THOUSANDS OF
LOCAL EXPERTS ON 5 CONTINENTS

128 CITIES, 88 COUNTRIES, 5000+ ADVISORS



Who are we?

Cathay Group is a **one-stop-shop business advisory platform** with a global presence in **88 countries on 5 continents**.

We facilitate cross-border transactions with a 360-degree support (legal, tax, IP, accounting, communication, financial and investment advisory) all over the globe, with a special focus on **connecting China with the rest of the world**.

Our one-stop-shop supports you **at every step of your business journey**: from finding the right business partners, investors or investment targets, acquiring them, all the way to successful operation, our 5000+ advisors around the world are there to help.



One-stop-shop

We recognized long ago that the future is in **multidisciplinary platforms**. Clients are not looking for advisors: they want **solutions**.

Thus we provide 360 degrees services, **everything in one place for a successful global operation**:

- With full spectrum coverage, we assist you on every step of your journey
- With local offices and knowledge all around the globe
- Offering legal, tax, accounting, intellectual property, marketing, communication and investment advisory services

We also have **special knowledge in a number of niche areas**:

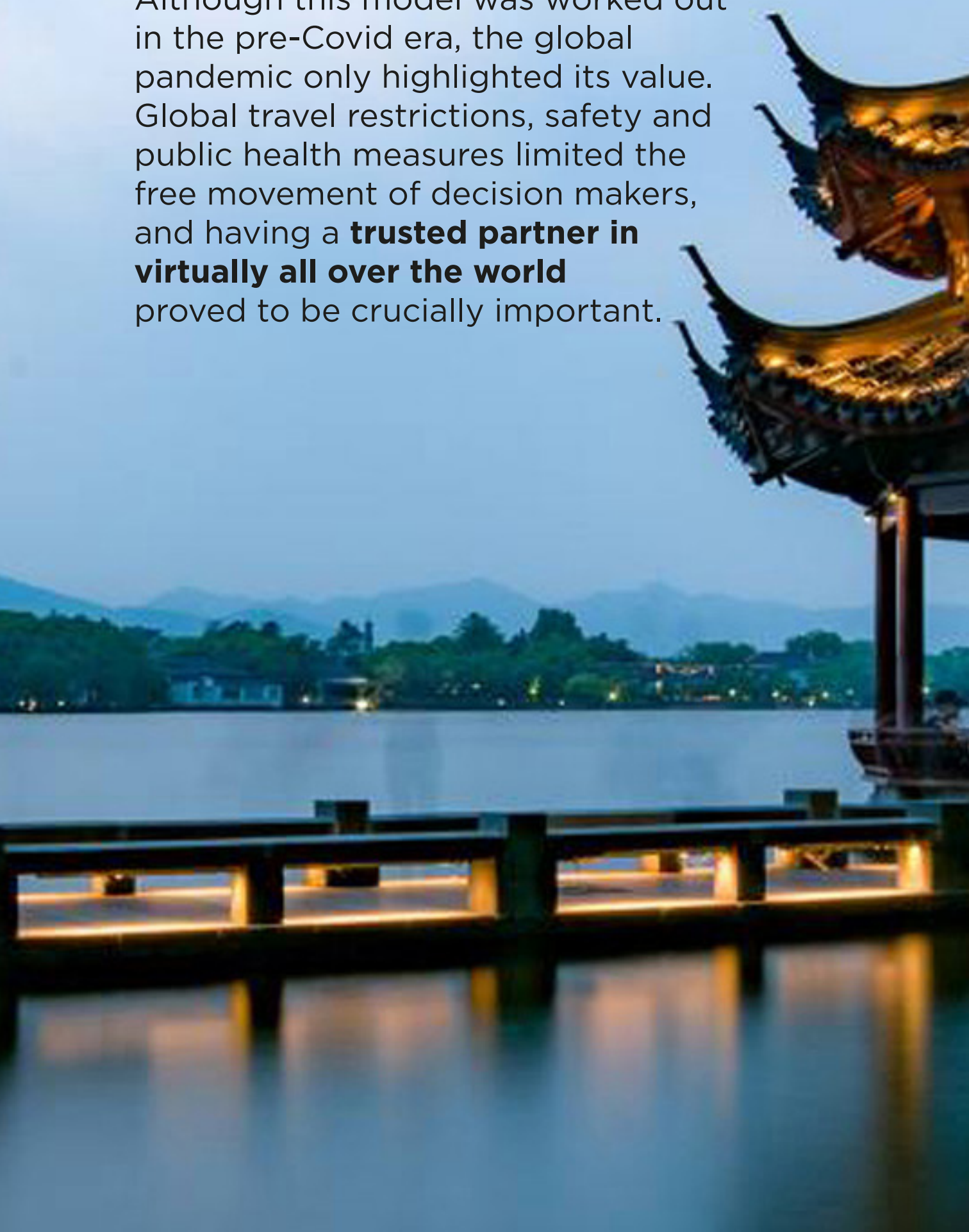
- Access to innovations and startups
- To the world's largest e-sports network
- To the know-how of well established Western events, voted to be the best in Europe
- A wide range of overseas trading opportunities, brands and suppliers
- And to the secrets of successful city branding and tourism destination marketing

Dual HQs in Europe & Asia

Cathay Group has a **global operation and dual headquarters** in Europe (Budapest) and Asia (Shanghai).

As **building bridges across China and the rest of the world** is one of our most important tasks, having a daily operation on both continents is crucial.

Although this model was worked out in the pre-Covid era, the global pandemic only highlighted its value. Global travel restrictions, safety and public health measures limited the free movement of decision makers, and having a **trusted partner in virtually all over the world** proved to be crucially important.



CATHAY ASSOCIATES

THE BEAUTIES OF A BOUTIQUE
IN A GLOBAL LEGAL NETWORK



We offer integrated, seamless services of thousands of business minded, market leading lawyers through one point of contact, supported by a unified international team.

From M&A to competition law through employment and banking, our local law firms are proficient in all legal service areas and client industries, allowing us to support your success and growth on new markets around the Globe.

SERVICES

- Merger & Acquisition Services
- Market Entry Services
- Legal compliance
- Litigation
- Labor & Employment
- Trust, Estates & Wealth Management
- Restructuring, Insolvency and Workouts

CATHAY TAX&ACCOUNTING

OPTIMUM SOLUTIONS FOR WORLDWIDE OPERATION



Cathay Tax & Accounting is your partner to optimize global presence, and make the most of your opportunities while ensuring safe and frictionless operation. From global tax structuring to day-to-day local accounting, our business advisors guide you through your possibilities and assist in realizing your goals.

SERVICES

- Tax optimization
- Global tax planning
- Global tax structures
- Local taxation
- Accounting
- Payroll
- Financial reporting

CATHAY IP

YOUR INTELLECTUAL PROPERTY
– NOW PROTECTED



New markets come with new challenges,
and the proper handling of Intellectual
Property issues is often one of the key
elements of long-term success.

From protection to enforcement and
commercialization, our local IP experts will
help you reach your goals.

SERVICES

- IP Protection (patents, trademarks, industrial designs)
- IP Management Consulting (licensing, prosecution and enforcement)
- IP Data Services
- IP Commercialization
- IP Finance
- Commercial Investigation & Business Intelligence

CATHAY ADVISORY

CROSS-BORDER 360 DEGREES INVESTMENT ADVISOR



We facilitate cross-border investment and support it at every step. From finding the right investment targets and matching them with investors, all the way to successful operation, we are there to help.

We assist your overseas business ventures with new opportunities in investment, trade, innovation and more, creating fruitful and long-lasting cooperations and ultimate success.

SERVICES

- Database of pre-screened investment opportunities
- On-demand investment target locating
- Financing: funds, incentives, bank financing
- Tax optimization
- Operational support

CATHAY COMMUNICATION

LOCAL COMMUNICATION ON GLOBAL SCALE



With independent agency partners all around the world we provide communication and marketing services with profound local understanding on all markets, supporting companies' market entry without borders. Our services cover all aspects of your business needs from strategy to branding, from marketing to advertising and promotion.

SERVICES

- Branding and Communication Strategy
- ATL campaigns & localization
- BTL Activities
- Web development
- Public Relations
- Content Production
- Research
- Ads and Media Buying

CATHAY ACCELERATOR

NURTURING FUTURE GIANTS



We connect the dots in the global startup ecosystem to help: startups to grow and get access to new partners and markets; municipalities to win the fight for talent and become an innovation hub; corporations to find innovative technologies and inspiring new ways to success

SERVICES

- Connecting investors with carefully selected startups and scaleups
- Setting up venture capital funds for investors and cities
- Screening thousands of startups annually
- Mentoring, investment matchmaking, long-term support

JOURNEY

DIGITAL TOOLSET FOR CROSS-BORDER BUSINESS



Journey is a digital platform and WeChat application providing a complete toolset for Chinese decision makers doing business abroad.

It offers outgoing businesses access to relevant business intelligence worldwide – combined with investment opportunities and innovations in the Western world.

It connects investors and project owners, sell side and buy side and all the advisors needed for a successful transaction or deal.

DIGITAL TOOLS

- Overseas investment opportunities and innovations
- Business intelligence updates
- Overseas advisors
- Networking and events
- Matchmaking
- Local support



CATHAY 凯泰

G R O U P

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