



# CHINA GROWTH EXPERTS

Helping Western technology companies  
accelerate China growth and value creation

## DELIVERING CHINA GROWTH SOLUTIONS TO 100+ WESTERN TECHNOLOGY COMPANIES

### Select ADG Clients - Software and Tech-Enabled Companies

- Data analytics
- Cloud
- SaaS
- Enterprise applications
- Infrastructure
- Automation
- Security
- Machine learning
- IoT/Connected device
- 5G/Mobile
- Robotics
- Industry 4.0
- Digital health
- eCommerce
- Consumer internet



## Our clients are backed by leading technology investors

### Select Venture Capital / Private Equity investors backing ADG clients

ARM®



Balderton.  
capital

Battery



greylock

GSR Ventures



ICONIQ

INSIGHT  
PARTNERS



matrix  
PARTNERS

MERITECH  
CAPITAL PARTNERS

NEA®



NORWEST

Qualcomm  
ventures

SAMSUNG  
NEXT



SoftBank



### Partners / Associations

Partnering with  
leading  
organizations



Alibaba Cloud





## How to get started in China with ADG

ADG has tailored programs defined to help you get started in China



### Advisory & Planning

1 - 3-month feasibility studies to understand the opportunity and potential paths to success

*Getting Started*



### Confirmation & Market Engagement Program

4-- month deep market engagement focused on validating the opportunity through real BD and marketing activities

*Confirm what it takes to be successful in China through real engagement*



### Building for Scale

Leverage ADG's 20-year experience building businesses for foreign companies in China. We will quickly run a gap analysis and identify areas where ADG can save you time, money and de-risk your market entry, set-up and expansion activities

*Don't waste your team's time on one-time activities requiring specialty expertise*



### Co-managed interim operating services

ADG can quickly jump in and support your team with short and long-term outsourced services:

*Leverage our team and operating platform to fill in your gaps on a short- or long-term basis*

## ADG PROVIDES FULLY MANAGED SOLUTIONS TO **VALIDATE, ACCELERATE AND DE-RISK** YOUR PREFERRED CHINA GROWTH STRATEGY

### *ADG Comprehensive Market Entry Solutions*

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#### Virtual Market Presence

A managed solution leveraging our experience, team, network & legal presence to quickly establish a local China presence. We provide a predictable budget with the optionality to defer making a major investment until your China objectives have been met.

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#### Business Builder

For companies looking for on-the-ground expertise to accelerate, de-risk or co-manage the effort. Choose where you need ADG's resources to fill your interim gaps. Leverage ADG's network and team for set-up, BD, operations, HR, strategy or management.

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#### Partner Led Growth

For companies looking to develop, enable and manage channel networks in China. From soup to nuts ADG can help companies that rely on distributors, resellers, and technical alliances for growth.

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#### Sales Accelerator

Sales, licensing and distribution focused solution to be "in-market" in weeks with an experienced business development team, customer / partner network and local sales operations platform.

### *Supplemental Options*

#### Strategic Partner Program

Supplement your core strategy by conducting a strategic partner identification and execution program

#### Master Operator

For select clients and products, ADG can act as your long-term business operator in China (*phase 2 or later*)

## ADG'S solutions grow with your needs

When the time is right to consider your next stage of development, ADG has the experience and capabilities to meet your needs



### Establish WOFE

When you're ready to setup your entity, ADG can assist in managing, teaming and getting your own operations up and running



### Create JV

ADG can help you find the right partners, negotiate the deal, develop the business plan and closing a joint venture



### Strategic Investment

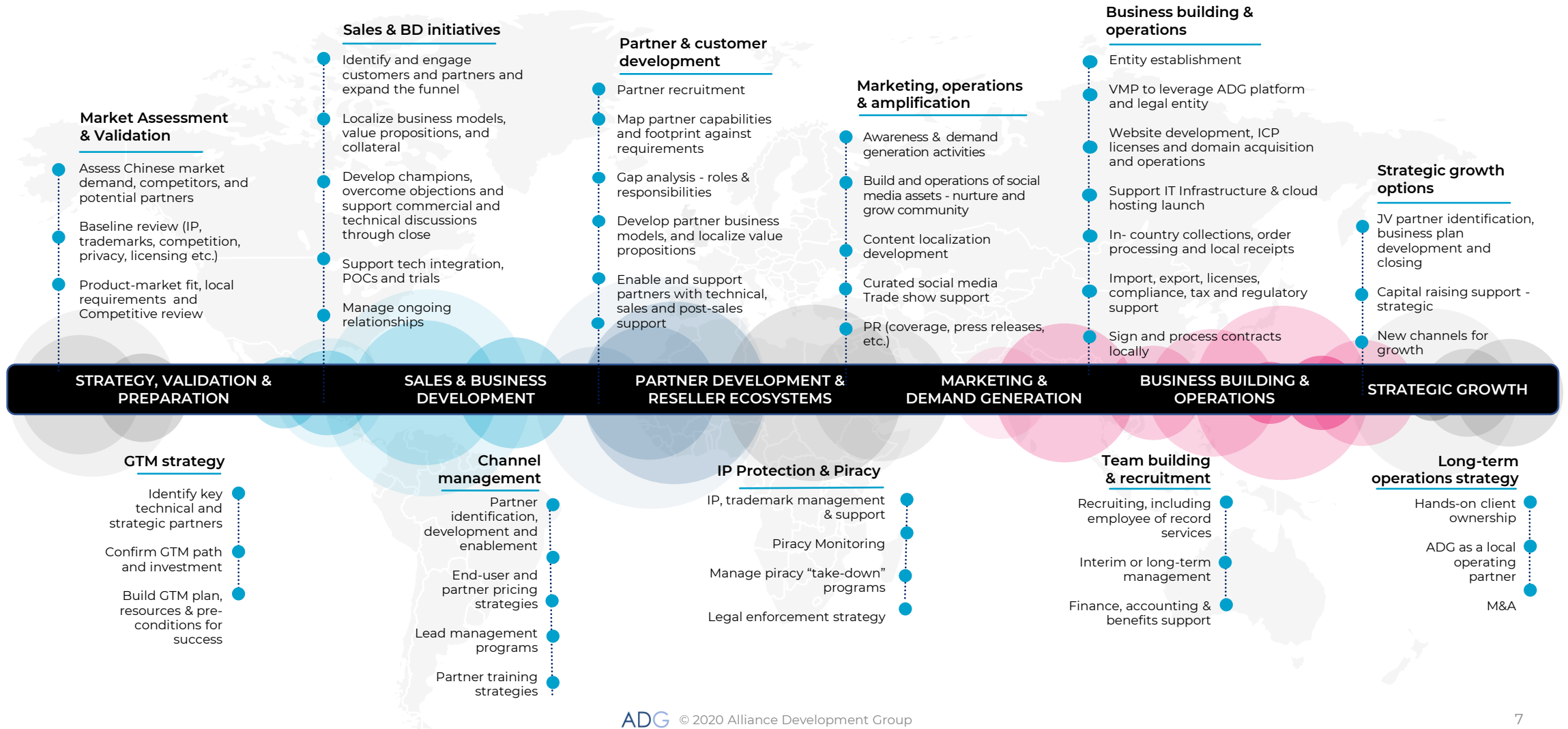
Leverage ADG relationships and experience to bring in the right strategic investment partners



### Operating Partner

For select clients and products, ADG act as your long-term business operator in China (*phase 2 or later*)

# OUR BROAD RANGE OF CAPABILITIES ARE TAILORED TO MATCH YOUR OBJECTIVES



## OUR EXPANSIVE NETWORK & LONG-TERM RELATIONSHIPS HELP ACCELERATE OUR CLIENTS' CHINA SUCCESS

### Accelerate China GTM & Growth

- Internet giants
- Smartphone OEM's
- Device OEMs/ODMs
- Apps and content
- IOT companies
- Robotics and drones
- eCommerce SPs
- Chips & components
- Distributors/retailers
- Mobile operators
- SaaS/enterprise apps
- SIs, VARs, ISV resellers
- Cloud service providers
- Data analytics
- AI/ML leaders
- Networking OEMs
- Vertical enterprises
- Automotive companies
- Fintech companies
- Bioinformatics

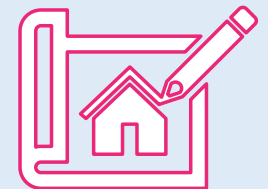
1000s of active customer and partner relationships with decision-makers and influencers at over 2000 leading China tech companies



### Build and Scale China Operations

- Localization services
- Marketing services
- Logistics/Import-Export
- Software developers
- Government/regulators
- Tax/accounting/legal
- Patents/trademarks/IP
- Cloud hosting partners
- Translation services
- Entity establishment
- HR/Talent recruitment

ADG has amassed an expansive rolodex of hundreds of 3rd party experts and service providers that can be brought to supplement the program when needed according to different budgets and requirements.





## SELECT CLIENT TESTIMONIALS

“ADG has been a remarkable partner helping us to understand the China market, raise a round of financing and execute a winning strategy that resulted in our acquisition by Alibaba's Ant Financial. We couldn't have gotten to where we are today without the ADG team in China.”

— Toby Rush, CEO EyeVerify, Kansas City

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"My initial goal in hiring ADG was to help us figure out our go-to-market strategy in China. I assumed we needed some advice and some introductions due to the complexity of the market and the challenges of knowing which partners to trust. I didn't fully appreciate how much help we needed, and how quickly ADG could deliver. They were willing to do whatever it takes to make us successful in China. ADG helped save us from many costly mistakes and got us to market faster than I anticipated."

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- Steve Walden, SVP Business Development, Alteryx, Denver

““To be honest with you, I had no idea how different our business needed to operate in China but was astounded that ADG had us up and running, generating revenue in less than 6 months. When the ADG team tells you that they hit the ground running, they really mean it. Having ADG has saved us hundreds of thousands and years trying to figure out how to make it happen.”

— Brian Lee, COO Insightful Sciences, California

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“We know the wine industry very well and our board also had extensive experience in China and yet ADG's work in China went beyond our expectations and they raised a number of important observations and issues that we were not aware of and were pertinent to our developing strategy – we can definitely recommend them if you want to get beyond the surface and touch the real dynamics in China”.

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— Heini Zachariassen , CEO Vivino, Denmark