



# China Internet Crowdfunding and Wealth Management Industry Report, 2016

Jun. 2016

## **STUDY GOAL AND OBJECTIVES**

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

## **REPORT OBJECTIVES**

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

## **METHODOLOGY**

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

## **INFORMATION SOURCES**

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

Main business models of Internet finance include: (1) third-party payment; (2) network lending (P2P and network microcredit); (3) crowdfunding; (4) Internet wealth management; (5) Internet consumer finance; (6) virtual currency; (7) Internet financial portal; (8) guarantee; (9) credit investigation. The report focuses on Internet crowdfunding and Internet wealth management industries.

### Crowdfunding Industry

Crowdfunding refers to the model that project sponsors release their creative ideas on Internet platforms to raise funds and, in return, give investors material objects, services or equities. It includes mainly rewards-based crowdfunding, equity-based crowdfunding, and donation-based crowdfunding. The first crowdfunding platform appeared in China in Jul 2011, and after 5 years of rapid development, the number of various crowdfunding platforms in China had totaled 332 by the end of April 2016. In 2015, RMB11.424 billion was raised by crowdfunding platforms successfully in China, an upsurge of 305.1% over RMB2.82 billion in 2014.

Among various kinds of crowdfunding, equity-based crowdfunding is favored by capitals. During 2014-2015, Internet companies, brokerages, insurance groups, equity transaction centers, and equity investment funds have sped up their layout in equity-based crowdfunding field.

### Expected Amount, Completed Amount and Completion Rate of Various Chinese Crowdfunding Projects, 2015

RMB mln	Expected	Completed	Completion Rate
Reward-based	20,904	5,603	26.80%
Equity-based	27,119	5,190	19.14%
Donation-based	1,469	631	42.95%
Total	49,492	11,424	23.08%

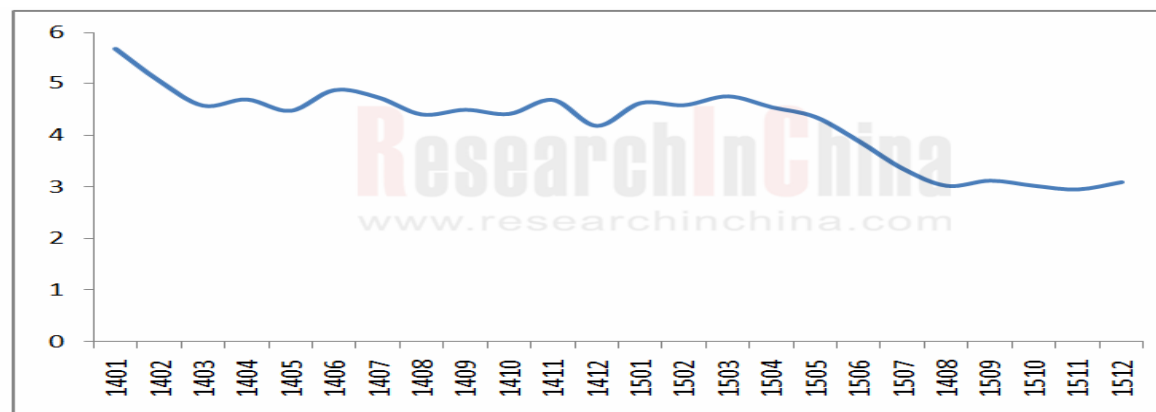
Source: ResearchInChina

In 2015, private equity financing raised the most funds which amounted to RMB27.119 billion, holding 54.79% of the total expected funds; reward-based crowdfunding accounted for 42.24% with RMB20.904 billion; public crowdfunding only occupied 2.97% with RMB1.469 billion. However, the average completion rate of public crowdfunding projects hit the highest level 42.95%, followed by reward-based crowdfunding projects with 26.80% and private equity financing projects with 19.14%.

## Internet Wealth Management Industry

Internet wealth management refers to the service pattern in which relevant companies carry out cooperation with financial institutions to put wealth management products (including funds, insurance, trust, bills) online through internet technology and platform, thus realizing Internet-based wealth management. With introduction of easy monetary policies by the People's Bank of China for several times since the second half of 2014, the yields of Internet wealth management products have fallen sharply, and a single money fund cannot fulfill peoples' demand for wealth management. Accordingly, Internet wealth management platforms introduced other wealth management products, such as bond funds, blend funds, equity funds, bills, insurance, loans, stocks, etc.

**Rate of Return of Internet Wealth Management Products in China by Month, 2014-2015 (%)**



Source: rong360.com; ResearchInChina

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At present, main Internet wealth management platforms in China include Ant Financial's Zhao CaiBao, JD Finance's financial channel, Tencent's Li Cai Hui, and Baidu Finance. From the perspective of asset size, Ant Financial's Yu'e Bao outperforms its counterparts. By the end of 2015, Yu'e Bao had served 260 million users with the total assets of RMB620.7 billion.

China Internet Crowdfunding and Wealth Management Industry Report, 2016 highlights the followings:

- Overview of Internet finance in China (definition, business models, development history, cases of financing, trends);
- Development environments for industry (relevant policies, deposit and financing, Internet user, big data, cloud computing);
- China's Internet crowdfunding industry (business models, development history, market size, rewards-based crowdfunding market, real estate crowdfunding market, equity-based crowdfunding market, trends);
- 13 major Chinese Internet crowdfunding platforms (profile, profit models, project financing, risk control, etc.);
- Chinese Internet wealth management market (definition, classification, relevant policies, fund sales institutions, fund sales payment institutions, operation of fund industry, market size of wealth management products, competitive landscape, wealth management platforms, mobile wealth management APP, etc.);
- 9 major Chinese Internet wealth management platforms (profile, layout in Internet finance, businesses, operation, etc.).

### 1 Overview of Internet Finance in China

#### 1.1 Definition and Business Model

##### 1.1.1 Definition

##### 1.1.2 Business Model

#### 1.2 Case of Financing

#### 1.3 Development Trend

### 2 Development Environments for Industry

#### 2.1 Relevant Policies

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#### 3.2 Development History and Relevant Policies

##### 3.2.1 Development History

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#### 5.2 Taobao Crowdfunding

##### 5.2.1 Profile

##### 5.2.2 Project

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##### 5.2.4 Business and Profit Models

##### 5.2.5 SWOT Analysis

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##### 5.3.1 Profile

##### 5.3.2 Operation Process

##### 5.3.3 Profit Model

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