



CASE STUDY

FOSUN 复星



GUO GUANGCHANG
CHAIRMAN OF FOSUN

INDUSTRY OVERVIEW

The Investment Services industry consists of companies engaged in providing security brokerage services, investment banking and investment management services without significant commercial banking operations, stock exchanges, transfer agents and other investment services, such as information retrieval services focused on serving the investment community. The Investment Services industry excludes banks engaged in auxiliary investment banking and brokerage services.

THE CLIENT

Established in 1992 in Shanghai, Fosun is a Chinese international conglomerate and investment company with total assets exceeding RMB 530 billion (US\$ 81 billion) as of 31 December 2017. Fosun centres its business on three themed segments: Health, Wealth, and Happiness.

Fosun's diversified portfolio comprises a multitude of subsidiaries across the globe. Its 'Health' arm includes Fosun Pharma, Sinopharm, Fosun United Health Insurance, Portugal's hospital chain Luz Saúde, and Indian pharmaceutical company Gland

Pharma. Fosun's 'Happiness' arm includes Club Med, one of the world's premier tourism companies; Wolverhampton Wanderers Football Club, an English Premier League team; Atlantis Sanya; Yuyuan Inc.; and Israeli skincare brand AHAVA. Fosun's 'Wealth' arm includes Portugal's largest insurance company Fidelidade, Portugal's largest listed bank Banco Comercial Português (BCP), German private bank Hauck & Aufhäuser (H&A), Hong Kong-based Peak Reinsurance, as well as Mybank.

Underpinning its two-pronged core strategy of "insurance + investment" is Fosun's ultimate vision to provide clients with an integrated 'one-stop' solution encompassing wealth, health, and happiness. By leveraging new technologies, Fosun is devoted to launching competitive products and services that create tangible value for its clients. Today, Fosun's businesses include two major segments: integrated finance (wealth) - including insurance, investment, wealth management, and internet finance; and industrial operations - including health, happiness, property development & sales, and resources.

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communication

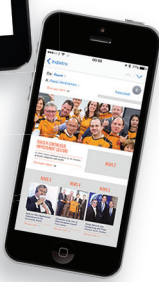
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**Maximise
your brand's
commercial
value.**



Global Communication Campaign



OUR SOLUTION

In spite of Fosun's impressive investment portfolio, however, its executives are cognizant of a pressing need for a coherent and consistent corporate communications strategy. IDEA's solution for Fosun took the form of a global communication content campaign, centred around a company magazine (Fosun People) and newsletter (Outlook), with a customized layout and content tailored to each proposed design, produced in-house by the IDEA team. With a corporate magazine and newsletter, brand messaging can be streamlined and communicated effectively to employees at every level within the organisation, thus helping to inculcate a company-wide culture of clear, consistent, and capable communication – a tool integral to any business, and in any sector.

IDEA also helped secure positive coverage of Fosun's bid to take over Ethniki Hellenic General Insurance Co. SA, the insurance arm of the National Bank of Greece and the country's largest insurer. Our solution aimed to dispel European scep-

ticism and wariness of Chinese investment and support Fosun's bid through the dissemination of a positive message: that Fosun seeks to bring its experience, commitment and secured financing to support its ambitious long-term restructuring and development plan for the Greek insurance company.

At IDEA, we believe that effective and successful corporate communications and public relations is built on strategies that emphasize information, engagement, and creative thinking. Effective corporate communications and PR calls for a keen understanding of how existing and emerging channels can be best utilized to craft brand messages that are compelling and resonate with your audiences. With a single-minded focus on principles, messaging, and issues that matter to your target audience, we help brands identify and – more importantly – amplify their brand message. Ultimately, effective communication – both internal and external – is the name of the game.

TESTIMONIALS

"As a global conglomerate with a diverse investment portfolio spanning a wide range of sectors and multiple continents, we began a worldwide search for a communications agency with international experience and a proven track record," said Chen Bo, head of Public Affairs of Fosun, Vice President Holiday, an online travel booking and tourism estate management company listed on Hongkong main board. "IDEA Communication fit that bill perfectly, and Helena's global experience, business acumen, and journalistic prowess have proven invaluable in helping Fosun conceptualise and execute a flawless corporate communication campaign."



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