

ANNEX 8



 Help improve your rank with SEO tips in the **Alexa Site Audit!** 

[\(/siteaudit\)](#)



- [Global \(/topsites/global\)](#)
- [By Country \(/topsites/countries\)](#)
- [By Category \(/topsites/category\)](#)

Top Sites in China

The top 500 sites in China.

- 1

[Baidu.com \(/siteinfo/baidu.com\)](#)

baidu.com

The leading Chinese language search engine, provides "simple and reliable" search exp... Moreerience, strong in Chinese language and multi-media content including MP3 music and movies, the first to offer WAP and PDA-based mobile search in China.

- 4.0 Stars
- [Search Analytics \(/siteinfo/baidu.com#keywords\)](#)
- [Audience \(/siteinfo/baidu.com#demographics\)](#)

- 2

[QQ.COM \(/siteinfo/qq.com\)](#)

qq.com

China's largest and most used Internet service portal owned by Tencent, Inc founded in Nov... Moreember, 1998. Presently, Tencent is aiming its operations at the strategic goal of providing users with a "one-stop online life service". Tencent's Internet platforms QQ, QQ.com, QQ Games, and PaiPai.com have brought together China's largest Internet community. Tencent's communications and information-sharing services include QQ.com, QQ Instant Messenger, QQ Mail, and search engine SOSO. Linked up with heavily used features such as forums, chat rooms, and QQ Groups, Tencent's Qzone has grown into China's largest personal Internet space. These services foster group interaction and resource sharing. Virtual products such as QQ Show, QQ Pet, QQ Game, and QQ Music/Radio/Live have been successful in providing entertainment and customization options to users. Mobile phone users can take advantage of a number of value-added wireless services. Tencent's PaiPai.com is a C2C on-line shopping platform that seamlessly integrates into Tencent's other community platforms.As of June 30th, 2009, the number of registered QQ Instant Messenger users has reached 990.0 million. Active users numbered at 448.0 million. Peak concurrent users have reached 61.30 million. QQ Games platform counted about 6.2 million users

simultaneously on-line. QQ.com has become China's most visited Internet portal website. PaiPai.com has also become China's second largest Internet shopping platform.

- 4.0 Stars
- [Search Analytics \(/siteinfo/qq.com#keywords\)](#)
- [Audience \(/siteinfo/qq.com#demographics\)](#)

• 3

[Taobao.com \(/siteinfo/taobao.com\)](#)

taobao.com

Launched in 2003, Taobao Marketplace (www.taobao.com) is a popular consumer-to-consumer (C2C) online marketplace in China. With more than 800 million product listings and more than 500 million registered users, Taobao Marketplace is the primary online shopping destination for the largest online population in the world and is one of the world's top 20 most visited websites.

- 4.0 Stars
- [Search Analytics \(/siteinfo/taobao.com#keywords\)](#)
- [Audience \(/siteinfo/taobao.com#demographics\)](#)

• 4

[新浪新闻中心 \(/siteinfo/sina.com.cn\)](#)

sina.com.cn

包括即日的国内外不同类型的新闻与评论，人物专题，图库。

- 4.0 Stars
- [Search Analytics \(/siteinfo/sina.com.cn#keywords\)](#)
- [Audience \(/siteinfo/sina.com.cn#demographics\)](#)

• 5

[Google谷歌 \(/siteinfo/google.com.hk\)](#)

google.com.hk

谷歌搜索在中国的官方网站。

- 4.5 Stars
- [Search Analytics \(/siteinfo/google.com.hk#keywords\)](#)
- [Audience \(/siteinfo/google.com.hk#demographics\)](#)

• 6

[新浪微博-随时随地分享身边的新鲜事儿 \(/siteinfo/weibo.com\)](#)

weibo.com

新浪微博是全中国最主流，最具人气，当前最火爆的微博产品。用一句话随意记录生活，用手机随时随地发微博，迅速获取最热最火最快最酷最新的资讯。... More

- 5.0 Stars
- [Search Analytics \(/siteinfo/weibo.com#keywords\)](#)
- [Audience \(/siteinfo/weibo.com#demographics\)](#)

• 7

网易 (/siteinfo/163.com)

163.com

中国最大的网络社区和门户网站

- 4.5 Stars
- [Search Analytics \(/siteinfo/163.com#keywords\)](/siteinfo/163.com#keywords)
- [Audience \(/siteinfo/163.com#demographics\)](/siteinfo/163.com#demographics)

• 8

搜狐网 (/siteinfo/sohu.com)

sohu.com

资源导航为主要业务的门户网站，经营综合性业务，社区，无线等增值服务。... [More](#)

- 4.0 Stars
- [Search Analytics \(/siteinfo/sohu.com#keywords\)](/siteinfo/sohu.com#keywords)
- [Audience \(/siteinfo/sohu.com#demographics\)](/siteinfo/sohu.com#demographics)

• 9

Tmall.com (/siteinfo/tmall.com)

tmall.com

Tmall.com is the leading online shopping landmark in China with the most comprehensive brand selection. Tmall.com is the premier destination for authentic, quality products catering to increasingly sophisticated Chinese consumers.

- 5.0 Stars
- [Search Analytics \(/siteinfo/tmall.com#keywords\)](/siteinfo/tmall.com#keywords)
- [Audience \(/siteinfo/tmall.com#demographics\)](/siteinfo/tmall.com#demographics)

• 10

soso搜搜 (/siteinfo/soso.com)

soso.com

提供论坛、网页、图片、音乐等类型搜索服务。

- 4.0 Stars
- [Search Analytics \(/siteinfo/soso.com#keywords\)](/siteinfo/soso.com#keywords)
- [Audience \(/siteinfo/soso.com#demographics\)](/siteinfo/soso.com#demographics)

• 11

Hao123 (/siteinfo/hao123.com)

hao123.com

Baidu

- 3.5 Stars
- [Search Analytics \(/siteinfo/hao123.com#keywords\)](/siteinfo/hao123.com#keywords)
- [Audience \(/siteinfo/hao123.com#demographics\)](/siteinfo/hao123.com#demographics)

• 12

凤凰网（凤凰新媒体） (/siteinfo/ifeng.com)

ifeng.com

The leading new media company providing premium content on an integrated platform across Intern... Moreet, mobile and TV channels in China. Together, these channels form a single converged platform providing integrated text, image and video content, and employing a variety of interactive formats to create a rich, personalized and hands-on experience for its users. Leveraging on coveted user demographic and influential brand, it provides advertising solutions with high ROI for blue chip clients, and paid premium contents and services targeted at high-end Internet and mobile Internet users. Where Internet, Mobile, and TV converge, there is Phoenix New Media.

- 5.0 Stars
- [Search Analytics \(/siteinfo/ifeng.com#keywords\)](/siteinfo/ifeng.com#keywords)
- [Audience \(/siteinfo/ifeng.com#demographics\)](/siteinfo/ifeng.com#demographics)

• 13

优酷 (/siteinfo/youku.com)

youku.com

优酷网（www.youku.com）是中国第一视频网站。优酷网立足为全球华人提供最快速的视频播放、最快速的视频发布、最快速的视频搜索服务。... More

- 5.0 Stars
- [Search Analytics \(/siteinfo/youku.com#keywords\)](/siteinfo/youku.com#keywords)
- [Audience \(/siteinfo/youku.com#demographics\)](/siteinfo/youku.com#demographics)

• 14

Google (/siteinfo/google.com)

google.com

Enables users to search the world's information, including webpages, images, and videos. Offers... More unique features and search technology.

- 4.0 Stars
- [Search Analytics \(/siteinfo/google.com#keywords\)](/siteinfo/google.com#keywords)
- [Audience \(/siteinfo/google.com#demographics\)](/siteinfo/google.com#demographics)

• 15

京东商城 (/siteinfo/360buy.com)

360buy.com

京东商城是中国最大的综合网络零售商，是中国电子商务领域最受消费者欢迎和最具有影响力的电子商务网站之一，在线销售家电、数码通讯、电脑、家居百货、服装服饰、母婴、图书、食品、在线旅游等12大类数... More万个品牌百万种优质商品。2012年第一季度，京东商城以50.1%的市场占有率在中国自主经营式B2C网站中排名第一。

- 4.0 Stars
- [Search Analytics \(/siteinfo/360buy.com#keywords\)](/siteinfo/360buy.com#keywords)
- [Audience \(/siteinfo/360buy.com#demographics\)](/siteinfo/360buy.com#demographics)

• 16

[Alipay.com \(/siteinfo/alipay.com\)](#)

alipay.com

Launched in 2004, Alipay is China's leading third-party online payment solution, providing an e... More easy, safe and secure way for millions of individuals and businesses to make and receive payments on the Internet. It had more than 650 million registered accounts by December 2011. On November 11, 2011, Alipay processed a total number of 33.69 million transactions, setting a record of the highest number of transactions facilitated via an online payment platform during a 24-hour period. The preferred online payment tool of Internet merchants in China, Alipay provides an escrow payment service that reduces transaction risk for online consumers. It partners with more than 100 financial institutions to facilitate payments in China and abroad. It provides payment solutions for 460,000 merchants. It also offers an online payment solution to help merchants worldwide sell directly to consumers in China and supports transactions in 12 major foreign currencies. Alipay is an affiliate of Alibaba Group.

- 5.0 Stars
- [Search Analytics \(/siteinfo/alipay.com#keywords\)](#)
- [Audience \(/siteinfo/alipay.com#demographics\)](#)

• 17

[360安全中心 \(/siteinfo/360.cn\)](#)

360.cn

- 3.5 Stars
- [Search Analytics \(/siteinfo/360.cn#keywords\)](#)
- [Audience \(/siteinfo/360.cn#demographics\)](#)

• 18

[搜狗\(SOGOU.com\) \(/siteinfo/sogou.com\)](#)

sogou.com

全球首个中文网页收录量达到100亿的搜索引擎。同时提供新闻搜索、音乐搜索、购物搜索，地图搜索等专项搜索服务，为网民提供方便快捷的信息获取方式。 The first search engine... More in the world that has gathered up to 10 billion web pages, suppling most convenience services for searching news, music, shopping infomation, maps, etc.

- 4.0 Stars
- [Search Analytics \(/siteinfo/sogou.com#keywords\)](#)
- [Audience \(/siteinfo/sogou.com#demographics\)](#)

• 19

[中国站长站 \(/siteinfo/chinaz.com\)](#)

chinaz.com

提供站长资讯、站长工具、网站源码、常用工具下载，以及网站设计、编程资料。... More

- 2.5 Stars
- [Search Analytics \(/siteinfo/chinaz.com#keywords\)](#)
- [Audience \(/siteinfo/chinaz.com#demographics\)](#)

• 20

[豆瓣 \(/siteinfo/douban.com\)](#)

douban.com

围绕文化和生活的发现工具、社区和社会媒体。以图书、电影、音

- 4.0 Stars
- [Search Analytics \(/siteinfo/douban.com#keywords\)](#)
- [Audience \(/siteinfo/douban.com#demographics\)](#)

• 21

[Bing \(/siteinfo/bing.com\)](#)

bing.com

Search engine developed by Microsoft. Features web, image, video, local, news, and product search.ch.

- 4.0 Stars
- [Search Analytics \(/siteinfo/bing.com#keywords\)](#)
- [Audience \(/siteinfo/bing.com#demographics\)](#)

• 22

[人人网 \(/siteinfo/renren.com\)](#)

renren.com

人人网是一个真实的社交网络，联络你和你周围的朋友，和朋友分享相片、音乐、电影和游戏；找到老同学，结识新朋友。... [More](#)

- 4.0 Stars
- [Search Analytics \(/siteinfo/renren.com#keywords\)](#)
- [Audience \(/siteinfo/renren.com#demographics\)](#)

• 23

[太平洋电脑网 \(/siteinfo/pconline.com.cn\)](#)

pconline.com.cn

提供电脑产品介绍、价格信息、企业名录及电脑知识和新闻。

- 4.0 Stars
- [Search Analytics \(/siteinfo/pconline.com.cn#keywords\)](#)
- [Audience \(/siteinfo/pconline.com.cn#demographics\)](#)

• 24

[我乐网 \(/siteinfo/56.com\)](#)

56.com

56.com是中国最大的网络视频短片分享娱乐网站。凭借自己独特优势，56.com一直在国内互联网网络视频短片领域排名第一，由此缔造了一个网络人气巨大的、人与人之间互动更加真实、生动的视频分享... [More](#)交流平台，实现了公司“分享视频、分享快乐”的服务理念。

- 4.0 Stars
- [Search Analytics \(/siteinfo/56.com#keywords\)](#)
- [Audience \(/siteinfo/56.com#demographics\)](#)

• 25

[Alibaba.com \(/siteinfo/alibaba.com\)](#)

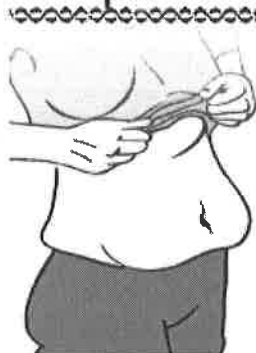
alibaba.com

Import and export trade leads and opportunities.

- 3.5 Stars
- [Search Analytics \(/siteinfo/alibaba.com#keywords\)](#)
- [Audience \(/siteinfo/alibaba.com#demographics\)](#)

Prev [12 \(/topsites/countries;1/CN\)](#) [3 \(/topsites/countries;2/CN\)](#) [4 \(/topsites/countries;3/CN\)](#) [5 \(/topsites/countries;4/CN\)](#)
[6 \(/topsites/countries;5/CN\)](#) [7 \(/topsites/countries;6/CN\)](#) [8 \(/topsites/countries;7/CN\)](#) [9 \(/topsites/countries;8/CN\)](#) [10 \(/topsites/countries;9/CN\)](#)
[11 \(/topsites/countries;10/CN\)](#) [12 \(/topsites/countries;11/CN\)](#) [13 \(/topsites/countries;12/CN\)](#) [14 \(/topsites/countries;13/CN\)](#)
[15 \(/topsites/countries;14/CN\)](#) [16 \(/topsites/countries;15/CN\)](#) [17 \(/topsites/countries;16/CN\)](#) [18 \(/topsites/countries;17/CN\)](#) [19 \(/topsites/countries;18/CN\)](#) [20 \(/topsites/countries;19/CN\)](#)
 Next [\(/topsites/countries;1/CN\)](#)

Le secret pour perdre du poids à découvert



J'ai perdu 2 kilos par semaine de graisse au niveau du ventre rien qu'en suivant cette simple règle.



Ad Council Find Your Best Option ▶ MAKING HOME AFFORDABLE.GOV

 A horizontal banner containing several logos and text. From left to right: the Ad Council logo, the text 'Find Your Best Option' with a right-pointing arrow, the text 'MAKING HOME AFFORDABLE.GOV' with a house icon above it, and two circular logos on the far right.

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An **amazon.com** company



Help improve your rank with SEO tips in the Alexa Site Audit!

[\(/siteaudit\)](#)

- [Global \(/topsites/global\)](#)
- [By Country \(/topsites/countries\)](#)
- [By Category \(/topsites/category\)](#)

Top Sites in Macao

The top 500 sites in Macao.

• 1

[Google \(/siteinfo/google.com\)](#)

google.com

Enables users to search the world's information, including webpages, images, and videos. Offers... More unique features and search technology.

- 4.0 Stars
- [Search Analytics \(/siteinfo/google.com#keywords\)](#)
- [Audience \(/siteinfo/google.com#demographics\)](#)

• 2

[Facebook \(/siteinfo/facebook.com\)](#)

facebook.com

A social utility that connects people, to keep up with friends, upload photos, share links and ... More videos.

- 4.0 Stars
- [Search Analytics \(/siteinfo/facebook.com#keywords\)](#)
- [Audience \(/siteinfo/facebook.com#demographics\)](#)

• 3

[YouTube \(/siteinfo/youtube.com\)](#)

youtube.com

YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... More videos worldwide!

- 4.0 Stars
- [Search Analytics \(/siteinfo/youtube.com#keywords\)](#)

- [Audience \(/siteinfo/youtube.com#demographics\)](#)

• 4

Yahoo! (/siteinfo/yahoo.com)

yahoo.com

A major internet portal and service provider offering search results, customizable content, cha... Morerooms, free e-mail, clubs, and pager.

- 4.5 Stars
- [Search Analytics \(/siteinfo/yahoo.com#keywords\)](#)
- [Audience \(/siteinfo/yahoo.com#demographics\)](#)

• 5

Baidu.com (/siteinfo/baidu.com)

baidu.com

The leading Chinese language search engine, provides "simple and reliable" search exp... Moreerience, strong in Chinese language and multi-media content including MP3 music and movies, the first to offer WAP and PDA-based mobile search in China.

- 4.0 Stars
- [Search Analytics \(/siteinfo/baidu.com#keywords\)](#)
- [Audience \(/siteinfo/baidu.com#demographics\)](#)

• 6

Google谷歌 (/siteinfo/google.com.hk)

google.com.hk

谷歌搜索在中国的官方网站。

- 4.5 Stars
- [Search Analytics \(/siteinfo/google.com.hk#keywords\)](#)
- [Audience \(/siteinfo/google.com.hk#demographics\)](#)

• 7

Taobao.com (/siteinfo/taobao.com)

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- 4.0 Stars
- [Search Analytics \(/siteinfo/taobao.com#keywords\)](#)
- [Audience \(/siteinfo/taobao.com#demographics\)](#)

• 8

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- 4.0 Stars
- [Search Analytics \(/siteinfo/qq.com#keywords\)](/siteinfo/qq.com#keywords)
- [Audience \(/siteinfo/qq.com#demographics\)](/siteinfo/qq.com#demographics)

• 9

新浪微博-随时随地分享身边的新鲜事儿 (/siteinfo/weibo.com)

weibo.com

新浪微博是全中国最主流，最具人气，当前最火爆的微博产品。用一句话随意记录生活，用手机随时随地发微博，迅速获取最热最火最快最酷最新的资讯。... More

- 5.0 Stars
- [Search Analytics \(/siteinfo/weibo.com#keywords\)](/siteinfo/weibo.com#keywords)
- [Audience \(/siteinfo/weibo.com#demographics\)](/siteinfo/weibo.com#demographics)

• 10

極動感 (/siteinfo/cyberctm.com)

cyberctm.com

澳門人流最多，資訊最強，可搜尋到澳門本地的網站和各地有關澳門資訊的網站。... More

- 0.0 Star
- [Search Analytics \(/siteinfo/cyberctm.com#keywords\)](/siteinfo/cyberctm.com#keywords)
- [Audience \(/siteinfo/cyberctm.com#demographics\)](/siteinfo/cyberctm.com#demographics)

• 11

澳門討論區-IDreamX (/siteinfo/idreamx.com)

idreamx.com

澳門討論區-IDreamX 澳門超強人氣社區論壇,是港澳台人士必到的澳門論壇

- No Stars
- [Search Analytics \(/siteinfo/idreamx.com#keywords\)](/siteinfo/idreamx.com#keywords)



Search for more



weibo.com

新浪微博-随时随地分享身边的新鲜事儿



- [Get Certified Metrics](#)
- [Edit This Listing](#)
- [What are Certified Site Metrics?](#)

This site is **claimed**.

This site's metrics are **not certified**.

新浪微博是全中国最主流，最具人气，当前最火爆的微博产品。用一句话随意记录生活，用手机随时随地发微博，迅速获取最热最火最快最酷最新的资讯。

Statistics Summary for weibo.com

Weibo.com's three-month global Alexa traffic rank is 30. The site has attained a traffic rank of 6 among users in China, where we estimate that 92% of its audience is located. The site is... [Show More](#)

Alexa Traffic Rank		Reputation	
30	6	136,090	5 Stars
Global Rank	Rank in <u>CN</u>	Sites Linking In	4 Reviews

Did you know? You can get the most accurate rank possible by certifying your site's metrics. [Find out how.](#)

Is weibo.com your site?

Get the most from Alexa with these services!

- [Improve your SEO](#)
- [Get Certified Metrics](#)
- [Claim your site](#)
- [Edit your site listing](#)
- [Build a custom toolbar](#)
- [Get widgets](#)

Customize your site listing with your logo, plus add links back to your site and much more! Enhanced Site Listings are just one of the features you get with an **Alexa PRO** subscription. [Learn more about Enhanced Site Listings.](#)

I want an **Alexa PRO** subscription.

[**Sign Up Now**](#)

or

[**See all subscription plans**](#)

I have an **Alexa PRO** subscription.

[**Sign In**](#)

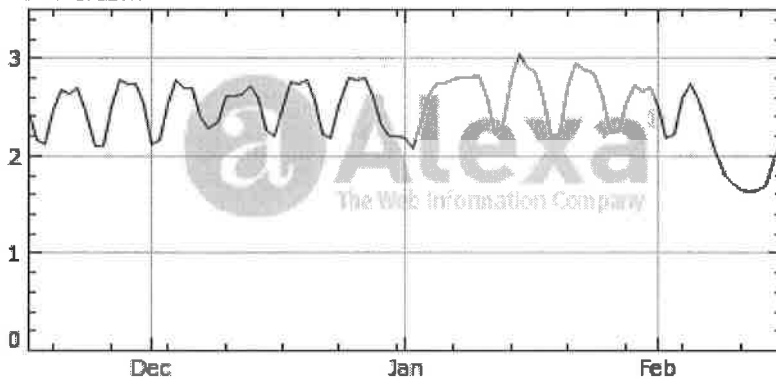
您现在可以在cn.alex.com上获取中文的[weibo.com](#)网站信息。

- Traffic Stats
- Search Analytics
- Audience
- Contact Info
- Reviews
- Related Links
- Clickstream

- [**Traffic Rank**](#)
- [**Reach %**](#)
- [**Pageviews %**](#)
- [**Pageviews/User**](#)
- [**Bounce %**](#)
- [**Time on Site**](#)
- [**Search %**](#)

Daily Reach (percent)

weibo.com



Trailing 3 months

Estimated percentage of global internet users who visit weibo.com:

<input type="text"/>	Reach %	Change
----------------------	---------	--------

Yesterday	2.31%	+29%	▲
7 day	1.783%	-23.51%	▼
1 month	2.339%	-8.85%	▼
3 month	2.462%	+9.0%	▲

Compare **weibo.com** to:

Compare

Share this: [facebook](#) | Like 4 [Tweet](#) [Digg](#)

Learn more about [Alexa Traffic Stats](#).

Average Load Time for Weibo.com

Average (1.422 Seconds), 53% of sites are slower.

Weibo.com's Regional Traffic Ranks

Country

Rank

 China	6
 Hong Kong	14
 Taiwan	29
 Japan	533
 United States	667

ANNEX 9

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 20-F

REGISTRATION STATEMENT PURSUANT TO SECTION 12(b) OR (g) OF THE SECURITIES EXCHANGE ACT OF 1934

OR

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the fiscal year ended December 31, 2011

OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

OR

SHELL COMPANY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of event requiring this shell company report

For the transition period from to

Commission file number: 000-30698

SINA CORPORATION

(Exact name of Registrant as specified in its charter)

Cayman Islands

(Jurisdiction of incorporation or organization)

**37F, Jin Mao Tower
88 Century Boulevard, Pudong
Shanghai 200121, China**

(Address of principal executive offices)

Chief Financial Officer

Phone: +8610 8262 8888

Facsimile: +8610 8260 7166

20/F Beijing Ideal International Plaza

No. 58 Northwest 4th Ring Road, Haidian District, Beijing, 100080, People's Republic of China

(Name, Telephone, E-mail and/or Facsimile number and Address of Company Contact Person)

Securities registered or to be registered pursuant to Section 12(b) of the Act.

<u>Title of each class</u>	<u>Name of each exchange on which registered</u>
Ordinary Shares, \$0.133 par value	The NASDAQ Stock Market LLC
Ordinary Shares Purchase Rights	(NASDAQ Global Select Market)

Securities registered or to be registered pursuant to Section 12(g) of the Act.

Not Applicable

(Title of Class)

Securities for which there is a reporting obligation pursuant to Section 15(d) of the Act.

[Table of Contents](#)

resources, important infrastructural facilities, important transportation services, key technologies, manufacturing of major equipment, etc., which relate to the national security, and whose actual controlling power may be obtained by foreign investors. The joint ministerial meeting is appointed as the authority in carrying out the security review.

To specify the implementations and procedural matters, the MOFCOM enacted the Interim Measures on Related Matters on the Implementation of the Security Review System for Mergers and Acquisitions of Domestic Enterprises by Foreign Investors which had been effective from March 5, 2011 to August 31, 2011 and the Provisions of on the Implementation of the Security Review System for Mergers and Acquisitions of Domestic Enterprises by Foreign Investors, or the Security Review Provisions, which became effective on September 1, 2011. The Security Review Provisions provide that, among other things, whether a merger or acquisition of a domestic enterprise by a foreign investor falls within the scope of merger and acquisition security review shall be determined from the substance and actual impact of the transaction, and foreign investors shall not substantially evade the merger and acquisition security review in any form, including but not limited to holding shares on behalf of others, trust, multi-level reinvestment, leasing, loans, agreement-based control and overseas transactions. The Security Review Provisions further provide that, where a merger or acquisition of a domestic enterprise by a foreign investor is not submitted to the joint ministerial meeting for review or the joint ministerial meeting deems after review that the transaction will not have an impact on the national security, if any change thereafter such as adjustment of the merger or acquisition transaction, amendment of the relevant agreements or change of business operations (including change of the overseas actual controller) makes the merger or acquisition transaction fall within the scope of merger and acquisition review as specified in the Security Review Notice, the parties concerned shall suspend the transaction and related activities, and the foreign investor shall apply for merger and acquisition security review to the MOFCOM according to these provisions.

For a description of how the unsettled nature of Chinese regulations may affect our business, please see “Even if we are in compliance with PRC governmental regulations relating to licensing and foreign investment prohibitions, the PRC government may prevent us from advertising or distributing content that it believes is inappropriate and we may be liable for such content or we may have to stop profiting from such content.” in the Risk Factors section.

C. Organizational Structure

SINA is the parent company of our group and conducts business operations in China through wholly owned and partially owned subsidiaries and VIEs. Below are the significant wholly owned subsidiaries held by SINA:

<u>Subsidiary</u>	<u>Jurisdiction of Organization</u>	<u>Ownership</u>
Beijing New Media Information Technology Co. Ltd.	People's Republic of China	100%
SINA.com Technology (China) Co. Ltd.	People's Republic of China	100%
SINA Technology (China) Co. Ltd.	People's Republic of China	100%
SINA (Shanghai) Management Co. Ltd.	People's Republic of China	100%
Beijing SINA Advertising Co. Ltd.	People's Republic of China	100%
Shanghai SINA Advertising Co. Ltd.	People's Republic of China	100%
Fayco Network Technology Development (Shenzhen) Co. Ltd.	People's Republic of China	100%
Weibo Internet Technology (China) Co., Ltd.	People's Republic of China	100%
T.CN Corporation	Cayman Island	100%
SINA.com Online	United States of America	100%
Rich Sight Investment Limited	Hong Kong	100%
SINA Hong Kong Limited	Hong Kong	100%
T.CN Hong Kong Limited	Hong Kong	100%

In compliance with the PRC's foreign investment restrictions on Internet information services and other laws and regulations, we conduct all our Internet information services, advertising and MVAS in China via the following significant domestic VIEs:

- The ICP Company is a China company controlled by us through a series of contractual arrangements and is responsible for operating www.sina.com.cn in connection with its Internet content company license, selling the advertisements to advertisers and providing MVAS with its Value-Added Telecommunication Services Operating License in China via third-party operators to the users. It is 0.2% owned by Yan Wang, the Company's Chairman of the Board, 22.8% owned by the Company's executive officer Tong Chen, 27.1% owned by the Company's executive officer Hong Du, and 49.9% owned by two other non-executive PRC employees of the Company. The registered capital of the ICP Company is \$19.0 million.
- Xunlong is a China company controlled by us through a series of contractual arrangements and is responsible for providing

企业法人营业执照

编号: N9 1300593

须知

1. 《企业法人营业执照》是企业法人资格和合法经营的凭证。
2. 《企业法人营业执照》分为正本和副本，正本和副本具有同等法律效力。
3. 《企业法人营业执照》正本应当置于住所的醒目位置。
4. 《企业法人营业执照》不得伪造、涂改、出租、出借、转让。
5. 登记事项发生变化，应当向公司登记机关申请变更登记，换领《企业法人营业执照》。
6. 每年三月一日至六月三十日，应当参加年度检验。
7. 《企业法人营业执照》被吊销后，不得开展与清算无关的经营活动。
8. 办理注销登记，应当交回《企业法人营业执照》正本和副本。
9. 《企业法人营业执照》遗失或者毁坏的，应当在公司登记机关指定的报刊上声明作废，申请补领。

注册号 110000450152561

(副本) (2-1)

名称 微梦创科网络科技(中国)有限公司

住所 北京市海淀区海澱北二街10号701室

法定代表人 曹国伟

注册资本 美元2000万元

实收资本 美元2000万元

公司类型 有限责任公司(台港澳法人独资)

经营范围 许可经营项目: 无
 一般经营项目: 研究、开发计算机软件、网络技术、移动通信领域的信息技术; 提供技术转让、技术咨询、技术服务; 计算机互联网网站设计、维护及技术服务; 计算机系统集成; 为电子商务解决方案提供咨询服务。

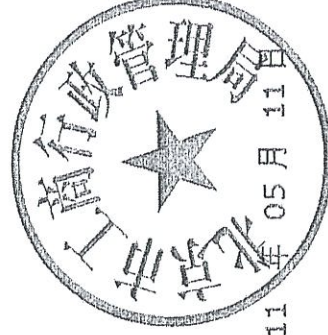
股东(发起人) 微梦创科网络科技(香港)有限公司

营业期限 自 2010年10月11日 至 2040年10月10日

成立日期 2010年10月11日

年度检验情况

2010年	2011年	
2011.6.22	2012.6.14	



登记机关

2011



**ENTERPRISE LEGAL PERSON
BUSINESS LICENCE**
(Duplicate) (2-1)

Registration No.: 110000450152561

Enterprise Name: Weibo Internet Technology (China) Co. Ltd.

Premises: Room 701, 10 Haidian North Second Street, Haidian District, Beijing

Legal Representative: CAO Guowei

Registered capital: USD20,000,000

Paid up capital: USD20,000,000

Type of Enterprise: Limited liability company (wholly invested by legal persons of Taiwan, Hong Kong or Macao)

Scope of Business: Permitted business items: none.

General business items: research and development of computer software, network technology, information technology in the mobile communication area; provision of technology transfer, technology consultation and technical services; design and maintenance of the computer Internet website and related technical services; computer system integration; and provision of consultation services for e-commerce solutions.

Shareholders (promoters): T.CN Hong Kong Limited

Operation Term: From 11 October 2010 to 10 October 2040

Date of Establishment: 11 October 2010



No. 1300593

Instructions

1. Enterprise Legal Person Business Licence is a licence providing the enterprise with enterprise legal person status and qualifying its authorised business activities.
2. Enterprise Legal Person Business Licence is issued in original and duplicate copies, both having equal legal effect.
3. The original copy of the Enterprise Legal Person Business Licence shall be put in a conspicuous place inside the enterprise's office.
4. The Business Licence shall not be counterfeited, altered, rented, lent or transferred.
5. Any change in the registered items of the enterprise legal person shall be submitted to the original registration authority for registration modification and for a replacement of the Business Licence.
6. The enterprise shall have the annual inspection of the enterprises from 1 March to 30 June every year.
7. No operational activities except the liquidation related activities shall be conducted after revocation of the Business Licence.
8. The original and duplicate copies of the Business Licence shall be returned when the enterprise cancels its registration.
9. Where the Business Licence is lost or damaged, the enterprise shall make a public statement on the newspapers and magazines designated by the registration authority and apply for a replacement of the Business Licence.

Annual Inspection Record

[Seal for Annual Inspection of Beijing Administration for Industry and Commerce] Year 2010 22 April 2011	[Seal for Annual Inspection of Beijing Administration for Industry and Commerce] Year 2011 5 April 2012	
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企业法人营业执照

(副本) (1-1)

注册号 110108013111119

名称 北京微梦创科网络技术有限公司

住所 北京市海淀区北四环西路58号1916室

法定代表人姓名 彭少彬

注册资本 1000万元

实收资本 1000万元

公司类型 有限责任公司(自然人投资或控股)

经营范围 许可经营项目：因特网信息服务业务（除新闻、出版、教育、医疗保健、药品、医疗器械以外的内容）（电信与信息服务业务经营许可证、有效期至2015年8月10日）。

一般经营项目：技术开发、技术转让、技术咨询、技术服务；设计、制作、代理、发布广告；计算机系统服务；数据处理；基础软件服务；应用软件服务。（未取得行政许可的项目除外）

成立日期 2010年08月09日

营业期限 自 2010年08月09日 至 2040年08月08日
请于每年3月1日至6月30日向登记机关申报年检

须知

1. 《企业法人营业执照》是企业法人资格和合法经营的凭证。
2. 《企业法人营业执照》分为正本和副本，正本和副本具有同等法律效力。
3. 《企业法人营业执照》正本应当置于住所的醒目位置。
4. 《企业法人营业执照》不得伪造、涂改、出租、出借、转让。
5. 登记事项发生变化，应当向公司登记机关申请变更登记，换领《企业法人营业执照》。
6. 每年三月一日至六月三十日，应当参加年度检验。
7. 《企业法人营业执照》被吊销后，不得开展与清算无关的经营活动。
8. 办理注销登记，应当交回《企业法人营业执照》正本和副本。
9. 《企业法人营业执照》遗失或者毁坏的，应当在公司登记机关指定的报刊上声明作废，申请补领。

年度检验情况

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**ENTERPRISE LEGAL PERSON
BUSINESS LICENCE
(Duplicate)⁽¹⁻¹⁾**

Registration No.: 1101080131111119

Enterprise Name: Beijing Weibo Internet Technology Co., Ltd.

Premises: Room 1916, No. 58 West Road, North 4th Ring,
Haidian District, Beijing

Legal Representative: PENG Shaobin

Registered capital: 10,000,000 yuan

Paid up capital: 10,000,000 yuan

Type of Enterprise: Limited liability company
(invested or share controlled by natural person)

Scope of Business: Permitted business items: business of Internet information service (the contents other than press news, publication, education, medical and health care, medical drugs, medical devices) (Business License of Telecommunications and Information Services, valid until 10 August 2015).

General business items: technology development, technology transfer, technology consultation, technical service; advertisement design, producing, agency and publishing; computer system service; data processing; basic software service; application software service (except the items for which the administrative permit is not obtained).

Date of Establishment: 9 August 2010

Operation Term: From 9 August 2010 to 8 August 2040

Please apply for annual inspection with the registration authority from 1 March to 30 June every year.



Instructions

1. Enterprise Legal Person Business Licence is a licence providing the enterprise with enterprise legal person status and qualifying its authorised business activities.
2. Enterprise Legal Person Business Licence is issued in original and duplicate copies, both having equal legal effect.
3. The original copy of the Enterprise Legal Person Business Licence shall be put in a conspicuous place inside the enterprise's office.
4. The Business Licence shall not be counterfeited, altered, rented, lent or transferred.
5. Any change in the registered items of the enterprise legal person shall be submitted to the original registration authority for registration modification and for a replacement of the Business Licence.
6. The enterprise shall have the annual inspection of the enterprises from 1 March to 30 June every year.
7. No operational activities except the liquidation related activities shall be conducted after revocation of the Business Licence.
8. The original and duplicate copies of the Business Licence shall be returned when the enterprise cancels its registration.
9. Where the Business Licence is lost or damaged, the enterprise shall make a public statement on the newspapers and magazines designated by the registration authority and apply for a replacement of the Business Licence.

Annual Inspection Record

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[Seal for Annual Inspection of Beijing Administration for Industry and Commerce Haidian Branch, Year 2011 and 8 May 2012]

Registration authority:
Beijing Administration for Industry and Commerce Haidian Branch
[Seal]
28 December 2012





CERTIFICATE OF INCORPORATION

公司註冊證書

I hereby certify that
本人謹此證明

T.CN Hong Kong Limited
微夢創科網絡科技 (香港) 有限公司

茲證明此文件即前函證明書內所提及的附件()，此複印本與該文件原本/正本相符，其原本確經本人查核屬實。

中國委托公証人：
日期：

二〇一〇年七月廿九日

is this day incorporated in Hong Kong under the Companies Ordinance

於本日根據《公司條例》(香港法例第32章)

(Chapter 32 of the Laws of Hong Kong) and that this company is limited.

在香港註冊成為有限公司。

Issued on 19 July 2010.

本證書於二〇一〇年七月十九日發出。

Ms Ada L L CHUNG

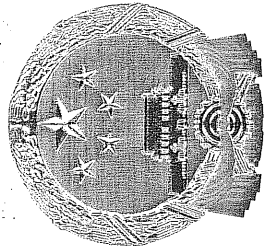
Registrar of Companies
Hong Kong

香港公司註冊處處長鍾麗玲

Note 註：

Registration of a company name with the Companies Registry does not confer any trade mark rights or any other intellectual property rights in respect of the company name or any part thereof.

公司名稱獲公司註冊處註冊，並不表示獲授予該公司名稱或其任何部分的商標權或任何其他知識產權。



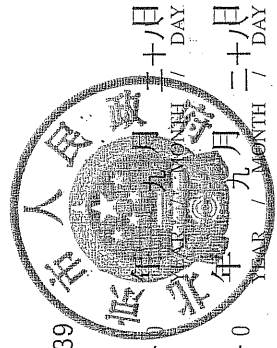
中华人民共和国台港澳侨投资企业

批准证书

CERTIFICATE OF APPROVAL

FOR ESTABLISHMENT OF ENTERPRISES WITH INVESTMENT OF TAIWAN, HONGKONG, MACAO AND OVERSEAS CHINESE IN THE PEOPLE'S REPUBLIC OF CHINA

批准号 商外资 京资 字[2010] 8152号
 APPROVAL NUMBER
 进出口企业代码 1100560352039
 CODE FOR IMPORT AND EXPORT ENTERPRISE
 批准日期 二〇一〇年九月二十日
 DATE OF APPROVAL YEAR / MONTH / DAY
 发证日期 二〇一〇年九月二十日
 DATE OF ISSUE YEAR / MONTH / DAY
 发证序号 1100052051



企业名称 NAME OF ENTERPRISE	中文 CHINESE 英文 ENGLISH	微梦创科网络科技(中国)有限公司	
企业地址 ADDRESS	北京市海淀区海淀北二街10号泰鹏大厦701室		
企业类型 TYPE OF BUSINESS	外资企业	经营年限 DURATION OF OPERATION	叁拾年
投资总额 TOTAL INVESTMENT	贰仟万美元		
注册资本 REGISTERED CAPITAL	贰仟万美元		
经营范围 BUSINESS SCOPE	研究、开发计算机软件、网络技术、移动通信领域的信息技术，提供技术转让、技术咨询、技术服务，计算机互联网网站设计、维护及相关技术服务，计算机系统集成，为电子商务解决方案提供咨询服务。		
投资者名称(中、英文) NAME OF INVESTORS (IN CHINESE AND ENGLISH)	注册地 PLACE OF REGISTRATION	出资额 CAPITAL CONTRIBUTION	
微梦创科网络科技(香港)有限公司		香港	2000万美元

No. 1481854

編號



公司註冊處
COMPANIES REGISTRY

CERTIFICATE OF CHANGE OF NAME

公司更改名稱證書

I hereby certify that
本人謹此證明

T.CN Hong Kong Limited
微夢創科網絡科技(香港)有限公司

having by special resolution changed its name, is now incorporated under the
已藉特別決議更改其名稱，該公司根據

Companies Ordinance (Chapter 32 of the Laws of Hong Kong) in the name of
《公司條例》(香港法例第32章)註冊的名稱現為

Weibo Hongkong Limited
微博網絡(香港)有限公司

Issued on 20 July 2012.

本證書於二〇一二年七月二十日發出。

A handwritten signature in black ink, appearing to read 'A.L. Chung', with a horizontal line underneath it.

Ms Ada L L CHUNG

.....
Registrar of Companies
Hong Kong Special Administrative Region
香港特別行政區公司註冊處處長鍾麗玲

Note 註:

Registration of a company name with the Companies Registry does not confer any trade mark rights or any other intellectual property rights in respect of the company name or any part thereof.

公司名稱獲公司註冊處註冊，並不表示獲授予該公司名稱或其任何部分的商標權或任何其他知識產權。

ANNEX 10

Trademark Registration Certificate

微博

Approved service items (classification No. 35)

Advertising; online advertising on data communication network; exhibiting goods on communication media for retailing; market analysis; public opinion poll; data retrieval (for others) in computer file; computer database information enrollment; computer database information classification; computer database information systematization (ending).

Registrant: Sina.com Technology (China) Co., Ltd

Registered address: Room No. 1506, Ideal International Plaza, No. 58, West Beisihuan Road, Haidian District, Beijing

Registration expiry date: Dec. 28, 2010 to Dec. 27, 2020

Signature of director-general: *Li Jianchang*

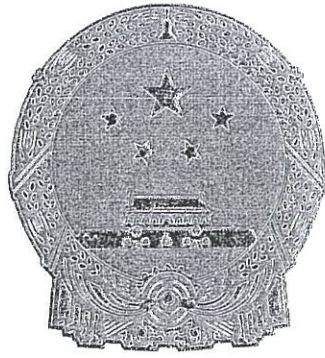
(Seal: Trademark Office of the State Administration for Industry & Commerce of the People's Republic of China)





ZC7649615 ZC

第 7649615 号



商标注册证

微博

核定服务项目(第 35 类)

广告；数据通讯网络上的在线广告；为零售目的在通讯媒体上展示商品；市场分析；民意测验；在计算机档案中进行数据检索（替他人）；计算机数据库信息编入；计算机数据库信息分类；计算机数据库信息系统化（截止）

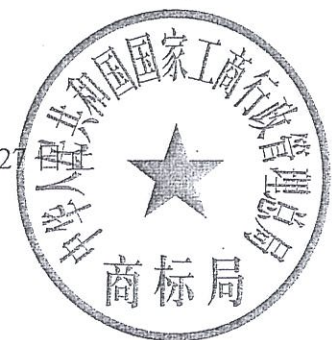
注册人 新浪网技术（中国）有限公司

注册地址 北京市海淀区北四环西路 58 号理想国际大厦 1506 室

注册有效期限 自公元 2010 年 12 月 28 日 至 2020 年 12 月 27 日

局长签发

李建昌



Trademark Registration Certificate



Approved service items (classification No. 38)

Radio broadcasting; television broadcasting; wire service; communications by computer terminals; computer aided transmission of messages and images; electronic bulletin board services [telecommunications services]; providing telecommunications connections to a global computer network; providing user access to a global computer network; providing internet chatrooms; providing access to databases (ending).

Registrant: Sina.com Technology (China) Co., Ltd

Registered address: Room No. 1506, Ideal International Plaza, No. 58 West Beisihuan Road, Haidian District, Beijing

Registration expiry date: May 28, 2012 to May 27, 2022

Signature of director-general: *Xu Ruibiao*



(Seal: Trademark Office of the State Administration for Industry & Commerce of the People's Republic of China)



ZC9337631 ZC

第 9337631 号



商标注册证



核定服务项目(第 38 类)

无线电广播；电视播放；新闻社；计算机终端通讯；计算机辅助信息和图像传送；电子公告牌服务（通讯服务）；提供与全球计算机网络的电讯联接服务；提供全球计算机网络用户接入服务（服务商）；提供因特网聊天室；提供数据库接入服务（截止）

注册人 新浪网技术（中国）有限公司

注册地址 北京市海淀区北四环西路 58 号理想国际大厦 1506 室

注册有效期限 自公元 2012 年 05 月 28 日 至 2022 年 05 月 27 日

局长签发

许瑞表



Trademark Registration Certificate



Approved service items (classification No. 41)

Organization of competitions [education or entertainment]; publication of texts, other than publicity texts; publication of books; publication of electronic books and journals on-line; providing on-line electronic publications, not downloadable; production of radio and television programmes; entertainment; entertainment information; amusements; presentation of live performances (ending).

Registrant: Sina.com Technology (China) Co., Ltd

Registered address: Room No. 1506, Ideal International Plaza, No. 58, West Beisihuan Road, Haidian District, Beijing

Registration expiry date: Jun. 14, 2012 to Jun. 13, 2022

Signature of director-general: *Xu Ruibiao*

(Seal: Trademark Office of the State Administration for Industry & Commerce of the People's Republic of China)



10 000 000



第 9340422 号



商标注册证



核定服务项目(第 41 类)

组织教育或娱乐竞赛；文字出版（广告宣传册除外）；图书出版；在线电子书籍和杂志的出版；提供在线电子出版物（非下载的）；广播和电视节目制作；娱乐；娱乐信息；文娱活动；现场表演（截止）

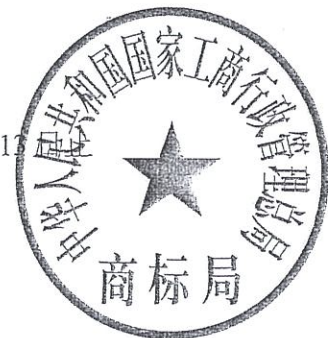
注册人 新浪网技术（中国）有限公司

注册地址 北京市海淀区北四环西路 58 号理想国际大厦 1506 室

注册有效期限 自公元 2012 年 06 月 14 日 至 2022 年 06 月 13 日止

局长签发

许瑞表



Trademark Registration Certificate

新浪微博

Approved service items (classification No. 42)

Computer programming; computer software design; updating of computer software; rental of web servers; creating and maintaining web sites for others; hosting computer sites [web sites]; conversion of data or documents from physical to electronic media; data conversion of computer programs and data [not physical conversion]; maintenance of computer software; providing search engines for the internet (ending).

Registrant: SINA.COM ONLINE

Registered address: SUITE 100, 2988 CAMPUS DRIVE, SAN MATEO, CA94403, THE UNITED STATES OF AMERICA

Registration expiry date: Jan. 21, 2011 to Jan. 20, 2021

Signature of director-general: *Li Jianchang*

(Seal: Trademark Office of the State Administration for Industry & Commerce of the People's Republic of China)





ZC7651204 ZC

第 7651204 号



商标注册证

新浪微博

核定服务项目(第 42 类)

计算机编程；计算机软件设计；计算机软件升级；网络服务器的出租；替他人创建和维护网站；托管计算机站（网站）；把有形的数据和文件转换成电子媒体；计算机程序和数据的数据转换（非有形转换）；计算机软件维护；提供互联网搜索引擎（截止）

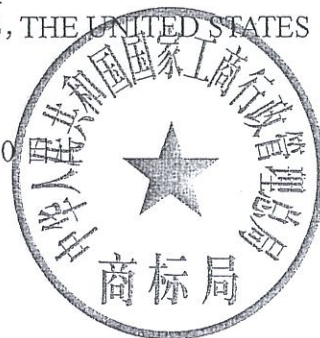
注册人 美商华渊资讯股份有限公司
SINA.COM ONLINE

注册地址 美国加利福尼亚州 94403 圣马特奥市校园路 2988 号 100 室
SUITE 100, 2988 CAMPUS DRIVE, SAN MATEO, CA94403, THE UNITED STATES OF AMERICA

注册有效期限 自公元 2011 年 01 月 21 日 至 2021 年 01 月 20 日

局长签发

李建昌



Trademark Registration Certificate

新浪微博

Approved goods items (classification No. 9)

Computer software [recorded]; computer programs [downloadable software]; electronic publications [downloadable]; electronic notice boards; computer peripheral devices; computer memories; mouse pads; wrist rests for use with computers; computer game programs (ending).

Registrant: SINA.COM ONLINE

Registered address: SUITE 100, 2988 CAMPUS DRIVE, SAN MATEO, CA94403, THE UNITED STATES OF AMERICA

Registration expiry date: Apr. 14, 2011 to Apr. 14, 2021

Signature of director-general: *Li Jianchang*

(Seal: Trademark Office of the State Administration for Industry & Commerce of the People's Republic of China)



13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.



ZC7651205 ZC

第 7651205 号



商标注册证

新浪微博

核定使用商品(第 9 类)

计算机软件(已录制); 计算机程序(可下载软件); 电子出版物(可下载); 电子公告牌; 计算机外围设备; 计算机存储器; 鼠标垫; 与计算机配套使用的腕垫; 计算机游戏软件(截止)

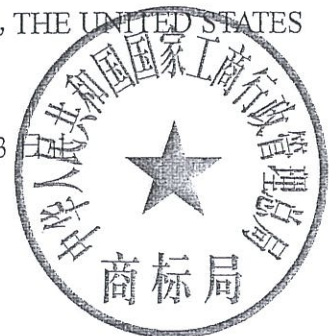
注册人 美商华渊资讯股份有限公司
SINA.COM ONLINE

注册地址 美国加利福尼亚州 94403 圣马特奥市校园路 2988 号 100 室
SUITE 100, 2988 CAMPUS DRIVE, SAN MATEO, CA94403, THE UNITED STATES
OF AMERICA

注册有效期限 自公元 2011 年 04 月 14 日 至 2021 年 04 月 13 日

局长签发

李建昌



10410

No.: 9290756

Trademark Registration Certificate

新浪微博

Approved service items (classification No. 42)

Packaging design services; industrial design; styling [industrial design]; design of interior decor; dress designing; construction drafting; authenticating works of art (ending).

Registrant: SINA.COM ONLINE

Registered address: SUITE 100, 2988 CAMPUS DRIVE, SAN MATEO, CA94403, THE UNITED STATES OF AMERICA

Registration expiry date: Apr. 14, 2012 to Apr. 13, 2022

Signature of director-general: *Xu Ruibiao*

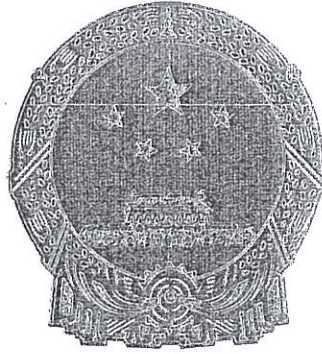
(Seal: Trademark Office of the State Administration for Industry & Commerce of the People's Republic of China)





ZC9290756 ZC

第 9290756 号



商标注册证

新浪微博

核定服务项目(第 42 类)

包装设计; 工业品外观设计; 造型 (工业品外观设计); 室内装饰设计; 服装设计; 建筑制图;
艺术品鉴定 (截止)

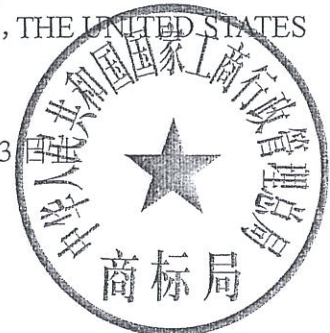
注册人 美商华渊资讯股份有限公司
SINA.COM ONLINE

注册地址 美国加利福尼亚州 94403 圣马特奥市校园路 2988 号 100 室
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OF AMERICA

注册有效期限 自公元 2012 年 04 月 14 日 至 2022 年 04 月 13 日

局长签发

许瑞表



ANNEX 11

“微博” concept survey

 MillwardBrown

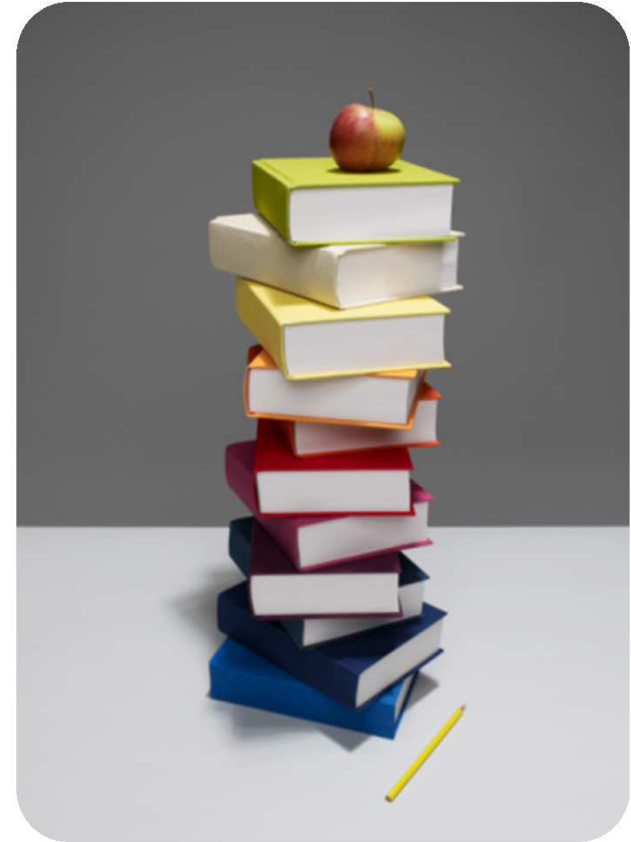
Prepared for : 

Prepared by : Millwardbrown

Feb 2013

We build great brands for China!

- Research design
- Key Findings



Research design

How

Street Intercept

Who

- Have used internet in the past one week and aware of “微博”
- Aged 14-60 Y.O

Sample size and Quota

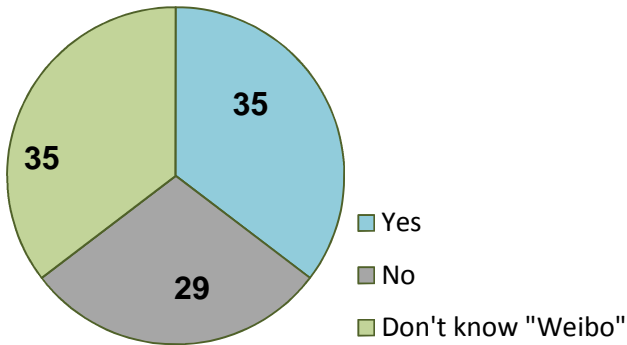
| City | Age | | | | | | | 男 | 女 | Total |
|----------|--------|--------|--------|--------|--------|--------|--------|-----|-----|-------|
| | 14-17岁 | 18-24岁 | 25-30岁 | 31-36岁 | 36-40岁 | 41-50岁 | 51-60岁 | | | |
| Hongkong | 24** | 46* | 39* | 39* | 39* | 76* | 37* | 161 | 139 | 300 |

- ✓ The designing of quota is based on The investigation report of the current Hong Kong internet usage status which is released by Hongkong City University in 2009 , and is adjusted by the trend of internet development.

Key Findings

- Out of the total number of respondents, 35% of them did not know the concept of “Weibo”; while 35% of interviewees thought that “微博” is the same as “Weibo”;
- When talking about “微博”, 57% of the total respondents claimed that Sina is the first company crossing their mind; while among those respondents who are aware of “Weibo”, 44% of them claimed Sina is the company that first comes to their mind.

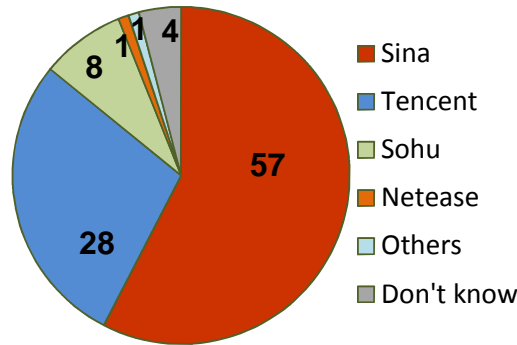
Do you consider “微博” and “Weibo” to be the same or equivalent?



N=300

Based on total respondents

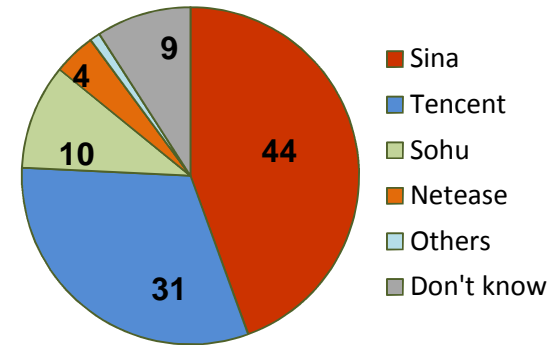
When talking about 微博, which company comes first to your mind?



N=300

Based on total respondents

When talking about “Weibo”, which company comes first to your mind?



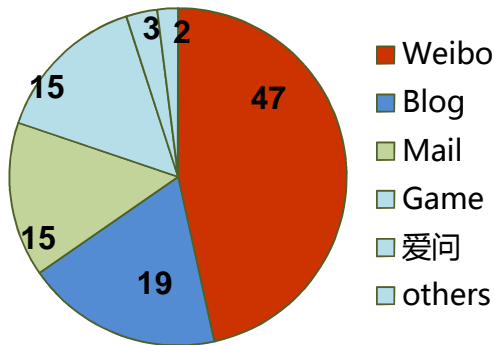
N=194

Based on respondents aware of “Weibo”

Key Findings

- When refer to “Sina” , 47% of the total respondents claimed that “微博” is the first product crossing their mind;
- When refer to “Tencent” , 46% of the total respondents claimed that “QQ” is the first product crossing their mind.

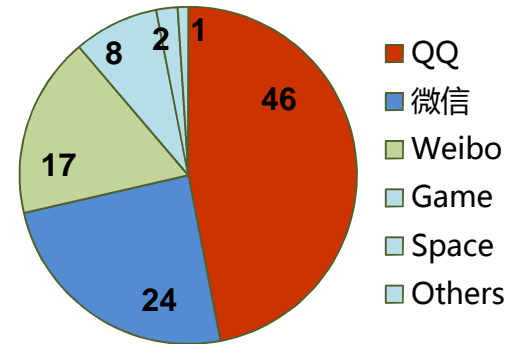
When refer to "Sina" , which product will you think of firstly?



N=300

Based on total respondents

When refer to "Tencent" , which product will you think of firstly?



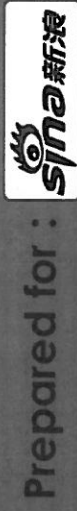
N=300

Based on total respondents

“微博” concept survey



MillwardBrown



Prepared for :

Prepared by : Millwardbrown

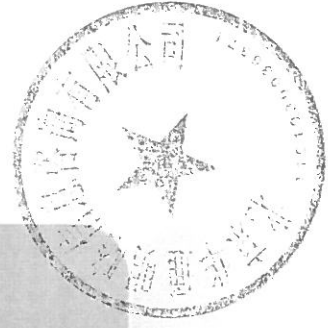
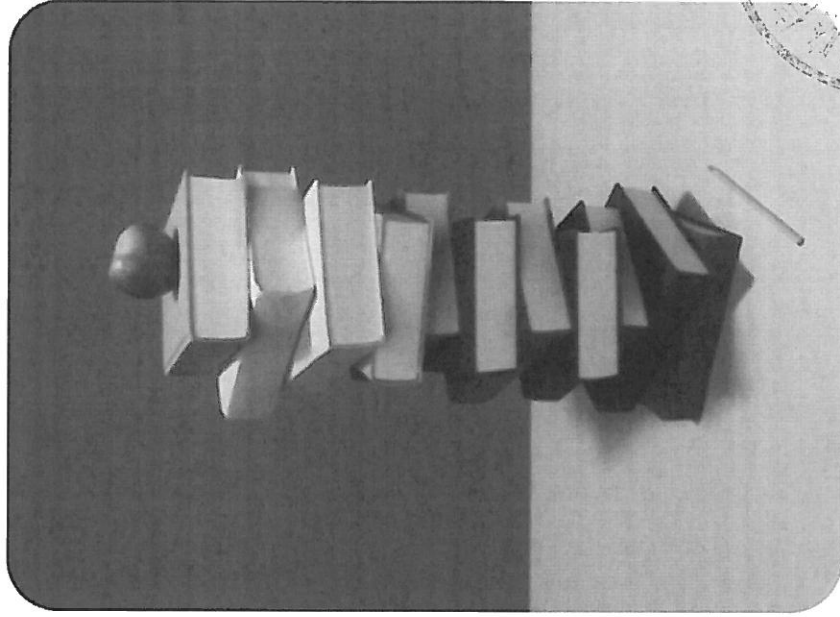
Feb 2013

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Tables of Content

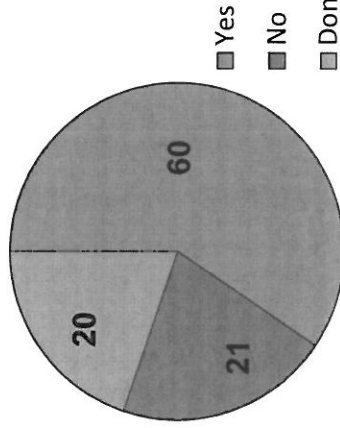
- Research design
- Key Findings



Key Findings

- Out of the total number of respondents, 20% of them did not know the concept of “Weibo”; while 60% of interviewees thought that “微博” is the same as “Weibo”;
- When talking about “微博”, 67% of the total respondents claimed that Sina is the first company crossing their mind; while among those respondents who are aware of “Weibo”, 62% of them claimed Sina is the company that first comes to their mind.

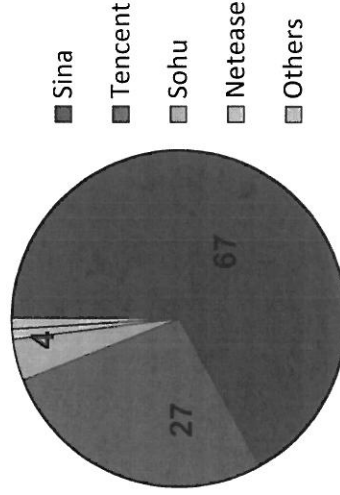
Do you consider “微博” and “Weibo” to be the same or equivalent?



N=1029

Based on total respondents

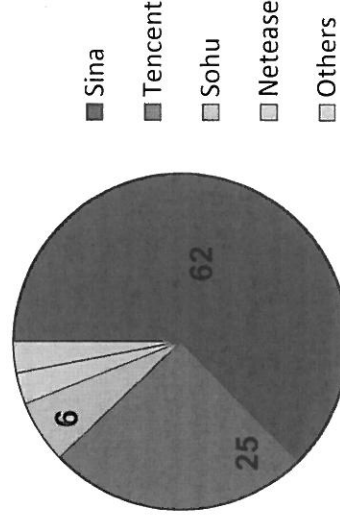
When talking about 微博, which company comes first to your mind?



N=1029

Based on total respondents

When talking about “Weibo”, which company comes first to your mind?



N=827

Based on respondents aware of “Weibo”

