



EASYFINANCE MANAGEMENT
CONSULTING CO., LTD.

上海安越企业管理咨询有限公司

**DEDICATED TO
MANAGEMENT IMPROVING BY INNOVATION**

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www.EasyFinance.com.cn

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Dedicated to Management Improving by Innovation

Vision

To become the
most trustworthy
management
training
organization

Mission

Provide advanced and
practical FM concepts and
practices to help
maximize organizational
and personal value

Value

Integrity, Optimism and
Diligence, Professionalism,
Creativeness, Team working,
Assisting client for success,
Pursuing excellence

Our Advantage

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Advantage

- Strong and profound R & D capabilities
- Pragmatic full-time training experts
- Comprehensive and practicable course topics
- Excellent course quality
- Rich experience in industrial training
- Stereoscopic and comprehensive services

Honor & Award

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Be widely praised

‘China Staff’- Selection of the Most Welcome Training Institutes by Enterprises, 2009,2011

‘The Most Popular Training Institute In 2010’

‘China CFO’s Most Trusted Financial Training Institute’

Case awarded in CEIBS



CHINA 中國 STAFF

Get international recognition

Official ACCA Authorized CPD Course Provider

Official IMA Authorized CPE Course Provider



The Association for Accountants and Financial Professionals in Business

Approved by the authority

Be awarded by ‘training magazine’:

The best brand course in training industry in 2011, 2012

The elaborate course in training industry in 2011, 2012



FM Research And Knowledge System

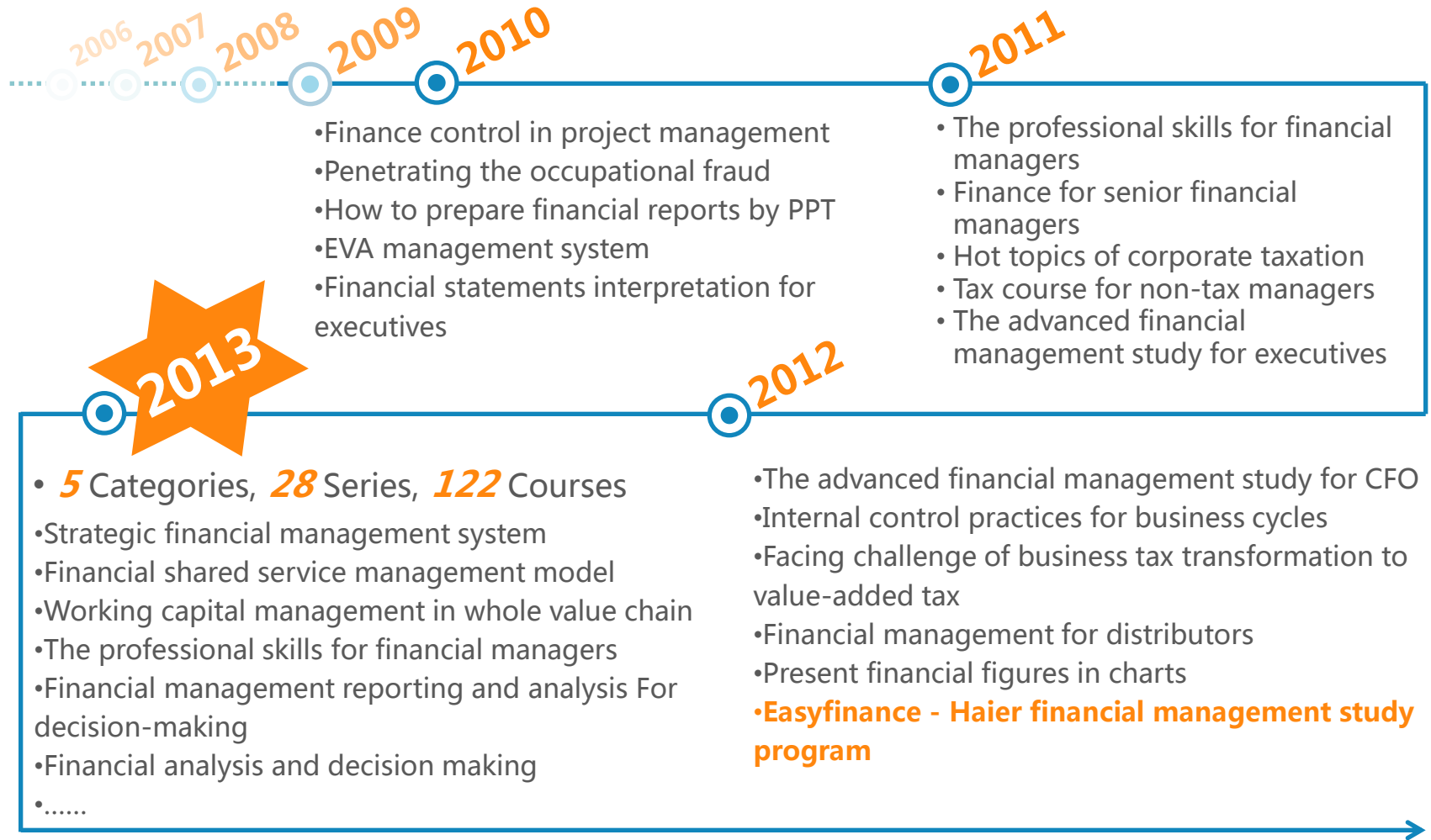
www.EasyFinance.com.cn



Easyfinance has focused on studying the best practices of financial management for a long time, who summarized and abstracted a great number of professional theories. These theories have been converted into training courses and consulting tools, which have been used in our industry-leading training and consultation widely to maximize customers' value.

Research and Development

www.EasyFinance.com.cn



Public Seminar

www.EasyFinance.com.cn



Comprehensive, Segmented and Profound Financial Topics

5 Categories, **28** Series, **122** Courses
designed for both non-financials and financials



Broad Area Covering

Periodically holding public seminars in 10 cities including Shanghai, Beijing, Shenzhen, Suzhou, Guangzhou, Chengdu and Qingdao, to make clients attend course conveniently with cost saving and flexible arrangements



High Frequency

Nearly **40** courses per month and more than **400** per year. The same course held at the same period in multi-cities



Communication Platform

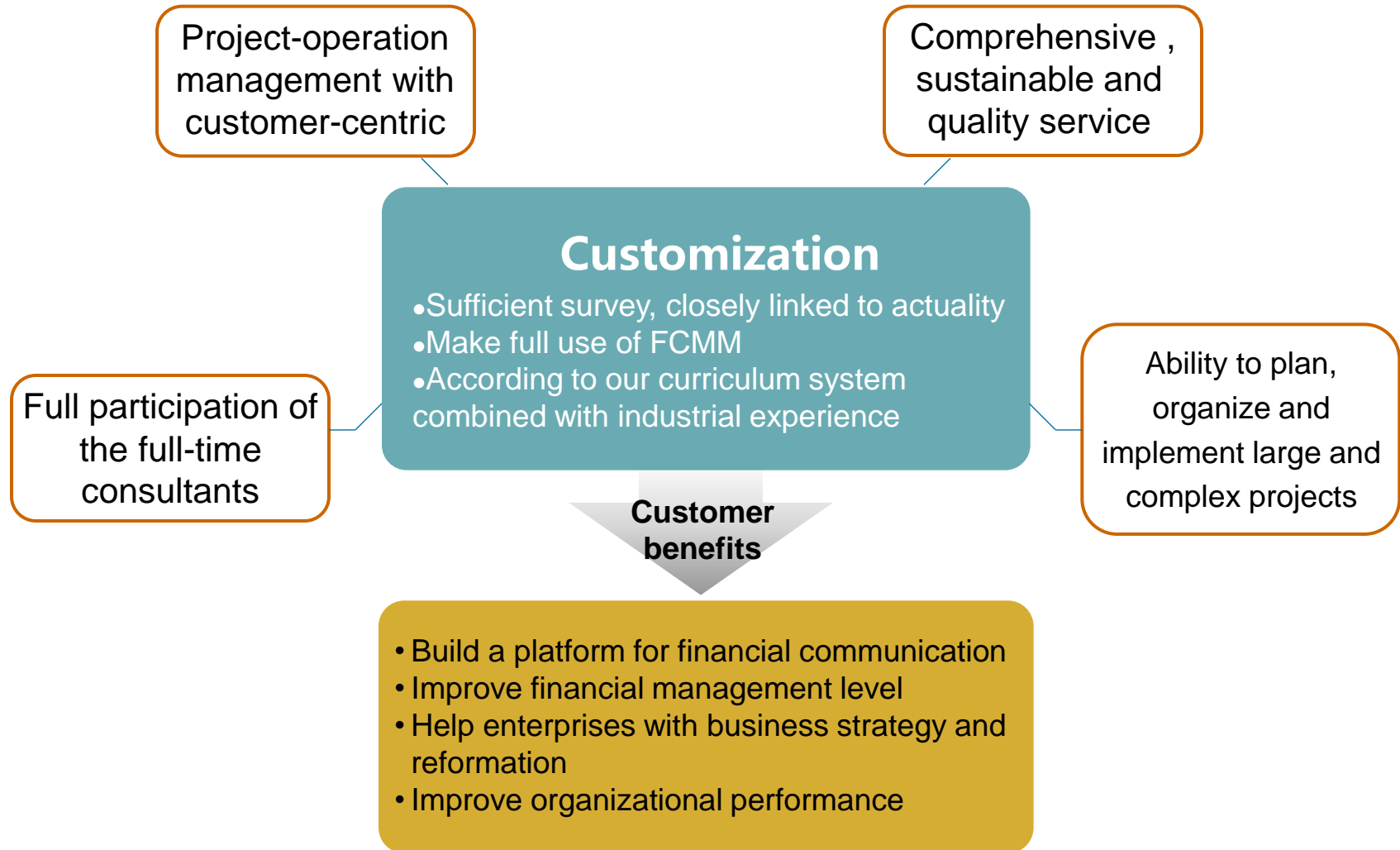
Public seminars have been a highly efficient platform for business managers and leaders to share the latest management practices and exchange new ideas



Meticulous, Intimate and Overall Service

Full-time administration team is in charge of enrollment and reminder before class, accommodation arrangement, tea break and lunch, photography, after-class survey and other overall service to make learner feel more convenient

In-house Training



In-house Training Procedure

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1. Get training needs

Consultant Research

Field Survey

Telephone Interview

Investment,
operation,
financing,
internal
control,
risk, tax, etc..

Corporate
strategy,
organization, job
descriptions,
critical processes

2. Analyse and diagnose

Enterprise life cycle

Consultants with rich
experience

PCMM

Easyfinance training
programs base

Financial competency :

Job descriptions : XXX

Requirements of financial competency:
XXX

Diagnostic results of
competency:

- Job difference1
- Job difference2
-

3. Provide training solutions

Training Programs

Series	Course	Job1	Job2	Job3
FOR NON-FINANCIALS	Finance for General Managers	✓		
	Finance for Non-financial Managers	✓	✓	
	Budgeting Management and Control	✓		✓
	Internal Control and Risk Management	✓	✓	
	Eva Management System	✓		✓
	Corporate Strategic and Annual Operational Planning	✓		
	Finance Control in Project Management	✓	✓	
GENERAL MANAGEMENT			
	The Professional Skills For Financial Managers			
	Corporate Financial Analysis And Risk Control	✓		✓
	Cost Analysis And Control	✓	✓	
SKILL	Tax Management And Planning		✓	
			✓
	How To Prepare Financial Reports By Ppt	✓	✓	
	Excel Application In Financial Management		✓	

4. Implement , following and feedback of training program

•Consultants carry training out
integrated with enterprise characteristics

• Post- test
• Q&A and coaching

•Know the corporate real returns after training
•Whether there are new questions or not

Members Service

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With both financial theory and practical experience, Easyfinance's consultants keep on studying the best practices of financial management and provide effective consulting service for enterprises and individual

Service Characteristics

[Focus on financial management] Based on the best practices research and promotion

[Senior consultants] Have rich experience in systematic and special consultation

[Quality strategy implement] Provide targeted services based on customer demand and solutions based on long-term development

[Organic integration of consulting and training] Improve corporate management capability and personal capability



EasyFinance Society

www.EasyFinance.com.cn

An exclusive brand of Easyfinance for providing members service

A platform for financial elites to communicate and develop comprehensively

Online sharing knowledge & skills

It has been held successfully 15 times from 2009

More than 10,000 online users

Live
broadcast
program

Be first held in 2012, 5 salons per year

Nearly 80 participants each salon

Finance
salon

Easyfinance
chamber

CFO Party

Be first held in 2010 with
more than 160 CFO
members

Be held successfully in 2011

More than 180 financial
elites participate involving
more than 90 industries

Finance annual
meeting

Service
types

E-Magazine

Have been published for 5 years

Up to September 2012, the cumulative
number was 44 issues

Other
activities

CEIBS Alumni rostrum、HR salon
Management forum: persuading
power, Easyfinance sharing etc.

Our Clients

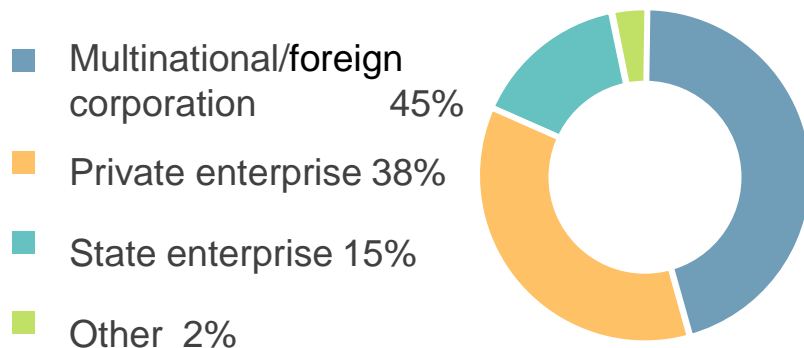
www.EasyFinance.com.cn

More than **8,600** companies have chosen EasyFinance

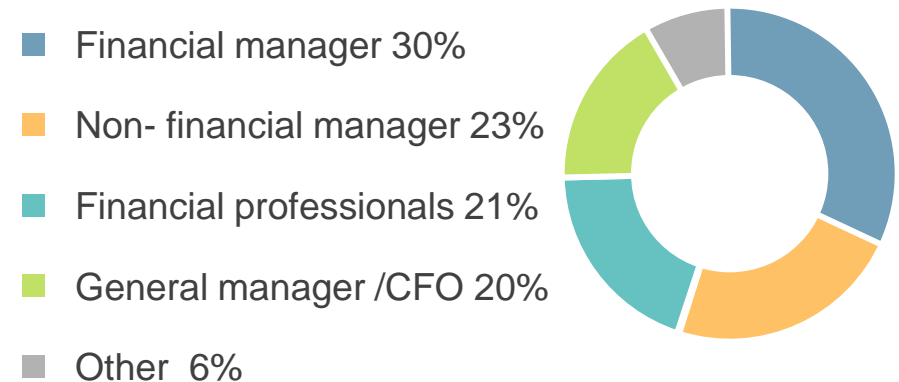
181 world fortune 500 companies have designated EasyFinance as a long-term financial consulting services supplier

21,000 individuals were trained by EasyFinance annually on average

Our Clients
Classified by enterprise nature



Our trainees
Classified by duties



Our Clients

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Automobile	 通用汽车      法雷奥  TOYOTA
Manufacturing	     
Food/Medicine	      GlaxoSmithKline 葛兰素史克
Energy/Chemical	      
Telecommunication /Electronics /IT	   中国移动通信 CHINA MOBILE 新疆移动通信有限责任公司   
Household Appliance/Retail	     欧尚
Finance/ Real Estate	  中国工商银行   

Pragmatic Full-time Training Experts and Consultants

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Our frontier and stable knowledge system help consultants to grow rapidly in Easyfinance, they enhance their abilities by R&D, consulting, training, sharing, interaction, etc.

Training Feedback

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Easyfinance has a very excellent consultant team and systemic curriculum on which we put great value, so we chosen it as a long-term financial consulting services supplier. Their consultants with high expertise level have deep corporate financial management background and are trustworthy. As professional trainers, they have excellent training skills, affinities and good guidance mode, which make training successful.

Among many financial training courses, our overall evaluation for Easyfinance was 92 points and we hope to get training again. The trainees thought that it was **a happy process of learning finance**, and we found that about **75% of trainees had used tools and methods provided by Easyfinance in daily work**, which was the reason for continuously choosing them.

—— Sinochem International corporation



Consulting Practices

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Help enterprise to break development bottleneck with the whole process of financial consulting

A private enterprise that specialized in accessories manufacturing developed rapidly in decades and was listed in the A-share market in 2011. With the expansion of the scale, the original corporate management could barely keep up and there were some shortcomings and questions.

Facing such a large and complex consulting project, Easyfinance consultants penetrated into all business links to do research and interview. They provided targeted diagnostic report and solution with 'finance as impetus and ERP as a starting point'. They eventually determined up to a three years of project implementation plan.

Every project team member of Easyfinance are very professional and dedicated. More important is that they treat customer's goals as own duty with a strong sense of responsibility. With years of consulting experience, they have careful thoughts and are good at finding problems and providing creative solutions, which ensure the quality of project results.

—— Mr. Zhao, GM of a listed company



Excellence from Focusing

选择安越 因为专业