Shanghai CEIBS Education Foundation
Annual Report 2023
The CEIBS Mission
To educate responsible leaders versed in “China Depth, Global Breadth”.

The CEIBS Vision
To become the most respected international business school in the world by linking China and the rest of the world in teaching, research, and business practice and by promoting China’s social and economic development through high-impact knowledge creation and dissemination.

Message of Thanks

It is our pleasure to once again present you with the Annual Report. In 2023, CEIBS faced challenging times but still managed to achieve remarkable success. The Financial Times has ranked the school’s Global EMBA programme No. 2 in the world for four consecutive years, and the MBA programme has been ranked No. 1 in Asia for eight consecutive years. In addition, CEIBS professors continue to create signature research areas. The school remains committed to promoting in-depth exchanges between China and the rest of the world, establishing itself as a global innovation powerhouse. Over the past 30 years, CEIBS has overcome numerous challenges and achieved remarkable achievements, positioning itself to embark on a new journey.

CEIBS owes its success to the dedicated efforts of its close-knit community and the generous contributions of our students and alumni. In 2023, we received donations from 1,923 community members, 28 classes and 21 alumni organisations. In particular, more than 1,000 CEIBS community members contributed to our monthly giving initiative. Every donation, regardless of the amount, represents the strong bond and shared vision between our alumni and the school. It brings us joy and pride to see our alumni pass on the spirit of gratitude and commitment to future generations.

This Annual Report is a testament to the generosity of our community members over the past year and highlights their deep connection to the school.

An ancient Chinese proverb says that a kite cannot fly smoothly with the lightness of a single feather, nor can a horse run fast with the strength of a single leg. This proverb sums up the success of CEIBS. We would like to express our gratitude to all our students and alumni who have embraced social responsibility while moving with the times. Your unwavering pursuit of excellence and virtue will inspire CEIBS, now in its 30th year, to continue contributing to the advancement of business civilisation, nurturing alumni from diverse backgrounds, and steadily progressing towards our vision of “becoming the world’s most respected international business school”.

Prof. Wang Hong
Chairman, CEIBS Education Foundation
CEIBS President
Hengdian Group Chair in Management

Prof. Dominique Turpin
Vice Chairman, CEIBS Education Foundation
CEIBS President (European)
Professor of Marketing

The CEIBS Mission
The CEIBS Vision
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About Shanghai CEIBS Education Foundation

Founded in 2005, Shanghai CEIBS Education Foundation (hereinafter “CEIBS Education Foundation” or “the Foundation”) is a legally recognized AAAA-level charitable organization, through which CEIBS students and alumni, as well as people from all walks of life, can make gifts or in-kind contributions to the school to support its development in teaching and research, student financial aid, campus construction, and other endeavors. In 2023, the CEIBS Education Foundation received a full score of 100 on the Foundation Transparency Index (FTI).

CEIBS serves as a community for all its alumni, with each CEIBS student being the owner and the greatest beneficiary of the CEIBS brand. Without the unwavering support of its alumni, CEIBS would not make it to the list of the world’s top business schools. The school’s great progress is closely linked to the growth of its alumni.

Your support enables the school to recruit prominent faculty from around the world, conduct cutting-edge research, attract exceptional applicants, and create an inspiring campus environment that fosters our sustainable development. Every gift you make is used to better serve our students and alumni, and ultimately to benefit society as a whole.

List of the Members of the Council

Honorary Chairmen
Liu Ji  Zhu Xiaoming

Chairman
Wang Hong

Vice Chairmen
Shen Neng  Dominique Turpin

Secretary General
Hobbs Liu

Council Members
Frank Bournois  Gu Jing  Hobbs Liu  Wang Chaofeng  Xiong Fan
Chen Long  He Yi  Lou Yongliang  Wong Hong  Xu Dingbo
Chen Zhihai  Huang Fanzhi  Pan Longquan  Wong Manli  Zeng Liqing
Tanya Fu  Huang Qingping  Shen Neng  Wu Weizhi  Zhang Pang
Gong Huimin  Billy Jin  Dominique Turpin  Wu Xing  Zhang Weijie

Supervisors
Catherine Hsiao  Yvonne Li  Ma Lei  Wu Ning  Helen Xu

* in alphabetical order by last name
Organizational Structure for Fund Investment

In order to maintain and increase the value of donated funds and use donations more effectively, CEIBS Education Foundation has set up an organizational structure for fund investment and management with strict accountability rules. The structure consists of the Board of Directors, Investment Decision Committee, Investment Steering Committee, and Investment Expert Group.

The Board of Directors
has the right to supervise and make final decisions on the Foundation’s fund operations.

The Investment Steering Committee
comprises of CEIBS professors and external experts (alumni). It formulates investment procedures and developing investment strategies based on market conditions.

The Investment Decision Committee
is held by the Executive Board and is entrusted by the Board of Directors with day-to-day investment decisions and supervision.

The Investment Expert Group
is made up of members from the CEIBS faculty and experts, and handles routine investment tasks at the Foundation.

The CEIBS Education Foundation is devoted to establish an ESG investment system. The Foundation incorporates ESG criteria and values into its investment considerations as part of its commitment to greater social responsibility.

The latest asset allocation mix decided by the Investment Steering Committee:

- Stock funds: 50%
- Equity funds: 25%
- Low-risk fixed income products: 25%
Financial Figures

Total gifts RMB **47.85** million

<table>
<thead>
<tr>
<th>Gifts by type</th>
<th>Unit: in thousand RMB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Fund</td>
<td>12,521</td>
</tr>
<tr>
<td>Scholarships, Education Grants and Talent Loan Fund</td>
<td>2,551</td>
</tr>
<tr>
<td>Campus &amp; Development Fund</td>
<td>24,585</td>
</tr>
<tr>
<td>Events</td>
<td>1,775</td>
</tr>
<tr>
<td>Chair Endowment Fund</td>
<td>5,000</td>
</tr>
<tr>
<td>Annual Fund</td>
<td>1,420</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>47,852</strong></td>
</tr>
</tbody>
</table>

Funding RMB **26.35** million

<table>
<thead>
<tr>
<th>Funding by purpose</th>
<th>Unit: in thousand RMB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Fund</td>
<td>18,721</td>
</tr>
<tr>
<td>Scholarships, Education Grants and Talent Loan Fund</td>
<td>2,570</td>
</tr>
<tr>
<td>Campus &amp; Development Fund</td>
<td>4,088</td>
</tr>
<tr>
<td>Events</td>
<td>975</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>26,354</strong></td>
</tr>
</tbody>
</table>

Financial Report

Statement of Income & Expenditure

Compiled by the Shanghai CEIBS Education Foundation

Year 2023

<table>
<thead>
<tr>
<th>Items</th>
<th>Line No.</th>
<th>2022 Unrestricted</th>
<th>2022 Restricted</th>
<th>2022 Total</th>
<th>2023 Unrestricted</th>
<th>2023 Restricted</th>
<th>2023 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I. Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Including Donation revenue</td>
<td>1</td>
<td>16,737,854.94</td>
<td>15,038,375.17</td>
<td>31,784,230.11</td>
<td>26,564,269.63</td>
<td>12,288,092.75</td>
<td>38,852,362.38</td>
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<tr>
<td>Membership fee revenue</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Reserves from service supply</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Including: Revenue from services provided</td>
<td>3.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue from sale of commodities</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Revenue from government subsidies</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Investment income</td>
<td>6</td>
<td>1,157,688.86</td>
<td>1,389,999.41</td>
<td>2,547,688.27</td>
<td>(10,757,798.65)</td>
<td>(10,757,798.65)</td>
<td>(10,757,798.65)</td>
</tr>
<tr>
<td>Other revenue</td>
<td>6.1</td>
<td>541,016.91</td>
<td>135.59</td>
<td>542,152.50</td>
<td>395,930.01</td>
<td>106.10</td>
<td>396,036.11</td>
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<tr>
<td><strong>Total revenue</strong></td>
<td>11</td>
<td>18,437,240.71</td>
<td>16,482,510.17</td>
<td>34,919,750.88</td>
<td>25,202,409.99</td>
<td>12,288,092.75</td>
<td>37,490,502.74</td>
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<tr>
<td><strong>II. Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1. Cost of operations</td>
<td>12</td>
<td>24,872,000.00</td>
<td>0.00</td>
<td>24,872,000.00</td>
<td>26,353,900.47</td>
<td>26,353,900.47</td>
<td>26,353,900.47</td>
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<tr>
<td>Including: Subsidies to teaching projects</td>
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<td>24,872,000.00</td>
<td>0.00</td>
<td>24,872,000.00</td>
<td>26,353,900.47</td>
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<td>Marketing expenses</td>
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<td>0.00</td>
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<td>0.00</td>
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<tr>
<td>Special expenses</td>
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<td></td>
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<td>0.00</td>
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<tr>
<td>2. Managerial expenses</td>
<td>16</td>
<td>1,761,600.00</td>
<td>0.00</td>
<td>1,761,600.00</td>
<td>1,508,000.00</td>
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<td>1,508,000.00</td>
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<tr>
<td>3. Financing expenses</td>
<td>17</td>
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<td></td>
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<td>0.00</td>
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<td>0.00</td>
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<tr>
<td>4. Other expenses</td>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td>175,746.67</td>
<td></td>
<td>175,746.67</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>21</td>
<td>26,809,346.67</td>
<td>0.00</td>
<td>26,809,346.67</td>
<td>30,837,350.03</td>
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<td>30,837,350.03</td>
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<tr>
<td><strong>III. Transfer from restricted net assets to non-restricted net assets</strong></td>
<td>40</td>
<td>20,584,050.00</td>
<td>0.00</td>
<td>20,584,050.00</td>
<td>0.00</td>
<td>15,779,000.00</td>
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<tr>
<td><strong>IV. Increase/Decrease of net assets (&quot;(^{-})&quot; for decrease of net assets)</strong></td>
<td>45</td>
<td>12,211,944.04</td>
<td>(4,157,539.83)</td>
<td>(8,054,404.21)</td>
<td>1,144,059.96</td>
<td>(3,490,907.25)</td>
<td>(2,346,847.29)</td>
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</tbody>
</table>
### Balance Sheet
Compiled by the Shanghai CEIBS Education Foundation
31-12-2023

#### Unit: RMB

<table>
<thead>
<tr>
<th>Assets</th>
<th>Line No.</th>
<th>Amount at beginning of period</th>
<th>Amount at end of period</th>
<th>Liabilities and net assets</th>
<th>Line No.</th>
<th>Amount at beginning of period</th>
<th>Amount at end of period</th>
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</thead>
<tbody>
<tr>
<td><strong>Current liabilities:</strong></td>
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<td>Monetary funds</td>
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<td>Short-term borrowings</td>
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<td>Account paid in advance</td>
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<tr>
<td>Inventory</td>
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<tr>
<td>Deferred expenses</td>
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<tr>
<td>Long-term debt investment</td>
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<tr>
<td><strong>Other current liabilities</strong></td>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>20</td>
<td>79,816,217.15</td>
<td>85,367,640.65</td>
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<tr>
<td><strong>Long-term investment:</strong></td>
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<td>Long-term equity investment</td>
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<td>Long-term debt investment</td>
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<td><strong>Total long-term investment</strong></td>
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<td>232,937,683.60</td>
<td>211,851,296.23</td>
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<td><strong>Fixed assets:</strong></td>
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<td>Digital class assets</td>
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<tr>
<td>Less: Accrued expenses</td>
<td>32</td>
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<td>Net value of fixed assets</td>
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<td>33</td>
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<tr>
<td>Construction in progress</td>
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<td>Relics and cultural assets</td>
<td>35</td>
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<tr>
<td>Disposal of fixed assets</td>
<td>38</td>
<td></td>
<td></td>
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<tr>
<td><strong>Total fixed assets</strong></td>
<td>40</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Intangible assets:</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Entrusted assets:</strong></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
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<td>312,753,900.75</td>
<td>297,218,936.88</td>
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<tr>
<td><strong>Liabilities:</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current liabilities:</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Short-term borrowings</td>
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<tr>
<td>Account payable</td>
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<td>Wages payable</td>
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<td>Taxes payable</td>
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<td></td>
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<tr>
<td>Accrued expenses</td>
<td>66</td>
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<td></td>
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<tr>
<td>Estimated liabilities</td>
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<tr>
<td>Long-term liabilities due within one year</td>
<td>74</td>
<td></td>
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<tr>
<td><strong>Total current liabilities</strong></td>
<td>78</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td><strong>Total liabilities:</strong></td>
<td></td>
<td>8,222,278.10</td>
<td>8,222,278.10</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Net assets:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-restricted net assets</td>
<td>101</td>
<td>199,302,991.75</td>
<td>200,447,051.71</td>
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<td></td>
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<tr>
<td>Restricted net assets</td>
<td>105</td>
<td>92,040,514.32</td>
<td>88,549,607.07</td>
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</tr>
<tr>
<td><strong>Total net assets</strong></td>
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<td>297,343,506.07</td>
<td>288,996,658.78</td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

#### Donors

**Individual donors**
- 1,923 individual donors
  - RMB 2,872,900.

**Group donors**
- 28 classes donated
- 21 alumni organizations participated in giving.

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**Huang Jia, EMBA2012SH5 Monitor**

CEIBS has brought us together and opened up new possibilities in our lives. As a token of our gratitude, we have twice made a class donation to the school. May the school move forward and cultivate more outstanding alumni!
Monthly Giving Initiative

1,122 monthly donors a total of 8,495 donations RMB 1,874,500 in total

All funds raised go toward case development and dissemination, ESG research, and scholarships and grants.

Well into middle age, I have benefited greatly from my CEIBS experience. The monthly giving initiative allows alumni to pull together to support the development of the school in the long term.

Chen Hongfang (EMBA2020, DBA2023)

I’m proud of my contribution to the development of the school through my monthly gifts.

Qiao Ying (EMBA2006)

We hope that our regular monthly donations will contribute to the healthy and sustainable development of the school.

Li Wen (EMBA2010)

A single gift is modest, but as more members of the CEIBS community become involved in monthly giving, a steady trickle of these small gifts will make a big difference for the school.

Wang Hongjie (EMBA2006, HEMBA2018)

The monthly giving initiative allows us to build stronger connections with the school and make the CEIBS community more cohesive.

Deng Sanhong (MBA1999)

Research Fund

Alumnus Wong Man Li donated RMB 15 million to support the school's academic research and long-term development.

JD Logistics Co., Ltd, Guangzhou SIE Information Technology Co., Ltd, Suzhou HYC Technology Co., Ltd, and Shenzhen Hofan Technology Co., Ltd. each donated RMB 3 million, for a total of RMB 12 million, to support the CEIBS Institute of Supply Chain Innovations.

SINO-CEEF Capital Management Company Ltd. donated RMB 1.5 million to support the Economic Research Institute of Central and Eastern Europe of CEIBS Lujiazui International Institute of Finance.

We hope that our regular monthly donations will contribute to the healthy and sustainable development of the school.

Li Wen (EMBA2010)

A single gift is modest, but as more members of the CEIBS community become involved in monthly giving, a steady trickle of these small gifts will make a big difference for the school.

Wang Hongjie (EMBA2006, HEMBA2018)

The monthly giving initiative allows us to build stronger connections with the school and make the CEIBS community more cohesive.

Deng Sanhong (MBA1999)

The Institute’s research results are supported by the contributions from alumni and companies and are based on real cases and experiences. I look forward to conducting collaborative research with alumni and companies to create mutually beneficial outcomes that will help shape a better future.

Zhao Xiande
Director, CEIBS Institute of Supply Chain Innovations and JD.COM Chair Professor in Operations and Supply Chain Management, CEIBS
Campus & Development Fund

- Anhui iFLYREC Co., Ltd. donated RMB 2,035,300 worth of smart screens and accessories.
- Saint-Gobain Group donated RMB 1,020,900 worth of construction materials.
- Ningbo Fotile Marketing Co., Ltd. donated RMB 815,700 worth of water dispensers.
- MAXHUB Information Technology Co., Ltd. donated RMB 686,700 worth of conference tablets and other products.

Scholarships and Grants

- Beijing Jiasheng Changqing Consulting Co., Ltd. (L.Y. Global) donated RMB 732,000 to support the CEIBS MBA scholarships.

We are grateful to the school for the trust and expectations that come with the scholarship. We are fortunate to embark on our pursuit of excellence at CEIBS, driven by our passion and motivation.

Jack Sha (MBA2025)
A scholarship recipient

I am honored to be able to give back to CEIBS. I hope to translate what I have learned at CEIBS into tangible benefits for the school and society.

Wang Wei (EMBA2020)
Vice President of iFLYTEK and General Manager of iFLYREC

We are grateful to the school for the trust and expectations that come with the scholarship. We are fortunate to embark on our pursuit of excellence at CEIBS, driven by our passion and motivation.

Jack Sha (MBA2025)
A scholarship recipient
The talent nurtured by CEIBS are instrumental in driving China’s economic development and social progress. It is my aspiration to support CEIBS through donations. I hope that my gifts will facilitate mutual empowerment between the school and its alumni, contributing to a better world.

Guo Shengjun (EMBA2015)
Founder of L.Y. Global

Beijing Jiasheng Changqing Consulting Co., Ltd. (L.Y. Global) donated RMB 2.7 million to support the events held at AT Space on the Beijing campus and the annual Beijing alumni reunion.

Events held in AT space in Beijing Campus
Donation Projects

30th Anniversary Fund
As we joyfully celebrate CEIBS’ 30th anniversary in 2024, we cordially invite you to make a gift to the school for its better future.

Wu Jinglian Academic Fund
The Fund, initiated by Prof. Wu Jinglian, has benefited greatly from his personal donation of more than RMB 16 million, which has been used to subsidize 39 outstanding MBA students so far.
Your contributions to this Fund will enable the school to hire prominent faculty, produce first-rate academic results, and cultivate top management talent.

Monthly Giving
A convenient form of giving, monthly giving allows alumni to express their gratitude to the school by providing unwavering support for its future development.
Scholarships and Grants
Your contributions to the scholarships and grants will enable exceptional students to study at CEIBS and empower the school to produce more outstanding business leaders.

Research Fund
Your contributions to this Fund will fuel the school’s continued innovation in academic research.
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* And a heartfelt thank-you to all anonymous donors
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