

press release

For immediate release

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Standard Chartered Private Equity Limited Invests in Beifa Group

Standard Chartered Private Equity Limited (SCPEL) is pleased to announce its US\$16.6 million investment in Beifa Group (Beifa), the number one writing instrument manufacturer in China.

Beifa designs and manufactures writing instrument products, under the proprietary “Beifa” brand as well as other brands for global retail customers such as Walmart, Carrefour, Staples and Office Depot. Chairman and CEO, Mr Qiu Zhiming, founded the company 11 years ago and leads its successful commercial development.

“Over time, China’s fast improving capabilities in stationery design, production, distribution and service, has made Chinese stationery manufacturers increasingly competitive in the global market. We are confident in growing Beifa into a global leading writing instrument manufacturer as well as China’s leading stationery distributor within the next five years,” said CEO Qiu.

Mr Qiu added: “The Standard Chartered Private Equity team has a deep understanding of our business and people. I look forward to working with the team in growing Beifa’s presence in China and globally, and adding strategic business depth and experience.”

“SCPEL is committed to facilitate the growth of Chinese enterprise. We are not only committed to contributing development capital, but also actively involved in enhancing Beifa’s corporate governance and internal control system. This, we believe, will contribute towards the long-term success of Chinese enterprise. Beifa is an industry leader with an experienced management team and proven performance. We are confident of the company’s future growth,” said Karam Butalia, Global Head of SCPEL.

The Beifa investment was led by SCPEL’s Greater China team which was set up early this year. Fan Chen, Managing Director and Head, Greater China, SCPEL, was pleased with this early success. He said: “The SCPEL Greater China team has both international business experience and local knowledge which has definitely contributed to the speed and success of the investment in Beifa”.

Beifa intends to use the added investment to increase its production capacity to meet the rapidly growing market demand, as well as expand its business into stationery distribution by partnering global leading office supply distributors.

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Note to editors:

Standard Chartered – leading the way in Asia, Africa and the Middle East

Standard Chartered Private Equity Limited (SCPEL) is the private equity arm of Standard Chartered Bank. SCPEL invests in mid to late stage companies in need of expansion capital or acquisition finance, and in management buy-outs. SCPEL invests in companies located in Greater China, India, Korea and Southeast Asia. It is an active partner that provides board-level strategic advice and access to the international network of Standard Chartered Bank.

Standard Chartered employs 38,000 people in 950 locations in more than 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. Standard Chartered is one of the world's most international banks, with employees representing 80 nationalities.

Standard Chartered PLC is listed on both the London Stock Exchange and the Stock Exchange of Hong Kong and is in the top 25 FTSE-100 companies, by market capitalisation.

Beifa Group

Beifa Group is a wholly owned foreign enterprise specialised in design, manufacturing and sales of writing instrument products as well as distribution services for other stationery products. The group now has a total employee strength of approximately 5,000.

In 2000, the group invested US\$15 million in building a 126,000 sq m modern integrated plant, which is the world's largest integrated plant in writing instrument manufacturing. On the international market, Beifa will further penetrate and expand its customer base; while on the domestic market, it will focus on making Beifa a well-known consumer brand for quality writing instruments and other stationary products.

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