



商业信息报告

邓白氏信息咨询回复您对以下公司的查询:

上海佰灏铂恒企业发展有限公司

邓白氏编码®: 54-458-2610

委托客户 : D&B Registration (Normal) - 2 years
客户编号 : 927012679
提交日期 : 2023年8月3日
打印日期 : 2023年8月3日

委托日期 : Jul 31, 2023
目标主体 : 上海佰灏铂恒企业发展有限公司
委托地址 : -
电话 : (P)13917904155
客户参考 : CUSTSR

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商业信息报告

上海佰灏铂恒企业发展有限公司

报告编制于: 2023年8月3日

基本信息及摘要

基本信息

公司名称	上海佰灏铂恒企业发展有限公司
英文名称	Shanghai BBH Enterprise Development Co.,Ltd 正式英文名称
邓白氏编码®	54-458-2610
运营地址	上海市 浦东新区东育路221弄11号前滩 世贸中心三期B座504单元 中国
邮政编码	200126
电话	021 58866669
网站	www.bbh-cn.com
电子邮箱	joy.wang@bbh-cn.com
企业性质	有限责任公司 (自然人投资或控股)
成立年份	2016年
历史记录	完整 (股东及管理层信息清晰)
员工	61 (总共) 61 (本部)
主要负责人	张卫东 / 法人代表
标准工业代码	7389 0000
主营业务	商业服务

风险概要

风险评估

风险预警评分	3
邓白氏评级	2A2(先前评级1A2)
邓白氏付款指数	80

法院记录

诉讼记录	0
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主要负责人信息

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付款信息

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公司重要事项

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财务概要

注册资本	人民币 5,000,000
营业收入	63,587,000 (2022)
有形净值	8,158,000 (2022)
资产总额	42,753,000 (2022)
股东权益	8,158,000 (2022)

货币单位

本报告中之金额, 除非特别声明, 均以人民币为货币单位。

备注

"-" 表示“信息不足”或“没有评价”。

风险评估

风险预警评分 **3**

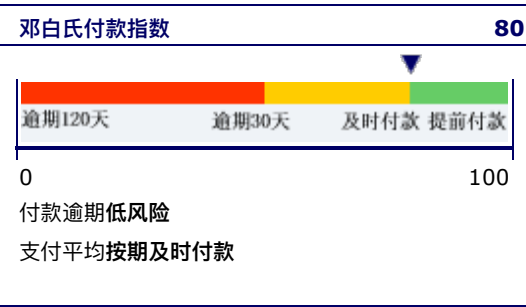
相关风险

▼ 较低风险

邓白氏评级 **2A2 (先前评级 1A2)**财务实力 **2A** (有形净值6,500,000 - 8,499,999)



综合评估 **2** 综合信用评级 - 良好



风险预警评分用于预测企业的处于不稳定或不可靠的风险状况的可能性（如财务状况不佳、无法及时付款、产品滞销、无法正常运营等），指数为1-10分，1分最低风险，10分最高风险。目标主体风险预警评分为"3"，表示其处于较低风险。

邓白氏评级是对企业的财务实力和信用状况进行评估，从而决定其信用可信度。目标主体的邓白氏评级为2A2（代表 财务实力：有形净值6,500,000 - 8,499,999），其综合信用评级为2（良好）。

邓白氏付款指数是根据企业历史的付款习惯而得出的指数。目标主体付款指数为"80"，账款平均按期及时付款 支付给供应商，属于付款逾期低风险。

企业概况

目标主体成立于2016年，主要从事提供市场策略、会议会展、展览展示、创意设计（平面/三维）、医学编辑、公共礼仪、企业管理咨询、工艺礼品等服务，现有员工约61人。

目标主体的风险预警评分(EMMA Score)为"3"，属于低风险区段。结合公司财务信息来看，目标主体的财务状况一般，表明目标主体的实际风险可能与EMMA揭示的风险水平基本持平。

近况调查

2023年8月3日，行政总监汪玉蓉女士(电话：1391790****) 确认 本报告中部分营运和历史信息。其他信息来自第三方和上次调查。

邓白氏信息咨询通过致电相关公司、浏览企业的公共网站及获取中国政府向公众公开数据的方式收集并核实商业信息。

历史变更

日期	事件
变更日期 2020年3月4日	股东变更
变更日期 2021年1月12日	注册资本变更
变更日期 2021年1月12日	注册地址变更
变更日期 2023年6月28日	注册地址变更
变更日期 2020年3月4日	法人代表变更
—	历史三证信息变更

风险分析

风险预警评分



风险预警评分分析

目标主体风险预警评分主要受以下风险因素影响：

- 近12月的付款信息显示，目标主体逾期金额比率较低，风险水平较低；
- 目标主体为有限责任公司（自然人投资或控股），归类于较低风险企业类型；
- 目标主体的历史记录完整（股东及管理层信息清晰），表明风险较低；
- 目标主体付款指数表明该公司付款表现及时，显示较低风险水平。

风险预警评分

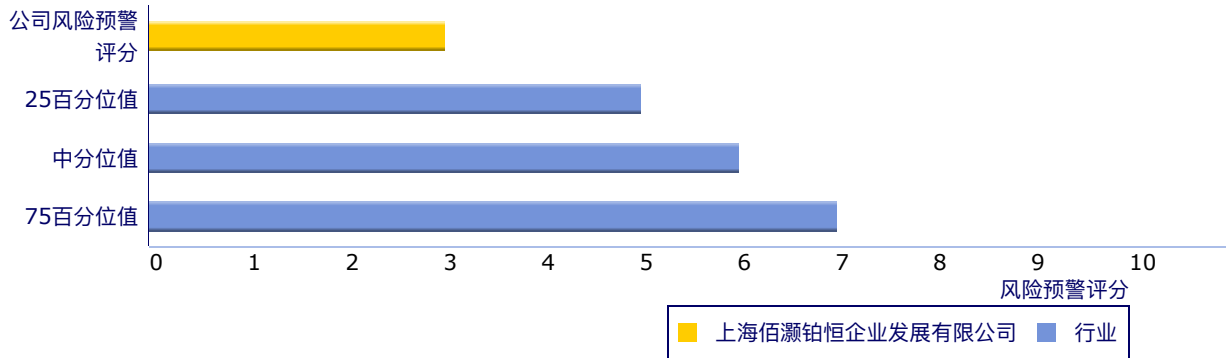
3

综合评估各项风险因素，目标主体的风险预警评分为“3”，表示公司处于“较低风险”。

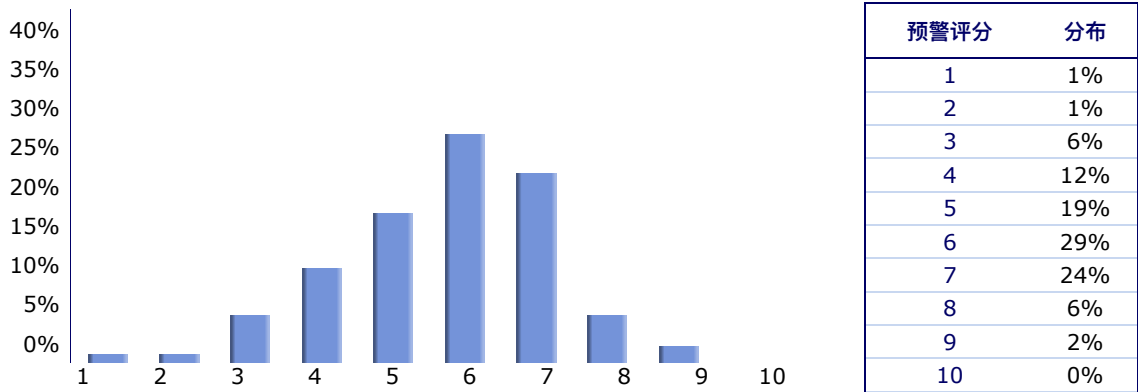
所属行业标准

所属行业标准工业代码	7389		
所属行业	企业服务		
同业平均风险预警评分参照(四等分数)	同业较低风险预警评分(25百分位值)	5	
	同业中等风险预警评分(中位值)	6	
	同业较高风险预警评分(75百分位值)	7	

公司风险 对比 同业风险指标



邓白氏信息咨询数据库中该行业的风险预警评分分布



注：如需进一步了解邓白氏信息咨询风险预警评分的原理和主要因素，请参见报告附录。

风险综合评估矩阵

付款指数	风险区段		
	低风险区 (EMMA 1 - 3)	中等风险区 (EMMA 4 - 7)	高风险区 (EMMA 8 - 10)
PAYDEX ≥ 80	AA(目标主体位于此群体)	BA	CA
80 > PAYDEX ≥ 60	AB	BB	CB
PAYDEX < 60	AC	BC	CC

风险综合评估矩阵分析

群体分组	评估分类	说明	信用政策
优质企业群体	AA→AB	运营稳健，付款及时，风险很低	自动审核通过，授予较优惠的信用政策
中等风险群体	BA →BB→AC	付款略有拖延或者运营处于中等风险	通过人工复核，授予相应合适的信用政策
风险较高群体	CA→BC→CB	出现付款严重拖欠现象或者运营显示较高风险	人工进一步审核，并授予较严格的信用政策
监控对象群体	CC	无法及时付款并存在高运营风险或倒闭风险的企业	停止信用交易，授予现金结算

*评估分类按风险从低到高的顺序列出。

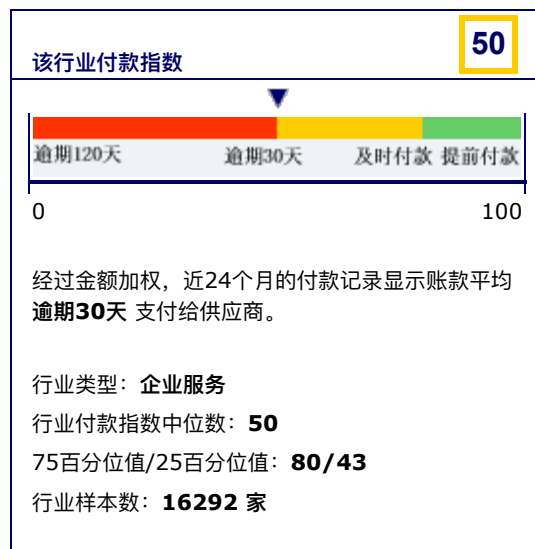
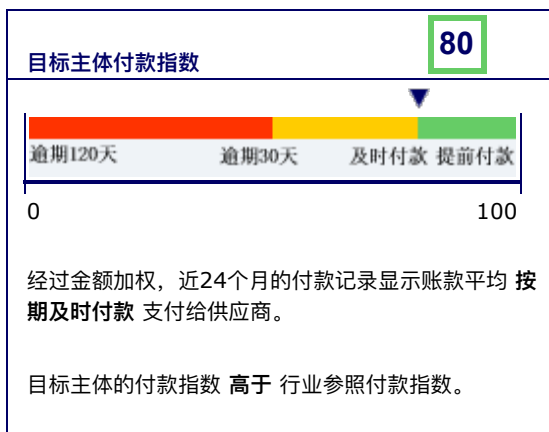
在风险综合评估矩阵中，目标主体评估等级为**AA**，属于优质企业群体：

- 目标主体的风险评级显示目标主体处于低风险区，企业风险相对于中国企业整体水平来说相对较低；
- 付款指数显示目标主体付款及时，信誉好，几乎不存在拖延现象；
- 目标主体运营稳健，经营状况良好，付款及时，企业风险低，属于优质企业群体；由于目标主体各方面表现优秀，信誉良好，目标主体付款行为方面几乎无延付行为，建议对目标主体授予较为宽松的信用政策。

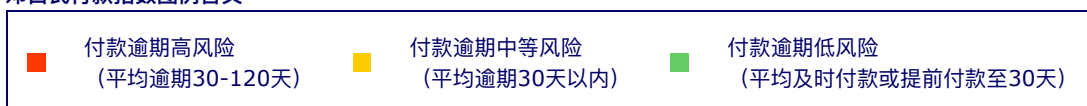
付款信息

邓白氏付款指数

付款指数是邓白氏独有的表示一家公司对其供应商的付款表现的量化指标，它根据付款交流计划获得的有效付款记录进行加权计算而获得。付款指数由0-100，分数越高代表付款表现越好，分数越低表示拖欠情况越严重。有关付款指数的解读可在本报告附录中获得。



邓白氏付款指数图例含义



付款记录

付款记录概要

欠款金额范围 人民币	记录条数	欠款金额合计 人民币	帐期内	1-30天	31-60天	61-90天	91+天
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>10,000,000	0	0	0%	0%	0%	0%	0%
1,000,000 - 9,999,999	0	0	0%	0%	0%	0%	0%
500,000 - 999,999	0	0	0%	0%	0%	0%	0%
100,000 - 499,999	0	0	0%	0%	0%	0%	0%
50,000 - 99,999	0	0	0%	0%	0%	0%	0%
<50,000	10	0	100%	0%	0%	0%	0%
合计	10	0	100%	0%	0%	0%	0%

注：以上付款记录概要根据24个月内的付款信息详情分析获得。

付款信息详情(最多显示100条)

(以下所列金额在设定范围内，其尾数可能删除或进位)

日期	付款状况	信用额度	目前欠款	过期账款	交易条件	最近交易
2023年08月03日	准时	1,500,000	0	0	记帐 90	--
2023年08月03日	准时	2,000,000	0	0	月结 30	--
2023年08月03日	准时	1,000,000	0	0	记帐 90	--
2022年12月05日	准时	2,000,000	0	0	月结 30	--
2022年12月05日	准时	500,000	0	0	月结 30	--
2022年12月05日	准时	200,000	0	0	月结 30	--
2022年11月09日	准时	600	0	0	预付	--
2021年09月27日	准时	600	0	0	预付	--
2021年08月10日	准时	500,000	0	0	月结 30	--
2021年08月10日	准时	450,000	0	0	月结 30	--

注意：以上付款记录是针对其供应商所给的付款条件来显示目标主体付款的情况。例如「延迟30天」表示「超过交易条件所规定的付款日期之后30天才付款」。在某些实例中，逾期付款可能是因商品品质问题或遗失发票等原因所造成的。

公司历史

注册信息

注册日期	2016年06月30日
注册机关	奉贤区市场监督管理局
统一社会信用代码证号	91310120MA1HL4N30W
经营期限	2036年06月29日
企业登记状态	存续(在营、开业、在册)
企业经营状态	开业
注册资本	人民币 5,000,000
实收资本	人民币 2,000,000
成立年份	2016
企业类型	有限责任公司(自然人投资或控股)
注册地址	上海市奉贤区南桥镇国顺路936号5幢
法人代表	张卫东
营业范围	许可项目：建设工程设计；各类工程建设活动；互联网信息服务；广播电视节目制作经营；网络文化经营。（依法须经批准的项目，经相关部门批准后方可开展经营活动，具体经营项目以相关部门批准文件或许可证件为准）一般项目：企业管理；信息咨询服务（不含许可类信息咨询服务）；市场信息咨询与调查（不得从事社会调查、社会调研、民意调查、民意测验）；组织文化艺术交流活动；企业形象策划；市场营销策划；会议及展览服务；礼仪服务；翻译服务；广告制作；广告设计、代理；图文设计制作；电子商务（不得从事金融业务）；专业设计服务；从事健康科技、信息科技、生物科技、电子科技领域的技术开发、技术服务、技术咨询、技术转让；机械设备租赁；健康咨询服务（不含诊疗服务）；计算机系统服务；办公用品、电子产品销售；工艺美术品及收藏品批发（象牙及其制品除外）；工艺美术品及收藏品零售（象牙及其制品除外）。（除依法须经批准的项目外，凭营业执照依法自主开展经营活动）

股东信息

股权信息

股东名称	地区/国家	持股比例	投资方式	资本到位率
张卫东	中国	67.00%	货币	资本尚未全额到位
高曙明	中国	15.00%	货币	资本尚未全额到位
汪玉蓉	中国	10.00%	货币	资本尚未全额到位
吴孙寅	中国	8.00%	货币	资本尚未全额到位
合计		100%		

以上注册信息来自于工商注册渠道，查询时间为2023年8月3日。

注：

- 目标主体于2023年5月23日，发布了2022年年度报告。
- 根据目标主体于2023年05月23日公示的年报信息，目标主体注册资本尚未全额到位。

历史变更

注册地址变更

从：上海市奉贤区新杨公路1800弄2幢1106室
变更至：中国（上海）自由贸易试验区临港新片区新杨公路1800弄2幢1106室 变更日期 2021年1月12日
变更至：上海市奉贤区南桥镇国顺路936号5幢（现注册地址） 变更日期 2023年6月28日

股东变更

从：汪玉蓉，高曙明，吴孙寅，陈滔（100%）
变更至：张卫东（67%），高曙明（15%），汪玉蓉（10%），吴孙寅（8%）（现股东） 变更日期 2020年3月4日

注册资本变更

从：人民币 2,000,000.00
变更至：人民币 5,000,000.00（现注册资本） 变更日期 2021年1月12日

法人代表变更

从：陈滔
变更至：张卫东（现法人代表） 变更日期 2020年3月4日

历史三证信息变更

从：注册号：310120003277654
组织机构代码证号：未获得
税务登记证号：未获得
变更至：统一社会信用代码证号：91310120MA1HL4N30W

历史摘要

目标主体成立于2016年，由张卫东担任法人代表。当前注册资本为人民币5,000,000元。

主要负责人

主要负责人

张卫东 - 法人代表/执行董事 Weidong Zhang

性别 男
国籍 中国
是否参与日常营运 是
主要负责 全面管理
相关工作经历自 20年以上

相关职位

职位	公司	DUNS	经营状态	出资比例
投资人/股东	上海佰灏铂恒品牌策划有限公司	42-128-4719	在营 (开业)	67%
投资人/股东	北京壹讯时代品牌策划有限公司	54-435-5007	注销	20%
投资人/股东	上海香盛瓷建材贸易有限公司	55-404-6366	在营 (开业)	5%
投资人/股东/监事	上海佳钛捷贸易有限公司	54-886-6996	吊销未注销	49%

吴孙寅 - 客户总监 Sunyin Wu

性别 男
国籍 中国
加入该企业于 2016年
是否参与日常营运 是
主要负责 销售
相关工作经历自 15年到20年

工作经历

时间	服务的公司	最后担任的职位
2005年-2010年	上海贸展有限公司	

汪玉蓉 - 行政总监 Yurong Wang

性别 女
国籍 中国
加入该企业于 2016年
是否参与日常营运 是

主要负责 行政
 相关工作经历自 20年以上

工作经历

时间	服务的公司	最后担任的职位
1999年-2002年	上海骏腾广告有限公司	
2002年-2005年	上海卓夫浪涛品牌策划有限公司	
2005年-2008年	上海捷创营销策划有限公司	
2008年-2010年	上海奥霆商务策划有限公司	

高曙明 - 监事
Shuming Gao

韩健美 - 财务负责人
Jianmei Han

营运状况

业务范围

主要从事提供市场策略、会议会展、展览展示、创意设计（平面/三维）、医学编辑、公共礼仪、企业管理咨询、工艺礼品等服务

标准工业代码 7389 0000 商业服务
 标准工业代码 8742 0000 管理咨询服务
 目标主体业务无季节性。

商标

商标名称 BBHC
 注册号 53351415
 注册日期 2022年01月28日

商标名称 佰灏铂恒
 注册号 53351428
 注册日期 2021年08月21日

目标主体无自营进出口权。

采购

采购地区

采购地区	百分比	主要地区/国家
中国大陆地区	100%	全国各地

采购条件

条件	百分比
同意书/合约基础	-

采购结算方式

结算方式	百分比
电汇	

主要供应商

地区	名称	邓白氏编码®
中国大陆地区	上海瀑素文化传媒中心	41-617-5683
中国大陆地区	广州中影营销策划有限公司	54-457-3110
中国大陆地区	大连人意天成广告有限公司	42-022-4431

销售**销售地区**

地区	百分比	主要地区/国家
中国大陆地区	100%	全国各地

销售条件

条件	百分比
同意书/合约基础	-

销售结算方式

结算方法	百分比
电汇	

主要客户

地区	名称	邓白氏编码®
中国大陆地区	GSK	
中国大陆地区	阿斯利康	
中国大陆地区	百特	

雇员信息**员工人数**

类型	人数	渠道
员工总数	61	目标主体提供确认
本部员工人数	61	
办公室职员	8	
销售人员	29	
财务部门职员	3	
技术人员	16	

员工人数来源

邓白氏信息咨询从多个来源收集到目标主体的员工人数，并根据数据有效性规则，从中选择最可靠的数据，用于企业风险评估。以下收录的不同来源员工人数，仅供参考使用。

员工人数	年份	渠道
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36

2022

年报数据-社保人数

营运状况评述

目标主体主要从事提供市场策略、会议会展、展览展示、创意设计（平面/三维）、医学编辑、公共礼仪、企业管理咨询、工艺礼品等服务。

其产品100%在中国大陆地区销售。其销售结算方式为电汇。该目标主体无自营进出口权，生产无季节性。主要客户包括GSK、阿斯利康等。

该目标主体的采购100%在中国大陆地区市场进行。其采购结算方式为电汇。其主要供应商包括上海瀑素文化传媒中心、广州中影营销策划有限公司等。

营业地点

主要营业地点

地点描述	商业区
用途	办公室
产权状况	租赁

其他营业地点

类型	注册地址
地址	上海市奉贤区南桥镇国顺路936号5幢

公司结构

下属企业

参股公司	地址	邓白氏编码®
上海佰灏铂恒广告传播有限公司 目标主体拥有20.00%的股份	中国上海市奉贤区新杨公路1800弄2幢2171室	55-447-7201

财务分析及往来银行

财务信息

请注意，本报告此模块中所包含的财务数据（例如财务报表）源自合法公开渠道或经公司同意获取。根据由国务院公布并自2014年10月1日起施行的《企业信息公示暂行条例》的规定，公司无需再向市场监督管理局报送财务报表；公司将仅向市场监督管理局报送部分财务数据，并且该等数据将仅在公司自愿披露的情况下方可对外公示。上述各项新规定适用于所有2013年度及此后的公司财务数据。由此，2013年度及此后的财务报表将不会再出现在任何报告中，除非公司自愿提供该等报表并同意披露，或该等报表可从合法公开渠道获取。

2022年资产负债表及损益表已经过审计。审计单位为上海利永会计师事务所（普通合伙）。
2022年财务报表由目标主体提供

重要财务数据

	31/12/2022 人民币 '000	变化 %	31/12/2021 人民币 '000	变化 %	31/12/2020 人民币 '000
流动资产	42,653	119.22%	19,457	98.02%	9,826
流动负债	34,595	150.63%	13,803	127.21%	6,075
营运资本	8,058	42.52%	5,654	50.73%	3,751

有形净值	8,158	41.78%	5,754	49.42%	3,851
固定资产	-	-	-	-	-
总资产	42,753	118.61%	19,557	97.03%	9,926
总负债	34,595	150.63%	13,803	127.21%	6,075
所有者权益合计	8,158	41.78%	5,754	49.42%	3,851
营业收入	63,587	24.76%	50,966	48.33%	34,360
净利润/亏损	2,416	26.89%	1,904	47.03%	1,295

资产负债表

	31/12/2022 人民币 '000 年度 (非合并)	31/12/2021 人民币 '000 年度 (非合并)	31/12/2020 人民币 '000 年度 (非合并)
现金及银行存款	14,451	8,084	6,625
应收账款	24,180	9,807	2,293
其他应收款	3,962	1,505	873
存货	60	61	35
流动资产合计	42,653	19,457	9,826
固定资产合计	-	-	-
无形资产合计	-	-	-
长期股权投资	100	100	100
总投资及其他资产	100	100	100
总资产	42,753	19,557	9,926
应付账款	33,236	12,510	4,783
其他应付款项	791	790	791
应付税费	566	502	499
应付职工薪酬/工资	2	1	2
流动负债合计	34,595	13,803	6,075
非流动负债合计	-	-	-
总负债	34,595	13,803	6,075
实收资本	2,050	2,050	2,050
未分配利润	6,108	3,704	1,801
所有者权益	8,158	5,754	3,851
负债及所有者权益合计	42,753	19,557	9,926

利润表

	31/12/2022 人民币 '000 年度 (非合并)	31/12/2021 人民币 '000 年度 (非合并)	31/12/2020 人民币 '000 年度 (非合并)
营业收入	63,587	50,966	34,360
营业收入合计	63,587	50,966	34,360
-销售成本	49,799	39,554	26,339
-营业税金	135	91	60
毛利润/亏损	13,653	11,321	7,961
-管理费用	11,346	9,461	6,688
-财务费用	(20)	(15)	(10)
营业利润/亏损	2,327	1,875	1,283

+营业外收入	191	157	106
-营业外支出	-	-	6
税前利润/亏损	2,518	2,032	1,383
-所得税	102	128	88
净利润/亏损	2,416	1,904	1,295

重要财务比率

比率	2022	2021	2020
流动比率	1.23	1.41	1.62
速动比率	1.23	1.41	1.61
负债权益比率	4.24	2.40	1.58
资产负债率	0.81	0.71	0.61
应收账款回收周期(天)	136	69	24
付款周期(天)	240	113	65
资产周转率	1.49	2.61	3.46
毛利润率 %	21.47	22.21	23.17
净利润率 %	3.80	3.74	3.77
股东权益收益率 %	29.62	33.09	33.63
资产收益率 %	5.65	9.74	13.05

财务说明

- 目标主体整体财务状况一般。

往来银行

目标主体的主要往来银行为：

上海浦东发展银行
徐汇支行

账号：98300154740015658

行业概述

行业概述

日期	2023年5月30日
信息来源	统计信息
详细情况	<p>2022年，中国服务业经济承压运行，总体延续恢复态势，新动能发展势头良好。2022年服务业增加累计值638,698亿元，比上年增长4.76%。服务业增加值占国内生产总值比重为52.78%，较上年降低0.53个百分点。其中，第四季度服务业增加值169,410.70亿元，同比增长4.50%。</p> <p>2022年全国服务业生产指数同比下降0.80%。服务业投资延续扩张势头，1—11月份，服务业实际使用外资8,426.10亿元，同比增长0.90%，占全国实际使用外资的比重为72.90%。1—11月份，中国服务贸易进出口总额54,046.10亿元，同比增长15.60%。其中，服务出口25,835亿元，同比增长15.50%；服务进口28,211.10亿元，同比增长15.60%。知识密集型服务贸易稳定增长，1—11月份，知识密集型服务贸易进出口总额22,486.40亿元，同比增长10.10%。信息传输、软件和信息技术服务业，金融业增加值比上年分别增长9.10%和5.60%，合计拉动服务业增加值增长1.50个百分点，有力支撑服务业经济恢复。</p> <p>2022年，重点服务业领域发展活力持续释放，高技术服务业固定资产投资比上年增长12.10%，高于全部服务业固定资产投资9.10个百分点。1—11月份，高技术服务业实际使用外资同比增长23.50%；规模以上高技术服务业、科技服务业和战略性新兴产业企业营业收入同比分别增长8%、7.50%和5.90%，分别快于规模以上服务业企业增速4.10、3.60和2个百分点。</p>
日期	2022年6月1日

信息来源

统计信息

详细情况

2021年，我国服务业逐步恢复，服务能力稳步提升，市场预期持续向好。2021年服务业增加累计值609,679.70亿元，比上年增长10.06%。服务业增加值占国内生产总值比重为53.31%，较上年降低1.19个百分点。其中，四季度服务业增加值162,115.40亿元，同比增长6.15%。

2021年全国服务业生产指数同比增长13.10%，较上年同期加快5.40个百分点，利用外资结构不断改善，服务业实际使用外资9,064.90亿元，同比增长28.68%，占全国实际使用外资的比重为78.87%。

2021年我国现代服务业增势良好，信息传输、软件和信息技术服务业，住宿和餐饮业，交通运输、仓储和邮政业增加值比上年分别增长17.20%、14.50%、12.10%，保持恢复性增长。服务贸易增长较快，2021年服务进出口额比上年增长16.10%，其中知识密集型服务出口额增长18%。

2021年，高技术服务业投资保持较快增长，投资增长7.90%，增速比1—11月份加快1.50个百分点，比服务业投资增速高5.80个百分点，拉动服务业投资增长0.30个百分点。其中，电子商务服务业投资增长60.30%，研发设计服务业投资增长16.70%，科技成果转化服务投资增长16.00%，检验检测服务业投资增长12.80%。

公共纪录

诉讼记录

截止2023年08月03日，邓白氏信息咨询通过查询中国法院网、目标主体所在地法院网、国内主要相关法院网站及我公司内部收集的人民法院诉讼数据库，均未发现5年内目标主体相关的诉讼记录。

备注：以上均为目前可以公开查询到中国企业诉讼记录的信息渠道，但由于中国大陆地区目前并没有一个统一涵盖所有企业诉讼信息的数据库供查询，部分涉及目标主体的案件可能被遗漏。

媒体记录

截止2023年08月03日，邓白氏信息咨询未获得该目标主体2年内的相关媒体信息。

附录

附录

邓白氏风险预警评分 (D&B EMMA Score) 是邓白氏公司针对新兴市场国家开发的风险评估体系。邓白氏风险预警评分 通过对大量数据的规律性研究，建立起科学的统计分析模型。风险预警评分用于预测企业的处于不稳定或不可靠的风险状况的可能性（如财务状况不佳、无法及时付款、产品滞销、无法正常运营等），也适用于对一家企业的风险状况进行迅速判断，结合其他信息，该评分能辅助优化风险决策。

风险预警评分由1至10数字标识，1代表较低的企业风险，而10代表较高的企业风险。

中国风险预警评分于2009年5月首次推出，是通过近百万条企业数据样本进行分析的结果。当使用该评分对某一公司进行决策时，邓白氏信息咨询建议您将风险预警评分结合客户群体的具体情况加以分析，建立起适用于贵公司的风险评分标准。对于风险预警评分高风险评分的公司，它并不表示与目标主体进行交易一定会遭受风险。

考虑到中国商业环境的特殊性，为了使中国风险预警评分更适当地分析和反映中国企业风险因素，邓白氏信息咨询在2012年上半年对中国预警评分进行了优化调整。将付款指数作为重要的风险评估维度融入评估模型，力图更深入地反映企业风险的内在因素。优化后的风险预警评分使得评分结果更科学有效地反映当前中国作为新兴市场的风险特征，更客观深入地反映了中国企业的风险水平。

中国风险预警评分在邓白氏全球模型开发方法论的框架下开展例行校验，以保证及时精确地捕捉到宏观经济变局及特定事件所触发的中国商业环境变化要素。

风险预警评分注解

风险区段	风险预警评分	数据库中的企业比率	出现高风险企业的可能性	风险预警评分含义
低风险区段	1-3	28.9%	5.7%	低风险区间
中等风险区段	4-7	56.7%	9.1%	平均风险区间
高风险区段	8-10	14.4%	36.4%	高风险区间

决定风险预警评分的主要因素包括：

商业信息

- 企业类型

地区状况

- 地区及省份

- | | |
|--|---|
| <ul style="list-style-type: none"> ■ 所属行业 ■ 员工人数 ■ 销售区域 ■ 注册资本 ■ 成立年份 ■ 历史记录 ■ 产权状况 | <p>公共记录</p> <ul style="list-style-type: none"> ■ 负面信息记录数 <p>付款信息</p> <ul style="list-style-type: none"> ■ 逾期付款金额比率 ■ 公司/行业PAYDEX指数 |
|--|---|

风险预警评分的应用

- *低风险评分* - 根据对评分的验证分析, 对申请人只需稍作审查, 甚至免去审查, 即可迅速决定该申请。
- *中度风险评分* - 建议对申请人进行复查, 或可结合申请人的实际能力, 以及本企业内部政策和风险承受力调整对申请人的评估。
- *高风险评分* - 对申请人进行深入的审查之后考虑拒绝申请, 或者, 可考虑申请人的实力, 以及企业内部政策和风险承受力的基础上, 要求适当预付或其他风险控制手段。

风险综合评估矩阵的数据库样本数据分析

风险矩阵样本分布

付款指数	风险区段		
	低风险区	中等风险区	高风险区
PAYDEX >= 80	13.6%	12.6%	0.5%
80 > PAYDEX >= 60	15.2%	28.7%	1.7%
PAYDEX < 60	0.1%	15.4%	12.2%

出现高风险企业的可能性

付款指数	风险区段		
	低风险区	中等风险区	高风险区
PAYDEX >= 80	5.8%	8.4%	9.1%
80 > PAYDEX >= 60	5.6%	8.4%	14.5%
PAYDEX < 60	5.6%	11.1%	40.4%

风险综合评估矩阵解读分析

群体分组	评估分类	说明	信用政策
优质企业群体	AA→AB	运营稳健, 付款及时, 风险很低	自动审核通过, 授予较优惠的信用政策
中等风险群体	BA →BB→AC	付款略有拖延或者运营处于中等风险	通过人工复核, 授予相应合适的信用政策
风险较高群体	CA→BC→CB	出现付款严重拖欠现象或者运营显示较高风险	人工进一步审核, 并授予较严格的信用政策
监控对象群体	CC	无法及时付款并存在高运营风险或倒闭风险的企业	停止信用交易, 授予现金结算

*评估分类按风险从低到高的顺序列出。

风险综合评估矩阵是结合风险预警评分和付款指数对目标主体进行深入解读的工具。通过风险预警评分, 可以评估企业 风险的高低; 同时, 通过付款指数, 我们可以结合企业的付款行为进一步深入解析企业风险, 认清目标主体风险产生的 内在因素。综上所述, 该评估矩阵可以为风险预警评分近似的企业做出进一步的深度分析。

委托客户在使用风险预警评分和风险综合评估矩阵时, 建议结合其他信息: 如企业内部评估政策、邓白氏信息咨询提供的商业信息、与目标主体直接接触的人员的反馈等, 从而可以方便地进行风险决策。

邓白氏评级

邓白氏评级注释表

财务实力评级			综合信用评价				
净资产	注册资本	金额范围 人民币 (RMB)	优秀	良好	尚可	很差	不确定
5A	5AA	450,000,000 以上	1	2	3	4	-
4A	4AA	85,000,000 至 449,999,999	1	2	3	4	-
3A	3AA	8,500,000 至 84,999,999	1	2	3	4	-
2A	2AA	6,500,000 至 8,499,999	1	2	3	4	-
1A	1AA	4,500,000 至 6,499,999	1	2	3	4	-
A	AA	2,500,000 至 4,499,999	1	2	3	4	-
B	BB	1,750,000 至 2,499,999	1	2	3	4	-
C	CC	1,000,000 至 1,749,999	1	2	3	4	-
D	DD	650,000 至 999,999	1	2	3	4	-
E	EE	450,000 至 649,999	1	2	3	4	-
F	FF	300,000 至 449,999	1	2	3	4	-
G	GG	200,000 至 299,999	1	2	3	4	-
H	HH	200,000 以下	1	2	3	4	-
其他评级		含义					
N		有形净值为负值			3	4	-
O		财务实力信息未确认	1	2	3	4	-
NB		成立年份少于2年	1	2	3	4	-
NQ		已经停止营业				4	
BR		分支机构					
INV		调查进行中					

付款指数含义

付款指数80分代表邓白氏的付款记录显示公司通常及时付款，付款指数80分以上表示邓白氏的付款记录显示公司较约定的付款期限提前付款。以下表格列示各档付款指数代表的含义。

付款指数(D&B PAYDEX®)	付款习惯
100	提前付款
90	现金折扣付款
80	及时
70	逾期15天
60	逾期22天
50	逾期30天
40	逾期60天
30	逾期90天
20	逾期120天
0-19	逾期120天以上
UN	无法获得

海关评级

据2021年9月6日公布的《中华人民共和国海关注册登记和备案企业信用管理办法》，自2021年11月1日起，海关根据企业信用状况将企业信用等级认定为高级认证企业、失信企业及其他注册登记和备案企业。2018年3月3日海关总署令第237号公布的《中华人民共和国海关企业信用管理办法》中，将企业认定为认证企业、一般信用企业和失信企业。认证企业分为高级认证企业和一般认证企业，该办法在2021年11月1日起废止。

海关官方链接请参阅：海关总署关于公布《中华人民共和国海关注册登记和备案企业信用管理办法》的令
<http://www.customs.gov.cn/customs/302249/zfxgk/zfxgkml34/3896445/index.html>

客户服务

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Business Information Report

This report prepared by D&B China is sent to answer your inquiry on:

Shanghai BBH Enterprise Development Co.,Ltd

D-U-N-S[®] NUMBER: 54-458-2610

Prepared for : D&B Registration (Normal) - 2 years
Subscriber Key : 927012679
Delivery Date : Aug 03,2023
Printed on : Aug 03,2023

Inquiry Date : Jul 31,2023
Inquiry Subject : 上海佰灏铂恒企业发展有限公司
Inquiry Address : -
Inquiry Phone : (P)13917904155
Inquiry Reference : CUSTSR

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Business Information Report

Shanghai BBH Enterprise Development Co.,Ltd

Report compiled Aug 03,2023

IDENTIFICATION & SUMMARY

Identification

Company Name	Shanghai BBH Enterprise Development Co.,Ltd
Official English Name	Yes
Chinese Name	上海佰灏铂恒企业发展有限公司
DUNS® Number	54-458-2610
Address	Unit 504, Building B, Phase III, Qiantan World Trade Center, No. 11, Lane 221, Dongyu Road, Pudong New Area Shanghai
Postal Code	200126
Address (Chinese)	浦东新区东育路221弄11号前滩世贸中心三期B座504单元上海市
Telephone	021 58866669
Website	www.bbh-cn.com
E-mail	joy.wang@bbh-cn.com
Type of Business	a limited liability company (invested or held by natural person(s))
Year Started	2016
History	Clear (Complete Shareholder(s) and management information)
Employees	61 (Total) 61 (Here)
Principal	Weidong ZHANG / Legal Representative
SIC Code	7389 0000
Primary Business	Business services

Risk Summary

RISK EVALUATION

EMMA Score	3
D&B Rating	2A2(PRV. 1A2)
D&B PAYDEX®	80

LEGAL EVENTS

Litigation Records	0
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PRINCIPAL INFORMATION

Principal(s)	5
--------------	---

PAYMENT INFORMATION

Trade References	10
------------------	----

COMPANY KEY EVENTS

History Changes	6
Media Records	0

FINANCIAL SUMMARY

Registered Capital	RMB 5,000,000
Sales/Turnover	63,587,000 (2022)
Tangible Net Worth	8,158,000 (2022)
Total Assets	42,753,000 (2022)
Shareholders Equity	8,158,000 (2022)

CURRENCY

All monetary amounts quoted in this report are shown in Renminbi(RMB) unless otherwise stated.

REMARK

"-" stands for "Insufficient information" or "No comments".

Risk Assessment

EMMA Score	3
Relative Risk	▼ Moderate Low Risk

D&B Rating	2A2 (Previous 1A2)
Financial Strength	(Tangible Net worth 6,500,000 - 2A)



	8,499,999)
Composite Appraisal	2 Good



EMMA Score predicts the possibility of a business in perilous status of instability or unreliability, such as poor financials, delay payment, stale inventory, abnormal operational status, etc., it is based on a scale of 1 (the lowest risk) to 10 (the highest risk). Subject's EMMA score is '3', indicating Moderate Low Risk.

D&B Rating assesses enterprises' financial strength and credit condition and determines their credibility. Subject's D&B Rating is 2A2 (indicating Financial Strength: Tangible Net worth 6,500,000 - 8,499,999) and its composite credit appraisal is 2 (Good).

D&B PAYDEX® is obtained according to enterprises' historical payment habit. Subject's PAYDEX® is '80', which shows within terms granted on average and indicates the Low Risk of Late Payment.

Company Overview

Subject was established in 2016. Subject is mainly engaged in providing services such as marketing strategy, conferences and exhibitions, exhibitions, creative design (flat/three-dimensional), medical editing, public etiquette, corporate management consulting, craft gifts, etc. Currently, subject owns around 61 staff.

Subject's EMMA score is "3", which is in the low risk range. Based on its financial statements, subject's financial status is considered as fair, indicating subject's real risk is probably consistent with the EMMA score reflected.

Current Investigation

On Aug 03, 2023, Ms. Yurong Wang, Administrative Director (Tel: 1391790****) confirmed partially operational and historical data in this report. Other information was obtained from a third-party source and last investigation.

Generally in China, the information in our reports is collected and validated through telephone interview with subject, review of public websites of the business and acquisition of data that is publicly available by the Chinese Government.

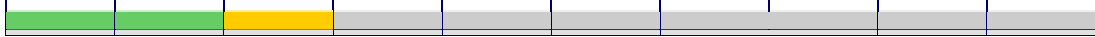
History Changes

Date	Event
Mar 04, 2020	Shareholder changed
Jan 12, 2021	Capital changed
Jan 12, 2021	Registered Address Changed
Jun 28, 2023	Registered Address Changed
Mar 04, 2020	Legal Representative Changed
---	Integration of Three Licenses

RISK ANALYSIS

EMMA Score





EMMA Score Analysis

Subject's EMMA score is mainly impacted by the following risk drivers:

- Trade experiences within 12 months indicate subject has low percent of slow payment in amount, indicating lower risk level.
- Subject is a limited liability company (invested or held by natural person(s)), which is classified as a lower risk type of business.
- Subject's history is Clear (Complete Shareholder(s) and management information), which indicates a lower risk level.
- Subject PAYDEX® shows payment behaviour of the company is good, indicating lower risk.

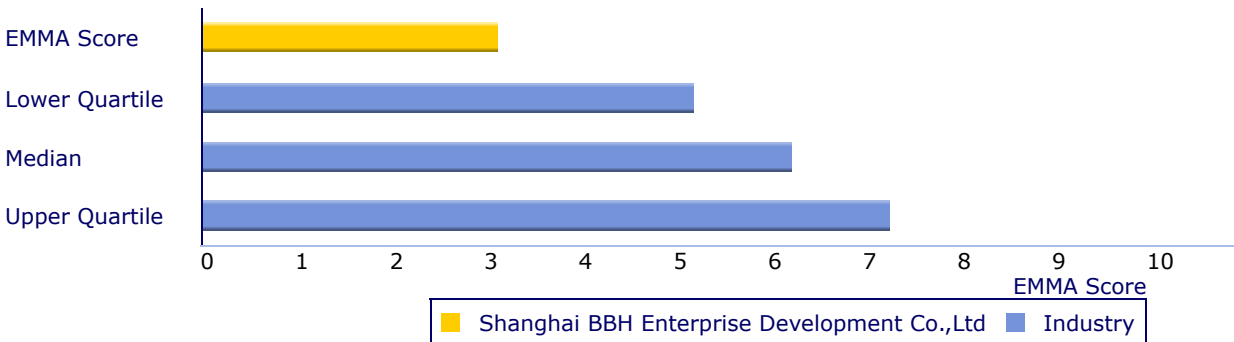
EMMA Score
3

By evaluating all risk factors, the company is assigned with EMMA score of "3", indicating "Moderate Low Risk".

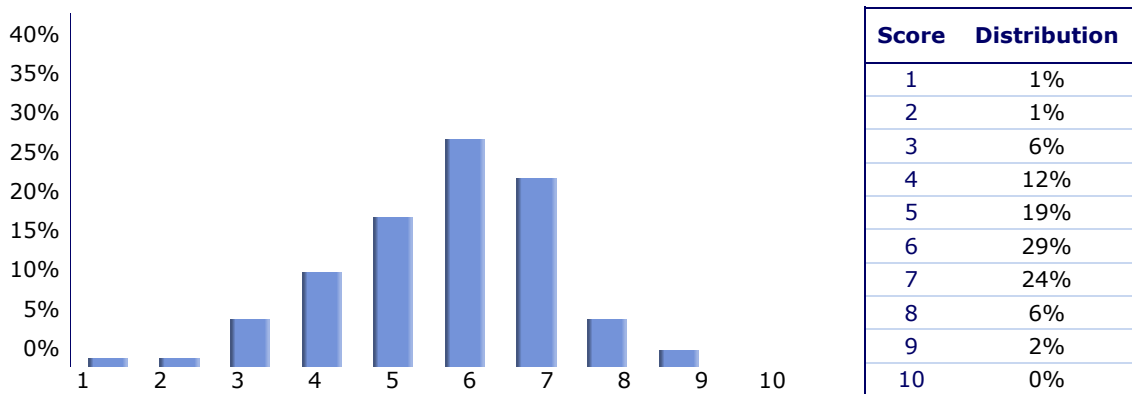
Industry Norm Grouping

Industry Group SIC	7389		
Industry Group Description	Business services, nec		
Industry Group EMMA Score Quartile Values	Lower Quartile		5
	Median		6
	Upper Quartile		7

Company Risk Vs Industry Norm Chart



Distribution of EMMA Score in D&B China's Database



Note: please refer to the report appendix for the principle and major factors of D&B China EMMA Score.

Risk Assessment Matrix

PAYDEX	Risk Range		
	Low	Medium	High

	(EMMA 1 - 3)	(EMMA 4 - 7)	(EMMA 8 - 10)
PAYDEX>=80	AA (Subject lies in this group)	BA	CA
80>PAYDEX>=60	AB	BB	CB
PAYDEX<60	AC	BC	CC

Interpretation and Analysis of Risk Assessment Matrix

Classifications	Risk Level	Description	Credit Policy
Quality group	AA->AB	Business is sound, and the bills are paid promptly with good credit reputation.	Favorable credit policy can be granted with automatic approval.
Medium risk group	BA->BB->AC	Business is operated under medium risk, and some delay payment behaviors exist.	Appropriate credit policy is suggested with some manual review.
High risk group	CA->BC->CB	Business is operated under high risk, and some severe delay payment behaviors exist.	Relatively strict credit policy is suggested with detailed manual review.
Monitoring group	CC	Business is run under high risk or with high possibility of windup, and the bills are unable to be paid in time.	Avoid credit sales. Cash settlement is suggested.

*Risk levels are listed in order of risk from low to high.

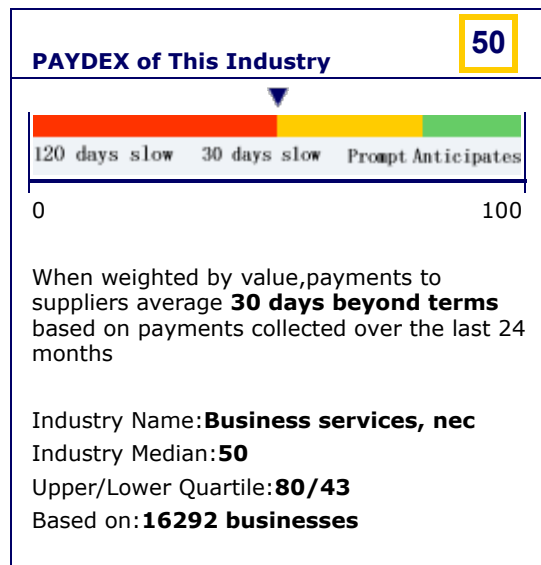
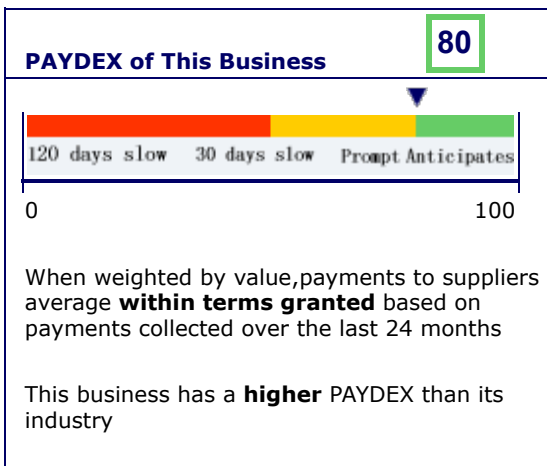
According to the Risk Assessment Matrix, subject is rated as "AA", which represents the subject belongs to the quality group:

- The risk level of the subject is low, which reveals its business risk is relatively lower than the average level amid all Chinese enterprises;
- The PAYDEX® of subject indicates that most of the bills are paid promptly, rarely with any delay, and the credit reputation of subject is decent;
- Subject is rated as a high-quality company due to its sound operation, good state of operation, prompt payment and low risk level. Since subject performs excellently in all aspects, has a good reputation and almost has no delay in payment, it is recommended to grant subject with a relatively favorable credit policy.

TRADE PAYMENTS

D&B PAYDEX®

The D&B PAYDEX® is a unique indicator of payment performance weighted by the monetary value of the payment experiences as reported to D&B by trade references. A detailed explanation of how to read and interpret PAYDEX values can be found in the Appendices section of this report.



D&B PAYDEX® Key

- | | | |
|--|---|--|
| ■ High risk of late payment (average 30 to 120) | ■ Medium risk of late payment (average 30 days or | ■ Low risk of late payment (average prompt to 30+ days) |
|--|---|--|

days beyond terms)

less beyond terms)

sooner)

Trade Payment Information

Trade Payment Experiences Summary

Value Bands - Now Owes RMB	No. of Exp	Sum of Now Owes RMB	Within Terms	1-30 Days	31-60 Days	61-90 Days	91+ Days
>10,000,000	0	0	0%	0%	0%	0%	0%
1,000,000 - 9,999,999	0	0	0%	0%	0%	0%	0%
500,000 - 999,999	0	0	0%	0%	0%	0%	0%
100,000 - 499,999	0	0	0%	0%	0%	0%	0%
50,000 - 99,999	0	0	0%	0%	0%	0%	0%
<50,000	10	0	100%	0%	0%	0%	0%
TOTAL	10	0	100%	0%	0%	0%	0%

Note: Above Trade Payment Experiences Summary is derived by analysis trade payment experiences details within 24 months.

Trade Payment Experiences Details (Max. 100 records displayed)

(Amounts may be rounded to the nearest figure in prescribed ranges)

Date	Paying Record	High Credit	Now Owes	Past Due	Selling Terms	Last Sale
Aug 03,2023	Prompt	1,500,000	0	0	Net 90	--
Aug 03,2023	Prompt	2,000,000	0	0	EOM 30	--
Aug 03,2023	Prompt	1,000,000	0	0	Net 90	--
Dec 05,2022	Prompt	2,000,000	0	0	EOM 30	--
Dec 05,2022	Prompt	500,000	0	0	EOM 30	--
Dec 05,2022	Prompt	200,000	0	0	EOM 30	--
Nov 09,2022	Prompt	600	0	0	Advance	--
Sep 27,2021	Prompt	600	0	0	Advance	--
Aug 10,2021	Prompt	500,000	0	0	EOM 30	--
Aug 10,2021	Prompt	450,000	0	0	EOM 30	--

Note: The above payment record reflects how accounts are paid in relation to the terms granted. Slow-30, for example, indicates a 30 day term where 30 additional days are taken. In some instance, payment beyond terms can be the result of disputes over merchandise, lost invoices, etc

HISTORY

Registration

Registration Date	Jun 30,2016
Registered At	Fengxian District Administration For Market Regulation
Unified Social Credit Identifier	91310120MA1HL4N30W
License Expiry Date	Jun 29,2036
Enterprise Registration Status	in good standing (in operation, open and registered)
Enterprise Management Status	open
Registered Capital	RMB 5,000,000
Paid-up Capital	RMB 2,000,000

Business Started	2016
Type of Business	a limited liability company (invested or held by natural person(s))
Registered Address	Building 5, No. 936, Guoshun Road, Nanqiao Town, Fengxian District, Shanghai
Legal Representative	Weidong Zhang
Business Scope	Licensed items: construction engineering design; various engineering construction activities; Internet information services; radio and television program production and management; network culture management. (Projects subject to approval according to law can only be operated after being approved by relevant departments. The specific business projects are subject to the approval documents or licenses of relevant departments) General items: enterprise management; information consulting services (excluding licensed information consulting services); market information consulting and investigation (not engaged in social surveys, social research, public opinion surveys, public opinion polls); organizing cultural and artistic exchange activities; corporate image planning; Marketing planning; conference and exhibition services; etiquette services; translation services; advertising production; Advertising design, agency; graphic design and production; e-commerce (not engaged in financial business); professional design services; engaged in technology development, technical services, technical consultation, and technology transfer in the fields of health technology, information technology, biotechnology, and electronic technology; Machinery and equipment leasing; health consultation services (excluding diagnosis and treatment services); computer system services; sales of office supplies and electronic products; Wholesale of arts and crafts and collectibles (except ivory and its products); retail of arts and crafts and collectibles (except ivory and its products). (Except for projects subject to approval according to law, independently carry out business activities according to law with a business license)

Shareholder(s)

Shareholding Structure

Name	Region/ Country	Shares	Investment Mode	Paid-Up Rate
Weidong Zhang 张卫东	China	67.00%	Cash	not fully paid
Shuming Gao 高曙明	China	15.00%	Cash	not fully paid
Yurong Wang 汪玉蓉	China	10.00%	Cash	not fully paid
Sunyin Wu 吴孙寅	China	8.00%	Cash	not fully paid
Total		100%		

Above registration information was obtained from official registry source on Aug 03,2023 .

Comment:

- The 2022 annual report of subject is published on May 23,2023 .
- According to the annual report of subject published on May 23,2023 , subject's registered capital has not been fully paid yet.

History Changes

Registered Address Changed

From:	Room 1106, Building 2, Lane 1800, Xinyang Highway, Fengxian District, Shanghai	
To:	Room 1106, Building 2, Lane 1800, Xinyang Highway, Lingang New Area, China (Shanghai) Pilot Free Trade Zone	On(in) Jan 12,2021
To:	Building 5, No. 936, Guoshun Road, Nanqiao Town, Fengxian District, Shanghai(Current Registered Address)	On(in) Jun 28,2023

Shareholders Changed

From: Tao Chen, Shuming Gao, Yurong Wang, Sunyin Wu(100%)
 To: Weidong Zhang(67%), Shuming Gao(15%), Yurong Wang(10%), Sunyin Wu(8%)(Current Shareholders) On(in) Mar 04,2020

Capital Changed

From: RMB 2,000,000.00
 To: RMB 5,000,000.00(Current Capital) On(in) Jan 12,2021

Legal Representative Changed

From: Tao Chen
 To: Weidong Zhang(Current Legal Representative) On(in) Mar 04,2020

Integration of Three Licenses

From: Business Registration No.: 310120003277654
 National Organization Code: Not obtained
 Tax No.: Not obtained
 To: Unified Social Credit Identifier: 91310120MA1HL4N30W

History Summary

Subject was established in 2016. Weidong Zhang acted as the legal representative. Registered capital is RMB 5,000,000 at present.

PRINCIPALS

Principal(s)

Weidong ZHANG - Legal Representative/Executive Director

张卫东

Gender: Male
 Nationality: China
 Activity Status: Yes
 Area of Responsibility: Overall management
 Related Working Experience: 20 Year+

Affiliated Positions

Position	Company	DUNS	Management Status	Investment proportion
Investor/ Shareholder	Shanghai BBH Branding Co., Ltd.	42-128-4719	in operation (open)	67%
Investor/ Shareholder	Beijing Yixun Times Brand Planning Co., Ltd.	54-435-5007	deregistered	20%
Investor/ Shareholder	Shanghai Xiangshengci Building Materials Trading Co., Ltd.	55-404-6366	in operation (open)	5%
Investor/	Shanghai Jiataijie Trade Co.,	54-886-6996	revoked not	49%

Shareholder/Supervisor Ltd.

cancelled

Sunyin WU - Account Director

吴孙寅

Gender Male
 Nationality China
 Started with Subject 2016
 Activity Status Yes
 Area of Responsibility Sale
 Related Working Experience 15 Year - 20 Year

Employment History

Period	Company	Last Position Held
2005-2010	Shanghai Trade Show Co., Ltd	

Yurong WANG - Executive Director

汪玉蓉

Gender Female
 Nationality China
 Started with Subject 2016
 Activity Status Yes
 Area of Responsibility Administration
 Related Working Experience 20 Year+

Employment History

Period	Company	Last Position Held
1999-2002	Shanghai Junteng Advertising Co., Ltd	
2002-2005	Shanghai Zhuofu Langtao Brand Planning Co., Ltd	
2005-2008	Shanghai Jichuang Marketing Planning Co., Ltd	
2008-2010	Shanghai Aoting Business Planning Co., Ltd	

Shuming GAO - Supervisor

高曙明

Jianmei HAN - Financial Principal

韩健美

OPERATIONS**Line of Business**

Subject is mainly engaged in providing services such as marketing strategy, conferences and exhibitions, exhibitions, creative design (flat/three-dimensional), medical editing, public etiquette, corporate management consulting, craft gifts, etc.

SIC Code 7389 0000 Business services
 SIC Code 8742 0000 Management consulting services
 The operation is not seasonal.

Trademarks

Trademark Name	BBHC
Registration Number	53351415
Registration Date	Jan 28,2022

Trademark Name	BBH
Registration Number	53351428
Registration Date	Aug 21,2021

Subject is not entitled to independent import and export rights.

Purchasing

Purchase Territory

Area	Percent	Region/Country
Domestic (Mainland China)	100%	nationwide

Purchasing Terms

Terms	Percent
Agreement/Contract basis -	-

Purchasing Settlement Method

Settlement Method	Percent
T/T	

Major Suppliers

Area	Name	DUNS
Domestic (Mainland China)	Shanghai Pusu Culture Media Center	41-617-5683
Domestic (Mainland China)	Guangzhou China Film Marketing Ltd.	54-457-3110
Domestic (Mainland China)	Dalian Renyi Tiancheng Advertising Co.,Ltd.	42-022-4431

Selling

Sales Territory

Area	Percent	Region/Country
Domestic (Mainland China)	100%	nationwide

Selling Terms

Terms	Percent
Agreement/Contract basis -	-

Selling Settlement Method

Settlement Method	Percent
T/T	

Major Customers

Area	Name	DUNS
Domestic (Mainland China)	GSK	
Domestic (Mainland China)	AstraZeneca	
Domestic (Mainland China)	Baxter	

Employees

Employee Size

Type	Number	Source
Employees (Total)	61	Subject entity
Employees (Here)	61	
Office clerk	8	
Sales Person	29	
Financial Staff	3	
Technician	16	

Employee Size from Different Sources

China D&B collects the employee size of subject company from multiple sources and selects the most reliable data from them according to the data validity rules for enterprise risk assessment. The employee size from different sources listed below is for reference only.

Employee Size	As By	Source
36	2022	Annual Report - Social Security

Operations Summary

Subject is mainly engaged in providing services such as marketing strategy, conferences and exhibitions, exhibitions, creative design (flat/three-dimensional), medical editing, public etiquette, corporate management consulting, craft gifts, etc.

Subject's products 100% are sold in Domestic (Mainland China) market. Its selling settlement method includes T/T . Subject is not entitled to I/E Rights. Its manufacturing is not seasonal. Subject's major customer includes GSK , AstraZeneca and etc.

Subject's purchasing 100% are in Domestic (Mainland China) market. Major purchasing settlement method includes T/T. Subject's major suppliers include Shanghai Pusu Culture Media Center, Guangzhou China Film Marketing Ltd. and etc.

Location

Principal Place of Business

Location Description	A commercial area
Used as	Office
Occupation Type	Rents

Other Place of Business

Type	REGISTERED ADDRESS
Address	Building 5, No. 936, Guoshun Road, Nanqiao Town, Fengxian District, Shanghai

CORPORATE STRUCTURE

Linkage Down

Affiliate	Address	Duns
Shanghai BBH Advertising Communication Co., Ltd. 20.00% owned by subject	Room 2171, Building 2, Lane 1800, Xinyang Road, Fengxian District, Shanghai, China	55-447-7201

FINANCE & BANKING

Finance

Please note that the financial data (such as financial statements) included in this section was obtained from legal public sources or with the consent of the company. Pursuant to the Interim Regulations on the Public Disclosure of Enterprise Information, issued by the State Council and effective from October 1st, 2014, companies will no longer be required to submit their financial statements to the Market Regulatory Administration. Instead, only limited financial figures of the company will be reported to the Market Regulatory Administration, and such figures will be made available in reports only if the company itself has consented to the disclosure of such financial figures. These new requirements affect all company financial information after 2013 financial year, and as such, financial statements should no longer be available in any reports after 2013 financial year, unless the company itself has provided such statements and consented to the disclosure of such statements, or the company's financial statement was obtained from legal public sources.

The 2022 balance sheet and profit and loss statement were audited by Shanghai Liyong Accounting Firm (General Partnership).

The 2022 financial statements were submitted by the company personnel.

Financial Highlights

	Dec 31, 2022 RMB '000	Change %	Dec 31, 2021 RMB '000	Change %	Dec 31, 2020 RMB '000
Current Assets	42,653	119.22%	19,457	98.02%	9,826
Current Liabilities	34,595	150.63%	13,803	127.21%	6,075
Working Capital	8,058	42.52%	5,654	50.73%	3,751
Tangible Net Worth	8,158	41.78%	5,754	49.42%	3,851
Fixed Assets	-	-	-	-	-
Total Assets	42,753	118.61%	19,557	97.03%	9,926
Total Liabilities	34,595	150.63%	13,803	127.21%	6,075
Total Equity	8,158	41.78%	5,754	49.42%	3,851
Sales	63,587	24.76%	50,966	48.33%	34,360
Net Profit(Loss)	2,416	26.89%	1,904	47.03%	1,295

Balance Sheet

	Dec 31, 2022 RMB '000 Fiscal (Independent)	Dec 31, 2021 RMB '000 Fiscal (Independent)	Dec 31, 2020 RMB '000 Fiscal (Independent)
Cash and Bank	14,451	8,084	6,625
Accounts Receivables	24,180	9,807	2,293
Other Receivables	3,962	1,505	873
Inventory	60	61	35
Total Current Assets	42,653	19,457	9,826
Total Fixed Assets	-	-	-
Total Intangible Assets	-	-	-

LT Equity Investment	100	100	100
Total Investment & Other Assets	100	100	100
TOTAL ASSETS	42,753	19,557	9,926
Accounts Payable	33,236	12,510	4,783
Other Payables	791	790	791
Provision:Taxes & Fees	566	502	499
Accrued Payroll	2	1	2
Total Current Liabilities	34,595	13,803	6,075
Total Non-Current Liabilities	-	-	-
Total Liabilities	34,595	13,803	6,075
Capital	2,050	2,050	2,050
Retained Earnings	6,108	3,704	1,801
Owners' Equity	8,158	5,754	3,851
TOTAL LIABILITIES & EQUITY	42,753	19,557	9,926

Profit & Loss Statement

	Dec 31,2022 RMB '000 Fiscal (Independent)	Dec 31,2021 RMB '000 Fiscal (Independent)	Dec 31,2020 RMB '000 Fiscal (Independent)
Sales	63,587	50,966	34,360
Total Sales	63,587	50,966	34,360
-Cost of Goods Sold	49,799	39,554	26,339
-Sales Tax	135	91	60
Gross Profit/Loss	13,653	11,321	7,961
-Administrative Expenses	11,346	9,461	6,688
-Financial Expenses	(20)	(15)	(10)
Operating Profit/Loss	2,327	1,875	1,283
+Non Operating Income	191	157	106
-Non-Operating Expense	-	-	6
Profit/Loss Before Tax	2,518	2,032	1,383
-Income Tax	102	128	88

Key Financial Ratios

Ratio	2022	2021	2020
Current Ratio	1.23	1.41	1.62
Quick Ratio	1.23	1.41	1.61
Total Debt/Equity Ratio	4.24	2.40	1.58
Debt Ratio	0.81	0.71	0.61
Collection Period (Days)	136	69	24
Payment Period (Days)	240	113	65
Asset Turnover	1.49	2.61	3.46
Gross Profit Margin %	21.47	22.21	23.17
Net Profit Margin %	3.80	3.74	3.77
Return on Equity %	29.62	33.09	33.63
Return on Assets %	5.65	9.74	13.05

Financial Comments

- Overall financial status of subject is considered as fair.

Banking

The company maintains relationship(s) with the following bank(s) in China:

SH Pudong Development Bank Xuhui Sub-branch

A/C: 98300154740015658

INDUSTRY HIGHLIGHTS

Industry Highlights

Date	May 30, 2023
Source	Statistics Authorities
Detail	<p>In 2022, China's service industry economy operated under pressure, and the overall recovery trend continued. The development momentum of new momentum was good. In 2022, the cumulative value of the service industry increased by 63,869.8 billion, an increase of 4.76% over the previous year. The added value of the service industry accounted for 52.78% of GDP, down 0.53 percentage points from the previous year. Among them, the added value of the service industry in the fourth quarter was 16,941.070 billion yuan, a year-on-year increase of 4.50%.</p> <p>In 2022, the national service industry production index decreased by 0.80% year-on-year. Investment in the service sector continued its expansion. From January to November, the actual use of foreign capital in the service industry was 842.610 billion yuan, an increase of 0.90% year-on-year, accounting for 72.90% of the actual used foreign capital in the country. From January to November, China's total import and export of service trade was 5,404.610 billion yuan, a year-on-year increase of 15.60%. Among them, exports of services amounted to RMB2,583.5 billion, a year-on-year increase of 15.50%; Imports of services amounted to RMB2,821.110 billion, a year-on-year increase of 15.60%. Trade in knowledge-intensive services grew steadily, with total imports and exports of knowledge-intensive services reaching RMB2,248.640 billion from January to November, up 10.10% year-on-year. The added value of information transmission, software and information technology service industries, and the financial industry increased by 9.10% and 5.60% respectively over the previous year, which together drove the added value of the service industry to increase by 1.50 percentage points, strongly supporting the recovery of the service economy.</p> <p>In 2022, the development vitality of key service industries continued to be released, and the fixed asset investment in the high-tech service industry increased by 12.10% over the previous year, which is 9.10 percentage points higher than the fixed asset investment of all service industries. From January to November, the actual use of foreign capital in the high-tech service industry increased by 23.50% year-on-year; The operating income of high-tech service enterprises, science and technology service industry and strategic emerging service industry enterprises above designated size increased by 8%, 7.50% and 5.90% respectively year-on-year, which was 4.10, 3.60 and 2 percentage points faster than the growth rate of service enterprises above designated size.</p>
Date	Jun 01, 2022
Source	Statistics Authorities
Detail	<p>In 2021, my country's service industry was gradually recovered, service capabilities was steadily improved, and market expectations continued to improve. In 2021, the cumulative value added of the service industry was 60,967.970 billion yuan, an increase of 10.06% over the previous year. The added value of the service industry accounted for 53.31% of the GDP, down 1.19 percentage points from the previous year. Among them, the added value of the service industry in the fourth quarter was 16,211.540 billion yuan, a year-on-year increase of 6.15%.</p> <p>In 2021, the national service industry production index increased by 13.10% year-on-year, 5.40 percentage points higher than the same period of the previous year. The structure of foreign capital utilization continued to improve. The amount of the actual use of foreign capital in the service industry was 906.490 billion yuan, a year-on-year increase of 28.68%, accounting for 78.87% of the amount of the actual use of foreign capital in the country.</p> <p>In 2021, our country's modern service industry had a good growth momentum. The added value of information transmission, software and information technology services,</p>

accommodation and catering, transportation, warehousing and postal industries increased by 17.20%, 14.50%, and 12.10% over the previous year, respectively, maintaining recovery growth. Service trade grew rapidly. In 2021, the import and export volume of services increased by 16.10% over the previous year, of which the export volume of knowledge-intensive services increased by 18%.

In 2021, investment in high-tech service industries maintained a rapid growth, with an investment growth of 7.90%, 1.50 percentage points faster than the growth rate from January to November and 5.80 percentage points higher than the growth rate of investment in the service industry, driving service industry investment to increase by 0.30 percentage points. Among them, investment in e-commerce service industry increased by 60.30%, investment in R&D and design service industry increased by 16.70%, investment in scientific and technological achievements transformation service industry increased by 16.00%, and investment in inspection and testing service industry increased by 12.80%.

PUBLIC RECORDS

Litigation Records

As of Aug 03,2023 , SDBC has searched the China Court website, website of local court in the place where subject is located, major domestic courts websites as well as our internal China court database, but no related court records can be found against the subject within 5 years.

Remark: The above mentioned channels are currently publicly available ones to search for the court records against China enterprises. However, due to lack of a centralized database in mainland China that covers all Chinese enterprises' litigation records, partial cases against subject might not be available.

Media Records

As of Aug 03,2023 , no related media records can be found against the subject within 2 years.

APPENDICES

SDBC EMMA Score

D&B EMMA Score (Emerging Market Mediation Alert Score) is a risk assessment model developed for emerging market countries. It is a score developed by data profiling approach and statistical modeling, which predicts the possibility of a business in perilous status of instability or unreliability, such as poor financials, delay payment, stale inventory, abnormal operational status, etc. The EMMA Score provides you with a quick assessment of a business' risk standing, and when used together with other information, allows you to make better risk decisions.

The EMMA Score is based on a scale of 1 to 10, where 1 represents a lower risk and 10 a higher risk.

EMMA Score for China is initially rolled out in May 2009, derived from the sample analysis of millions of company records. When using the Score to make individual applicant decisions, a customized version of this table based on an analysis of the Score against your customer account portfolio is recommended. It does not necessarily mean doing business with a company, which is assigned with higher Risk Score, will result in increased risk.

Considering the particularity of Chinese business environment and in order to make EMMA Score analyze and reflect risk factors of Chinese enterprises more appropriately, SDBC conducted an optimization and adjustment toward EMMA Score in the first half of 2012, combined PAYDEX® to appraisal model as an important risk evaluating dimension and will try harder to deeply reflect the internal factors of enterprise risk. The optimized EMMA Score makes the scores more scientifically and effectively reflect the risk characteristics of current China as an emerging market and more objectively and deeply reflect risk level of Chinese enterprises.

EMMA Score for China is calibrated on regular basis following D&B Global Modeling Methodology that captures business environmental change in China caused by macro economy shift and particular systematic events.

SDBC EMMA Score Commentary

Risk Range	EMMA Score	% of Report in Database	% of High Risk Business	Commentary
Low Risk Scores	1-3	28.9%	5.7%	Lower Risk Range
Medium Risk Scores	4-7	56.7%	9.1%	Average Risk Range
High Risk Scores	8-10	14.4%	36.4%	High Risk Range

The Key Drivers of the EMMA Score include the following:

Business Information

- Business Type
- Line of Business
- Employee Size
- Sales Territory
- Registered Capital
- Year of Establishment
- History Status
- Property Ownership

Geographical Information

- Region & Province

Public Record

- Number of Negative Record

Payment Information

- Percentage of Overdue Payment
- Company/Industry PAYDEX®

EMMA Score Application

- *Low EMMA Score* - May proceed to process the applicant quickly with minimal or no manual review depending on the extent of score validation analysis.
- *Medium EMMA Score* - Medium Risk Scores - Recommend a manual review of the applicant based on the applicant's capacity, your internal policy and risk tolerance.
- *High EMMA Score* - High Risk Scores - Requires thorough manual review of potential decline, or approval depending on the applicant's capacity, your internal policy and risk tolerance.

Sample Data Analysis of Risk Assessment Matrix Database

Risk Matrix Sample Distribution

PAYDEX	Risk Range		
	Low	Medium	High
PAYDEX ≥ 80	13.6%	12.6%	0.5%
80 > PAYDEX ≥ 60	15.2%	28.7%	1.7%
PAYDEX < 60	0.1%	15.4%	12.2%

Possibility of High Risk Enterprise

PAYDEX	Risk Range		
	Low	Medium	High
PAYDEX ≥ 80	5.8%	8.4%	9.1%
80 > PAYDEX ≥ 60	5.6%	8.4%	14.5%
PAYDEX < 60	5.6%	11.1%	40.4%

Interpretation and Analysis of Risk Assessment Matrix

Classifications	Risk Level	Description	Credit Policy
Quality group	AA->AB	Business is sound, and the bills are paid promptly with good credit reputation.	Favorable credit policy can be granted with automatic approval.
Medium risk group	BA->BB->AC	Business is operated under medium risk, and some delay payment behaviors exist.	Appropriate credit policy is suggested with some manual review.
High risk group	CA->BC->CB	Business is operated under high risk, and some severe delay payment behaviors exist.	Relatively strict credit policy is suggested with detailed manual review.
Monitoring group	CC	Business is run under high risk or with high possibility of windup, and the bills are unable to be paid in time.	Avoid credit sales. Cash settlement is suggested.

*Risk levels are listed in order of risk from low to high.

Risk Assessment Matrix is the tool for investigating the insight of subject combined with EMMA Score and PAYDEX®. EMMA Score can indicate the risk level of subject. With the help of PAYDEX®, one can also further analysis subject's risk and find out the internal factors causing risks based on the payment records of subject. In summary, the assessment matrix can make further insightful analysis towards the enterprises with similar EMMA Scores.

When using EMMA Score and Risk Assessment Matrix, the combination of other information, such as internal assessment policy of enterprise, commercial information provided by SDBC, and feedback from the people who directly contacts with subject, etc., is recommended. With these information, it will allow you to be more convenient to make risk decisions.

D&B Rating

D&B Rating Interpretation Tables

Financial Strength			Composite Credit Appraisal				
Tangible Net worth	Registered Capital	Renminbi (RMB)	Strong	Good	Fair	Limited	Undetermined
5A	5AA	> 450,000,000	1	2	3	4	-
4A	4AA	85,000,000 - 449,999,999	1	2	3	4	-
3A	3AA	8,500,000 - 84,999,999	1	2	3	4	-
2A	2AA	6,500,000 - 8,499,999	1	2	3	4	-
1A	1AA	4,500,000 - 6,499,999	1	2	3	4	-
A	AA	2,500,000 - 4,499,999	1	2	3	4	-
B	BB	1,750,000 - 2,499,999	1	2	3	4	-
C	CC	1,000,000 - 1,749,999	1	2	3	4	-
D	DD	650,000 - 999,999	1	2	3	4	-
E	EE	450,000 - 649,999	1	2	3	4	-
F	FF	300,000 - 449,999	1	2	3	4	-
G	GG	200,000 - 299,999	1	2	3	4	-
H	HH	< 200,000	1	2	3	4	-
Alternate Ratings	Explanation						
N	Financial Strength is negative				3	4	-
O	Financial Strength is undisclosed		1	2	3	4	-
NB	New Business: Less than 24 months		1	2	3	4	-
NQ	Out of Business: Business has ceased to trade					4	
BR	Branch or division location						
INV	Investigation is undergoing						

Explanation of PAYDEX

A score of 80 denotes that payments reported to D&B have generally been made within terms. Scores over 80 indicate that payments reported to D&B have been made earlier than terms. The chart below outlines the specific 0-100 score and what it means.

D&B PAYDEX®	Payment Habit
100	Anticipate
90	Discount
80	Prompt
70	15 days beyond terms
60	22 days beyond terms
50	30 days beyond terms
40	60 days beyond terms
30	90 days beyond terms
20	120 days beyond terms
0-19	Over 120 days beyond terms
UN	Unavailable

Customs Rating

According to the 'Measures of the Customs of the People's Republic of China for Credit Management of Registered and Filed Enterprises' published on September 6, 2021, since November 1, 2021, the Customs has recognized enterprises as 'Advanced Certification Enterprise', 'Dishonest Enterprise' and 'Other Registered and Filed Enterprises' according to their credit status. In the 'Measures of the Customs of the People's Republic of China for Credit Management of

Enterprise' that published by the GAC Order No.237 on March 3, 2018, enterprises are recognized as 'Certified Enterprise', 'General Credit Enterprise' and 'Dishonest Enterprise'. The 'Measures of the Customs of the People's Republic of China for Credit Management of Enterprise' was abolished on November 1, 2021.

Please refer to the official link of the Customs: the Order of the General Administration of Customs on publishing the 'Measures of the Customs of the People's Republic of China for Credit Management of Registered and Filed Enterprises'

<http://www.customs.gov.cn/customs/302249/zfxxgk/zfxxgkml34/3896445/index.html>

Customer Service

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Your ref: CUSTSR

Remarks

Whilst D&B China attempts to ensure that the information provided is accurate and complete by reason of the immense quantity of detailed matter dealt within compiling the information and the fact that some of the data are supplied from sources not controlled by D&B China which cannot always be verified, including information provided direct from the subject of enquiry as well as the possibility of negligence and mistake, SDBC does not guarantee the correctness or the effective delivery of the information and will not be held responsible for any errors or omissions therein.

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