



## 经纬创投中国基金投资博纳电影集团，徐传陞加入公司董事会

[2009年7月8日，中国北京] 中国领先的民营电影发行和制作公司博纳电影集团（“公司”或“博纳电影”）近日完成了B轮私募融资。本轮私募的领投机构为经纬创投中国基金（“经纬中国”），基金管理合伙人徐传陞加入公司董事会，A轮投资人红杉资本中国基金也参与了本轮投资。

由资深电影人士于冬先生于1999年创办的博纳电影在本世纪初通过引进发行香港电影在中国电影版图上留下了自己鲜明的足迹。借助中国疾速增长的电影市场，公司逐渐从一家独具特色的发行公司发展成为中国民营电影公司的一面旗帜，在投资、制作和发行领域不断创造出骄人的业绩。2008年，公司参与发行影片14部，累计实现票房10亿元，占当年国产电影票房总额的30%以上。

谈到此轮融资，公司总经理于冬先生说道：“我们很高兴能够得到全球一流的风险投资基金——经纬中国——的支持，这是对我们此前付出努力的最大肯定。经纬中国与我们在公司未来发展战略方面拥有共同的理念。B轮融资的成功完成是公司发展道路上的一个重要的里程碑，标志着公司业务全面步入一个新的阶段。”

“我们很高兴能够与博纳电影合作，”经纬中国的管理合伙人徐传陞先生在谈到此次投资时如此评价道，“公司向所有人展示了其在电影投资制作与发行领域的领先优势。中国潜力巨大的电影市场、公司优秀的管理团队以及在行业领先的品牌知名度赋予了他们未来飞速发展所必需的要素。我们希望未来通过彼此之间紧密的合作，将博纳电影打造成中国影视领域最伟大的企业。”在加入经纬中国之前，徐传陞是凯鹏华盈创业投资基金的合伙人和华盈创业中国投资基金公司的联席创始合伙人。在其任职期间，徐传陞投资过包括百度（NASDAQ: BIDU）、瑞声声学（HKSE: 2018）、P-Cube（被美国思科系统并购）、大头网、银河传媒、康辉医疗、新传宽频等在内的国内知名企业，其丰富的创业企业管理经验将为博纳电影未来的发展提供巨大帮助。

### 博纳电影介绍

成立于2003年的博纳电影总部设在北京，是中国最大的民营电影制作与发行公司。公司是国内第一家获得电影发行资质的民营公司，目前主营业务覆盖整个电影产业，包括电影投资与制作、电影发行、广告与艺人经纪，以及影院业务。

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### 经纬创投中国基金介绍

经纬创投是美国历史最悠久的风险投资基金之一，专注于对早期创业型企业的投资。自1977年成立以来，经纬创投扶植了大量的成功企业，其中包括苹果电脑（NASDAQ: AAPL）、联邦

快递 (NYSE: FDX)、梧桐网络 (NASDAQ: SCMR)、SanDisk Corporation (NASDAQ: SNDK)、Sonus Networks (NASDAQ: SONS)、Starent Networks (NASDAQ: STAR)、Xilinx (NASDAQ: XLNX)、Tivoli Systems (被 IBM 收购)、Veritas Software (被赛门铁克收购)、Cascade Communications 及 JBoss 等。经纬创投在美国的成功来自于对创业者的严格甄选和对所投资企业的鼎力相助。基金和每一个创业团队所建立的关系,不仅表现在其对创业团队的投资,而更重要的是希望这种关系能够持续到这些创业者在未来的每一次再创业中。在经纬创投 30 多年历史中,确实有很多创业者,第二次甚至第三次创业,都选择与其再次合作。

经纬创投中国第一期基金 (Matrix Partners China I) 规模 3 亿美元。这支基金将专注于中国市场,在通讯科技、数字媒体、互联网、生命科学、环保技术、企业服务以及消费者产品与服务等领域寻找投资机会。原美国中经合集团董事总经理、中国区首席代表张颖 (David Zhang) 和原易趣网创始人、现诺凡麦医药董事长、经纬创投合伙人邵亦波 (Bo Shao) 成为该基金的联席创始管理合伙人,原凯鹏华盈合伙人和华盈创投创始合伙人徐传陞于 2008 年中加入基金担任管理合伙人。经纬中国目前在中国大陆地区的投资包括宝宝树、安居客、深圳理邦、华康金融、科锐咨询、世纪互联、暴风影音等行业领先企业。

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## **Matrix Partners China Invests in Bona Film and David Su Joined the Board**

Beijing, China, July 8<sup>th</sup>, 2009 – Bona International Film Group Ltd. (“Bona Film”), a leading privately-held film production and distribution company in China, has completed its Series B financing. Matrix Partners China led this round, with participation by Sequoia China. David Su, Managing Partner of Matrix China, will join the board of directors of the Bona Film.

Founded in 1999 by Mr. Yu Dong, a veteran in the Chinese film industry, Bona Film left its footprint in the Chinese film landscape by introducing a large number of Hong Kong films to the mainland market in early 2000s. In 2007, Bona Film received Series A equity investment from Sequoia and SIG. Since then, riding on the booming Chinese film market, Bona Film has successfully transformed itself from a niche film distributor into a dynamic production and distribution leader. In 2008, the Company distributed 14 films and grossed RMB1 billion, accounting for over 30% of the total box office for domestic films in China.

Commenting on the Series B financing, Mr. Yu Dong said, “We are very pleased to get support from Matrix China, one of the top tier venture capital funds and among the most preeminent in the world. We share the same view with Matrix China on the future development of both the Company and domestic film market. The closing of this round financing is a key milestone in the company’s history, representing a new stage in the Bona Film’s endeavors.”

“We are very happy to cooperate with Bona Film,” David Su commented, adding, “Bona Film’s track record in both film production and distribution has made us confident in this investment. The fast growing market, the seasoned management team and the leading brand of the Company has laid very solid foundation for its future development. I hope we can make Bona Film the most prominent film company in China.” Prior to joining Matrix China, David was a Partner at KPCB China and also a Co-Founder and General Partner of TDF Capital where he led the investments in AAC Acoustic (HKSE: 2018), Baidu.com (NASDAQ: BIDU), P-Cube (acquired by Cisco Systems), Datuu.com, Gmedia, Kanghui Medical, NuBB.com and other companies. His rich experience of helping early and growth stage enterprises will add great value to Bona Film’s future development.

### About Bona Film

Bona Film, headquartered in Beijing, is one of the leading privately-owned film investment, production and distribution companies in China. Established in 2003 and as the first private company to obtain a film distribution license in China, the Company engages in different sectors of film industry chain, including film investment, production, distribution, advertisement and artist brokerage.

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## About Matrix Partners

Founded in 1977, Matrix Partners is leading venture capital firm with offices in Boston and Silicon Valley, with over US\$4billion under management. Matrix Partners is known for its emphasis on quality, rather than quantity, in making investment decisions, and is unique in that its partners always serve on the boards of their portfolio companies. Its selectiveness in making investments enables its partners to spend significantly more time on each investment, leveraging their vast experience with all aspects of the company building process and an exceedingly large network of contacts. As a result of Matrix's unique approach, Matrix funds have generated returns for their investors unmatched by other venture firms, and many successful entrepreneurs return to Matrix for funding of their next ventures. Companies that Matrix Partners had previously invested include Apple (NASDAQ: AAPL), FedEx (NYSE: FDX), Sycamore Networks (NASDAQ: SCMR), Cascade Communications, Xilinx (NASDAQ: XLNX), Veritas Software, Tivoli Systems, Sonus Networks (NASDAQ: SONS), SanDisk Corporation (NASDAQ: SNDK), JBoss and Starent Networks (NASDAQ: STAR), and numerous other successful companies.

Matrix Partners China I is a venture capital fund with US\$300M under management, focusing exclusively on making investments in early and early-expansion stage companies in mainland China. It was founded in January, 2008 by Bo Shao (former founder and CEO of EachNet, currently Co-founder and Chairman of NovaMed Pharmaceuticals and General Partner at Matrix Partners), and David Zhang (former Managing Director of WI Harper Group, currently director of Focus Media China). David Su, former Partner of KPCB China and Founding Partner of TDF Capital, joined Matrix China as Managing Partner in 2008. The fund has 13 investment professionals and invests in TMT as well in consumer, services, healthcare, and clean-tech businesses. Matrix China and its team are known for being very selective and making a long term approach and commitment to helping their entrepreneurs build leading companies. As of today it has invested in BabyTree, Anjuke, Baofeng, Edan, Huakang, Career and 21 ViaNet.

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