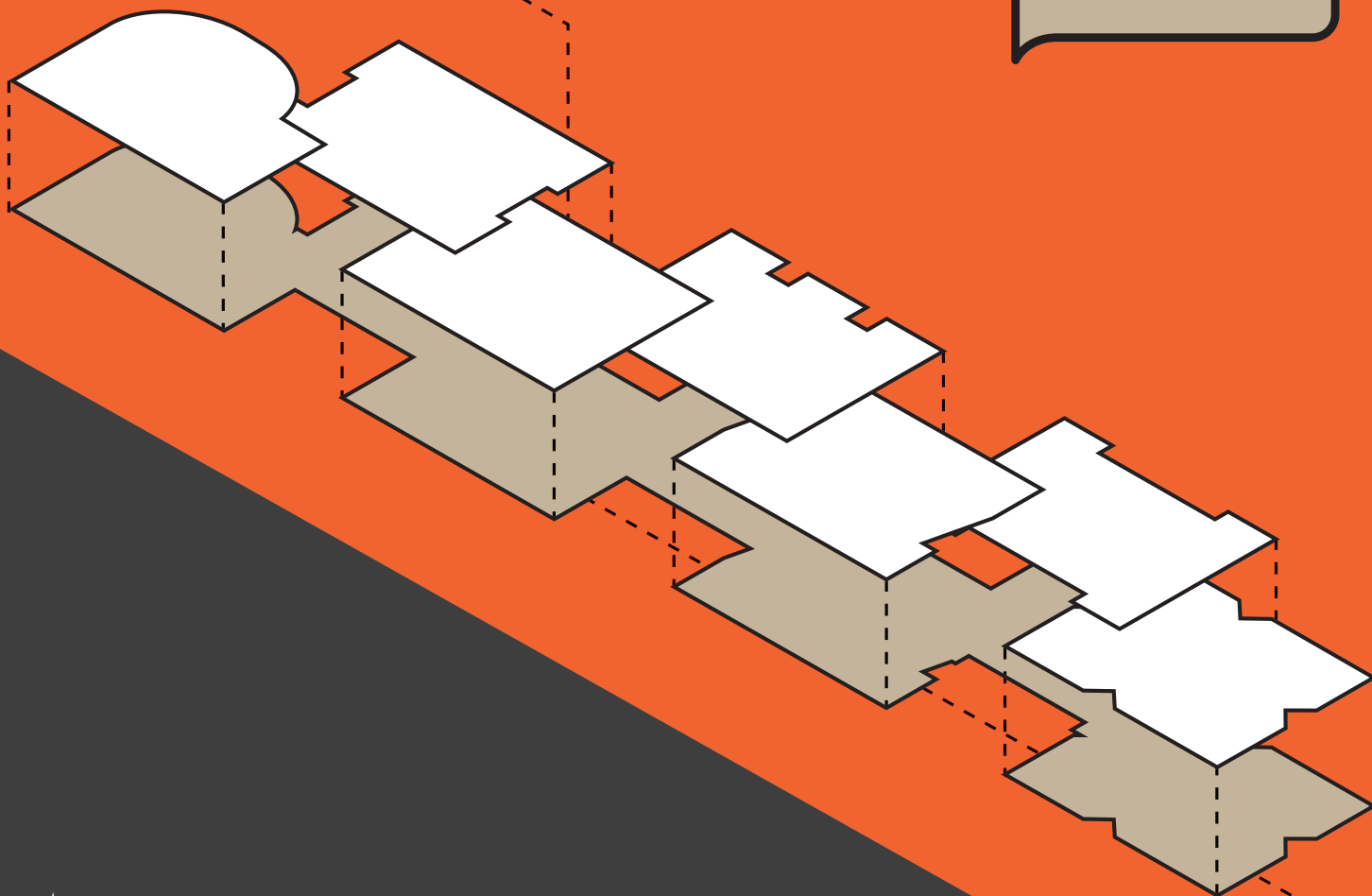


PHOENIX

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About Us







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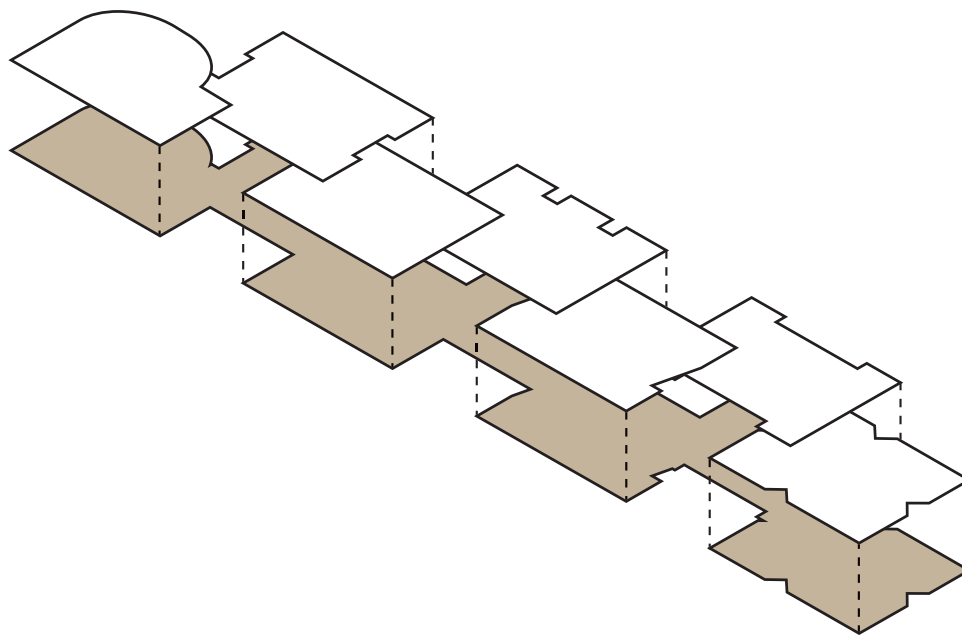
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01

凤凰出版传媒股份有限公司（简称“凤凰传媒”）是全国最具影响力和规模最大的出版发行公司之一，兼有内容生产和渠道优势。凤凰传媒的主营业务为图书、报刊、电子出版物、音像制品的编辑出版、发行，公司教育出版、一般图书出版、图书发行等主要业务板块在国内出版集团的排名均位居前列。在巩固传统业务优势的基础上，凤凰传媒持续加大转型升级力度，积极完善产业布局，目前已形成一体化的产业链和多媒体、多业态的文化产业生态圈。在中国人民大学发布的“2018 中国文化企业品牌价值 TOP50”榜单中，凤凰传媒以品牌价值 22.6361 亿元入选，列新闻出版类第一。

凤凰传媒辖全资及控股子公司 119 家。所属 20 多家出版机构中有 6 家出版社进入中国百佳出版社行列，被评为国家一级出版社。公司构建了“大中小特”相结合的发行体系，大书城、中心门店、专业书店、特色书店、小微书店和 24 小时书店有序分布在江苏、海南两省，拥有销售网点 1327 个，总建筑面积达 91 万平方米，网点规模和数量居全国同行第一，并拥有全国规模最大、现代化程度最高的图书物流配送中心。公司旗下海南凤凰新华出版发行公司是国内首家跨省并购重组的出版发行企业。

2020 年，面对前所未有的疫情考验和宏观经济下行的压力，凤凰传媒实现了业绩的持续增长，公司营业收入 121.35 亿元，同比下降 3.58%，利润总额 16.19 亿元，同比增长 12.21%。公司是全国中小学教材第二大出版商，大众出版位列国内出版业第一阵营，发行板块主要经济指标居全国同行前列，国家级出版大奖获奖总数位居全国前列。在智慧教育、影视、职业教育、云计算、大数据等产业积极拓展，形成了新旧媒体有效融合、新老业务相辅相成的产业布局。

公司与海外 60 多个国家和地区的著名出版机构保持合作，在英国、美国、加拿大、智利、澳大利亚和新加坡设有分支机构。2014 年并购美国出版国际公司，完成中国出版业最大规模收购案，2015 年新设凤凰美国投资公司，建设海外文化促进中心。

公司控股方凤凰出版传媒集团有限公司是中国规模最大、实力最强的出版产业集团。产业领域主要是出版、发行、印务、影视、文化酒店、文化地产、金融投资、艺术品经营等板块，控有凤凰传媒、凤凰股份、上海法普罗和江苏新广联四家上市公司。集团 2012 年被评为全国文化体制改革先进单位，连续十二届入选“全国文化企业 30 强”。

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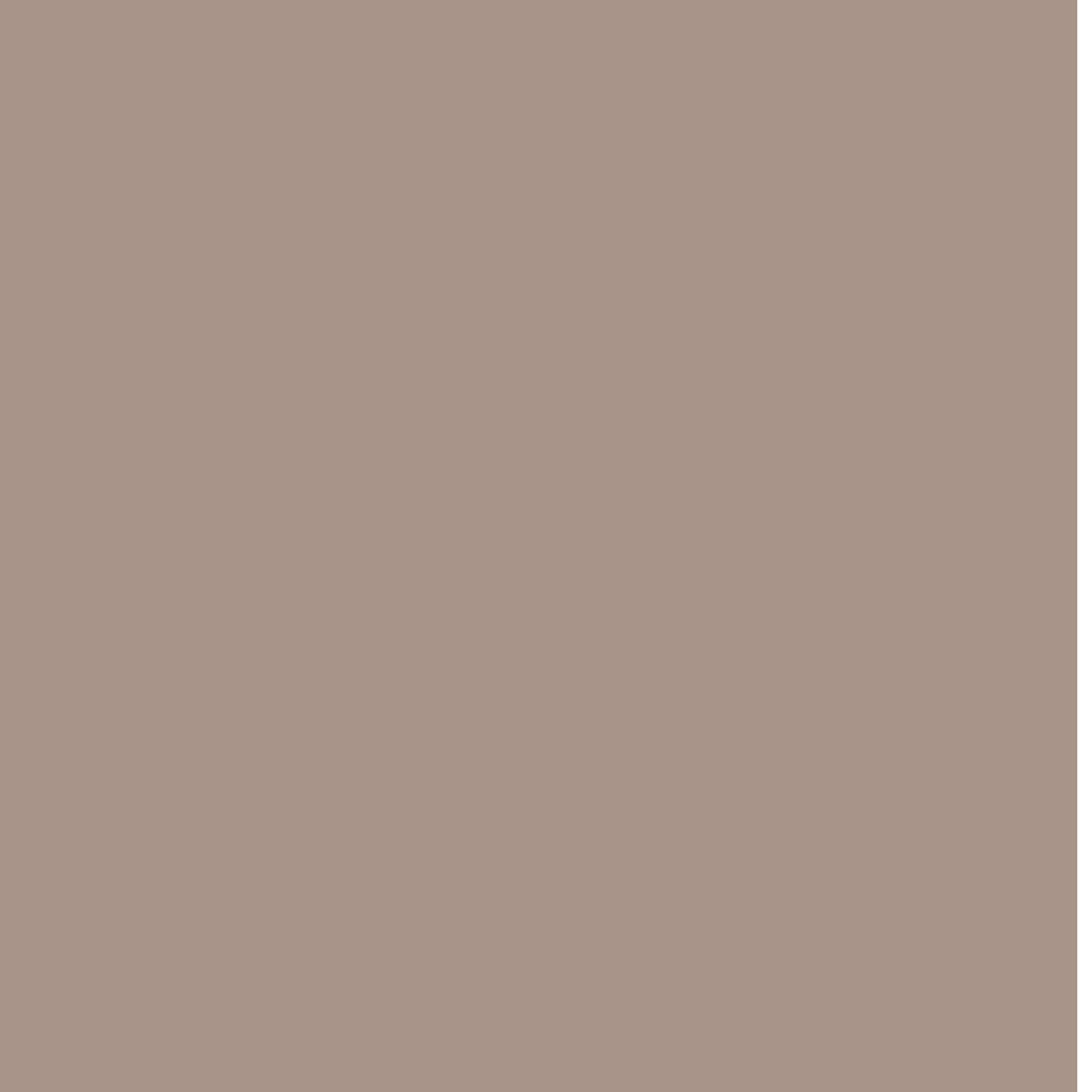
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江苏人民出版社（简称“苏人社”）成立于 1953 年，是凤凰出版传媒股份有限公司的全资子公司、首批“全国百佳图书出版单位”之一、商务部“重点文化出口企业”，以其文化底蕴深厚和出版图书精良在国内外学术界和读书界享有良好声誉。

苏人社每年出版图书约 2000 种，储备书目超过 5000 种，覆盖哲学、政治、经济、法律、历史、文化、宗教、教育等各个领域。苏人社拥有“凤凰文库”“海外中国研究丛书”“西方日本研究丛书”“同一星球书系”“清华国学书系”“宗教文化大系”“大国通史系列”等多个知名丛书品牌，出版了《南京大屠杀史料集》《中国近代通史》《西方哲学史》《中国佛教通史》《世界现代化历程》《资本主义理解史》《中国美学通史》《英国通史》《天柱文书》等重大学术工程，凭借专业的编辑、出版和营销团队，建立了良好的读者群体和稳固的市场地位。

苏人社与全球主要学术出版社保持着密切的合作关系，广泛开展版权贸易和合作。30 多年来，累计引进图书超过 1000 种。苏人社的“海外中国研究丛书”是引进海外汉学研究优秀成果的权威平台，对于推动中国学术发展与国际学术交流发挥了重要作用，已成为中国出版行业的一个传奇。与此同时，苏人社还通过与美国、德国、英国、荷兰、俄罗斯、土耳其、越南等国的主要出版社合作，大力推动原创图书走向国际市场。

Jiangsu People's Publishing House Ltd.

Founded in 1953, Jiangsu People's Publishing House (JSPPH) is one of the first "National Top 100 Publishers". We are dedicated to publishing books with cultural significance and social benefits.

JSPPH publishes about 2000 new books each year, with a backlist of over 5000 titles, covering philosophy, economics, political science, sociology, history, religion, education and many other fields. Our academic series include Phoenix Library, Overseas China Study, and The Same Planet. Some of the highlights of our new offerings include *The Historical Data of Nanjing Massacre*, *A General History of Modern China*, *A History of Western Philosophy*, *The Modernization Process of the World*, *A General History of Buddhism in China*, *A General History of Chinese Aesthetics* and

Historical Documents Collected from Tianzhu. With a highly competent team of editing, publishing and marketing professionals, we hold a strong position in the marketplace.

JSPPH maintains close relations with peer publishers around the world on rights trade and cooperation. Over the past three decades, we have published over 1000 translated books. Overseas China Study series is recognized as the most authoritative foreign sinology study platform in China, a stage for international academic exchange and dialogue, and a legend in China's publishing industry. JSPPH also promotes our high quality books to leading publishers in the US, Germany, UK, the Netherlands, Russia, Turkey, and Vietnam.

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江苏凤凰科学技术出版社（以下简称“苏科社”）成立于 1978 年，是一家出版自然科学图书的专业出版社，同时也是全国优秀出版社、国家一级出版社。

苏科社出版业务涵盖专业、大众、教育出版三大板块，主要出版医学、农业、理工、建筑、科普、生活图书及教材、教辅读物。苏科社设有 3 个出版分社、9 个出版中心、1 家全资子公司、5 家控参股企业。分社包括医学分社、青少分社、基础教育分社；出版中心包括三农、综合科技、科普、信息研发、长城、运河、数字、广东、图文，另外还有 1 家期刊《祝您健康》及美术编辑部。全资子公司为达泰公司；合资控股公司为凤凰新联、凤凰汉竹、凤凰颐合、凤凰含章、凤凰优阅。这些机构，除了在江苏省内，还有多个分布在北京、上海、广东等地，这是苏科社事业拓展和资源聚集的战略。

苏科社是江苏唯一一家有养生保健类图书出版资质的出版社。近年来在图文书板块持续大力投入，生活图文产品品种总量趋于规模化，整体市场占有率大幅提升，连年在开卷监控的全渠道生活图书细分市场的占有率排名稳居全国第一。目前主要有“凤凰汉竹”“凤凰含章”“凤凰生活”三个品牌，图文生活图书品种涵盖了市场上所有的大众生活图书品种，如中医中药、养生保健、品质生活、孕产育儿等各个方面，也是苏科社版权输出的重要板块。

Phoenix Science Press Ltd.

Established in 1978, Phoenix Science Press Ltd. is a National First-Class Publisher and one of the top STM publishers in China. Currently under Phoenix Science Press there are 3 divisions, 10 publishing centers, 1 wholly-owned subsidiary, and 5 joint ventures. These offices locate not only in Jiangsu province, but also in Beijing, Shanghai, and Guangdong province.

Its annual output of over 3000 publications, including more than 200 new titles and more than 1000 reprint titles, ranges from science, technology, agriculture, medicine, architecture and popular science to leisure and style, and learning aids. Its periodical *For Your*

Health, first published in 1980, has won a number of national and provincial awards, and is widely welcomed by readers.

Picture book publishing has generated scale advantage and gained a strong foothold in the market. Phoenix Science Press is the only publisher in Jiangsu that is licensed to publish books on diet and health care. Our products cover various lifestyle books available on the market, ranging from traditional Chinese medicine, diet and health care to quality of life, and maternal and child health care. The rights of these titles have been sold worldwide.

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江苏凤凰教育出版社有限公司（江苏教育出版社）成立于 1984 年，是“全国优秀出版单位”，2009 年入选首批“全国百佳图书出版单位”。苏教社以深入研发中小学基础教育教材、教辅为主体，以项目带动的数字化开发为引领，全面实现教育出版资源的数字化，同时向学前教育、高等教育、社会教育、艺术教育、教育报刊各板块拓展，进一步将产业链延伸至教育培训等新业态，从而实现向“大教育”出版的全面转型升级。现在已高水平建设了 12 种国家课程标准实验教材，已在全国 29 个省份的 2000 多个实验区推广。教育报刊是苏教社系列出版物的重要组成部分，也是苏教社国标教材和教辅读物的必要补充。苏教社以国际视野进行战略规划，充分发挥资源、专业、团队优势，于 2014 年 7 月完成中国出版业最大的跨国并购，一举获得国际性的儿童品牌形象授权和全球化销售渠道的同时成为全球有声电子童书行业领跑者。

苏教社将继续致力于建设中国基础教育优秀教材的出版基地、优秀助教助学读物的研发生产基地、优质教育出版资源的引进和联合开发基地，努力打造国内一流、国际知名的优质教育出版企业集团。

Phoenix Education Publishing Ltd.

Founded in 1984, Phoenix Education Publishing Ltd. is among National Top 100 Publishers. The hallmark of our publishing is high quality educational publications and products. We are dedicated to provide comprehensive education service for lifelong learning.

To date, four major sections have been established: textbooks, learning aids, teaching aids, and academic works. Twelve categories of our textbooks are now in use for over 2,000 pioneer projects in 29 provinces across China. In addition, the related training programs and digital products are emerging as a new force.

Through innovation in content production, operational mechanisms and technological management, Phoenix Education Publishing has continued to publish excellent books and establish book brands. Our main business focuses on the research and development of textbooks and reference books for primary and secondary schools. Also, we aim to realize the digitalization of resources in educational publishing. To comprehensively transform and upgrade educational publishing, we are expanding our presence in preschool education, higher education, social education, art education and educational newspapers and magazines.

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江苏凤凰少年儿童出版社有限公司（江苏少年儿童出版社）是以少年儿童为读者对象的专业出版社，主要出版文学、动漫、低幼、知识、教育等少儿读物，《美术》《音乐》等国标教材以及《东方宝宝》《东方娃娃》《儿童故事画报》《少年文艺》《凤凰动漫》《我爱学》《幼儿 100》等少儿期刊。各类少儿读物赢得多项国家大奖，在业内和读者中享有良好声誉，被新闻出版总署评为“全国百佳图书出版单位”。

江苏凤凰少年儿童出版社有限公司的图书创意独特，装帧精美，吸引了世界各地的出版商，先后有近千种图书版权输出到欧美国家和亚洲诸国及地区，被新闻出版总署评为“全国图书版权输出先进出版单位”。通过苏少社，著名儿童文学作家曹文轩、黄蓓佳、金波、程玮、单瑛琪的作品成功输出非华语国家图书版权。《青铜葵花》成功输出法国、德国、意大利、英国、韩国、越南、斯洛文尼亚等 19 个国家。苏少社成为海外曹文轩原创图书输出的重要平台。

Phoenix Juvenile and Children's Publishing Ltd.

Phoenix Juvenile and Children's Publishing Ltd., founded in 1984, is a National Top 100 Publisher and a professional publisher for children and juveniles. Our publications include children's literature, cartoon and comics, books for beginning readers, popular science, children's education, and textbooks for fine arts and music. We also publish many periodicals for children, including *Oriental Baby*, *Oriental Kid*, *Children's Pictorial Story*, *Juvenile Literature*, etc. Our books are very well regarded among readers, and have won various top-level national awards.

Our high quality book designs and decorations have attracted publishers from all over the world. We have sold rights of around 1000 titles to European, American and Southeast Asia countries, and have

been honored as The Outstanding Rights Export Publishers of China.

Phoenix Juvenile and Children's Publishing has introduced many famous Chinese children's literature writers to the world, such as Cao Wenxuan, Huang Beijia, Jin Bo, Cheng Wei and Shan Yingqi. Rights of Cao Wenxuan's *Bronze and Sunflower* has been purchased by publishers from 19 countries. Its English edition published by Walker Books in UK was the winner of English Pen Award, as well as Marsh Award for Children's Literature in Translation. As such, Phoenix Juvenile and Children's Publishing has become a prime platform for the global promotion of Cao's works.

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江苏凤凰美术出版社，全国百佳图书出版单位，成立于 1984 年，隶属于凤凰出版传媒集团，是一家具有深厚文化底蕴、注重文化积累并具开拓精神的专业出版机构，主要出版艺术、设计、少儿和文化教育类图书。

多年来该社以文化传承和积累为己任，在民族民间艺术的挖掘、整理、保护方面做出了贡献，在现当代艺术的推广传播上发挥了作用，出版了“敦煌”“老房子”“老城市”“中国工艺美术大师”“百工录”等系列品牌图书；推出了凤凰文库“艺术理论研究”“设计理论研究”等现当代艺术理论丛书；打造大型原创儿童历史文学“汤小团漫游中国历史系列”等苏美童书。

建社以来出版图书获得省级以上图书奖三百多项，其中“中国图书奖”“国家图书奖”“中国出版政府奖”“中华优秀出版物奖”“五个一工程奖”及“三个一百原创出版物”“中国好书”“全国优秀科普图书”等重大奖项三十余项，“中国最美的书”23 项（“世界最美的书”1 项），在全国专业美术出版社中享有不凡的声誉。

该社少儿图书、艺术理论、图文类文化图书（如“符号江苏”系列等）深受海外读者青睐，输出版权上百种，与国外多家出版机构建立了良好的合作关系。

江苏凤凰美术出版社现有美术、设计、教育、少儿出版中心以及营销发行中心、行政等 10 余个部门，下辖《画刊》杂志社、北京凤凰干高原文化传播有限公司。

Phoenix Fine Arts Publishing Ltd.

Phoenix Fine Arts Publishing Ltd. is committed to the publishing of traditional Chinese art, folk art and modern art. Publications of the company range from painting albums, art theory, painting techniques and designing to children's books. Our titles have won various top-level national and international awards, including Best Book Design from all over the World, Government Award of Chinese Publishing, and Chinese Best Publications Award.

The hallmark of our publishing is that we have combined many of the Chinese traditional arts with contemporary design and fine production. The well-received Ancient China series and the Dunhuang

series enjoy international reputation. The design of *Pleasure of Learning* won Bronze Medal of 2016 Best Book Design from all over the World, HKDA Global Design Awards 2016, and Red Dot Award 2016. Our flagship periodical of art, *Fine Art Monthly*, is also a representative work.

In the recent years, Phoenix Fine Arts Publishing has maintained a close relationship with many foreign publishers. Our highlight publications, including children's arts, ancient architectural art, folk art, have been sold rights to many countries and are favored by overseas readers.

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江苏凤凰出版社有限公司，系凤凰出版传媒股份有限公司旗下的全资子公司，原名江苏古籍出版社，成立于 1984 年 3 月，是一家以整理出版中国文、史、哲古籍及其研究著作为主的专业出版社。我社成立 30 余年来，始终紧紧围绕中华优秀传统文化，彰显传承文明、传播文化、服务大众、贡献学术的出版理念，始终坚持专业化的出版方向，着力打造古籍整理、历史文献、社会档案、学术研究、专业普及和地方文化等几大板块，出版了一大批既有专业特色、地方特色，又具有海内外影响的项目，在市场上产生了较大的影响，受到学术界、出版界的充分肯定。

Phoenix Books Ltd.

Phoenix Books Ltd. commits itself on the preservation of knowledge and the promotion of Chinese culture. Professionally oriented, we have focused on the collation of ancient books, historical documents, social archives, academic research, and indigenous culture. Our titles, such as *Quan Yuan Wen*, *Ce Fu Yuan Gui (Revised Version)*, *The Complete Works of Zhao Yi*, and *The Song Dynasty Literary Annals*, have proven to be professional and academically influential both by the academic circles and the market. Our books have won many national awards including

the biggest prize Government Award of Chinese Publishing, and more than 30 titles are selected to be national publishing projects. Periodicals include *Common Sense in Classical Literature* and *The Chinese Classics and Culture*.

Phoenix Books aims not only at carrying on this inheritance and promoting it through specialized publishing, but also combining it with general publishing, so as to make a wider contribution to the appreciation of Chinese culture.

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江苏凤凰文艺出版社创建于 1958 年，六十多年来专注于中国现当代文学和优秀文化艺术类图书的出版，多次获得中宣部“五个一工程奖”、“中国出版政府奖”、“中华优秀出版物奖”和“中国好书”等重要奖项，图书在大众市场销售和世界馆藏影响力排名均居全国同行前列，是当今中国具有重要影响力的文学出版机构。

近年来，文艺社与亚洲多国建立了长期的国际合作，版权贸易成果显著。作家池莉的小说集《她的城》输出泰国，由泰国诗琳通公主亲自翻译。影星成龙的自传《成龙：还没长大就老了》输出美国、法国、日本、韩国、越南、泰国、俄罗斯等十多个国家。作家丁捷的长篇小说《依偎》获得亚洲青春文学奖，已实现韩文、英文、阿拉伯文版权输出。

Phoenix Literature & Art Publishing Ltd.

Phoenix Literature & Art Publishing Ltd. commits to the publishing of Chinese literature and humanities. Being one of the most renowned literary publishers in China, Phoenix Literature Publishing has won an extensive readership.

Our books span a range of genres: literature for adults and young adults, poetry, popular culture, photography and art, etc. Over the years, Phoenix Literature Publishing has established its popularity with several well-received series, such as Twentieth Century Chinese Writers Series, Phoenix Novels Library, Modern Novels Library, Essay Masters Revisited and Lily Essays. Many titles have won national-level awards and some have taken

international prizes such as Best Book Design from all over the World.

We are privileged to have worked with many famous Chinese authors and have introduced their works to the world. The Thai version of the novel *Her City* written by Chi Li was translated by Princess Sirindhorn. The autobiography of the movie star Jackie Chan has been translated into over ten languages such as English, French, Japanese, Korean, Vietnamese, Thai, Bulgarian, and Russian. The novel *Snuggling* written by Ding Jie has won the Asian Youth Literature Prize, and has been translated into Korean, English, and Arabian.

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译林出版社成立于 1988 年，是中国最具文化影响和市场号召力的品牌出版社之一，涵盖世界文学、人文社科、新知通识、基础教育、期刊五大板块在内的精品出版体系，连续多年荣获“中国图书海外馆藏影响力出版 100 强”“国家文化出口重点企业”“全国新闻出版系统先进集体”“全国百佳图书出版单位”“中国出版政府奖先进出版单位奖”“年度致敬出版社”等荣誉。

译林社年出版新书 500 余种，聚力诺贝尔文学奖、布克文学奖、茅盾文学奖，成为国内世界文学出版领军力量；所出版的余华、格非、刘亮程、迟子建、叶兆言、鲁敏、阿乙等中国著名作家的大批精品力作产生了广泛深远的影响，其中多部作品版权已输出至十余个国家；所出版的社科作品《道德资本研究》《我心归处是敦煌》《当代中国的视觉文化研究》等影响力辐射海外多个国家；所打造的一批体现中华文化特色和反映中国经济社会发展成就的外向型图书，如《符号中国》《中国民族》和“中国竞争力系列”等深受国外读者喜爱，具有一定的国际影响力。

Yilin Press, founded in 1988, is China's leading publisher with exceptional cultural influence and market appeal. Its publishing scope includes world literature, humanities, social sciences, popular science, language education, and three kinds of periodicals. It has been awarded "Top 100 Chinese publishers with the most titles collected by overseas libraries," "China's Top Cultural Product Overseas Sales Enterprise," "China's Leading Media and Publisher," one of "the 100 Most Outstanding Chinese Publishers," and "Esteemed Publisher of the Year," in addition to receiving the Chinese Government Award for Cutting-Edge Publishers.

Yilin Press publishes more than 500 new titles annually, including works that have won the Nobel Prize for Literature, the Booker Prize, and the Mao Dun Literature Prize, distinguishing it as

one of China's top publishers of world literature. Its catalog of masterworks by renowned Chinese authors such as Yu Hua, Ge Fei, Liu Liangcheng, Chi Zijian, Ye Zhaoyan, Lu Min, and A Yi grants it profound, expansive influence, and foreign language their rights to their works have been sold to more than ten countries. Its social sciences publications, such as *On Moral Capital*, *My Heart Belongs to Dunhuang*, and *Contemporary Chinese Visual Culture*, have made a major impact internationally. *Symbols of China*, *Peoples of China*, titles in its "China Competitive Series," and other publications catered to international readers reflect China's unique cultural characteristics as well as its economic and social development. These titles are beloved by international readers and have proven quite influential overseas.

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江苏凤凰电子音像出版社和江苏凤凰数字传媒有限公司（简称凤凰音像数媒）具备音像、电子、网络 and “盘配书” 出版权限，是国内最早从事电子音像出版、数字化网络产品开发和运营的高科技出版单位之一，被评定为国家高新技术企业、双软企业和江苏省首批重点文化科技企业，多次获得“国家文化出口重点单位”和“国家重点出版规划出版工作先进单位”等荣誉。

凤凰音像数媒已出版各类电子音像出版物、图书和数字化网络产品 7000 多种，包括社科政治、文化教育、游戏娱乐等多个方面，国家级重点项目和奖项数量、年销售总值、人均创效等指标在全国同类单位中名列前茅。“十三五”期间，《长征——不朽的征程》等 11 个选题被列入“十三五”国家重点出版物出版规划项目，入选数量在同类出版单位中位列全国第二、地方第一；《十九大党章知识精粹》等 5 个选题入选中宣部“主题出版重点出版物”；《立德树人》等 11 个选题获得“国家出版基金”资助；《凤凰数字教材》《凤凰易教·教师信息技术应用能力提升系统》入选新闻出版署“数字出版精品遴选推荐计划项目”；“凤凰云课堂”“K12 人工智能教育出版项目”入选国家新闻出版改革发展项目库；《大师的科普世界（有声版）》入选“全国有声读物精品出版工程项目”；《我是一只独角兽》入选“原动力”中国原创动漫出版扶持计划项目。《城殇》等 7 个出版物荣获第四届中国出版政府奖和第六、七届中华优秀出版物奖。

凤凰音像数媒以融合出版作为推进转型升级和高质量发展的重要路径，精心打造“凤凰书苑”“凤凰易学”“数字教材”等融合出版重点项目。“江苏省中小学语音学习系统”用户规模、服务能力在国内同类产品中处于领先；连续 10 年中标江苏省数字化农家书屋建设，建立了一体化的数字资源系统和监管系统。游戏出版物年出版数量位于全国前列，丰富的游戏产品广受好评。

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Phoenix Media Publishing Ltd.

Phoenix Digital Media Ltd.

Phoenix Media Publishing Ltd. & Phoenix Digital Media Ltd. is one of the earliest publishers in China specializing in electronic publishing, audio-visual publishing, and the development and operation of digital products.

The company has published more than 7,000 kinds of electronic audio-video publications, books and digital products that cover fields such as social sciences, politics, culture, education, games and entertainment. In terms of the number of national key projects and awards, annual sales, and per capita benefits, the company enjoys a leading position in China.

To upgrade itself and achieve high-quality development, the company has embraced integrated publishing and launched mobile applications like

Phoenix Books, Phoenix Learning, and Digital Textbooks. The learning system for elementary and secondary schools in Jiangsu province developed by the company is the best of its kind in the country in terms of the number of users and service quality. The company has won the bid to construct digital rural reading centers in Jiangsu for 10 years in a row and established a digital resource system and a regulatory system.

The company has been recognized as a National Hi-tech Enterprise and is listed among the first group of enterprises with the title "Jiangsu Key Cultural/Science and Technology Enterprises". The company has received many national-level honorary titles, such as "National Key Organization for Cultural Exports" and "National Pioneer in Publication Affairs".

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江苏凤凰职业教育图书有限公司是凤凰出版传媒集团整合集团内各家出版社的职业教育资源而成立的一家专门出版经营职业教育教材的单位。公司着力于职业教育教材及相关电子、音像、多媒体课件、网络课程、虚拟实训软件等数字化教学资源的研究开发和编辑出版工作。公司已经出版的职业教育教材超过 700 种，覆盖了计算机、农业、机械、数控、电子、汽车、电气、财经、护理、建筑、旅游、园林、药学、物流、商贸、模具、艺术等专业大类。未来，江苏凤凰职业教育图书有限公司将努力成为立体化教材门类齐全，影响范围覆盖全国的重要职业教育教材出版基地。

Jiangsu Phoenix Vocational Education Books Ltd.

Jiangsu Phoenix Vocational Education Books Ltd. is a professional publisher specializing in the research and publication of digital education materials and textbooks used by secondary and higher vocational schools, and has become a renowned operator and supplier in the sector.

As one of China's largest publishers of vocational education, we are dedicated to the editing and publishing of vocational education textbooks

and relevant digital teaching resources, including electronic and audio materials, multimedia courses, online courses and virtual training software and applications. Our publications include over 700 professional education textbooks covering categories such as computer, agriculture, machinery, CNC, automobile, electric, finance, nursing, construction, tourism, gardening, pharmacy, logistics, commerce, molding, and art.

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江苏求真译林出版社成立于 2019 年，是中国仅有的 3 家对外专项出版社之一，专门出版外文图书，并代理中国图书版权面向海外销售。公司秉承“用思想连接世界”的宗旨，重点布局中国主题图书的对外出版，尤其是对“一带一路”国家的中国主题图书的传播与交流，已经形成一定的国际影响力。作为一家国际化的文化企业，求真译林致力于以高水准的文化情怀，按照国际化规则、企业化思路运营，讲好中国故事，传递中国声音，让世界读到一个真实的中国。

目前，求真译林出版社已出版了一批精品图书，如《快乐武术学汉语丛书（英文版）》《中国抗疫实录（俄文版）》《中国当代文学英译丛书（英文版）》《南京传（英文版）》等。求真译林出版社与 60 个国家、120 个出版机构建立了业务往来，涉及语种 52 个。代理输出版权一百余种。

Veritas & Mercurius Publishing Ltd.

Established in 2019, Veritas & Mercurius Publishing Ltd specializes in international publications. With a focus on international markets, it publishes multilingual books and trades the rights of books published in China with other countries.

As an international cultural enterprise, the company tells Chinese stories to present a true account of China to international readers.

Some of the company's most notable publications are the English version of the *Studying Chinese Through the Joy of Martial Arts* series, the Russian version of *A Record of How China Fight Against COVID-19*, and the English version of the *Contemporary Chinese Literature* series. The company has cooperated with over 120 publishers in more than 60 countries, covering 52 languages, and sold over 100 rights as an agent.

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凤凰国际出版有限公司是北美领先的童书出版商，总部位于美国芝加哥，主要从事电子有声儿童图书出版和销售。公司在英国、澳大利亚、德国和墨西哥设有销售子公司，业务遍及 20 多个国家和地区，年销售童书约 1200 万册，销售收入近 7000 万美元，是北美最大的儿童图书出版商之一。

凤凰国际出版有限公司的前身是美国 PIL 出版公司，由路易斯·韦伯先生于 1967 年创立，至今已有近 50 年的历史。2014 年，凤凰出版传媒集团以 8000 万美元的价格收购了 PIL 公司全部童书业务资产及相关方 100% 的股权和权益，获得迪士尼等国际一流卡通品牌形象的授权及其全球销售网络，打造覆盖北美地区的战略发展平台。

作为儿童电子书的主要出版商，凤凰国际出版有限公司拥有全球市场主要的儿童卡通形象的出版许可权利，包括迪士尼、梦工厂、芝麻街、华纳兄弟等著名儿童品牌授权商。其产品 Story Reader 和 Look & Find 系列屡获大奖。公司与沃尔玛、Costco、Barnes & Noble 等经销商保持常年的良好合作关系，产品在美国各大超市、书店、玩具店、网上商城均有销售，保持同类产品市场领导地位。

Phoenix International Publications Inc.

Phoenix International Publications Inc. (PIP), headquartered in Chicago, is one of North America's leading publishers of children's interactive sound books. With subsidiaries in UK, Australia, Germany, and Mexico, PIP has extended its business to over 20 countries and regions. As one of the largest children's publishers in North America, PIP produces more than 12 million books annually with sales revenue of US\$ 70 million.

PIP was formerly known as Publications International (PIL), a private publishing company founded by Mr. Louis Weber in 1967. In 2014, Phoenix Publishing & Media, Inc. acquired all of PIL's children's assets for

US\$ 80 million. The purchase not only gives Phoenix top cartoon licenses and global sales networks, but also a strategic platform that covers the entire North America region.

Being the leading producer of children's electronic books, PIP has partnerships with many licensors, including Disney, DreamWorks, Sesame Workshop, and Warner Bros. PIP's Story Reader and Look & Find brands have earned many industry awards. PIP's products can be found everywhere in Walmart, Costco, Barnes & Noble, and other online and offline stores, dominating the market.

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仙那都（澳大利亚）出版公司是凤凰传媒国际澳大利亚有限公司的子公司，成立于 2014 年。公司专注于国际出版、版权合作、营销发行，出版了包括《百个符号看江苏》《小水的除夕》《茶则九十九》《云水萦回溪上路——华之宁回忆录》《百花集》等书籍，并和澳大利亚墨尔本大学出版系、悉尼大学中国研究中心、泰晤士和汉德森出版社等出版学术机构、专业机构建立起了紧密的合作关系。

作为凤凰出版传媒集团在澳大利亚的专业出版机构，仙那都（澳大利亚）出版公司创新突破，业务结构多元，致力于出版中国优秀的艺术文化内容并介绍到海外的主流社会，在出版“走出去”、凤凰海外品牌影响力传播、中澳文化交流中起到出色的促进作用。

Xanadu Publishing (Australia) Ltd.

Founded in 2014, Xanadu Publishing (Australia) Ltd., a subsidiary of PPM International (Australia) Ltd., specializes in publishing, rights licensing business, marketing and distribution. Xanadu Publishing (Australia) is committed to become a bridge between China and Australia in the fields of culture, economy and education.

PPM International (Australia) Ltd. is Phoenix Media's third overseas branch after UK and US. Our mission is to promote the cooperation between China and Australia on publication and cultural exchange. We launched the Phoenix "Reading Republic" Chinese

Book Fair in Melbourne, bringing excellent Chinese books to the Chinese community in Australia.

Our titles, such as *Symbols of Jiangsu* series, *The Night before Chinese New Year*, *99 teaspoons II*, and *Living Water: The Life Journey of Artist Ruby H. Wang*, have contributed to the appreciation of Chinese culture. We have established close relationships with many professional publishers academic institutions, such as the Publishing Department of University of Melbourne, the China Research Center of University of Sydney, and Thames & Hudson.

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其他板块 / *Non-Publishing Businesses*

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江苏凤凰新华书店集团有限公司（以下简称“凤凰新华”）主营图书、期刊、音像、电子出版物及文化教育、贸易服务、仓储运输、进出口贸易等，下设 77 家市县新华书店分公司，并控股江苏凤凰新华文化发展有限责任公司、江苏菲尼克斯网络科技传媒有限公司、江苏凤凰新华供应链管理有限公司、江苏现代职教图书发行有限公司等 6 家子公司。2020 年，凤凰新华实现汇总营收 90.64 亿元，利润 9.71 亿元，主要经济指标在全国同行中位居前列。

凤凰新华拥有大书城及中小门店 1387 个，全省网点总面积 93.21 万平方米，有 21 个面积 5000-10000 平米的网点，有 5 个面积 10000 平米以上的网点，近 5000 名员工，网点数量和规模居全国前列。拥有运营面积 20 万平米的现代图书物流，年发货码洋 100 亿元以上，构建以南京新港物流为中心，以苏北、苏中为分中心，市县公司物流为支点的全省物流配送网络。

凤凰新华荣获 2020 最美逆行先锋队、2020 年度南京企业 100 强，被江苏省委宣传部等授予 2020 年度“江苏省文化科技卫生‘三下乡’活动先进集体”，被中国书刊发行业协会、中国新华书店协会评为“2020 全国书业抗疫‘逆行勇进·社会责任’先进单位”。

Jiangsu Xinhua Distribution Group

Jiangsu Xinhua Distribution Group is a subsidiary of Phoenix Media. It is engaged in the business of books, periodicals, audiovisual and digital products, warehousing and logistics, and import and export trade.

The group holds shares in six subsidiary companies. In 2020, it reached operating revenue of 9.06 billion yuan and made a profit of 971 million yuan. Major economic indicators of the group ranked top among domestic competitors.

The group has 1387 book stores and outlets across the country, with the number and scale of its outlets ranking first among the domestic distribution

industry. The outlets in Jiangsu occupy an overall floorage of 932100 square meters – 5 of which occupy over 10000 square meters and 21 have between 5000 to 10000 square meters.

The space used for book logistics business takes up 200000 square meters, with the annual total value of fixed prices of delivered books going as high as 10 billion yuan. A transprovincial logistics distribution network has taken shape, which takes Nangjing Xingang Logistics as the center, receives support from branch centers in northern and central Jiangsu province, and connects to logistics sites in different cities and counties across China.

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江苏省新图进出口有限公司是江苏凤凰出版传媒集团的核心企业之一，统管海内外出版物进出口的自营和代理业务、对外交流活动、海外举办和参加书展以及综合商品进出口的自营和代理业务。

该公司是于 1988 年经中华人民共和国经贸部批准成立的经营与新闻出版行业相关产品的省级进出口贸易公司。其宗旨是立足江苏、面向港澳台及其他世界各国，努力增进江苏出版界与海外同仁的文化和贸易往来。公司定期承办美国、加拿大、日本、澳大利亚、西班牙、马来西亚等地区的江苏书展以及组织江苏地区出版物参加香港书展、海峡两岸图书交易会，是江苏新闻出版发行行业走向世界的重要桥梁和窗口。

公司经营范围：各种中外文图书、杂志、报纸、音像制品、电子读物、工艺美术作品、纸浆、纺织、轻工等商品的进出口业务。兼营机械、电子产品、百货、农副产品、办公用品的销售等业务。自 1988 年成立以来，公司严格执行国家的法律法规及外事纪律，专注于出版物的进出口业务，具有丰富的筹展、办展、宣传、销售等方面的工作经验。

Jiangsu New Trade Import & Export Corp.

Jiangsu New Trade Import & Export Corp. is one of the key enterprises under Phoenix Publishing & Media Group. Our business covers importing and exporting domestic and overseas publications, organizing international cultural communication activities and overseas book fairs, and importing and exporting other commodities.

Established in 1988, the company is one of the very few trade companies licensed by the Ministry of Foreign Trade and Economic Cooperation in press and publishing industry. We aim to promote cultural communications and commercial interactions between Jiangsu and overseas publishers by

organizing Jiangsu Book Fairs in United States, Canada, Australia, Japan, Spain, Malaysia, etc. and taking local publications to participate in Hong Kong Book Fair and Cross-Strait Book Fair.

The company's scope of business in international trade includes books, journals, newspapers, audiovisual products, electronic readings, arts and crafts works, paper pulp, textile and light industrial products, with mechanical and electronic products, agricultural products, general merchandise, stationery as its sideline, with considerable experience from its long-term practices in import and export.

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江苏凤凰教育发展有限公司（又名“凤凰出版传媒集团教材服务中心”）于 2006 年 12 月注册成立，主要负责“凤凰版”国家课程标准中小学教材以及与教材配套或相关的教学用书、教学读物在全国（不含江苏省）范围内的运营以及“凤凰版”教材在全国范围内的培训服务工作。公司负责经营的 18 种课标教材覆盖了除上海以外的中国大陆 29 个省、自治区、直辖市，每年使用学生人数超过 3000 万，发行总册数近 1 个亿，总体市场占有率、经营总量位居全国前列。公司拥有一支专业的教育出版物营销和服务团队，组建了一支包括课程教材研究人员、编写人员、学科教学专家在内的教材培训队伍，依托凤凰传媒丰富的出版资源和网络教学资源，为广大“凤凰版”教材使用地区提供系统、优质服务，累计培训教师超过 55 万人。

在教材先导的前提下，公司积极推进出版资源与教育资源的整合，以现有优势产品为载体，依托公司优质的销售渠道，积极拓展多元化产品的开发，并将传统线下培训与新兴网络培训有效融合，着力打造优质的凤凰培训品牌。

公司下设控股子公司——湖南苏香文化有限公司，主要从事教材教辅业务拓展和市场维护以及纸张、印刷耗材经营等相关业务。苏香公司近年来发展势头良好，已成为公司经营板块中的重要组成部分。

Jiangsu Phoenix Education Development Ltd.

Jiangsu Phoenix Education Development is PPMG's service center for textbooks and teaching aids. We are dedicated to providing marketing and other services for educational publications. Phoenix Education Development is responsible for all sales-related services for PPMG textbooks and learning and teaching materials, which are produced to national standards for primary and middle schools all of China excluding Jiangsu province.

The professional team for marketing and other services, together with the textbook training team, consists of textbook researchers, textbook writers

and teaching experts. We optimize the impact of the publications and on-line educational resources of PPMG by providing systematic and quality information and support to teachers and students in the use of PPMG publications. Currently the textbooks represented by Jiangsu Phoenix Education Development are widely used by more than 30 million students annually in 29 provinces and regions in China. The market share and total sales of PPMG textbooks, with a total sales volume of nearly 100 million, are among the most pre-eminent in the country.

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