

**4 July 2000**

## **BroadVision forms strategic alliance with First Shanghai Group**

(Hong Kong – July 4, 2000) BroadVision Inc.'s CEO, Dr. Chen Pehong, announced today their first ASP partnership in China with the First Shanghai Group, an alliance which will also cover the Hong Kong market. BroadVision is a leading Silicon Valley-based supplier of global e-business relationship management solutions. The First Shanghai Group is a Hong Kong-listed investment holding company which specializes in online and offline financial services, the manufacture and distribution of children's products, and container transportation and forwarding. The move is seen to have synergies for both parties.

The First Shanghai Group provides one-stop total e-business solutions to companies contemplating putting their traditional businesses online. Services provided include business consultancy and modeling, e-commerce platform construction, hardware and software leasing, tailored BOT (build, operate, transfer) projects, and fund-raising. The company focuses on the vertical areas of financial services, retailing, and logistics, and operates in the markets of Hong Kong, Shenzhen, Guangzhou, Shanghai, and Beijing.

"Through the strategic partnership," said Mr. Lao Yuan-Yi, chairman and managing director of the First Shanghai Group, "we will apply BroadVision's one-to-one personalized e-business solutions to our Mainland Chinese clients, utilizing our expertise and established contacts to market our leading position in cargo forwarding, children's products, retail distribution, and financial services."

BroadVision's Dr. Chen went on to say: "With China's impending entry into WTO, the First Shanghai Group's vertical personalized ASP services, coupled with BroadVision's one-to-one personalizing e-business application tools, will be well-accepted in China."

## **Company Information**

**First Shanghai Group** (0227.hk) (“First Shanghai”), publicly listed in Hong Kong, is engaged as an investment holding company with principal activities in corporate financing in Hong Kong, and Internet financial services and direct investment in the PRC. First Shanghai is also a market leader in container transportation and freight forwarding, children’s products, and auto parts in China.

**BroadVision Inc.** (Nasdaq: BVSN, Neuer Markt: BDN), based in Redwood City, California, is the leader in personalized e-business applications. BroadVision's comprehensive suite of integrated applications are built for delivery via the Web and wireless devices, and are available in more than 120 countries worldwide. BroadVision's proven applications power B2C and B2B sites for many of the world's top companies in the financial services, telecommunications, electronics, manufacturing, retail, and travel industries.