



CISCO CHINA BACKGROUNDER

About Cisco Systems, Inc.

Cisco Systems, Inc. is the worldwide leader in networking that transforms how people connect, communicate and collaborate, this year celebrates 25 years of technology innovation, operational excellence and corporate social responsibility.

Cisco hardware, software, and service offerings are used to create Internet solutions that allow individuals, companies, and countries to increase productivity, improve customer satisfaction and strengthen competitive advantage. Cisco's vision is to change the way people work, live, play and learn.

Global Business Growth

Cisco Systems, Inc. is one of the most successful corporations in the world. Founded by two professors at Stanford University in 1984, the company manufactured the world's first router in 1986, connecting different types of networks reliably and ushering in a communications revolution. Cisco invests more than \$4 billion every year in technological research and development. Over the past two decades, Cisco has become synonymous with the terms "internet", "network application" and "productivity." It is a market leader in every sector in which it is involved. At present, the company has more than 65,000 employees around the world.

Cisco was ranked 57 in the Fortune 500 in the U.S. in 2009 and was accredited for the eighth time as a "Fortune" Global Most Admired Company. It also took 17th place in 2008 BRANDZ Top 100 ranking. Today, the company boasts the largest Internet business in the world, and over 90 percent of its global transactions are completed online. Cisco has a firm belief that internet will change the way people work, live, play and learn, and will also let numerous leading enterprises and their partners benefit from a "globally networked economy."

Growth in China

Cisco entered the Chinese market in 1994. At present, 3,400 people are employed by the company in China, with jobs in sales, customer support and service, research and development, business operations, IT outsourcing services, financing and manufacturing fields. Cisco has set up 16 branch offices across China, as well as a large R&D center in Shanghai. In addition to technological research, development and business promotion, Cisco is dedicated to fostering innovation in the local market. It has invested \$700 million in Chinese enterprises and plans to increase that number by \$350 million in the next five years. Cisco also emphasizes the cultivation of Chinese network talent. By 2011, the company will build 300 Cisco Networking Academies in higher vocational institutes to build that talent. In January, 2010, Cisco announced the formation of the Greater China

theater.

Cisco's Recent Achievements

- Sales revenue of \$39.5 billion in fiscal year 2008, 65,000 employees world-wide
- 57th on the *Fortune's* 500 in the U.S. in 2009
- 17th in 2008 BRANDZ Top 100 Report published by *Business Weekly*
- Cisco's successful clients include over 300 of the Fortune 500 companies such as Wal-Mart, Exxon Mobil
- Accredited as *Fortune* Global Most Admired Company
- 16 branches across China with more than 3,400 employees
- R&D investment of \$155 million in China in mid-2008
- \$700 million invested in encouraging innovation in Chinese companies
- Accredited as The Most Admired Company in China for three consecutive years
- Awarded the title of "China's Best Corporate Citizen" by 21st Century News Group for four consecutive years
- In October 2007, Cisco announced its commitment to invest \$16 billion in China over a three to five year period
- In June 2008, Cisco announced its donation of RMB300 million for post-disaster reconstruction in Sichuan
- In September 2008, Cisco became the senior sponsor for network system and network solutions of 2010 Shanghai World Expo
- In January 2010, Cisco Greater China was established