



YU Dong
Founder, Chairman & Chief Executive Officer
Bona Film Group

YU Dong, born in Beijing in 1971, was one of the first graduates of the Management Department at the Beijing Film Academy, and is now one of the Chinese film industry's most successful private entrepreneurs, producers, distributors and marketing specialists. In the past decade, films produced by Yu Dong and Bona Film Group have broken numerous industry records and have achieved success at the box office, among critics and awards judges. Mr. Yu founded Bona Film Group Limited, and the Company's NASDAQ IPO in December 2010 made Bona the first U.S. listed China-based film company. Bona Film Group has become one of the most competitive non-stated-owned film companies in China, furthering Mr. Yu's reputation as one of the most successful film-marketing specialists in China.

Prior to establishing Bona Film Group, YU Dong held executive positions at Beijing Film Studio and China Film Group Corporation, focusing on domestic film marketing and distribution. In 2001, *Roots and Branches*, with a budget of only 2 million RMB, generated 20 million RMB at the box office through YU Dong's effective marketing efforts, which solidified his position as a leading film marketer. After the success of *Roots and Branches*, YU Dong created a number of other successful marketing campaigns, including those for *The Touch*, *Infernal Affairs III*, *New Police Story*, *Confession of Pain*, *Peacock*, *Overheard*, and *Bodyguards and Assassins*, among others. YU Dong has been responsible for several "Firsts" in China's film industry, including the first nation-wide midnight premiere; the first Asia-wide synchronized release; and the first integration of a distributor's logo into the opening of its films. With a business that spans production, distribution and exhibition, YU Dong introduced the strategy of a "fully integrated value chain" and is committed to promoting the industrialization process of domestic films. In 2010, YU Dong successfully brought Bona Film Group to the U.S. Capital markets, generating proceeds of approximately \$100 million.

