



WEIBO FOR BUSINESS

| | Regular company account | Verified company account | VIP account |
|---------------------------|-------------------------|--|--|
| Set up fee | Free | 300 RMB for Chinese companies; 6000 RMB for overseas companies | 109 RMB/Year |
| Account badge | None | Blue V  | Golden Crown  |
| Privileges | None | <ol style="list-style-type: none"> 1. Stick one post on the top. 2. Change cover image on profile page. 3. Use up to 5 sliding images on profile page. 4. Access to Activity Centre and publish prize-rewarding activities. 5. Have a management overview page. | <ol style="list-style-type: none"> 1. Stick one post on the top. 2. Change cover image on profile page. 3. Change Weibo post source and post background on mobile devices. 4. Dedicate customer service. |
| Documents requires | None | <ol style="list-style-type: none"> 1. Company registration documents / business license. 2. Third party authorization letter. 3. Authorization application letter. 4. A brief introduction of your company about its products and services. | None |