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Seniority as of Now

BRIGHTURE, 19 Years in financial and tax services

Mission Statement :

Add value to clients by professionalism, be a respected financial consultant

Vision :

Be a leader in financial service sector and a century business

Values :

Always focus on the clients and serve them with professionalism, integrity and efficiency



Shanghai



Qingdao

1. In order to further implement the spirit of the Central Economic Conference, CPC Shandong Provincial Committee and provincial government have worked out the List of High-Quality Development Policies for 2022 (the first batch) [LUZHENG (2021) NO. 23], with the following provisions:

(1) The validity of the exemption policy of property tax and urban land use tax for small-scale VAT payers will be further extended to December 31, 2022.

(2) To support small and micro enterprises, effective from April 1, 2021 to December 31, 2022, small-scale VAT payers with monthly sales of less than 150,000 Yuan (inclusive) will be exempted from VAT.

(3) Effective from September 1, 2021, the deed tax rate in the province will be 3% across the board, which will be exempted for those meeting legal conditions; the scope of preferential tax policies of "self-identification, self-declaration and afterward-supervision" will be expanded, and the "one-on-one" service model between tax experts and enterprises will be promoted; "one household, one policy" package of tax and fee solutions will be implemented; make sure that tax and fee preferential policies be fully known and quickly implemented.

2. In order to implement the "six guarantees"(guarantee of employment, basic livelihood, market entities, food and energy security, industrial and supply chain stability, and community-level operations), the Ministry of Finance and the State Administration of Taxation issued the Announcement on Continuation of Preferential Policies for Individual Income Tax Including Annual One-time Bonus [MOF & SAT Announcement (2021) No.42], with the following provisions:

(1) The validity of the preferential policy for the annual one-off bonus tax calculated on special account contained in the Notice of the State Administration of Taxation of the Ministry of Finance on the Preferential Policies after Revision of Individual Income Tax Law (CAISHUI (2018) No. 164) will be extended to December 31, 2023; the validity of the preferential policy for equity-based incentives calculated on special account for listed companies contained therein will be extended to December 31, 2022.

(2) The validity of the preferential policy for exemption of annual settlement of individual income tax contained in the Announcement on Policies Concerning Annual Settlement of Individual Income Tax by the Ministry of Finance and the State

Administration of Taxation (MOF & SAT Announcement [2021] No.42) will be extended to December 31, 2023.

3. To determine 2022 social insurance premium payment base in Shandong Province, Shandong Provincial Department of Human Resources and Social Security, State Taxation Administration Shandong Taxation Bureau and State Taxation Administration Qingdao Taxation Bureau jointly issued the Notice on Provisional Upper and Lower Limits of 2022 Social Insurance Premium Base in Shandong Province [LURENSHE (2021) No.156], which provides:

Before the release of the 2021 provincial overall urban unit employment average wages, the upper and lower limits of the monthly base for 2022 social insurance premiums for insured units shall be temporarily at 20,599 Yuan and 4,121 Yuan respectively; The upper and lower limits of monthly endowment insurance contributions shall temporarily follow the previous year's standards (18,726 Yuan and 3,746 Yuan respectively) for self-employed businesses without employees, part-time employees who have not participated in the basic endowment insurance at the employing unit and other persons under flexible employment.

4. To further reduce the burden on taxpayers, the Ministry of Finance and the State Administration of Taxation issued the Announcement on Continuation of Preferential Policies for Individual Income Tax Including Subsidies of Foreign Individuals (MOF & SAT Announcement [2021] No.43), which provides:

The validity of the preferential policies on subsidies of foreign individuals and the preferential policies for special tenure incentive of the heads of central enterprises contained in the Notice of the Ministry of Finance and State Administration of Taxation on Preferential Policies after the Revision of the Individual Income Tax Law (CAISHUI (2018) No. 164) will be extended to December 31, 2023.





Case of Financial and Taxation Services

Background: In July 2021, Brighture was engaged by a large state-owned enterprise in another province for tax consultation on transfer of properties acquired for account receivables. Through proper use of tax policies, Brighture helped the enterprise save 2.918 million Yuan of land value-added tax.

Service provided: Upon the engagement, Brighture collected the original data. Subject to article 7 of the Notice of the State Administration of Taxation on Issues concerning Settlement of Land VAT (SAT [2010] No. 220), and the first paragraph of Article 2 of the Notice of the State Administration of Taxation of the Ministry of Finance on Issues concerning land VAT (CAISHUI[2006] No. 21): "where a taxpayer transfers old houses and buildings and is unable to obtain the appraisal price but nevertheless can provide the purchase invoice, upon the confirmation by the local tax authorities, the amount of deduction items can be calculated according to the invoice amount with a 5% mark-up per year from the year of purchase to the year of transfer, subject to Item (1) and Item (3) of Article 6 of the Provisional Regulations of the People's Republic of China on Land Value-added Tax. When calculating deduction items, "each year" shall start from the date of purchase invoice, and each full 12 months shall be counted as one year, up to the date of sale invoice; for the period in excess of 6 months but less than 12 months, it shall be deemed one year.

This solution under the law successfully increased cost deduction to the amount of 5.358 million Yuan, thus reducing the land appreciation rate from 143.55% to 50.8%, and as a result, reduced the land VAT rate from 50% to 40%.

Friendly Reminder

VAT on transfer links, according to the Announcement (2016) No. 14, (B) General taxpayers transfer their immovable property built by themselves before April 30, 2016, Brighture chose the simplified tax calculation method, and took the total price and other expenses obtained as the sales, the tax payable is calculated as per the rate of 5%, thus avoided the general tax method of pre-levy rate of 5%, and saved 4 points of VAT.

The value of the existence of Brighture is truly for the sake of the enterprise to provide customized tax plan, and to make the boss feel at ease.

The Brighture 12th Saloon for 2021 was held from 19:00 to 20:00 on December 31, 2021 under the theme of “enterprise subsidies, fraud prevention and funds guarantee”, with Sweetie Sun, Manager of Customer Development Department, as the lecturer. Sweetie Sun is an Senior Finance and Taxation Consultant and Intermediate Accountant, has served Brighture for 14 years with vast experiences in export duty rebate, foreign-funded and domestic business start-up planning, acquisition and merger, liquidation and deregistration.

The lecture covers “enterprise subsidy policy and fraud prevention”.

There are three categories of governmental subsidies: One-off subsidy, industrial subsidy, and special subsidy.

(1) The registered unemployed within the statutory working age in Qingdao, graduates of colleges and technical secondary schools, graduates of technical colleges, registered poor labor force and other qualified personnel can apply for one-off start-up subsidy of a standard amount of 10,000 Yuan as per the regulations. No repeated application for the one-off start-up subsidy by the same entrepreneurial entity (based on the social uniform credit code) or the same entrepreneur is permitted.

(2) Duly registered small, medium and micro enterprises and large enterprises in industries greatly affected by COVID-19 in Qingdao that recruit new people experiencing employment difficulties, members of zero-employment families, college graduates who have been out of school for two years, and registered unemployed people from January to December 2021, and put them on on-the-job-training, a subsidy shall be given to the employer at the standard of 500 Yuan per new-recruit.

(3) A foreign invested enterprise (excluding real estate and financial projects) that has completed business filing (examination and approval), business registration and tax registration, and is in line with the industrial encouragement policy (16 key industrial chains covering 62 key industrial fields) with independent legal personality, and abides by the laws in operation, may apply for overseas investment award in Qingdao. For new projects with annual foreign capital of 50 million dollars or more, capital increase projects with annual capital of 30 million dollars or more, and multinational headquarters or regional headquarters projects with annual capital of 10 million dollars or more, a bonus equivalent to 2% of the actually received foreign investment will be awarded, subject to a ceiling of 100 million Yuan.

2. Fraud prevention and funds guarantee

With the popularization of electronic information technology, perpetrators take advantage of its convenience to carry out telecom fraud which is very difficult to prevent. At present, the commonly used new fraud methods mainly include: voice synthesis, AI face changing, forwarding of Wechat voice, and screening target people through AI technology, etc.

To prevent such frauds, we may take the following measures:

- (1) Set more complex passwords and change them regularly;
- (2) Install protection software for mobile phones and check and eliminate viruses regularly;
- (3) Turn off balance payment and mobile payment functions at ordinary times if they are not used very often;
- (4) Close the password-free small payment function;
- (5) SMS verification is best enabled for large payments;
- (6) Use e-banking security products such as digital certificate, payment shield, mobile phone dynamic password and so on;
- (7) Regularly check transaction records, get prompt information of bank login, balance change, account setting and so on through customizing bank SMS service and reconciliation email;
- (8) Keep carefully privacy information including ID card, bank card and mobile verification code in any circumstance;
- (9) Do not frequently swipe mobile phone or root at will. Install software in regular channels;
- (10) Cancel "Remember user name" and "Automatic login within 10 days" when logging in to payment tool;
- (11) Do not scan QR code from unknown sources.

As a professional service agency, Brighture provides esteemed clients with one-stop services in finance, taxation, law, auditing and business, address their questions, helps them prevent and control risks in an all-round way. Brighture is a genuine partner of enterprises.

The Preview of next Salon

The Brighture 1st Salon for 2022

Theme: Issues concerning individual income tax from wages and salaries of foreigners

Time: Jan. 28, 2022, 19:00-20:00

Brighture 2021/2022 Annual Conference was held on December 26, 2021 in Qingdao Office together with Shanghai Brighture colleagues.

The theme of this conference is "Stay true to our original aspiration and create a shared future". We have been upholding the original aspiration and belief since the founding of the company; in the days to come, we are committed to providing professional, honest and efficient services to esteemed clients.

In Brighture, customer always comes first, therefore, at the beginning of the Conference, a report on customer services in 2021 was given by Sherry Xi of Customer Development Department. Despite the challenges posed by the COVID-19 pandemic, all colleagues of Brighture were committed to adding values for customers by professionalism.

Then, Carina Cheng, Manager of Operations Support department, Susan Li, Deputy General Manager, Sweety Sun and Sherry Xi, Manager of Customer Development Department, Ruby Ren, Manager of Customer Care Department, and Jade Zang, Deputy General Manager, respectively summarized operations in 2021 and specified the goals and plans of improvement in 2022.



In the past year, every staff member of Brighture practiced the core values of "customer-centered, newcomer-cultivation, mutual-cultivation and mutual assistant, professionalism, correctness and speediness", dedicated to provide services to customers, and were spoken highly by clients. The management commended the teams and staff members who have excelled in performance on the Conference.



Thereafter, Mrs. Sun, the General Manager, made the annual report, in which he affirmed the achievements in 2021, expressed expectations for 2022 and his belief that our colleagues will continue to work hard, make concerted efforts and strive to "let customers feel better"!



Everyone has different interpretations of Brighture and the colleagues around him. In the team-building activities in the afternoon, colleagues aired out their opinions and shared their own stories about the company and expressed their love and gratitude to colleagues, which deepened the understanding of the corporate culture, increased the intimacy of colleagues and enhanced the cohesion of the team.

2021 is a year full of opportunities and challenges, in which we stayed true to our original aspiration, sought progress while maintaining stability, respected Nature and loved others, became more competent professionals and strived to make ourselves and our cooperators happier.

Stay true to our original aspiration, take a silent moment of reflection on what needs to be corrected or improved; let life get nourished and ourselves conscious in self-reflection.

It is our sincere hope for everyone including ourselves to have magnanimous look at the world and lead a calm life.

The Chinese New Year is around the corner. All the staff members of Brighture would like to thank esteemed friends for the care and support, and wish everyone good health, prosperous career, happy family and all the best in the New Year!



Recent Events of Kreston

In order to promote the communication and cooperation among Kreston members, Kreston recently held the following activities:

1.KRESTON GLOBAL GROWS NETWORK WITH NEW MEMBER FIRMS IN BAHRAIN AND BAHAMAS

The growth of the Kreston network is in the news again following the addition of two new Kreston firms. The article in International Accounting Bulletin covers the addition of Kreston Bahamas and Kreston Bahrain, who are have joined the network as Kreston branded firms.

2.Kreston Global member Ganesh Ramaswamy of Kreston Rangamani was invited to share his views with Law360 on BEPS 2 and the impact it would have on SMEs. Ganesh offers excellent advice, discussing options that SMEs who carry out cross-border business should consider, from evaluating their operational structures from a tax perspective to their reporting processes and any costs involved from the new tax initiative.

3.Kreston member Ian Miles has recently been published in industry-leading news service, eprivateclient. Ian is the global mobility lead at Kreston Global and partner at James Cowper Kreston. The article covers the tax implications of travelling the globe as a “digital nomad”, or someone who is able to work from any location with an internet connection and their laptop. The article covers tax residence, PAYE and overseas compliance.



4.Kreston BSG in Mexico is a multidisciplinary consulting firm with a national and international coverage, and has hit a milestone – 25 years in business in November. They organized different activities to celebrate with collaborators, clients and friends. Among other activities, the most relevant took place on 2 special dates.



Jeason Wang

Project Dept.

- 6 Years

**Motto: Self-discipline, being lenient
towards others**



Ben Wang

Project Dept.

- 6 Year

Motto: To live, to study, to work

Brighture was incorporated at the beginning of 2003 and has been committed to provide domestic and foreign enterprises with financial outsourcing, legal, audit and business services. Our mission is to provide clients with high quality tax services and tailored solutions to meet their different needs, while building trust and long-term partnership with them.

In 2015, Brighture became a member of Kreston International, the 13th largest accounting network in the world. We not only provide services for domestic clients, but also provide resource docking and service assistance for other clients from all over the world based on our international vision and local resources.

Scope of services

Financial and taxation services: *Perennial fiscal and tax consultation, fiscal and tax outsourcing, tax planning, export duty rebate, merger and reorganization, transfer pricing, tax training*

Legal services: *Daily legal consultation, legal due diligence, contract review, compliance review, intellectual property protection, labor relations*

Audit services: *internal control audit, financial statement audit, fiscal and tax due diligence, asset evaluation, capital verification*

Business services: *registration of domestic and foreign-funded enterprises, change of registration items, enterprise liquidation and cancellation, personnel outsourcing*

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We provide domestic and foreign enterprises with financial, tax, legal, audit and business services leveraging our 19 year's experience. It is a prudent decision to cooperate with a time-honored consultant with international vision, local resources, one-stop solutions, a member of Kreston International which is the 13th largest accounting network in the world.