



**Noncompliant with NYSE Standards** May 18, 2021  
 Failure to timely file its 20-F for the year ending December 31, 2020

### Key Facts

Business address: **Beijing, China**  
 Industry: **Marketing Consulting Services** (NAICS 541613)  
 SEC filer status: **Accelerated Filer** as of Dec 2019  
 Market Cap: **\$60.5m** as of Sep 16, 2021  
 Annual revenue: **\$216m** as of Dec 31, 2020

### Corporate Governance

CEO: **Jian Liu** since 2019  
 CFO: **Peng Cui** since 2021 1st level

---

Board Chairman: **Tianquan Mo PhD**  
 Audit Committee Chair: **NOT AVAILABLE** 2nd level

---

Auditor: **KPMG LLP** since 2018  
 Outside Counsel (most recent): **Wilson Sonsini Goodrich & Rosati** 3rd level

---

SEC Reviewer: **(unknown)** 4th level

Watchdog Research, Inc., offers both individual and group subscriptions, data feeds and/or custom company reports to our subscribers. Subscribe: We have delivered 300,000 public company reports to over 27,000 individuals, from over 9,000 investment firms and to 4,000+ public company corporate board members.



How to analyze this company's Watchdog Report? [Skip to the last page](#)

Information in this report is effective Sep 17, 2021 and is taken from the company's public financial and regulatory filings. Latest filing 20-F filed 05/27/2020. Over 75 accounting and data analysts scrutinize and review crucial information, footnotes, disclosures, etc., from these filings. Material facts are captured and processed using our proprietary methods which identify key risk factors our readers need to know. Each Watchdog Report represents 30 or more hours of analysis and processing.

Accounting and financial disclosure data from [Audit Analytics](#).  
 Executive compensation data from [Shore Group and Intrinio](#).  
 Data from [Sharadar](#).  
[Data from Barchart via Quandl](#).  
[Data from Exchange Data International via Quandl](#).

Sep 17, 2021 Jan 1, 2020 Jan 1, 2016

RECENT PERIOD

HISTORICAL PERIOD

20-F filed on May 27, 2020 for period ending Dec 2019

### Reporting Irregularities

RECENT		HISTORICAL
✓	Financial Restatements	✓
✓	Revisions	✓
✓	Out of Period Adjustments	✓
!	Late Filings	!
✓	Impairments	!
✓	Changes in Accounting Estimates	✓
!	Disclosure Controls	!
!	Internal Controls	!
—	Critical / Key Audit Matters	—

### Anomalies in the Numbers

RECENT		HISTORICAL
✓	Benford's Law	✓
✓	Beneish M-Score	!
!	Accounting Disclosure Complexity	!

### Securities & Exchange Commission Concerns

RECENT		HISTORICAL
!	SEC Oversight	!
✓	SEC Letters to Management	!
✓	Revenue Recognition	!
✓	Non-GAAP Measures	✓

### Litigation & External Pressures

RECENT		HISTORICAL
✓	Significant Litigation	!
✓	Securities Class Actions	!
!	Shareholder Activism	!
✓	Cybersecurity	✓

### Management Review

RECENT		HISTORICAL
✓	Insider Sales	✓
✓	Pledged Securities	✓
✓	Mergers & Acquisitions	✓
✓	Sales of Assets	✓

### Auditor Assessment

RECENT		HISTORICAL
✓	Auditor Changes	!
✓	Auditor Experience	✓
✓	Auditor Tenure	✓
!	Audit Fees	!
✓	Non-Audit Fees	✓



## Overview

### Price and Volume History

This graph shows the price and trading history for Fang. Warning signs and red flags are marked on the graph according to their disclosure dates.



- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>① May 18, 2021 - Noncompliant with NYSE Standards</li> <li>② May 3, 2021 - Late filing</li> <li>③ May 27, 2020 - Disclosure Controls</li> <li>④ May 27, 2020 - Internal Controls</li> <li>⑤ May 14, 2019 - Disclosure Controls</li> <li>⑥ May 14, 2019 - Internal Controls</li> <li>⑦ May 14, 2019 - Auditor change</li> <li>⑧ Apr 30, 2019 - Late filing</li> <li>⑨ Feb 13, 2019 - SEC letters to management</li> <li>⑩ May 15, 2018 - Impairment</li> </ul> | <ul style="list-style-type: none"> <li>⑪ May 15, 2018 - Disclosure Controls</li> <li>⑫ May 15, 2018 - Internal Controls</li> <li>⑬ Apr 30, 2018 - Late filing</li> <li>⑭ Jul 3, 2017 - SEC letters to management</li> <li>⑮ Jul 3, 2017 - Revenue Recognition</li> <li>⑯ May 25, 2017 - SEC letters to management</li> <li>⑰ May 25, 2017 - Revenue Recognition</li> <li>⑱ May 12, 2017 - Impairment</li> <li>⑲ May 1, 2017 - Late filing</li> <li>⑳ May 2, 2016 - Late filing</li> </ul> |
|--|---|



## Notifications

Important notifications related to the company are listed here. Notifications may come from the SEC, exchanges such as the NYSE or NASDAQ, or Watchdog Research. Examples of notifications include announcements of bankruptcy proceedings, company name changes, and noncompliance with SEC regulations or exchange rules.

### Fang has one notification since 2016.

Event date	Type	Headline	Message	Source
05/18/2021	Noncompliance	Noncompliant with NYSE Standards	Failure to timely file its 20-F for the year ending December 31, 2020	<a href="#">NYSE</a>

## Peer Group

Peer groups are used by companies to benchmark executive compensation and performance. Each company identifies its own peer group. Peer groups vary from company to company.

### Peer Group

Company	Ticker	Market Cap
RCM Technologies, Inc. *	RCMT	\$87.1m
Fang Holdings Ltd.	SFUN	\$60.5m
Datasea Inc. *	DTSS	\$44.7m
Ashford Inc. *	AINC	\$41.7m
Interpace Diagnostics Group, Inc. *	IDXG	\$37m
ATIF Holdings Ltd. *	ATIF	\$34.6m
Wilhelmina International, Inc. *	WHLM	\$29.7m
Cynergistek, Inc. *	CTEK	\$23.6m
Hudson Capital Inc. *	HUSN	\$16.6m
Insignia Systems Inc. *	ISIG	\$13m

\* Suggested by Watchdog.

### Companies Who Named Fang as a Peer

Fang is not named as a peer by any company.



## Peer Flag Comparison

The return to a company's stock is not the only measure of executive performance. Ethics matter, and growth can quickly reverse and gains evaporate if a company's accounting and financial reporting processes are not fundamentally sound and trustworthy. How does Fang's accounting quality compare to its peer group?

	SFUN	PEERGROUP FLAGS				SFUN	PEERGROUP FLAGS		
<b>Reporting Irregularities</b>					<b>Litigation &amp; External Pressures</b>				
Financial Restatements	✓	6		3	Significant Litigation	!	5	3	1
Revisions	✓	8	1		Securities Class Actions	!	9		
Out of Period Adjustments	✓	9			Shareholder Activism	!	3	5	1
Impairments	!		9		Cybersecurity	✓	9		
Changes in Accounting Estimates	✓	8	1		<b>Management Review</b>				
Disclosure Controls	!	1	3	5	Insider Sales	✓	8		1
Internal Controls	!	4		5	Pledged Securities	✓	9		
Critical / Key Audit Matters	⊖		4	2	Mergers & Acquisitions	✓	8		1
<b>Anomalies in the Numbers</b>					Sales of Assets	✓	9		
Benford's Law	✓	3		6	<b>Auditor Assessment</b>				
Beneish M-Score	!	4	1		Auditor Changes	!	4	2	3
Accounting Disclosure Complexity	!	2	6	1	Auditor Experience	✓	2	7	
<b>Securities &amp; Exchange Commission Concerns</b>					Auditor Tenure	✓	7	2	
SEC Oversight	!	6		3	Audit Fees	!	1	8	
SEC Letters to Management	!	3	5	1	Non-Audit Fees	✓	8	1	
Revenue Recognition	!	8	1						
Non-GAAP Measures	✓	9							



## About Watchdog Research, Inc.

Watchdog Research, Inc. is an independent research provider and publisher of Watchdog Reports. Watchdog Reports identify red flags, issues, and other anomalies in financial reporting. Our reports contain warning signs, red flags, material disclosures, and peer analysis for use in valuation, risk analysis, due diligence research, and idea generation.

Watchdog Reports are designed to assist investment professionals fulfill their fiduciary or suitability obligations and to help investors, executives, board members, regulators and educators learn what they need to know about publicly traded companies.

The company is headquartered in Ave Maria, FL. Watchdog Research, Inc. utilizes over 75 specialists and analysts to provide accurate and timely information to our readers.

### Our management team is:

**CEO: Brian Lawe.** Brian has been part of the corporate staff at The New York Times Company and IBM. He has created and operated several technology companies including MyStoreCredit, OnPage Ideas and HelloCampus. He holds an MBA from Harvard Business School and a BBA from Texas Christian University. He and his wife have four children and live in the Naples, FL area.

**CTO: Radu Cugut.** Radu has led the award-winning technology team that developed the Watchdog Report and services. He, his wife and son split their time between his home in Ave Maria, FL and his home in Timisoara, Romania where he oversees five talented development professionals. Radu has a bachelors in Computer Science and a masters in Banking and Financial Information Systems, both from the West University of Timisoara.

**Chief Content Officer: Joseph Burke, Ph.D.** is responsible for the content development, analysis, and quality control for the Watchdog Report. Joseph worked previously as a professor of economics at Ave Maria University. He received his Ph.D. from the University of Wisconsin-Madison and resides with his family in the Naples area.

**Director of Research: John Cheffers.** John is responsible for writing our blogs and for our press relationships. He received his bachelors from Washington University in St. Louis, and has worked for Audit Analytics and Ave Maria University. He graduated Ave Maria University School of Law where his research was selected for publication in the Law Review. He currently lives in Pennsylvania with his wife and two children.



**Watchdog Research, Inc.**  
5072 Annunciation Cir.  
Suite 202  
Ave Maria, FL 34142

[info@watchdogresearch.com](mailto:info@watchdogresearch.com)  
(855) 820-6272  
[www.watchdogresearch.com](http://www.watchdogresearch.com)

