

FT reporters SEPTEMBER 15 2021

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China has launched a crackdown on financial blogs and social media, a move that risks exacerbating the difficulty of obtaining reliable data about the world's second-biggest economy.

Over recent months this has wiped hundreds of billions of dollars off the market values of groups across ecommerce, ride-sharing, gaming, education and entertainment, and sparked a flurry of philanthropy by company founders in a bid to appease Beijing.

The uncertainty hovering over China now includes threats of tougher regulation, higher tax rates, greater charitable giving and government influencing business decisions.

"All of that just leads to the fundamental question of what happens to that excess return that you used to be able to get as an investor in China, and how much is that disappearing or eroding in this new environment," Chu said.