

Edgar Filing: SINA CORP - Form SC 13G

SINA CORP  
Form SC 13G  
July 11, 2008

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SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

Schedule 13G  
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES  
13d-1 (b), (c) AND (d) AND AMENDMENTS THERETO FILED PURSUANT TO 13d-2 (b)  
(Amendment No. \_\_\_\_\_) \*

SINA CORPORATION

-----  
(Name of Issuer)

Ordinary Shares

-----  
(Title of Class of Securities)

G81477104

-----  
(CUSIP Number)

July 2, 2008

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

(Continued on following pages)

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
  
Tiger Global Management, LLC ("Tiger Global Management")

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*  
  
(a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
Delaware

5 SOLE VOTING POWER  
  
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH  
  
2,897,900 shares, of which 1,709,183 are directly owned by Tiger Global, L.P. ("Tiger Global"), 55,639 are directly owned by Tiger Global II, L.P. ("Tiger Global II") and 1,133,078 are directly owned by Tiger Global, Ltd. ("Tiger Ltd."). Tiger Global Management is the investment manager of each of Tiger Global, Tiger Global II and Tiger Ltd. and may be deemed to have sole voting power with respect to such shares, and Charles P. Coleman III ("Coleman"), the managing member of Tiger Global Management and director of Tiger Ltd., may be deemed to have sole voting power with respect to such shares; Tiger Global Performance, LLC ("Tiger Global Performance"), the general partner of each of Tiger Global and Tiger Global II, may be deemed to have sole voting power with respect to such shares directly owned by such entities.

6 SHARED VOTING POWER  
  
See response to row 5.

7 SOLE DISPOSITIVE POWER  
  
2,897,900 shares, of which 1,709,183 are directly owned by Tiger Global, 55,639 are directly owned by Tiger Global II and 1,133,078 are directly owned by Tiger Ltd. Tiger Global Management is the investment manager of each of Tiger Global, Tiger Global II and Tiger Ltd. and may be deemed to have sole dispositive power with respect to such shares, and Coleman, the managing member of Tiger Global Management and director of Tiger Ltd., may be deemed to have sole dispositive

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power with respect to such shares; Tiger Global Performance, the general partner of each of Tiger Global and Tiger Global II, may be deemed to have sole dispositive power with respect to such shares directly owned by such entities.

8 SHARED DISPOSITIVE POWER

See response to row 7.

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 2,897,900

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\* [ ]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 5.2%

12 TYPE OF REPORTING PERSON\* 00

SEE INSTRUCTIONS BEFORE FILLING OUT!

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
Tiger Global, L.P. ("Tiger Global")

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*  
(a) [ ] (b) [X]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware

5 SOLE VOTING POWER  
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH 1,709,183 shares, except that each of Tiger Global Performance, the general partner of Tiger Global, and Tiger Global Management, the investment manager of Tiger Global, may be deemed to have sole voting power with respect to such shares, and Coleman, the managing member of each

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REPORTING PERSON WITH

of Tiger Global Performance and Tiger Global Management, may be deemed to have sole voting power with respect to such shares.

6 SHARED VOTING POWER

See response to row 5.

7 SOLE DISPOSITIVE POWER

1,709,183 shares, except that each of Tiger Global Performance, the general partner of Tiger Global, and Tiger Global Management, the investment manager of Tiger Global, may be deemed to have sole dispositive power with respect to such shares, and Coleman, the managing member of each of Tiger Global Performance and Tiger Global Management, may be deemed to have sole dispositive power with respect to such shares.

8 SHARED DISPOSITIVE POWER

See response to row 7.

---

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,709,183

---

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\* [ ]

---

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 3.1%

---

12 TYPE OF REPORTING PERSON\* PN

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
Tiger Global II, L.P. ("Tiger Global II")

---

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [ ] (b) [X]

3 SEC USE ONLY

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-----	
4	CITIZENSHIP OR PLACE OF ORGANIZATION
	Delaware
-----	
	5 SOLE VOTING POWER
NUMBER OF	55,639 shares, except that each of Tiger Global
SHARES	Performance, LLC, the general partner of Tiger
BENEFICIALLY	Global II, and Tiger Global Management, the
OWNED BY EACH	investment manager of Tiger Global II, may be
REPORTING	deemed to have sole voting power with respect to
PERSON	such shares, and Coleman, the managing member of
	each of Tiger Global Performance and Tiger Global
	Management, may be deemed to have sole voting
	power with respect to such shares.
	-----
	6 SHARED VOTING POWER
	See response to row 5.
	-----
	7 SOLE DISPOSITIVE POWER
	55,639 shares, except that each of Tiger Global
	Performance, the general partner of Tiger Global
	II, and Tiger Global Management, the investment
	manager of Tiger Global II, may be deemed to have
	sole dispositive power with respect to such
	shares, and Coleman, the managing member of each
	of Tiger Global Performance and Tiger Global
	Management, may be deemed to have sole
	dispositive power with respect to such shares.
	-----
	8 SHARED DISPOSITIVE POWER
	See response to row 7.
-----	
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 55,639
-----	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES* [ ]
-----	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  0.1%
-----	
12	TYPE OF REPORTING PERSON*  PN
-----	

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
  
Tiger Global Performance, LLC ("Tiger Global Performance")  
-----

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*  
  
 (a)  (b)  (X)  
-----

3 SEC USE ONLY  
-----

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
Delaware  
-----

5 SOLE VOTING POWER  
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH  
1,764,822 shares, of which 1,709,183 are directly owned by Tiger Global and 55,639 are directly owned by Tiger Global II. Tiger Global Performance is the general partner of each of Tiger Global and Tiger Global II and may be deemed to have sole voting power with respect to such shares, Tiger Global Management is the investment manager of each of Tiger Global and Tiger Global II and may be deemed to have sole voting power with respect to such shares and Coleman, the managing member of each of Tiger Global Performance and Tiger Global Management, may be deemed to have sole voting power with respect to such shares.  
-----

6 SHARED VOTING POWER  
See response to row 5.  
-----

7 SOLE DISPOSITIVE POWER  
1,764,822 shares, of which 1,709,183 are directly owned by Tiger Global and 55,639 are directly owned by Tiger Global II. Tiger Global Performance is the general partner of each of Tiger Global and Tiger Global II and may be deemed to have sole dispositive power with respect to such shares, Tiger Global Management is the investment manager of each of Tiger Global and Tiger Global II and may be deemed to have sole dispositive power with respect to such shares and Coleman, the managing member of each of Tiger Global Performance and Tiger Global Management, may be deemed to have sole dispositive power with respect to such shares.  
-----

8 SHARED DISPOSITIVE POWER  
See response to row 7.  
-----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
  
1,764,822

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10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES\* [ ]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
3.2%

12 TYPE OF REPORTING PERSON\*  
OO

\*SEE INSTRUCTIONS BEFORE FILLING OUT!

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
Tiger Global, Ltd. ("Tiger Ltd.")

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*  
(a) [ ] (b) [X]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
Cayman Islands

5 SOLE VOTING POWER  
NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH  
1,133,078 shares, except that Tiger Global Management, the investment manager of Tiger Ltd., may be deemed to have sole voting power with respect to such shares, and Coleman, director of Tiger Ltd. and the managing member of Tiger Global Management, may be deemed to have sole voting power with respect to such shares.

6 SHARED VOTING POWER  
See response to row 5.

7 SOLE DISPOSITIVE POWER  
1,133,078 shares, except that Tiger Global Management, the investment manager of Tiger Ltd., may be deemed to have sole dispositive power with respect to such shares, and Coleman, director of Tiger Ltd. and the managing member of Tiger

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Global Management, may be deemed to have sole dispositive power with respect to such shares.

8 SHARED DISPOSITIVE POWER

See response to row 7.

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,133,078

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\* [ ]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 2.0%

12 TYPE OF REPORTING PERSON\* CO

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

1 NAME OF REPORTING PERSON I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

Charles P. Coleman III ("Coleman")

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a) [ ] (b) [X]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S. Citizen

5 SOLE VOTING POWER

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON 2,897,900 shares, of which 1,709,183 are directly owned by Tiger Global, 55,639 are directly owned by Tiger Global II and 1,133,078 are directly owned by Tiger Ltd. Coleman is the managing member of each of Tiger Global Performance (the general partner of each of Tiger Global and Tiger Global II) and Tiger Global Management (the investment manager of each of Tiger Global, Tiger Global II and Tiger Ltd.) and director of Tiger



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PERSON  
WITH

6 SHARED VOTING POWER  
See response to row 5.

7 SOLE DISPOSITIVE POWER  
2,897,900 shares, of which 1,709,183 are directly owned by Tiger Global, 55,639 are directly owned by Tiger Global II and 1,133,078 are directly owned by Tiger Ltd. Coleman is the managing member of each of Tiger Global Performance (the general partner of each of Tiger Global and Tiger Global II) and Tiger Global Management (the investment manager of each of Tiger Global, Tiger Global II and Tiger Ltd.) and director of Tiger Ltd. and may be deemed to have sole dispositive power with respect to such shares.

8 SHARED DISPOSITIVE POWER  
See response to row 7.

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 2,897,900

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\* [ ]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 5.2%

12 TYPE OF REPORTING PERSON\* IN

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

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ITEM 1(A). NAME OF ISSUER  
-----

SINA Corporation

ITEM 1(B). ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES  
-----

Room 1802, United Plaza  
1468 Nan Jing Road West

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Shanghai 200040  
People's Republic of China

ITEM 2(A). NAME OF PERSONS FILING  
-----

This Statement is filed by Tiger Global Management, LLC, a Delaware limited liability company ("Tiger Global Management"), Tiger Global, L.P., a Delaware limited partnership ("Tiger Global"), Tiger Global II, L.P., a Delaware limited partnership ("Tiger Global II"), Tiger Global Performance, LLC, a Delaware limited liability company ("Tiger Global Performance"), Tiger Global, Ltd., a Cayman Islands exempted company ("Tiger Ltd."), and Charles P. Coleman III ("Coleman"). The foregoing entities and individual are collectively referred to as the "Reporting Persons."

Tiger Global Management, the investment manager of Tiger Global, Tiger Global II and Tiger Ltd., may be deemed to have sole power to vote and sole power to dispose of shares of the issuer directly owned by Tiger Global, Tiger Global II and Tiger Ltd. Tiger Global Performance, the general partner of Tiger Global and Tiger Global II, may be deemed to have sole power to vote and sole power to dispose of shares of the issuer directly owned by Tiger Global and Tiger Global II. Coleman is the managing member of Tiger Global Performance and Tiger Global Management and director of Tiger Ltd. and may be deemed to have sole power to vote and sole power to dispose of shares of the issuer directly owned by Tiger Global, Tiger Global II and Tiger Ltd.

ITEM 2(B). ADDRESS OF PRINCIPAL BUSINESS OFFICE  
-----

The address for each of the Reporting Persons is:

Tiger Global Management, LLC  
101 Park Avenue, 48th Floor  
New York, NY 10178 USA

ITEM 2(C) CITIZENSHIP  
-----

Tiger Global Management and Tiger Global Performance are Delaware limited liability companies. Tiger Global and Tiger Global II are Delaware limited partnerships. Tiger Ltd. is a Cayman Islands exempted company. Coleman is a United States citizen.

ITEM 2(D) AND (E). TITLE OF CLASS OF SECURITIES AND CUSIP NUMBER  
-----

Ordinary Shares  
CUSIP # G81477104

ITEM 3. NOT APPLICABLE.  
-----

ITEM 4. OWNERSHIP  
-----

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) AMOUNT BENEFICIALLY OWNED:

See Row 9 of cover page for each Reporting Person.

(b) PERCENT OF CLASS:

See Row 11 of cover page for each Reporting Person.

(c) NUMBER OF SHARES AS TO WHICH SUCH PERSON HAS:

(i) SOLE POWER TO VOTE OR TO DIRECT THE VOTE:

See Row 5 of cover page for each Reporting Person.

(ii) SHARED POWER TO VOTE OR TO DIRECT THE VOTE:

See Row 6 of cover page for each Reporting Person.

(iii) SOLE POWER TO DISPOSE OR TO DIRECT THE DISPOSITION OF:

See Row 7 of cover page for each Reporting Person.

(iv) SHARED POWER TO DISPOSE OR TO DIRECT THE DISPOSITION OF:

See Row 8 of cover page for each Reporting Person.

ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

Not applicable.

ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON.

Under certain circumstances set forth in the limited partnership agreements of Tiger Global and Tiger Global II, the general and limited partners of each of such entities may be deemed to have the right to receive dividends from, or the proceeds from, the sale of shares of the issuer owned by each such entity of which they are a partner.

ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY

Not applicable.

ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP.

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-----  
Not applicable.

ITEM 9. NOTICE OF DISSOLUTION OF GROUP.  
-----

Not applicable.

ITEM 10. CERTIFICATION.  
-----

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

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SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: July 11, 2008

Tiger Global Management, LLC

/S/ CHARLES P. COLEMAN III  
-----

Signature

Charles P. Coleman III  
Managing Member

Tiger Global, L.P.  
By Tiger Global Performance, LLC  
Its General Partner

/S/ CHARLES P. COLEMAN III  
-----

Signature

Charles P. Coleman III  
Managing Member

Tiger Global II, L.P.  
By Tiger Global Performance, LLC  
Its General Partner

/S/ CHARLES P. COLEMAN III  
-----

Signature

Charles P. Coleman III  
Managing Member

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Tiger Global Performance, LLC

/S/ CHARLES P. COLEMAN III

-----  
Signature

Charles P. Coleman III  
Managing Member

Tiger Global, Ltd.

/S/ CHARLES P. COLEMAN III

-----  
Signature

Charles P. Coleman III  
Director

Charles P. Coleman III

/S/ CHARLES P. COLEMAN III

-----  
Signature

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The original statement shall be signed by each person on whose behalf the statement is filed or his authorized representative. If the statement is signed on behalf of a person by his authorized representative other than an executive officer or general partner of the filing person, evidence of the representative's authority to sign on behalf of such person shall be filed with the statement, provided, however, that a power of attorney for this purpose which is already on file with the Commission may be incorporated by reference. The name and any title of each person who signs the statement shall be typed or printed beneath his signature.

NOTE: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. SEE ss.240.13d-7 for other parties for whom copies are to be sent.

ATTENTION: INTENTIONAL MISSTATEMENTS OR OMISSIONS OF FACT CONSTITUTE FEDERAL CRIMINAL VIOLATIONS (SEE 18 U.S.C. 1001)

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EXHIBIT INDEX

EXHIBIT  
-----

Found on  
Sequentially  
Numbered Page

Exhibit A: Agreement of Joint Filing

13

EXHIBIT A

AGREEMENT OF JOINT FILING

The undersigned hereby agree that a single Schedule 13G (or any amendment thereto) relating to the Ordinary Shares of SINA Corporation shall be filed on behalf of each of the undersigned and that this Agreement shall be filed as an exhibit to such Schedule 13G.

Date: July 11, 2008

Tiger Global Management, LLC

/S/ CHARLES P. COLEMAN III  
-----

Signature

Charles P. Coleman III  
Managing Member

Tiger Global, L.P.  
By Tiger Global Performance, LLC  
Its General Partner

/S/ CHARLES P. COLEMAN III  
-----

Signature

Charles P. Coleman III  
Managing Member

Tiger Global II, L.P.  
By Tiger Global Performance, LLC  
Its General Partner

/S/ CHARLES P. COLEMAN III  
-----

Signature

Charles P. Coleman III  
Managing Member

Tiger Global Performance, LLC

/S/ CHARLES P. COLEMAN III  
-----

Signature

Charles P. Coleman III  
Managing Member

Tiger Global, Ltd.

/S/ CHARLES P. COLEMAN III  
-----

Signature

Charles P. Coleman III  
Director

Charles P. Coleman III

/S/ CHARLES P. COLEMAN III  
-----

Signature