

# Tuniu Corporation

## Fact Sheet



### Company Overview

Founded in 2006, Tuniu is a leading online leisure travel company in China that offers a large selection of packaged tours, including organized and self-guided tours, as well as travel-related services for leisure travelers through its website tuniu.com and mobile platform. The company has over 1,700,000 stock keeping units (SKUs) of packaged tours, covering over 140 countries worldwide and all the popular tourist attractions in China. Tuniu provides one-stop leisure travel solutions and a compelling customer experience through its online platform and offline service network.

#### Leader in Online Leisure Travel Market

- ✓ 7.1 billion GMV<sup>1</sup>, up 56.0% YoY
- ✓ 5.3 billion gross bookings<sup>2</sup>, up 34.8% YoY
- ✓ 2.4 million trips<sup>3</sup> sold, up 46.5% YoY
- ✓ Over 1,700,000 SKUs of packaged tours

#### Product Expansion

- ✓ Transportation ticketing GMV up 500%+ YoY
- ✓ Air ticketing covers 4,000+ cities and 234 countries
- ✓ Accommodation reservation GMV up ~300% YoY
- ✓ Covers 640,000+ hotels in 200+ countries

#### Merchant Model

- ✓ Tuniu-branded products with higher margins
- ✓ Direct procurement allows Tuniu to directly access resources
- ✓ 15,000+ third party travel suppliers

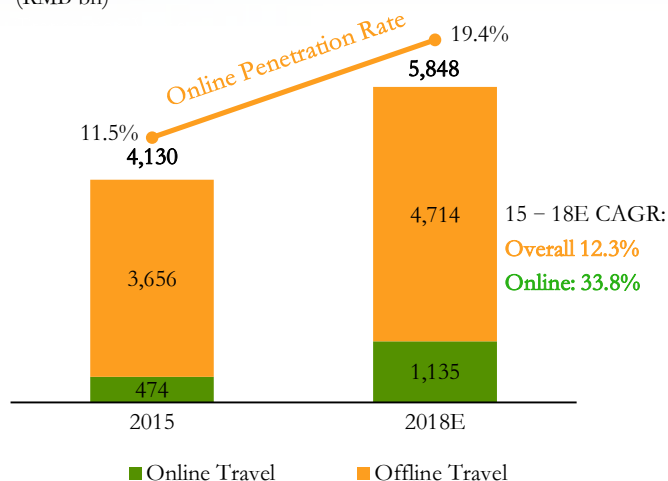
#### Compelling Customer Experience

- ✓ 260 departing cities in China
- ✓ 140+ countries worldwide and all popular destinations in China
- ✓ 24/7 customer services pre / during / post travel
- ✓ Online customer service channels, including PC, APP and Wechat

#### China Travel Market

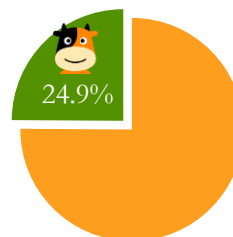
Robust Growth and Low Online Penetration Rate<sup>4</sup>

(RMB bn)



#### Leading Position in Online Leisure Travel Industry

#1 in Online Leisure Travel Market<sup>5</sup>



#### Notes:

1. Gross merchandise value consists of the gross booking from organized tour and self-guided tour products, and GMV of travel-related products such as air tickets, hotels and attraction tickets in 3Q 2016.
2. Gross bookings include organized tours and self-guided tours in 3Q 2016

3. The number of trips from packaged tour in 3Q 2016

4. Source: Analysys

5. Source: Analysys, as measured by transaction value of online leisure travel market in China in 2Q 2016

## Competitive Advantages

- ✓ Leading position in online leisure travel market
- ✓ Reputable brand in China online travel industry
- ✓ Comprehensive product offerings
- ✓ Industry leading customer service
- ✓ Efficient supply chain management
- ✓ Proprietary technology system
- ✓ Experienced management team

## Our Management Team



### Donald Yu

**Co-founder, Chairman, CEO**

- Former CTO of ci123.com
- Former technical director of bokee.com
- Bachelor's degree from Southeast University in China



### Alex Yan

**Co-founder, President, COO**

- Founding member and former COO of ci123.com
- Former analyst at iTech Holdings



### Conor Yang

**CFO**

- Former CFO of E-Commerce China, Dangdang Inc. (NYSE:DANG) and AirMedia Group (NASDAQ:AMCN)
- MBA from UCLA

## Investor Relations Contact

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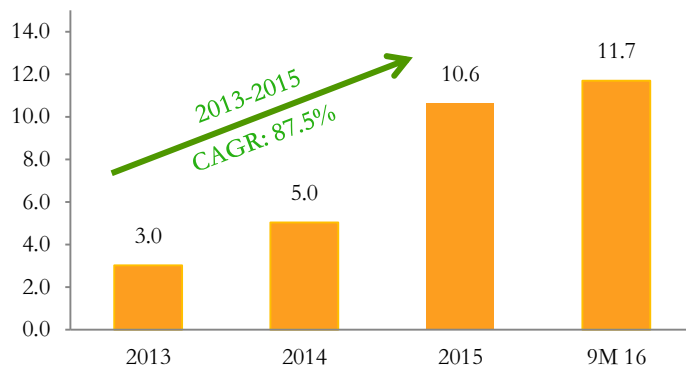


For more information visit [ir.tuniu.com](http://ir.tuniu.com)

## Successful Track Record

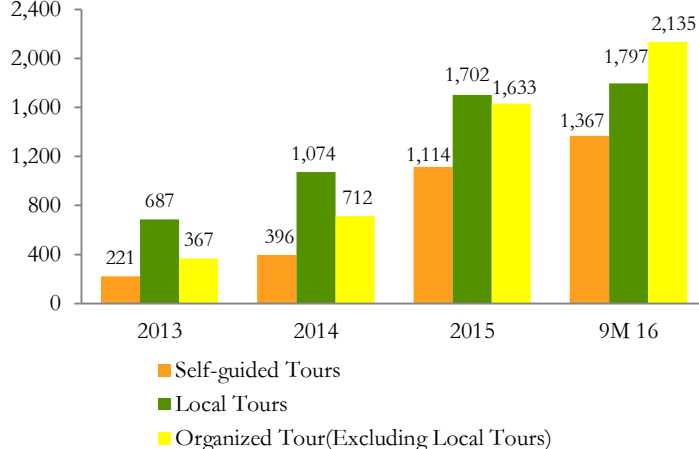
### Gross Booking\*

(RMB bn)



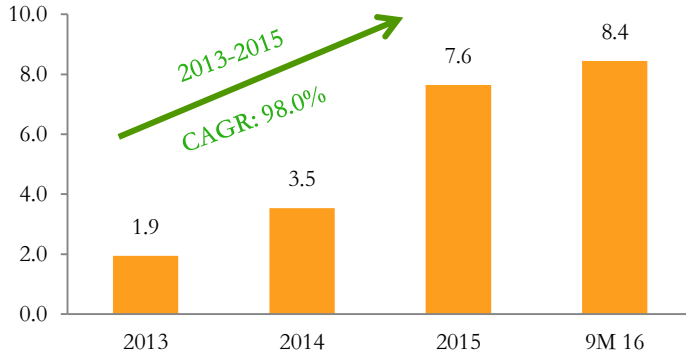
### Number of Trips\*

(K)



### Net Revenue

(RMB bn)



\* Note: Gross bookings and number of trips refer to packaged tours only

This document contains statements regarding the Company's projected financial and operating results, market opportunity and business prospects that are individually and collectively forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. Therefore the Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this document. The Company assumes no obligation to update any forward-looking information contained in this document.