# 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 150 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

- ✓ 20.0 billion GMV[1], up 66.0% YoY
- ✓ 14.7 billion gross bookings[2], up 38.4% YoY
- ✓ 6.7 million trips[3] sold, up 51.5% YoY
- ✓ Over 1,700,000 SKUs of packaged tours

### Product Expansion

- ✓ Transportation ticketing GMV up 300%+[4] YoY
- ✓ Air ticketing covers 4,000+ cities and 234 countries
- ✓ Accommodation reservation GMV up 100%+[5] YoY
- ✓ Covers 640,000+ hotels in 200+ countries

### Supply Chain Management

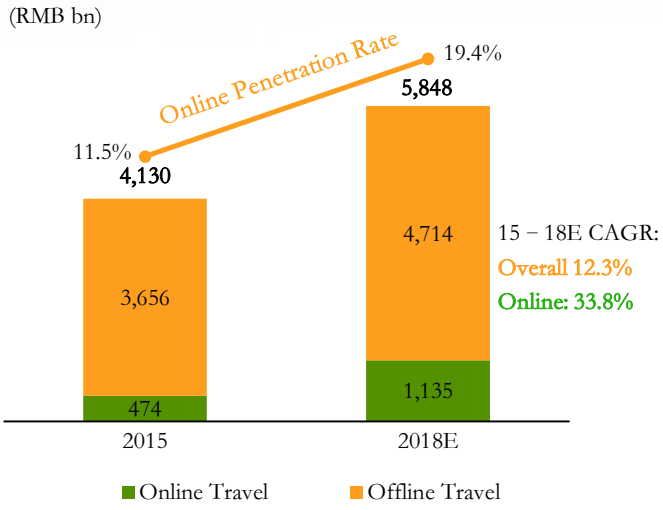
- ✓ Horizontal and vertical expansion benefiting pricing power
- ✓ Tuniu-branded products with higher margins
- ✓ 16,000+ third party travel suppliers

### Compelling Customer Experience

- ✓ 290 departing cities in China
- ✓ 150+ 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

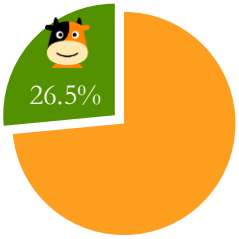
### China Travel Market

Robust Growth and Low Online Penetration Rate[6]




### Leading Position in Online Leisure Travel Industry

#1 in Online Leisure Travel Market[7]




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 2016.*
2. *Gross bookings include organized tours and self-guided tours in 2016*
3. *The number of trips from packaged tour in 2016*
4. *A year-over-year increase in 4Q2016*
5. *A year-over-year increase in 4Q2016*
6. *Source: Analysys*
7. *Source: Analysys, as measured by transaction value of online leisure travel market in China in 4Q 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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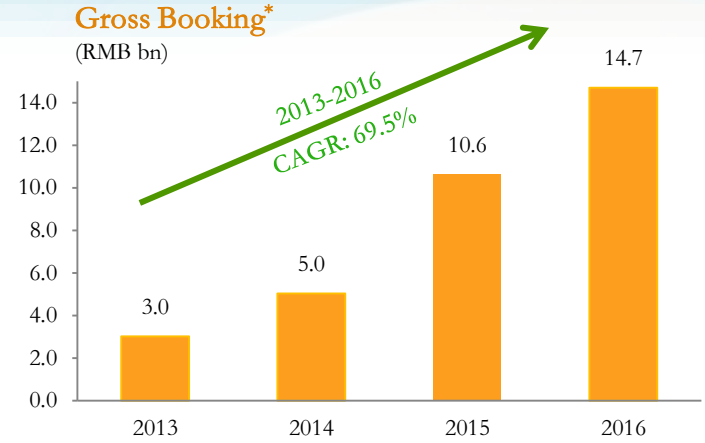
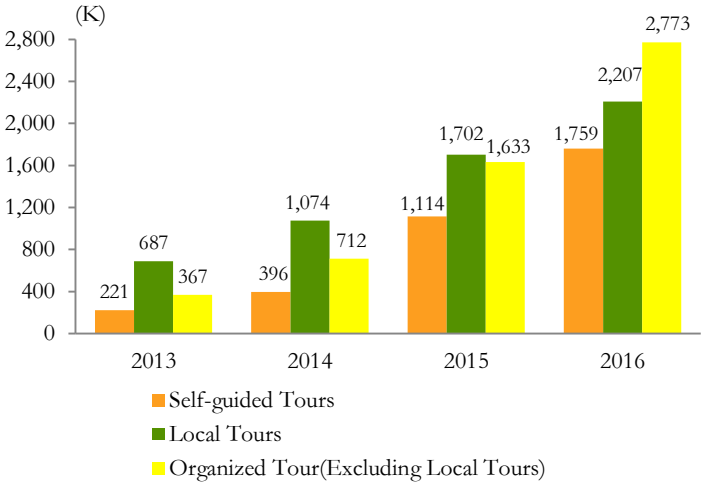
# Successful Track Record

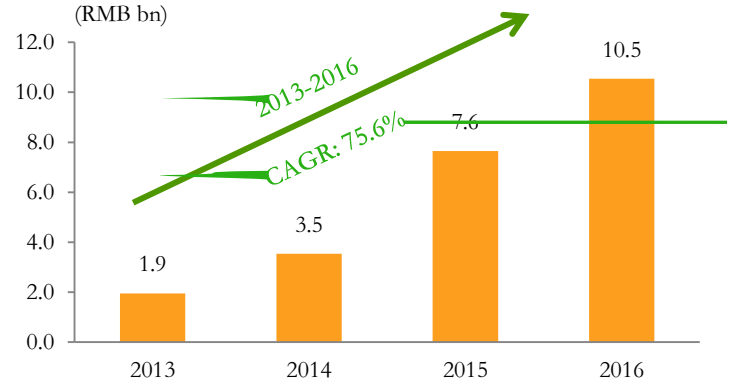
## Gross Booking*




## Number of Trips*




## Net Revenues




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