

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 160 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.

1.7 million

SKUs

320 cities

Departure City Coverage

160+ regions

Destination Coverage

Leader in Online Leisure Travel Market

- ✓ 456.0 million net revenues, up 60.4% YoY¹
- ✓ 355.9 million revenues from packaged tours, up 53.5% YoY¹
- ✓ 251.3 million gross profit, up 170.8% YoY¹
- ✓ Mobile orders contributed to over 90% of total online orders

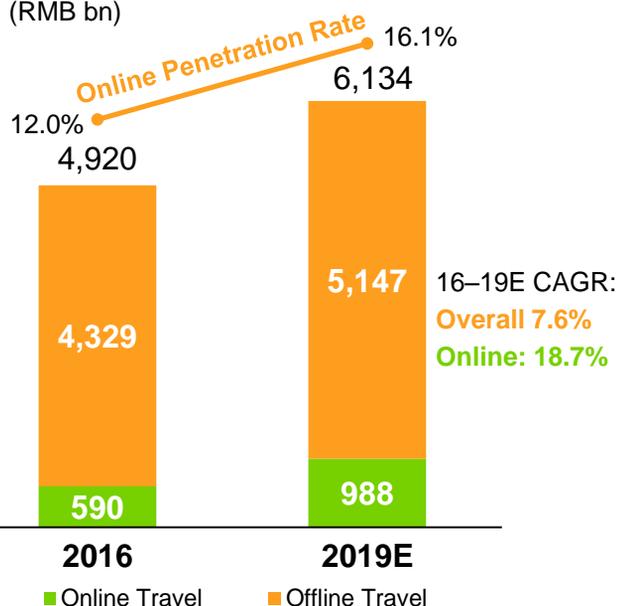
Compelling Customer Experience

- ✓ “One-stop consultant” providing better and more personal experience to customers
- ✓ Improving customization and quality of products, helping customers create ideal trips
- ✓ 24/7 customer services pre / during / post travel
- ✓ Online customer service channels, including PC, APP and Wechat

China's Attractive Travel Market

Robust Growth and Low Online Penetration Rate²

(RMB bn)



Notes:

1. Comparison of revenues and gross profit for 1Q2017 with relevant Non-GAAP adjusted data for corresponding periods in 2016.
2. Source: iResearch

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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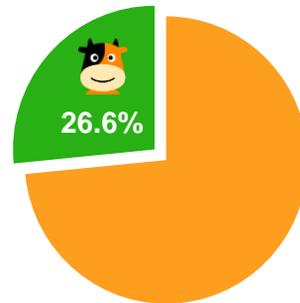
For more information visit ir.tuniu.com

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

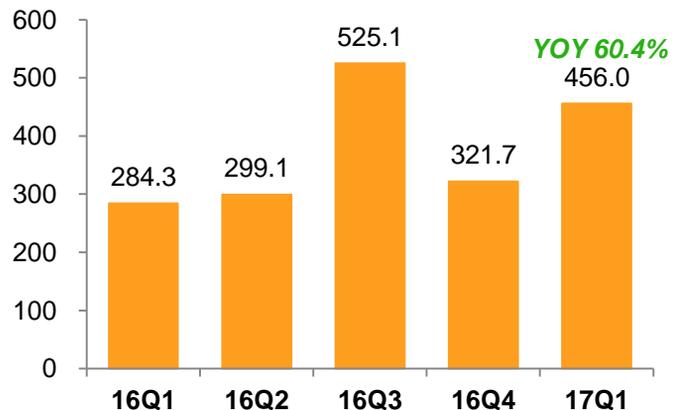
Leading Position in Online Leisure Travel Industry

#1 in Online Leisure Travel Market³



Net Revenues⁴

(RMB mn)



* Notes :

3. Source: Analysys, as measured by transaction value of online leisure travel market in China in 1Q 2017.

4. Net revenues in 2016 are relevant Non-GAAP adjusted data, 17Q1 net revenues are GAAP data.

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.