

# 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 1,800,000 stock keeping units (SKUs) of packaged tours, covering over 400 departing cities throughout China and all popular destinations worldwide. Tuniu provides one-stop leisure travel solutions and a compelling customer experience through its online platform and offline service network.

1.8 million

SKUs

400 cities

Departure City Coverage

16.5 thousand

Suppliers

## Leader in Online Leisure Travel Market

- ✓ 460.1 million net revenues, up 53.8% YoY<sup>1</sup>
- ✓ 339.3 million revenues from packaged tours, up 57.7% YoY<sup>1</sup>
- ✓ 240.6 million gross profit, up 84.5% YoY<sup>1</sup>
- ✓ Mobile orders contributed to over 90% of total online orders

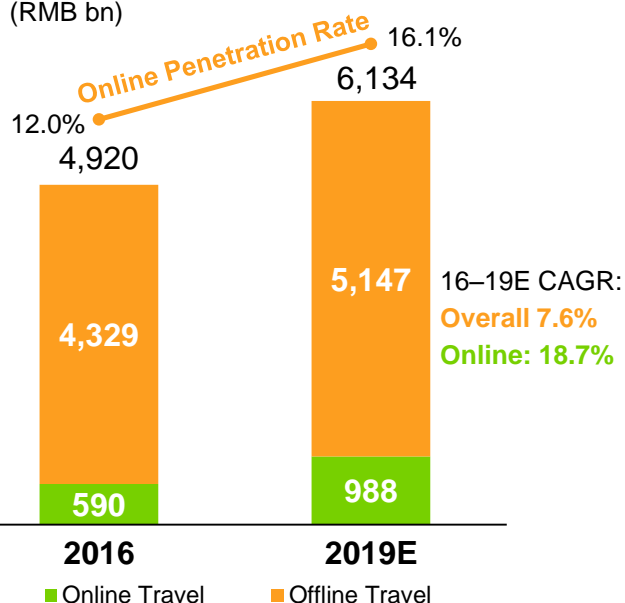
## Compelling Customer Experience

- ✓ Booking a full range of Tuniu products through offline stores while enjoying all online services
- ✓ Improving membership system to increase customer repurchase rates and conversion rates
- ✓ 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 Rate<sup>2</sup>

(RMB bn)



Notes:

1. Comparison of revenues and gross profit for 2Q2017 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

## Investor Relations Contact

Maria Xin  
Vice President  
+86-25-8685-3178  
ir@tuniu.com

## Follow Us on Social Media @TUNIUTRAVEL

WeChat



Other Social Media



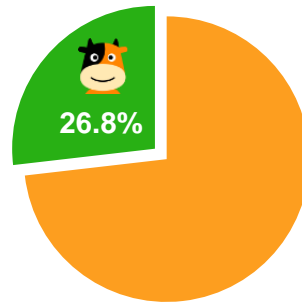
For more information visit [ir.tuniu.com](http://ir.tuniu.com)

## 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

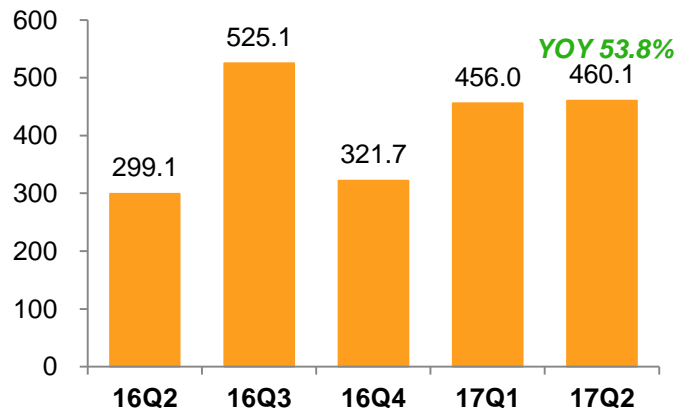
## Leading Position in Online Leisure Travel Industry

#1 in Online Leisure Travel Market<sup>3</sup>



## Net Revenues<sup>4</sup>

(RMB mn)



\* Notes :

3. Source: Analysys, as measured by transaction value of online leisure travel market in China in 2Q 2017.

4. Net revenues in 2016 are relevant Non-GAAP adjusted data, 2017 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.