

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 2,000,000 stock keeping units (SKUs) of packaged tours, covering over 420 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.

Leader in Online Leisure Travel Market

- ✓ Over 2,000,000 SKUs of packaged tours
- ✓ 420 departing cities in China
- ✓ 16,500+ third party travel suppliers
- ✓ Mobile orders contributed to over 90% of total online orders

Financial Highlights

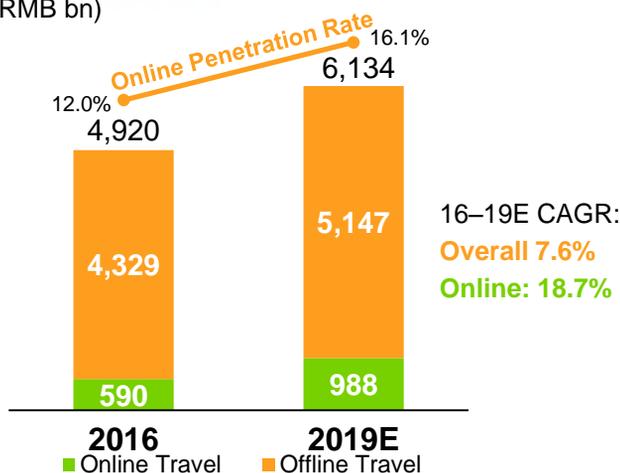
- ✓ RMB 806.1 million net revenues, up 53.5% YOY¹
- ✓ RMB 440.9 million gross profit, up 73.5% YOY¹
- ✓ RMB 39.7 million Non-GAAP net income in 3Q17

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

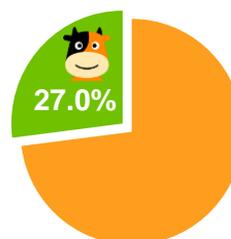
China's Attractive Travel Market

Solid Growth and Low Online Penetration Rate²
(RMB bn)



Leading Position in Online Leisure Travel Industry

#1 in Online Leisure Travel Market³



Notes:

1. Comparison of revenues and gross profit for 3Q2017 with relevant Non-GAAP adjusted data for corresponding periods in 2016.
2. Source: iResearch
3. Source: Analysys, as measured by transaction value of online leisure travel market in China in 3Q 2017.

Key Strategies

Sales Channel

- ✓ Offline retail stores utilizing light asset model, complete O2O ecosystem
- ✓ 220 offline retail stores by the end of 2017
- ✓ Old customer contribution reached 60% of GMV⁴

Service Network

- ✓ Direct procurement reached over 40% of total GMV⁵
- ✓ Local tour operator expands Tuniu's presence in the travel industry and increases our margins
- ✓ Local tour operators in 11 domestic destinations and 2 international destinations by the end of 2017

Smart Technology

- ✓ Dynamic packaging system breaks down resources into components and allows customers to mix and march their own preference
- ✓ Utilization of big data help us better convert customers with precise recommendations
- ✓ Implementation of operation system increases internal efficiency

Investor Relations Contact

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For more information visit ir.tuniu.com

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

Maria Xin

CFO

- ✓ Equity research at China Renaissance
- ✓ Over 10 years of working experience in investor relations and investments (E-Commerce China Dangdang Inc. and New Oriental Education and Technology Group Inc.)
- ✓ Bachelor's degrees in economics and law from Nankai University in China

Net Revenues⁶

(RMB mn)



* Notes :

4. During 9M17

5. During 3Q17

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