

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
- ✓ 14 local tour operators in total, 12 are located in China and 2 are located overseas
- ✓ Mobile orders contributed to over 90% of total online orders

Financial Highlights

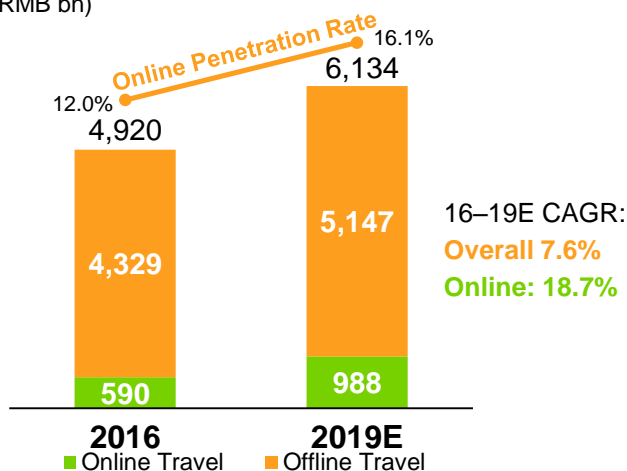
- ✓ RMB 469.9 million net revenues, up 46.1% YOY¹ in 4Q17; RMB 2.2 billion net revenues, up 53.3% YOY¹ in 2017
- ✓ RMB 235.2 million gross profit, up 39.6% YOY¹ in 4Q17; RMB 1.2 billion gross profit, up 80.9% YOY¹ in 2017
- ✓ RMB 771.3 million net loss in 2017, compared RMB 2.4 billion net loss in 2016

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

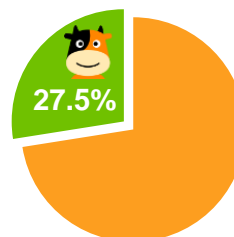
China's Attractive Travel Market

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 net revenues and gross profit 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 4Q 2017.

Key Strategies

Sales Channels

- ✓ Tuniu has many forms of distribution, including its online website, offline retail stores, loyalty program and TMC services
- ✓ Offline retail stores utilize a light asset model, complete O2O ecosystem
- ✓ Repeat customer contribution reached 60% of GMV⁴
- ✓ TMC services increased more than 200% YOY⁴

Service Network

- ✓ Direct procurement reached over 40% of total GMV⁵
- ✓ Local tour operators served over 600,000 customers in 2017
- ✓ Consultation services, product booking and travel solutions are provided to customers during their trips

Smart Technology

- ✓ Dynamic packaging system breaks down resources into components and allows customers to mix and match according to preference
- ✓ WeChat's mini-APP helps convert potential customers and increase their stickiness
- ✓ Utilization of big data helps better convert customers through accurate recommendations

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

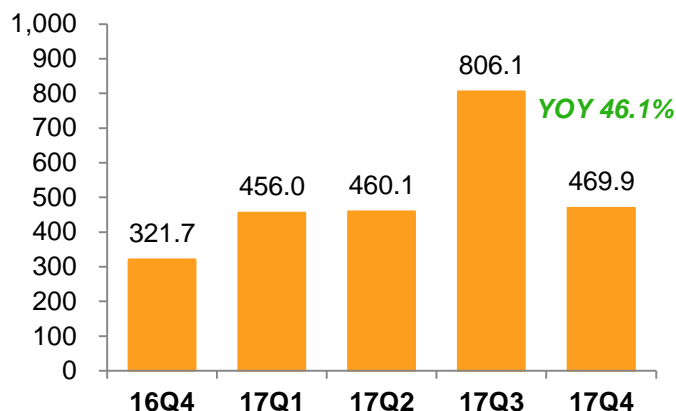
Maria Xin

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 2017

5. During 4Q17

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