

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
- ✓ 25 local tour operators in total, 22 are located in China and 3 are located overseas
- ✓ 308 offline retail stores in total¹

Financial Highlights

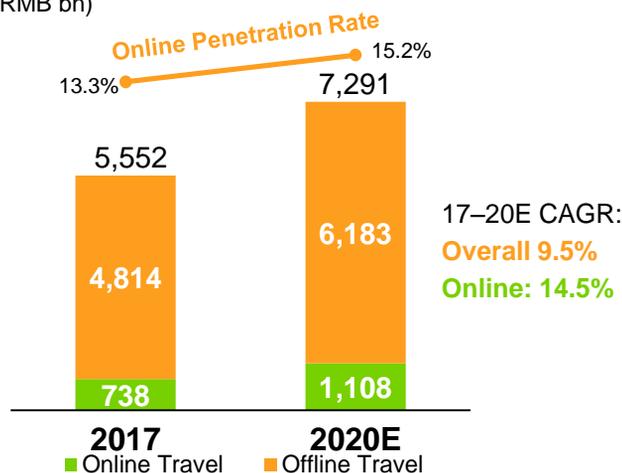
- ✓ RMB 437.6 million revenues from package tours, up 29.0% YOY in 2Q18
- ✓ RMB 371.9 million operating expenses, down 29.7% YOY in 2Q18
- ✓ RMB 22.6 million Non-GAAP net loss in 2Q2018, compared to RMB 212.6 million Non-GAAP net loss in 2Q2017

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

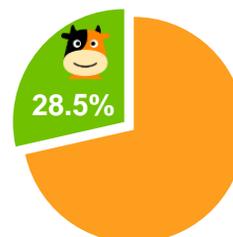
China's Attractive Travel Market

Solid Growth and Low Online Penetration Rate²
(RMB bn)



Leading Position in Online Leisure Travel Industry

#1 in Online Leisure Travel Market³



Notes:
1. As of August 28, 2018
2. Source: iResearch
3. Source: Analysys, as measured by transaction value of online leisure travel market in China in 2Q 2018.

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 62% of GMV⁴
- ✓ Offline retail stores contributed ~13% of our packaged tour GMV⁴

Service Network

- ✓ Direct procurement reached over 55% of total package tour GMV⁴
- ✓ Domestic and international local tour operators better serve organized tour customers
- ✓ Destination channel on APP provide better products and services to self-guided tour customers

Smart Technology

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

Investor Relations Contact

Mary Chen
Investor Relations Director
+86-25-6960-9988
ir@tuniu.com

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For more information visit ir.tuniu.com

Our Management Team

Donald Yu

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

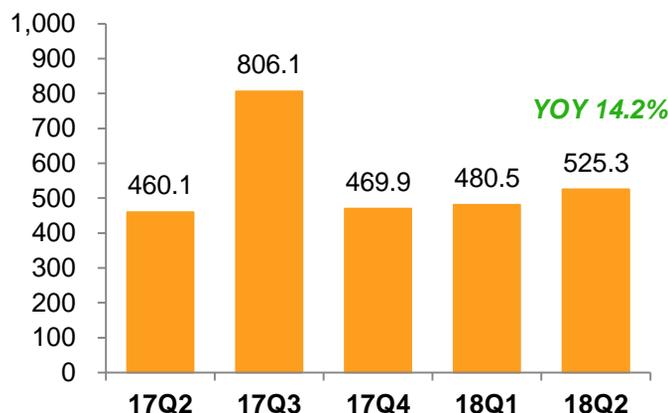
Shihong Chen

CTO

- ✓ In charge of the Tuniu's research and development, website and mobile, and accommodation reservation
- ✓ Engineering manager at Trend Micro
- ✓ Bachelor's degree in mechanical engineering from Southeast University in China

Net Revenues

(RMB mn)



* Notes :
4. During 2Q2018