

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 2,200,000 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 2,200,000 SKUs of packaged tours
- ✓ 420 departing cities in China
- ✓ 16,500+ third party travel suppliers
- ✓ 26 local tour operators in total, of which 22 are located in China and 4 are located overseas
- ✓ 415 offline retail stores in total, of which 251 were newly added¹

Financial Highlights

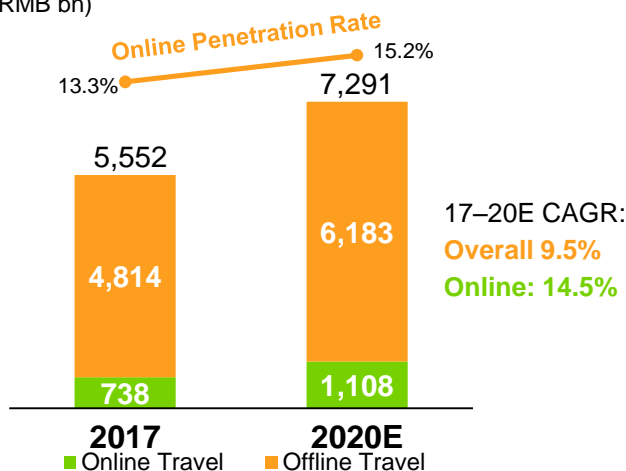
- ✓ RMB 51.4 million Non-GAAP income from operations in 3Q18, compared to RMB 0.6 million Non-GAAP income from operations in 3Q2017
- ✓ RMB 28.0 million net income in 3Q18, compared to RMB 27.0 net loss in 3Q2017. RMB 83.0 million Non-GAAP net income in 3Q18, up 109.2% YOY in 3Q18
- ✓ RMB 395.1 million operating expenses, down 22.1% YOY in 3Q18

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

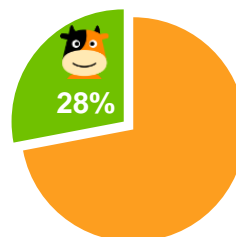
China's Attractive Travel Market

Solid Growth and Low Online Penetration Rate²
(RMB bn)



Leading Position in Online Leisure Travel Industry

#1 in Online Leisure Travel Market³



Notes:
1. Since January 1, 2018 to October 31, 2018
2. Source: iResearch
3. Source: Analysys, as measured by transaction value of online leisure travel market in China in 3Q 2018

Key Strategies

Sales Channels

- ✓ Offline retail stores contributed ~15% of our packaged tour GMV⁴
- ✓ Repeat customer contribution reached 60% of GMV⁴
- ✓ Difeng Cloud distribution reached RMB 2.8 billion GMV⁵
- ✓ TMC revenue increased 120% YOY⁴
- ✓ Social marketing tools give individuals and small businesses the ability to distribute Tuniu's products and services.

Service Network

- ✓ Direct procurement reached over 60% of total package tour GMV⁴
- ✓ Over 650 thousand⁵ organized tour trips served by our own local tour operators
- ✓ Domestic local tour operators GMV increased more than 150% YOY⁴
- ✓ International car services launched in a number of major destinations insuring higher quality travel experience

Smart Technology

- ✓ Dynamic packaging system breaks down resources into components and allows customers to mix and match according to their preferences
- ✓ 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

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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

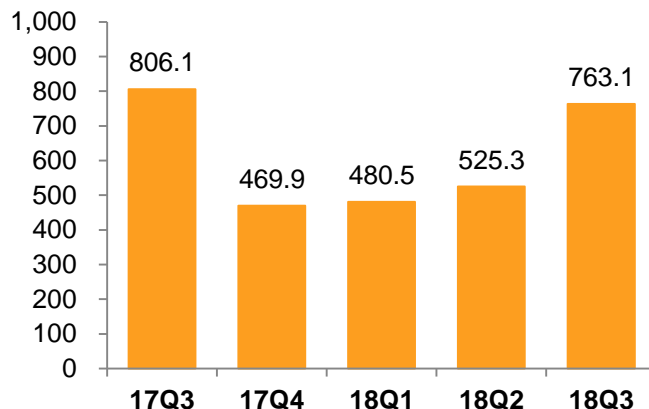
Shihong Chen

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 3Q2018

5. During the first three quarters of 2018

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.