

## Tuniu Corporation Announces Pricing of Initial Public Offering

NANJING, China, May 9, 2014 (GLOBE NEWSWIRE) -- Tuniu Corporation (Nasdaq:TOUR) ("Tuniu" or the "Company"), a leading online leisure travel company in China, today announced that it has priced its initial public offering of 8,000,000 American Depositary Shares ("ADSs"), each representing three Class A ordinary shares of the Company, at US\$9.00 per ADS for a total offering size of approximately US\$72.0 million, assuming the underwriters do not exercise their option to purchase additional ADSs. The ADSs will begin trading on the NASDAQ Global Market today under the ticker "TOUR".

Of the 8,000,000 ADSs being offered, 7,380,000 are offered by Tuniu and 620,000 are offered by the selling shareholders. Tuniu has granted the underwriters an option, exercisable within 30 days from the date of the final prospectus, to purchase up to an additional 1,200,000 ADSs at the initial public offering price to cover over-allotments, if any.

Morgan Stanley & Co. International plc, Credit Suisse Securities (USA) LLC and China Renaissance Securities (Hong Kong) Limited are acting as joint bookrunners, and Oppenheimer & Co. Inc. is acting as co-manager, for the offering.

Tuniu's registration statement relating to the offering has been filed with, and declared effective by, the United States Securities and Exchange Commission. This press release does not constitute an offer to sell or a solicitation of an offer to buy the securities described herein, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

A copy of the prospectus relating to the offering may be obtained by contacting Morgan Stanley & Co. International plc, Prospectus Department, 180 Varick Street, 2nd Floor, New York, NY, 10014, United States of America, or by calling 1-866-718-1649, or by email at [prospectus@morganstanley.com](mailto:prospectus@morganstanley.com); or Credit Suisse Securities (USA) LLC, Attention: Prospectus Department, One Madison Avenue, New York, NY 10010, telephone: 1-800-221-1037 or email: [newyork.prospectus@credit-suisse.com](mailto:newyork.prospectus@credit-suisse.com); or China Renaissance Securities (Hong Kong) Limited, Unit 901, Agricultural Bank of China Tower, 50 Connaught Road Central, Hong Kong, or by calling 852-2287-1600.

### About Tuniu Corporation

Tuniu (Nasdaq:TOUR) 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](http://tuniu.com) and mobile platform. Tuniu has over 200,000 stock keeping units (SKUs) of packaged tours, covering over 70 countries worldwide and all the popular tourist attractions in China. Tuniu provides one-stop leisure travel solutions and a compelling customer experience through its online platform and offline service network, including over 400 tour advisors, a 24/7 call center and 15 regional service centers. Since its inception, Tuniu has sold over three million packaged tours. For more information, please visit <http://ir.tuniu.com>.

### Safe Harbor Statements

This press release contains forward-looking statements made under the "safe harbor" provisions of Section 21E of the Securities Exchange Act of 1934, as amended, and the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Tuniu may also make written or oral forward-looking statements in its reports filed with or furnished to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Any statements that are not historical facts, including statements about Tuniu's beliefs and expectations, are forward-looking statements that involve factors, risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Such factors and risks include, but not limited to the following: Tuniu's goals and strategies; the growth of the online leisure travel market in China; the demand for its products and services; its relationships with customers and travel suppliers; its ability to offer competitive travel products and services; its future business development, results of operations and financial condition; competition in the online travel industry in China; relevant government policies and regulations relating to the corporate structure, business and industry; and the general economic and business condition in China and elsewhere. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the U.S. Securities and Exchange Commission. All information provided in this press release is current as of the date of the press release, and Tuniu does not undertake any obligation to update such information, except as

required under applicable law.

For more information, please contact:

Tuniu Corporation

Maria Xin

Phone: +86-25-86853969

maria@tuniu.com

Christensen

In China

Mr. Christian Arnell

Phone: +86-10-5900-1548

E-mail: carnell@christensenir.com

In US

Ms. Linda Bergkamp

Phone: +1-480-614-3004

Email: lbergkamp@ChristensenIR.com

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