

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 covers 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

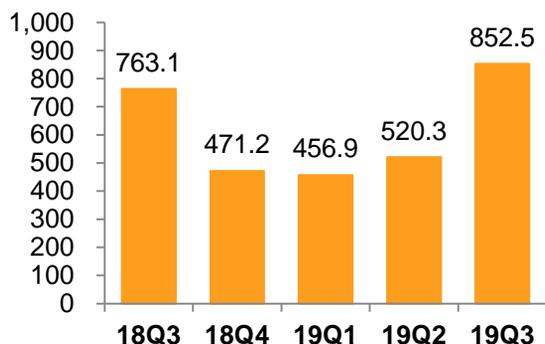
- ✓ 420 departure cities in China
- ✓ 3,000+ professional customer service representatives
- ✓ ~500 offline retail stores
- ✓ 34 local tour operators in total, of which 29 are located in China and 5 are located overseas¹
- ✓ 16,500+ third party travel suppliers

Competitive Advantages

- ✓ Leading position in online leisure travel market
- ✓ Reputable brand in China
- ✓ Comprehensive product offerings
- ✓ Industry-leading customer service
- ✓ Efficient supply chain management
- ✓ Proprietary technology system

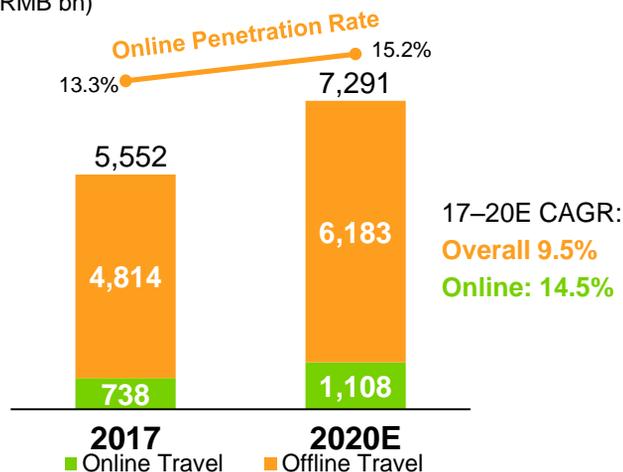
Net Revenues

(RMB mn)



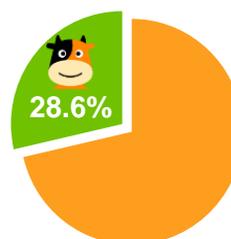
China's Attractive Travel Market

Solid Growth and Low Online Penetration Rate²
(RMB bn)



Leading Position in Online Leisure Travel Industry

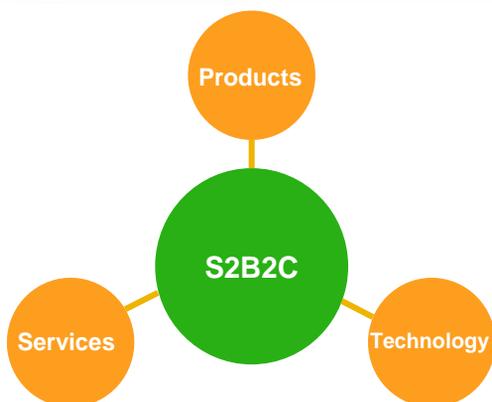
#1 in Online Leisure Travel Market³



Notes:
1. As of September 30, 2019
2. Source: iResearch
3. Source: Analysys, as measured by transaction value of online leisure travel market in China in 4Q 2018

Key Strategies

S2B2C Ecosystem



Products

- ✓ **Niu Tour**
 - Organized tours that are directly designed and procured by Tuniu, targeting medium to high-end customers
 - Contributed ~ ¼ of package tour GMV in 3Q19
- ✓ **Tuniu Selection**
 - best-selling products from our top suppliers, having strict standards in terms of satisfaction rate and number of user reviews

Services

- ✓ **Offline retail stores**
 - Stores opened for over one year on average covered 100% of their direct expenses in 3Q19
 - Newly launched partnership model to penetrate into lower-tier cities
- ✓ **Social e-commerce**
 - Transaction volume increased by over 100% qoq in 3Q2019
- ✓ **Difeng Cloud**
 - GMV reached over 3 billion GMV during 9M19

Technology

- ✓ **System automation**
 - Increased the level of automation to improve operation efficiency and lower expenses
- ✓ **Dynamic packaging system**
 - Package together individual products and services into one bundle at a discount
 - Highly valuable to self-guided tour travelers and suppliers/distributors

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

Investor Relations Contact

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

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