

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

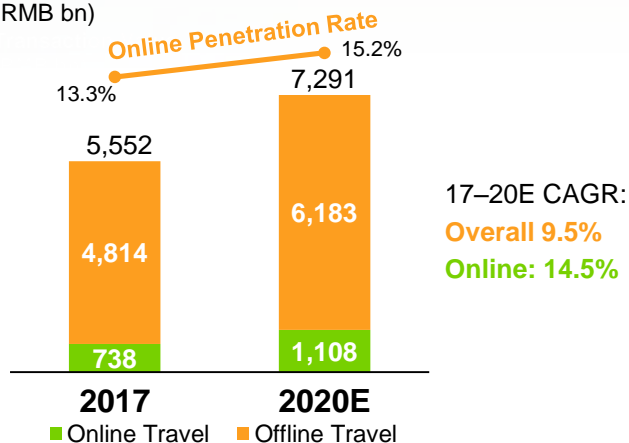
- ✓ 420 departure cities in China
- ✓ Dedicated team of professional customer service representatives
- ✓ 37 local tour operators in total, of which 31 are located in China and 6 are located overseas¹
- ✓ 16,500+ third party travel suppliers

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

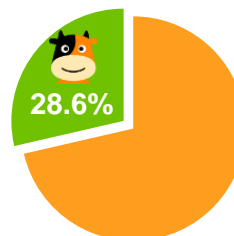
China's Attractive Travel Market

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, 2020
2. Source: iResearch
3. Source: Analysys, as measured by transaction value of online leisure travel market in China in 2019

Key Strategies

Products

- ✓ **Niu Tour**
 - Organized tours that are directly designed and procured by Tuniu, targeting medium to high-end customers
 - Upgraded to meet the demands of China's travelers in post COVID-19 era
- ✓ **Tuniu Selection**
 - Best-selling products from our top suppliers, having strict standards in terms of satisfaction rate and number of user reviews

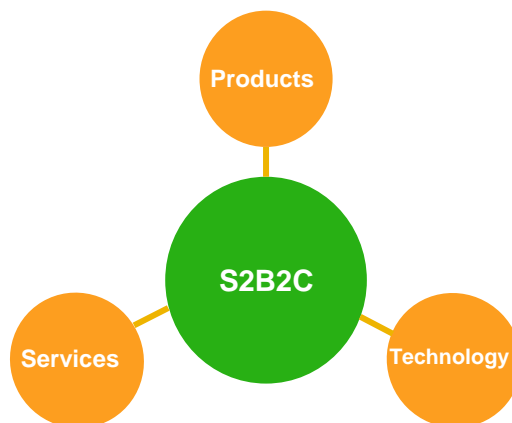
Services

- ✓ **Social marketing tool**
 - Will be fundamental part of our B2B2C system, helping Tuniu reach more customers with increased efficiency
 - Taike app to combine store owner's network of trusted relationships with the ability to significantly increase customer stickiness
- ✓ **Offline retail stores**
 - Help Tuniu reach more extensive customer base and penetrate into lower-tier cities
- ✓ **Difeng Cloud**
 - B2B distributor to offer the complete suite of travel products and services
 - Higher frequency than B2C business, increasing the consistency of our distribution

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
 - Allow customers to book and depart from anywhere in the country with more affordable packages
 - Also valuable to suppliers/distributors

S2B2C Ecosystem



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