

Tuniu Corporation

Fact Sheet



Company Overview

Founded in 2006, Tuniu is a leading online leisure travel company in China that offers integrated travel service with 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. Tuniu provides one-stop leisure travel solutions and a compelling customer experience through its online platform and offline service network, including a dedicated team of professional customer service representatives, 24/7 call centers, extensive networks of offline retail stores and self-operated local tour operators.

Integrated Digital Tourism Service Provider

- ✓ Integration of supply chain, production and sales channels
- ✓ Building capabilities in direct procurement, packaging, self-operated local tour operators and multiple sales channels
- ✓ Full-cycle service network covering before, during and after travel
- ✓ Improving efficiency and reducing costs by digitization

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

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Products

- ✓ **Niu Tour**
 - Organized tours that are directly designed and produced by Tuniu, targeting medium to high-end customers
 - Satisfaction rate reached 97%
- ✓ **Product Innovation**
 - Small & medium-sized group tours and customized tours developing rapidly in post pandemic era
 - "Hotel + X" products offering flexible and diverse option to tourists

Services

- ✓ **Customer service teams**
 - Professional and personalized services
 - Loyalty program
 - Live-streaming show helping acquire customers
- ✓ **Local tour operators**
 - 31 self-operated local tour operators in China¹
 - Satisfaction rate reached 98%

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

Notes:

1. As of December 31, 2022
2. 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.