

# 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.

### Leading Online Leisure Travel Provider

- ✓ 380 departing cities in China
- ✓ 150+ countries worldwide and all popular destinations in China
- ✓ Around 200 offline stores in China<sup>1</sup>
- ✓ 24/7 customer services pre / during / post travel

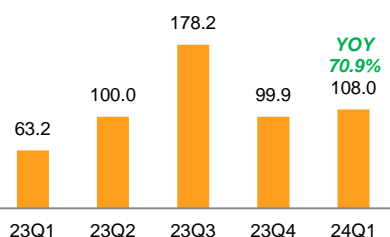
### Competitive Advantages

- ✓ 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

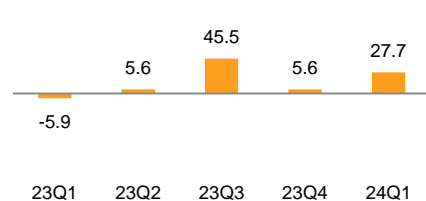
### Financial Highlights

(RMB in million)

#### Net Revenues



#### Non-GAAP Net Income/Loss



### Products

- ✓ **In-house products**
  - ✦ **Niu Tour**
    - Self-operated organized tours targeting medium to high-end customers
    - Satisfaction rate reached 98%
- ✓ **Third-party products**
  - Collaborating with our strict-selected suppliers
  - Diversifying our product offerings and destinations

### Services

- ✓ **Full-cycle service teams**
  - Professional travel advisors serving online customers
  - Loyalty program to maintain repeat customers
  - Offline stores serving community and elderly customers
  - Live-streaming shows to acquire new customers

### 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 March 31, 2024
  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.

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