

Annex C: Profiles of Chinese digital players

1. ALITRIP

1.1. Corporate Profile

Alitrip (formerly known as Taobao Travel) is a leading platform for China's online travel sector. The creation of the business was first announced in October 2014 as a marketplace platform under Alibaba Group. Alitrip currently has over 10,000 merchants on its platform, providing airplane tickets, vacation packages, and hotel booking services, visa application services and tour guide services.

As part of Alitrip's efforts in the future, the business focuses on four main areas such as Mobile Services (Booking of taxi, cancelling of trips, mobile promotions and flight seating preferences), Product and Service Innovations (Customers can utilize a feature to pre-order and reserve travel products through their Yu'e Bao account, a money market product), Platform Expansion (Hong Kong's flagship air carrier Cathay Pacific Airlines and Asia's leading hotel-booking site Agoda.com have signed agreements to join Alitrip) and Consumer Protection (Offer no-questions-asked refunds to consumers for tickets or hotel reservations within one hour).

In 2015, TravelPort (a travel commerce platform based in United States) signed a new content and data partnership with Alitrip, allowing the company to expand its merchant and customer base offerings beyond China.

1.2. Company Executive Bio

Mr Tony Duan, Strategic & Partnership, General Manager, Alitrip

段冬东, 战略合作部总经理, 阿里旅行



Mr Tony Duan is the Head of Strategic Partnership Department of Alitrip. He has extensive experience in marketing and operational management in travel industry, and rich overseas working experience as well.

From 2009-2014, Mr Duan was the COO of Baicheng.com. From 2005-2009, he was the Co-founder & COO of Yatour Online. Mr Duan joined BTG Group in 1998 and served as the Deputy General Manager of the Outbound Department at Beijing China Travel Service. Mr Duan holds an MBA Degree from University of Northern Virginia.

2. TUNIUI

2.1. Company Profile

Tuniu, founded in Oct 2006, is the second largest online travel agent in China. Tuniu provides one-stop leisure travel solutions to over 5 million registered members online and 6 million APP users. Tuniu offers over 80,000 tour packages covering over 70 countries worldwide and popular tourist attractions in China. It provides one-stop leisure travel solutions and a compelling customer experience through its online platform and offline service network, including over 2,463 staff, a 24/7 call center and 89 branch offices pan-China. The website receives more than 2 million daily page views.

In August 2013, Tuniu raised US\$60 million from Temasek Holdings and DCM (a U.S.-based venture capital firm) in its fourth funding round. Tuniu, financing \$ 117 million commenced on NASDAQ Stock Market on 9 May 2014 with a listing under the symbol TOUR. Tuniu was appointed as the SIA authorized sales agent for Eastern China since July 2014.

On Aug 2015, Tuniu received the insurance license, and became the first online travel agency to enter the commercial insurance market.

2.2. Company Executive Bio

Mr Donald Yu, Co-founder and CEO, Tuniu

于敦德，联合创始人及首席执行官，途牛旅行网



Mr Donald Yu was born in Shandong Province and graduated from Southeast University with Bachelor degree of Mathematics. In 2004, Mr Yu started his business as technology director in 博客中国, which was one of Top 100 worldwide online company during that time, financing at \$10 million. In 2005, he joined Yu Er Wang (育儿网) as Chief Technology Officer. In Oct 2006, Mr Yu founded Tuniu together with partner, Mr Yan Haifeng. On 3 May, 2012, Mr Yu was listed as 10th of the Top 40 Corporate Elites under Age of 40 ("中国 40 位 40 岁以下的商界精英榜单") by Fortune.

3. DIANPING

3.1. Company Profile

Headquartered in Shanghai, Dianping is the leading local review site in China, with almost 100 million monthly active users who access the website for reviews and discounts for food and entertainment. As of 2014, Dianping's mobile app users reached 200 million, covering approximately 2,300 cities globally. Dianping website and app have more than 12 billion page views monthly, of which, over 85% comes from mobile users.

In addition to merchant information and consumer reviews, Dianping also offers group-buying, online restaurant reservations, take-out services, e-coupon promotions, and other online-to-offline services.

3.2. Company Executive Bio

Mr Tang Hao, General Manager of Overseas Department, Dianping

唐灏，海外事业部总经理，大众点评网



Mr Tang Hao graduated from Tong Ji University (同济大学) in Shanghai. He manages Dianping's development and oversees three divisions - technology development, product development and business operations.

4. MAFENGWO

4.1 Company Profile

Chen Gang and Lu Gang founded Mafengwo in 2006. In 2010, they registered a company for business operation. As of February 2015, Mafengwo had obtained more than 80,000,000 users, 80% of whom are mobile users.

With their travel social network and travel big data, Mafengwo established a unique business model - FIT trading platform. From the massive user-generated content data processing, content will be generated to connect users with personalized FIT products and services based on user preferences. Through accurate matching, Mafengwo offers significant cost savings to suppliers such as OTA, agents, hotels etc.

4.3 Company Executive Bio

Mr Lu Gang, Co-founder & COO, Mafengwo

吕刚，联合创始人及首席运营官，蚂蜂窝



Mr Lu Gang is the Co-founder and COO of Mafengwo, and is in charge of the hotel booking, FIT and Advertising Departments. He is a senior expert in Internet operation since 1999, especially skilled at social network sites data integration and business operation. In addition, he is a travel enthusiast. He used to drive across America and Africa, and is a professional at motorcycle riding, skiing, photography, diving, etc.

5. Baidu

5.1. Company Profile

Baidu was founded in 2000 by Internet pioneer Robin Li, creator of visionary search technology Hyperlink Analysis, with the mission to provide people with the best way to find information and connect users with services. Over the past decade, Baidu has strived to fulfil this mission by listening carefully to users' needs and wants - to provide intelligent, relevant search results for the tens of billions of queries that are entered into its search platform every day. Baidu focuses on powering the best technology optimized for up-to-date local tastes and preferences. Their deep understanding of Chinese language and culture is central to their success and allows them to tailor their search technology to their users' needs.

Primarily focused in China, Baidu is the largest search engine with approximately 63% of market share. Similar to Google, it searches the Web for content and offers a wide array of products, including maps, news, video, encyclopaedia, anti-virus, and internet TV. Baidu generates revenue with an ad revenue system very similar to Google's. Advertisers bid on the keywords that will trigger the display of their ads. Advertisers can also pay for priority placement in search results.

Baidu provides users with many channels to find and share information. In addition to their core web search product, Baidu powered many popular community-based products, such as Baidu PostBar (百度贴吧), the world's first and largest Chinese-language query-based searchable online community platform, Baidu Knows (百度知道), the world's largest Chinese-language interactive knowledge-sharing platform, and Baidu Encyclopaedia (百度百科), the world's largest user-generated Chinese-language encyclopaedia. Beyond these marquee products, Baidu also offers dozens of helpful vertical search-based products, such as Maps, Image Search, Video Search, News Search, and more.

With the world's largest Internet user population – 564 million as of end 2012 – and a long way to go to reach internet penetration levels of developed countries, China's internet is growing in both influence and sophistication. And as more Chinese go digital, Baidu continues to innovate to meet their increasingly diverse tastes. With their goal of best serving the needs of the Chinese users and customers with intelligent and relevant solutions, Baidu looks forward to a robust future.

5.3. Company Executive Bio

Mr Anson Ling, Senior Product Architect, Baidu

凌超，高级产品架构师，百度

- Born in Shanghai.
- CIO for Bingdian.com, one of the largest Chinese mobile booking platforms.
- Senior Product Architect in Baidu, defining developing strategies for Baidu Cloud system with top management.