

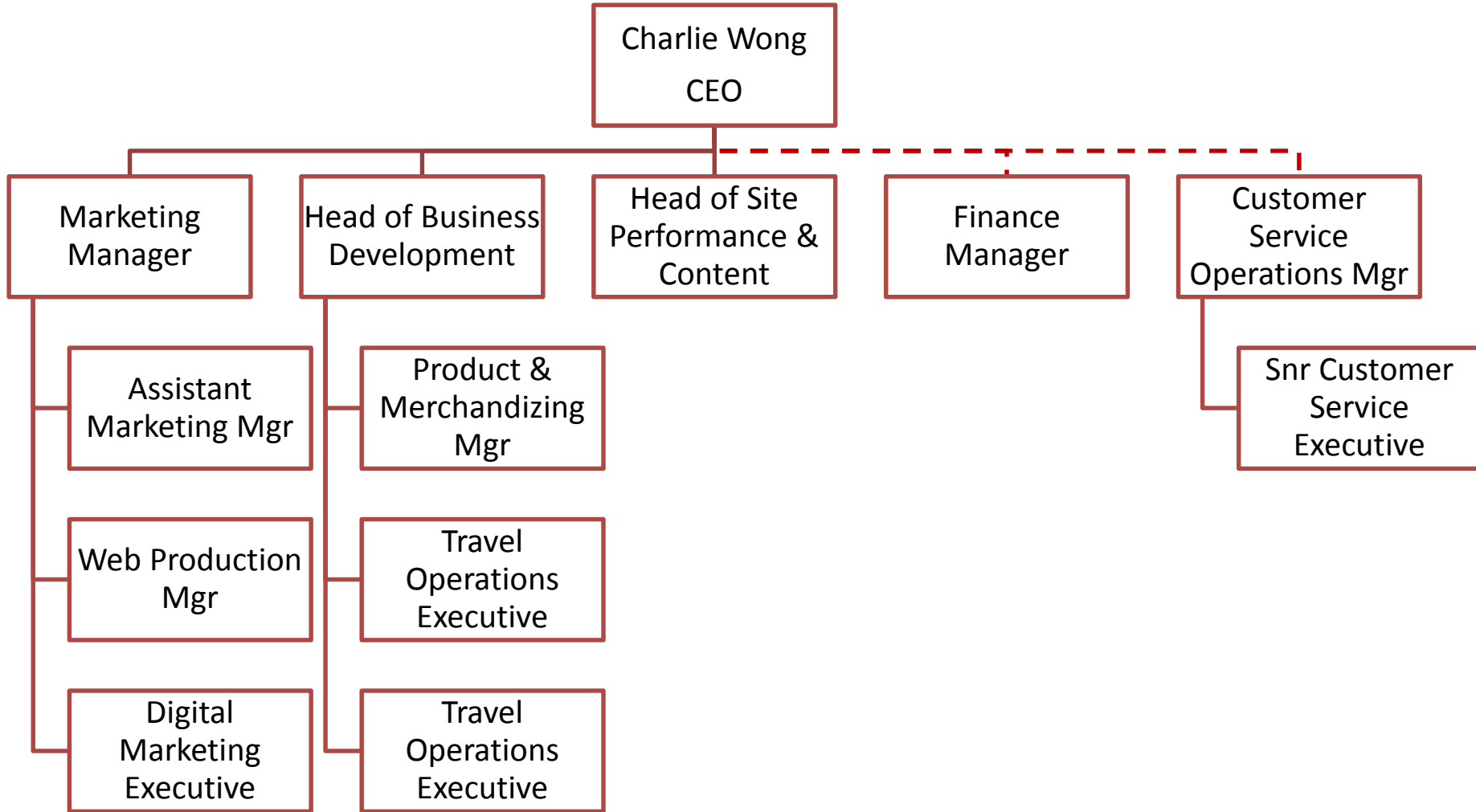


# ZUJI Hong Kong

Investor Briefing

November 26<sup>th</sup>

# The Team



# The Awards



#1 in Travel Retail Online Sales Category  
(5 consecutive years)



Best Ad Copy Awards 2014



U Travel Awards 2014 – Best OTA

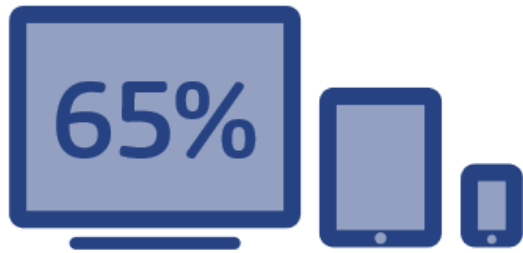


Excellence in Search Marketing - Bronze

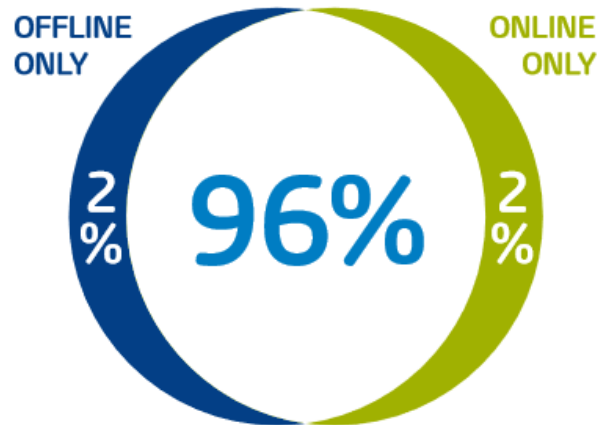
# Zuji HKG – A Challenging Year

- Depressed Demand
  - Umbrella movement
- Heightened competitive landscape
  - Margin compression
- Confident we have the flexible, stable foundation to defend and rebuild
  - Scalable cloud based architecture
  - Chinese language site
  - Mobile site
  - Apps to be delivered in 3Q
  - Unique content

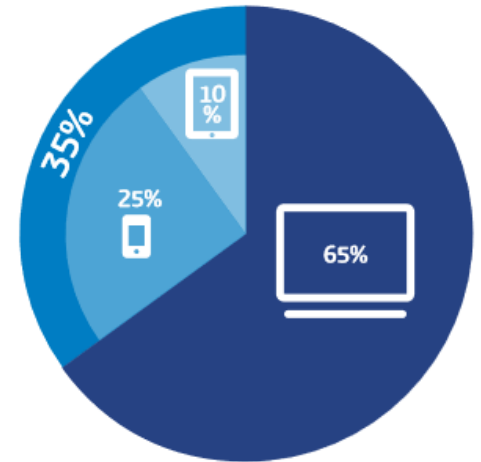
# HKG Market User Devices and Behavior



3 device usage



96% use both on- and offline

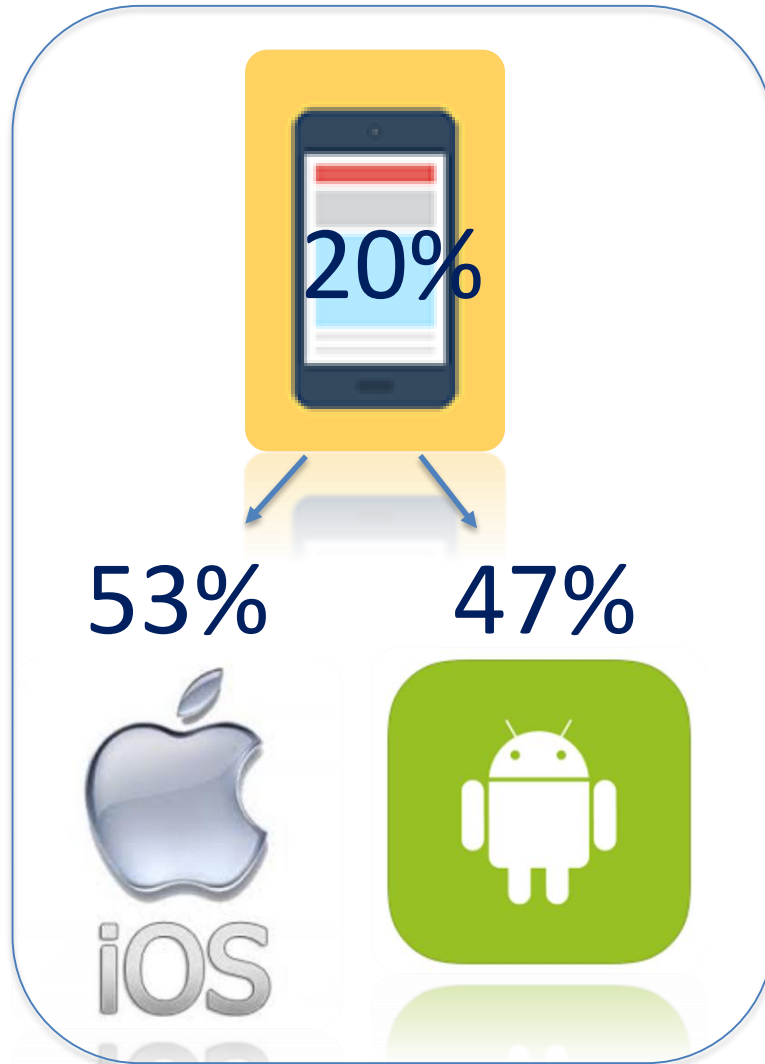


2/3 duration share on PC

- Hotel added to mobile site by end of year
- iOS and Android apps to be in market by end of Q3

Source: GfK HKG Travel Purchase Journey (Aug 2014)

# Zuji HKG User Devices



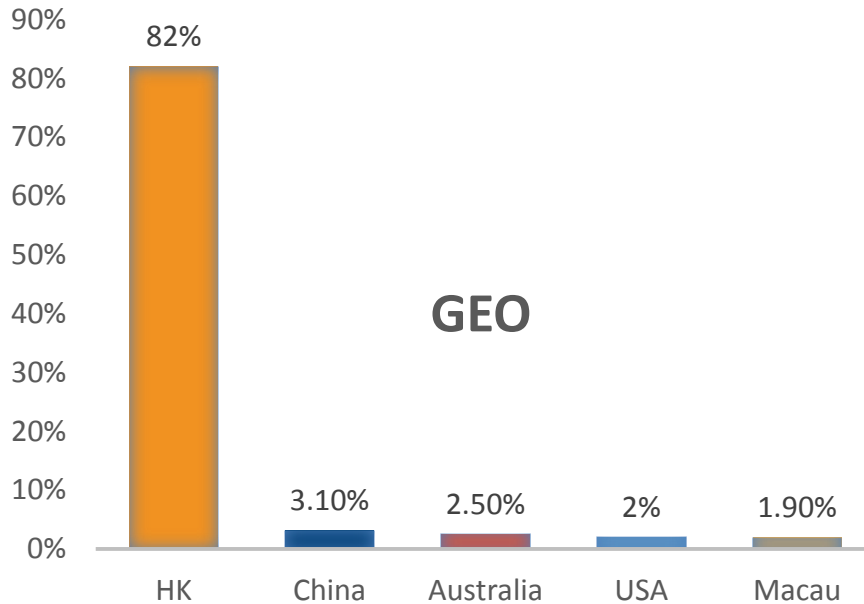
Source: ZUJI HKG Google Analytics

# Zuji HKG Traffic Sources

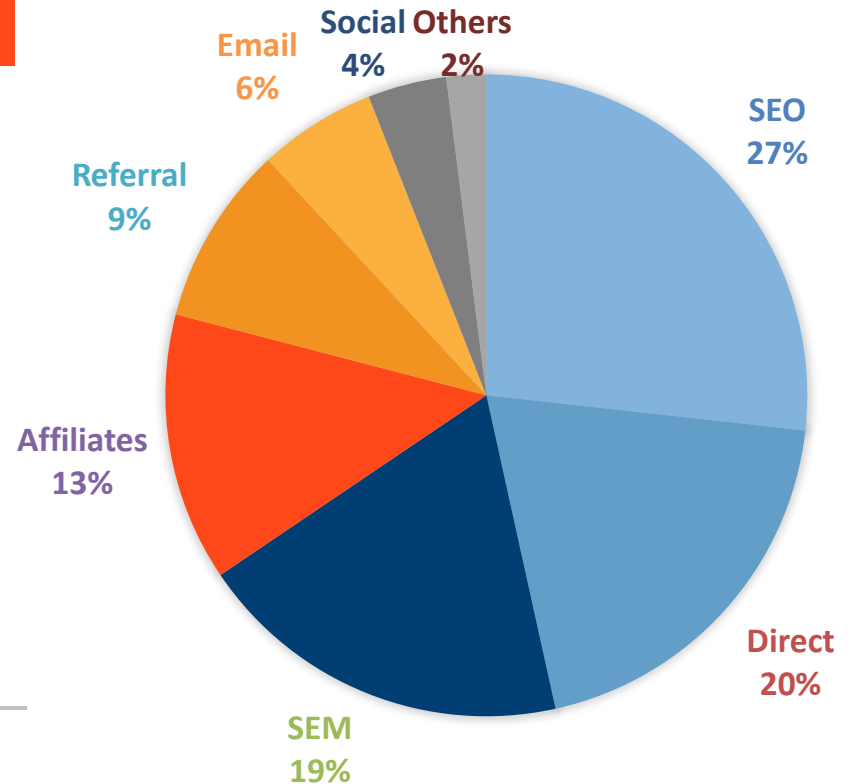
## LANGUAGE



■ Chinese ■ English



## CHANNELS



Source: ZUJI HKG Google Analytics

# ZHK 2015 - 2016 Priorities

## #1 Travel agency in Hong Kong

### Consolidate Mkt Leadership

Brand Re-launch

Digital Channel Optimization

Members Acquisition

Rebuilding Demand

### Accelerate Growth Trajectory

Exclusives

LCC

Content / Margin Optimization

Hotel / DP

### Future Initiatives

Additional Payment Options

Multi Currency / Language

New Traffic Stream

Mobile Localization



# Thank You

