

*“Our up-to-the-minute news and entertainment programming is compelling viewing for China’s hundreds of millions of daily commuters.”*

**Company Profile**

We operate one of China’s largest out-of-home digital mobile TV advertising networks, as measured by number of displays, using mobile digital television broadcasts to deliver contents and advertising to TV displays on mass transportation systems. Our network has the ability to deliver real-time broadcasting, including news, stock quotes, weather and traffic updates, sports highlights and entertainment programs. As to June 30, 2014, VisionChina’s exclusive network of 19 cities, including Beijing, Shenzhen and Guangzhou, reached vast population of commuters daily via 111,203 digital television displays on buses, subways and subway platforms across China.

VisionChina’s competitive advantage rests in our unique ability to broadcast live content on our TV displays and the extensive scope of our national network. Up to June 30, 2014, 4,284 domestic and international companies, including some of the world’s most respected Fortune 500 brands, had placed advertisements in our digital mobile TV network. Approximately half of our advertisers sell fast-moving consumer goods brands. Our client list keeps growing as companies see the benefits of advertising on this highly targeted, cost-efficient, mobile media that is physically closer to their points of sale. Our nationwide network and unique content delivery platform allow us to command premium pricing.

**Promising Industry Outlook**



**Market Size** – China has the largest advertising market in Asia in 2012, excluding Japan, as measured by total advertising expenditure and it will surpass Japan to be second largest advertising market by 2016, according to Magna Global.

**Fast-growing Chinese economy** – The National Bureau of Statistics of China reported that the annual disposable income per capita in urban households increased from RMB7,703 in 2002 to RMB24,565 in 2012, representing a CAGR of 12.3%

**Urban Concentration** - In 2012, the advertising spending in Beijing, Shanghai, Guangzhou and Shenzhen, China’s most affluent urban areas, accounted for 15%, 6%, 8% and 2% respectively, of the total advertising spending in China.

**Television Advertising** - Television advertising accounts for the largest portion of total advertising spending in China. According to the National Bureau of Statistics, at the end of 2012, China had 183 television stations, which reached 98.2% of China’s population and advertising spending on television and radio in China in 2012 was RMB 326.9 billion.

**Contractual Models**

- **Exclusive Agency Model** – We sign a contract with a local mobile digital television company giving us the exclusive right to sell all of the advertising time on that city’s existing mobile digital television bus network with terms ranging from three years to twelve years.
- **Direct Investment Model** – We typically form a JV with a local television station, or its affiliate, to form a jointly-owned mobile digital television operating company in which we hold a non-controlling equity interest. This gives us the opportunity to work in conjunction with the local television station to provide programs to meet the demands of our viewers and advertising clients.
- **Outreach Agency Model** – We purchase advertising time from an existing mobile digital television company outside of our network, either directly or through an agent at the request of our client(s). Through this model we are able to extend the reach of our advertising operations to cover the major advertising markets in China.

**Market Facts**

Symbol: VISN (Nasdaq)  
 Price: \$16.71  
 Market Cap: \$84.8 million  
 (August 21, 2014)

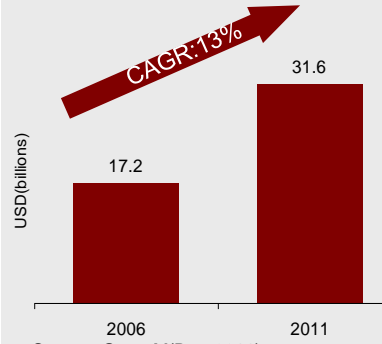
**Market Overview**

**Advertising Expenditure in 2010**

	Per Capita (US\$)	% GDP
China.....	35	0.76
Hong Kong.....	719	2.29
South Korea.....	135	0.65
Taiwan.....	73	0.38
Japan.....	420	0.86
Asia Pacific.....	41	0.78
United States.....	460	0.98
United Kingdom..	307	0.85

Source: GroupM (Dec 2011)

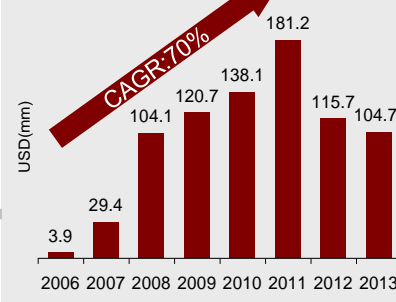
**China’s Spending on Television Advertising**



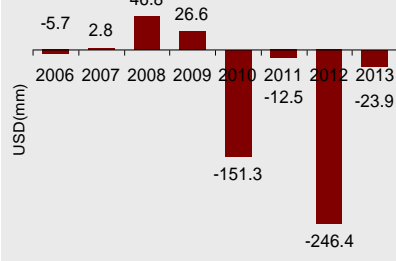
Source: GroupM(Dec 2011)

**Company Overview**

**Total Yearly Revenues**



**Yearly Net Income/Loss attributable to VisionChina shareholders (+/-)**



**Competitive Strengths**

- Early presence and strong ability to enter into new contracts in China’s growing mobile digital television advertising market
- Largest mobile digital television advertising network covering mass transportation in China
- Real-time capacity to deliver time-specific and location-based content and advertising
- Strong and experienced management and sales teams
- Unique offering as one of the rare options for advertisers seeking to reach mass audiences via daytime television

**Strategy for Growth**

- Long-Term Growth Opportunities:
  - Growth in advertising spending in China
  - Increasing acceptance of mobile TV among advertisers
- Organic Growth Opportunities:
  - To increase ASP in line with other media
  - To introduce new advertising products
- Strategic Growth Opportunities:
  - Selective expansion into new cities
  - Expansion into different platforms
  - TV program and mobile internet integration



**Extensive National Network**

- Mobile TV advertising network in 19 of China’s economically prosperous cities through exclusive agency or direct investment arrangement (as of 06/30/2014)
- 111,203 digital TV displays (as of 06/30/2014)
- 4,284 advertisers (as of 06/30/2014)
- Real-time news, stock quotes, weather, traffic and sports
- Real-time, location-specific broadcast platform enables flexible content, time, highly targeted advertising

**Management**

**Limin Li**  
CEO

- Chairman of Board of Directors and founder
- Over 20 years of entrepreneurial and management experience
- Established four successful brands in China

**Stanley Wang**  
CFO

- Joined in 2009
- 8 years of audit experience
- Former manager at KPMG

**Wei Liu**  
COO

- Joined in 2012
- 20 years of mainstream media experience
- Former vice president of the Hunan Radio Station

**Haijun Liu**  
CDO

- Joined at inception of the company
- Over 20 years of management experience
- Former general manager of Jilin Mobile Television

**Wei Liang**  
Senior VP of Advertising Operation

- Joined in 2006
- 7 years of advertising operation experience
- Designed and implemented the advertising platform

**In China:**

**Ms. Shuning Yi**  
Investor Relations Department  
VisionChina Media Inc.  
Mobile: +(86) 134-2090-9426  
E-mail: shuning.yi@visionchina.cn

**In the United States:**

**Mr. Justin Knapp**  
Ogilvy Financial, U.S.  
Tel: +1-616-551-9714  
Email: visn@ogilvy.com