VisionChina Media Inc.

June 2013

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Overview

- **China's premier out-of-home day time TV network, connecting above ground bus media with below ground subway media seamlessly, making watching TV anytime and anywhere a reality.**
- **Launching free-to-air digital signals using terrestrial broadcasting technology, bringing TV from indoor to outdoor.**
- **Time and location-tailored real time mobile TV**
  - High quality programming including international and local TV news, stock quotes, weather, sports, entertainment, etc. that highly attract audience's attention.
  - The only measurable and metric-based day time TV media.
  - Compulsive viewership inside enclosed spaces.
  - Captive reception of advertising messages and interactions.




Our History

Company inception with operation in 3 Tier II cities

12/2007: Listed in the US NASDAQ stock market

Network of screens on buses and subways covers 19 Chinese cities

Receives strong endorsement from Focus Media

2005

2006

2007

2008

2009

2010

2011

Fast expansion to 3 Tier I cities and 11 Tier II cities

Presence in 3 Tier 1 cities and 13 Tier II cities

VisionChina gains lead position on subways across China with near 100% market share

Revenue from subway cities accounts for an important part in our total revenues since 2010

VisionChina Network Media Coverage Data

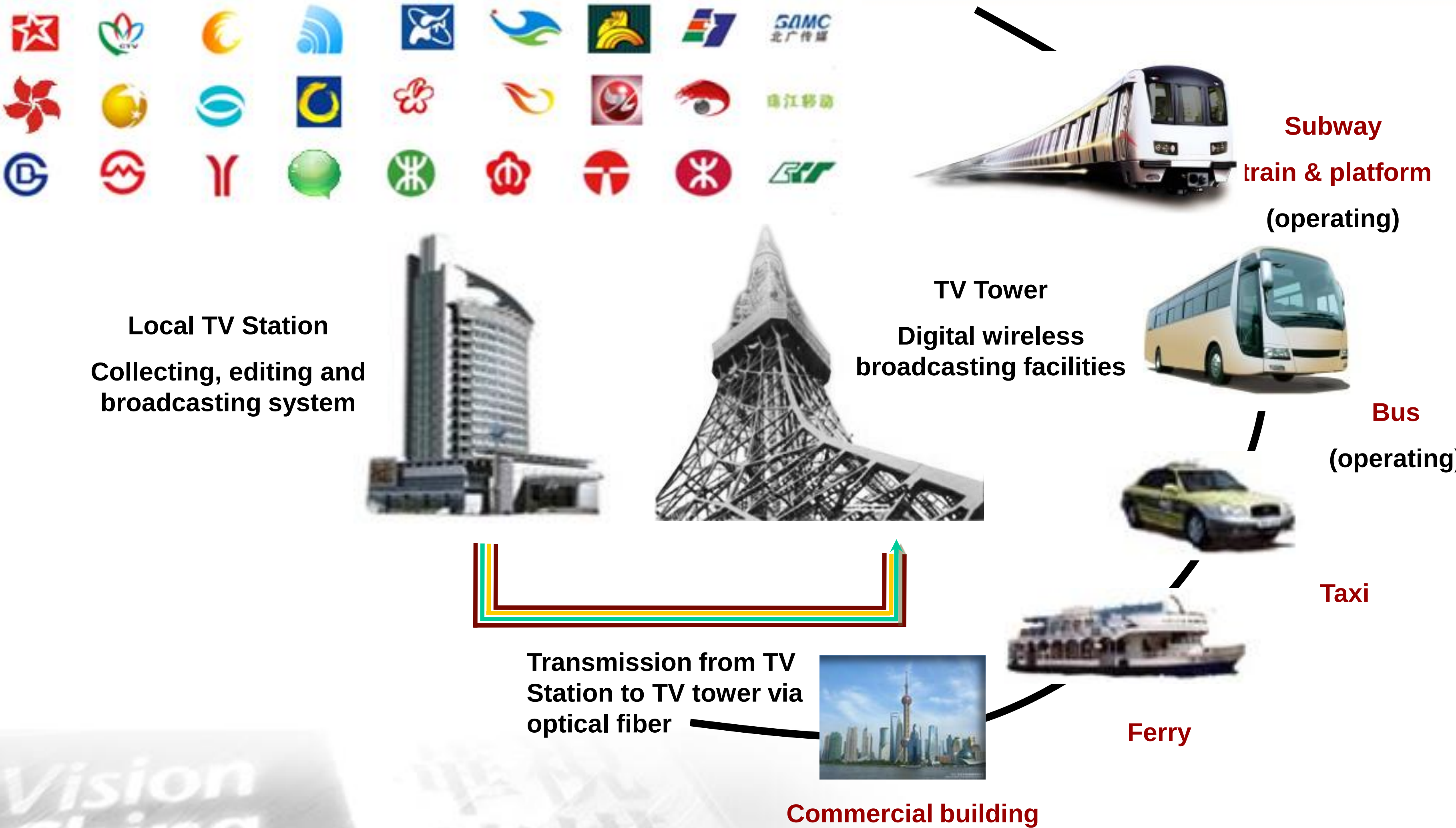
As of March 31, 2013, **16** cities with bus mobile TV network + **6** cities subway mobile TV network

As of March 31, 2013, **68,847** bus digital mobile TV terminals + **39,180** subway TV terminals + **1,192** other TV terminals

81.6% coverage of China's wireless-transmission broadcasting terminals per Analysys International 2010

Our platform: Seamless Coverage

Terrestrial Digital Mobile Broadcast Technology



A 8Mhz wireless analogue channel can be split up to 12 wireless digital channels using digital graphics compression and terrestrial broadcasting technology. TV signals of these digital channels can be sent to different platforms.

Our Network: National Coverage

Subway network-Tier 1 cities			
Beijing	Guangzhou	Shenzhen	

Subway network-Tier 2 cities			
Nanjing	Tianjin	Chongqing	

Bus network-Tier 1 cities			
Beijing	Guangzhou		

Bus network-Tier 2 cities			
Changchun	Zhengzhou	Shenyang	Dalian
Chengdu	Nanjing	Suzhou	Wuxi
Changzhou	Ningbo	Wuhan	Changsha
Taiyuan	Xiamen		

VisionChina Exclusive Agency Model

Local TV grants
exclusive advertising time and content

Advertisers

- Places ads in chosen cities
- Reaches targets at <u>19.7%</u> of price of traditional TV on a CPM basis

Vision China Media 華視傳媒

- Enhances revenue for Local TV
- Leverages national footprint
- Offers national sales network

Local TV Station/ Mobile TV Subsidiary/ Subway Operator

- Content delivery
- Broadcasting capability
- Radio usage rights

VisionChina pays
fixed
concession fee

VisionChina Joint Venture Model

VisionChina pays fixed concession fee

JV grants exclusive advertising time and content

Advertisers

- Places advertisements in chosen cities
- Reaches targets at 19.7% of price of traditional TV on a CPM basis

Vision China Media 華視傳媒

- Leverages national footprint and enhances revenue for Local TV
- Offers national sales network
- Manages JV's daily operation
- Produce innovative program

Joint Venture Entity (2)

Most of the JV entities

- Have exclusive Right to operate mobile TV
- Install the hardware
- Provide TV content

Joint Venture Partner (normally local TV Station)

- Delivers content
- Provides broadcast capability
- Provides radio usage rights

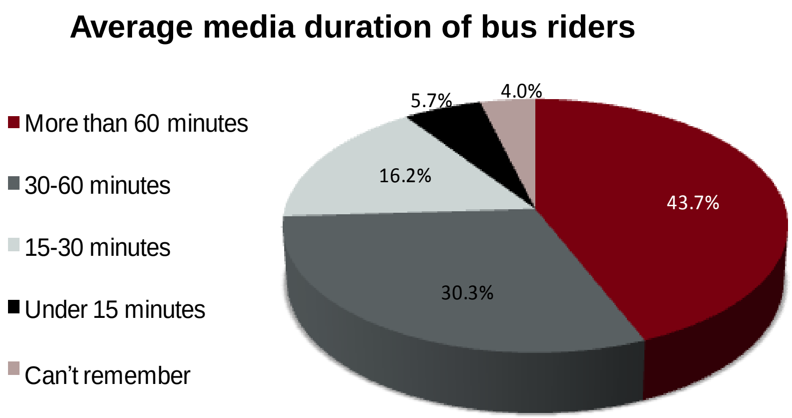
49% Stake (1)

51% Stake (1)

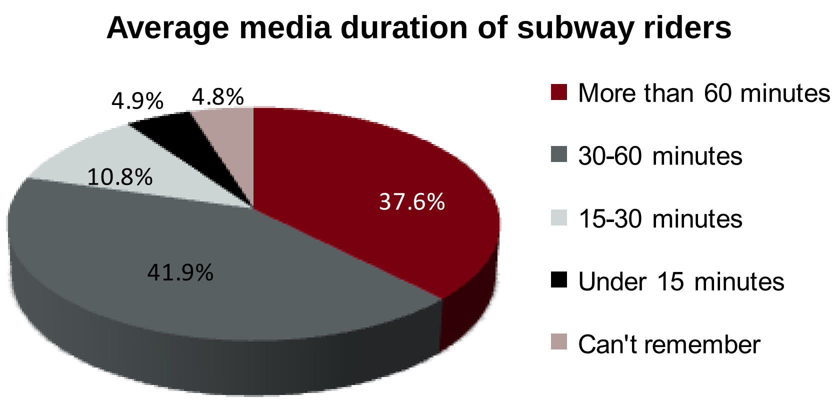
(1) In most of the joint venture entities, VisionChina owns 49% of equity interest and the other 51% equity interest is typically owned by the local TV station.

(2) We have also entered into an exclusive agency agreement with some of our direct investment entities, including but not limited to Changchun, Changzhou, Chengdu, Dalian, Ningbo, Wuhan, Wuxi and Suzhou. These cities also fall within the scope of exclusive agency model.

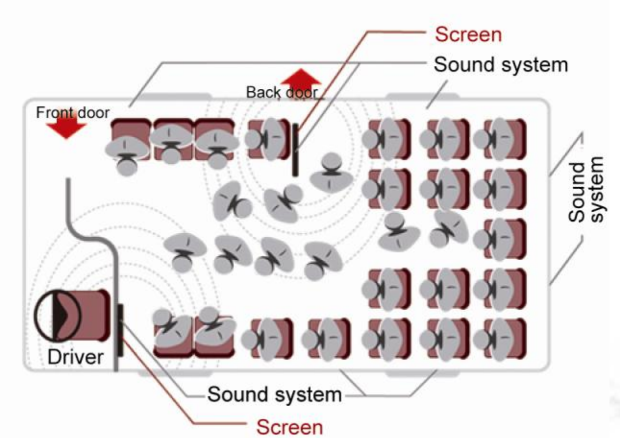
Our Audience: China's Long Commutes



Source: CMMS 2012 (S)

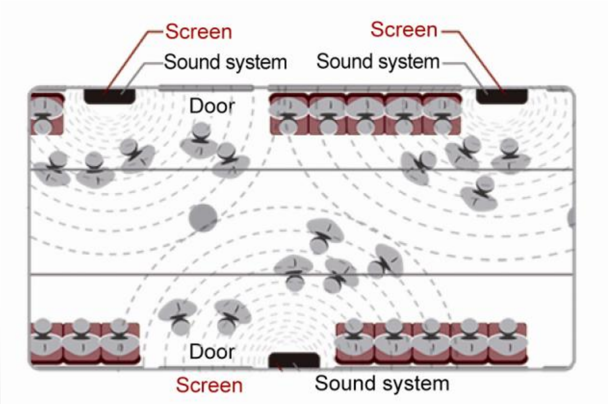


Source: CMMS 2012(S)



Bus passengers' average riding time is 46.7 minutes every time

Typically we have 2-4 screens per bus

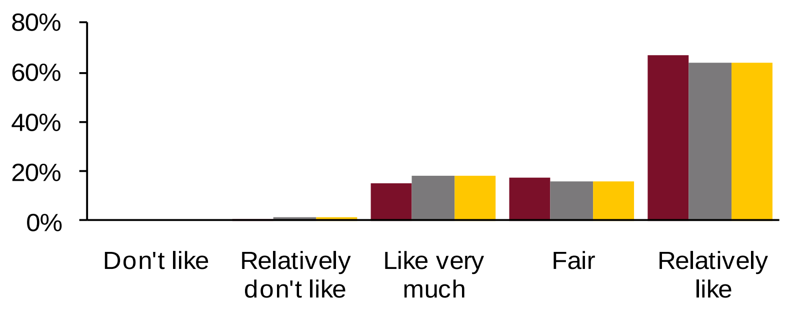


Subway passengers' average riding time is 51.5 minutes every time

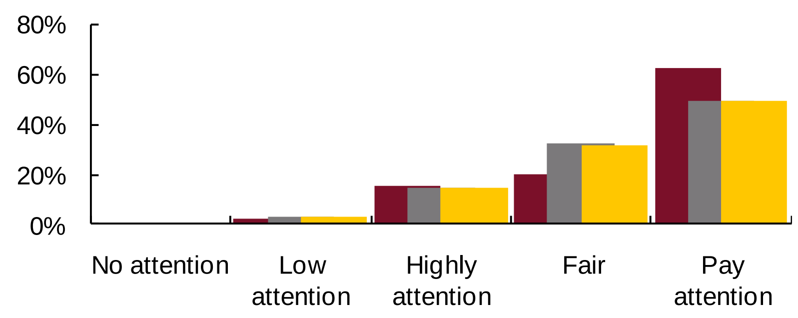
Typically we have 6-10 screens per subway car

CTR Research-CPM Results

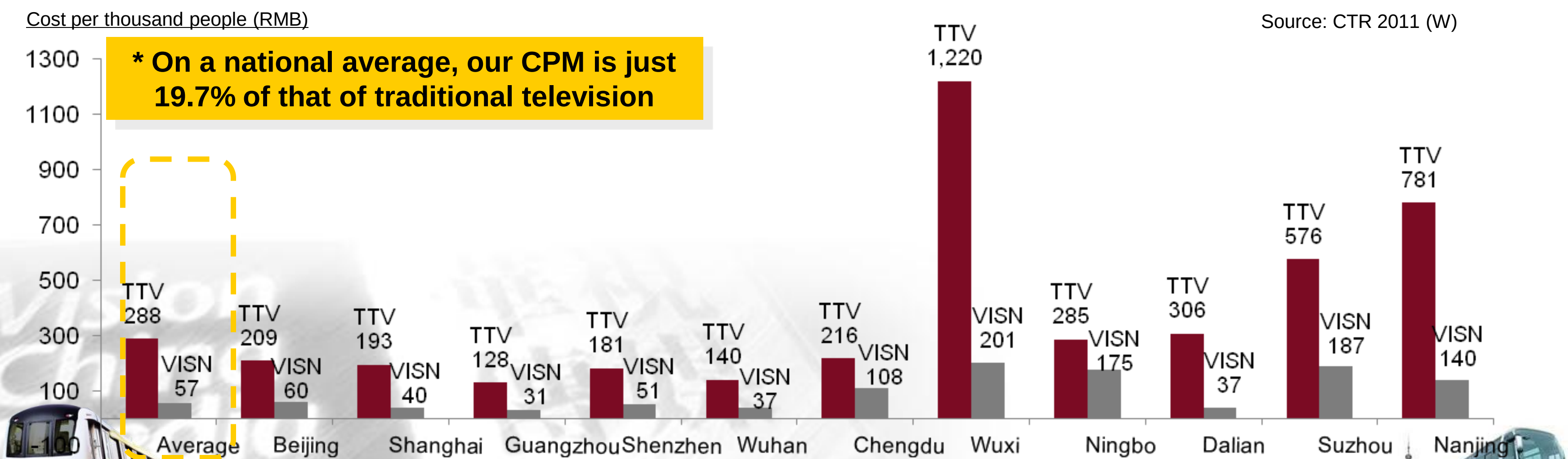
Over 2/3rds of audiences like watching our programs in Guangzhou



Over 2/3rds of audiences pay attention to our programs in Beijing



Cost Effective Advertising *

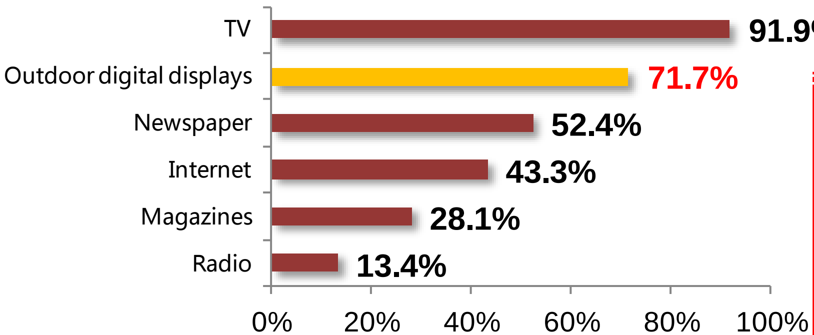


Outdoor TV Media with High Reach

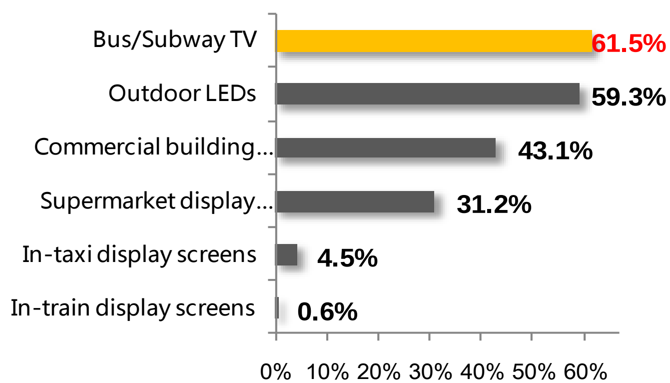
Vision China Media 華視傳媒

Level of reach of different media

All Media



Outdoor Digital Media



Source: CMMS 2012(S)

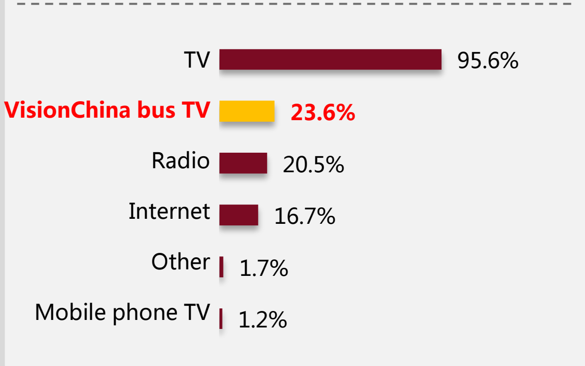
Level of reach of some of the main traditional TV channels/VisionChina's subway TV

Media platform/ Channel	Level of reach	Media platform/ Channel	Level of reach
VisionChina	61.5%	Hunan Satellite TV	37.5%
CCTV-1	66.7%	Jiangsu Satellite TV	20.0%
CCTV-News	21.4%	Beijing Satellite TV	16.8%
Shanghai Dragon TV	26.6%	Phoenix TV Chinese	6.0%

Source: CMMS 2012(S)

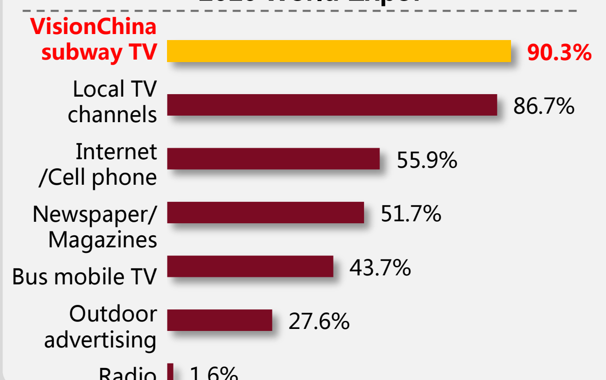
Major Event Research Results

Means of watching the Game during the 2008 Olympics:



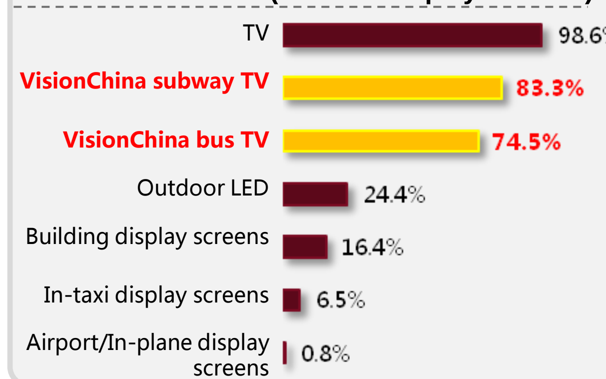
Source: CTR Research June 2008

Means of receiving information during the 2010 World Expo:



Source: Sinomonitor July 2010

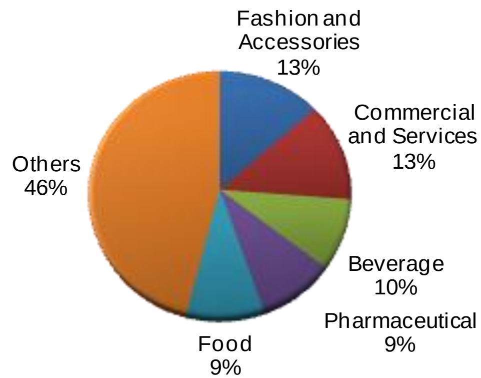
Means of receiving information during the 2010Asian Games (outdoor display screens):



Source: CTR Research December 2010

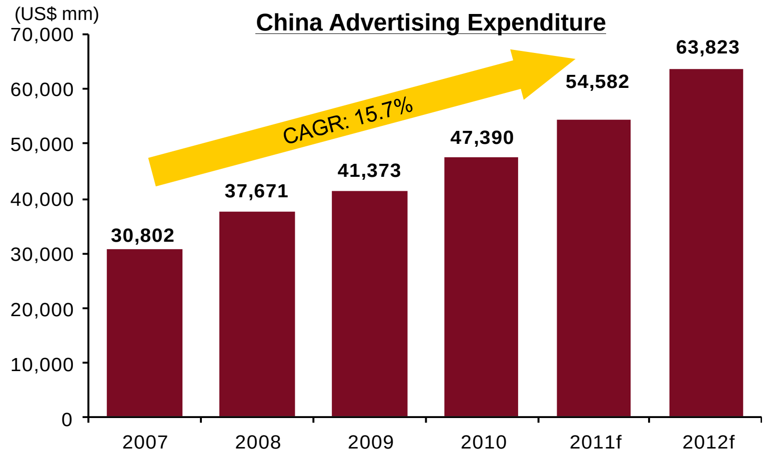
In The Right Place at the Right Time

China Advertising Market Segmentation, 2012



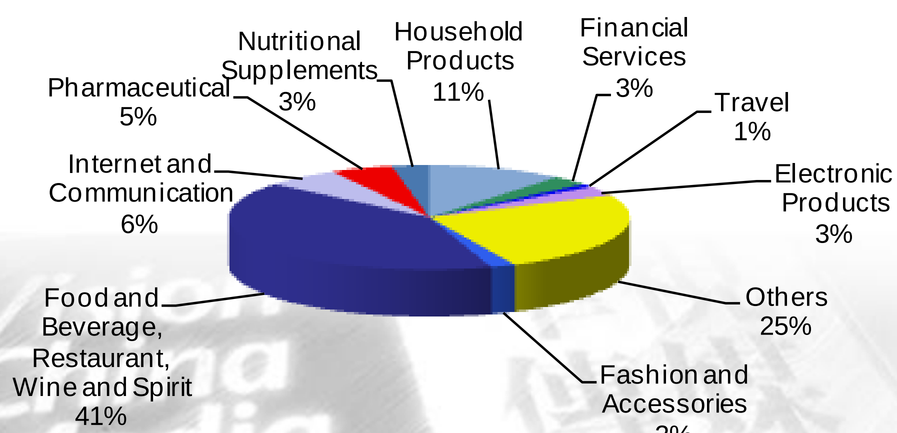
Source: CMMS 2012(W)

Large and Rapidly Growing Advertising Market…

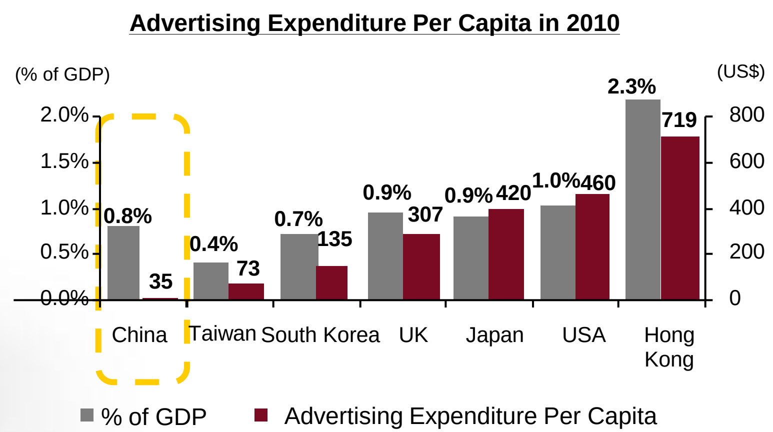


Source: GroupM (December, 2011)

VisionChina 2013 Q1 Advertising Revenue Verticals



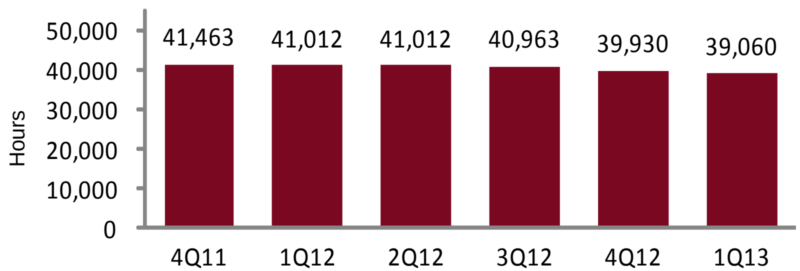
…with Significant Room for Sustained Growth



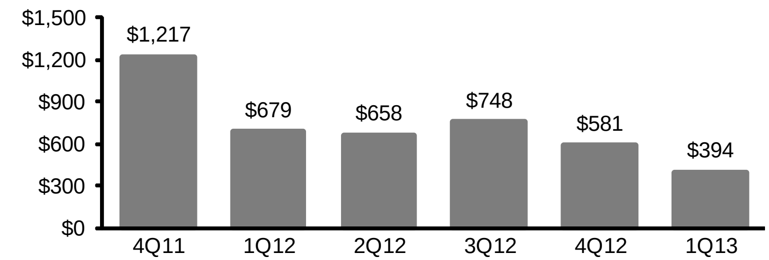
Source: GroupM (December, 2011)

Historical Key Operating Metrics

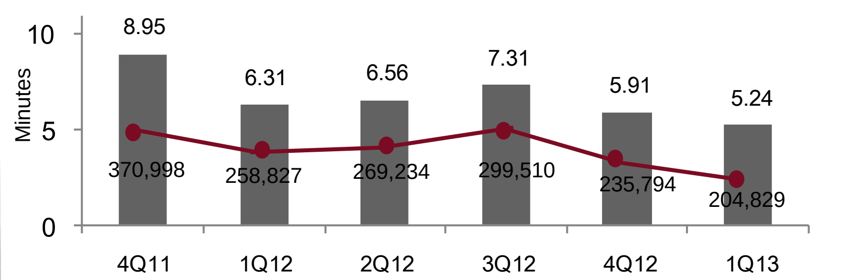
Total Network Capacity



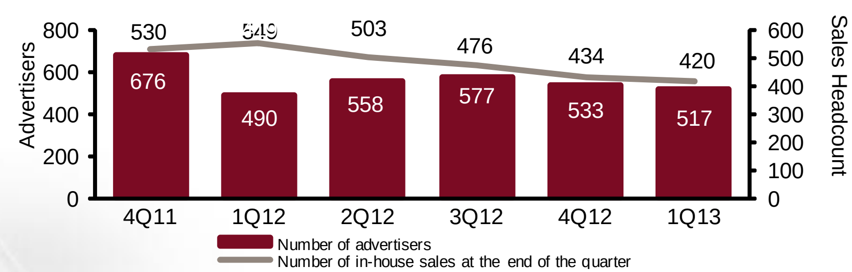
Average Revenue Per Broadcasting Hour (US$)



Advertising Minutes Sold Per Broadcasting Hour & Total Minutes Sold Per Quarter

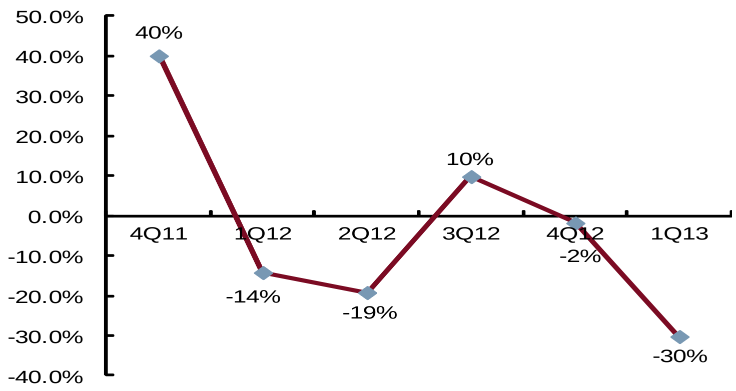


Number of Advertisers Each Quarter & In-house Sales Employees



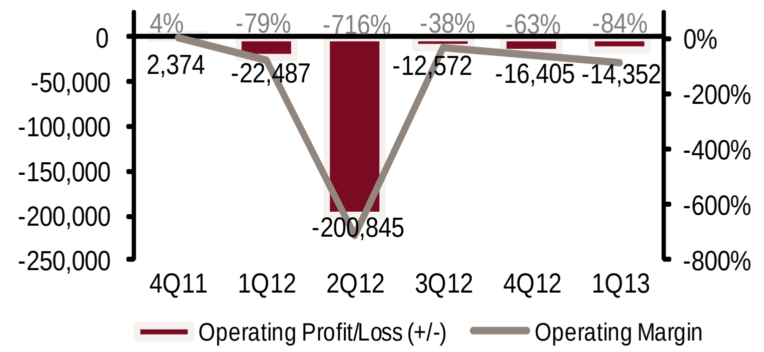
Historical Financial Results

Advertising Service Gross Margin



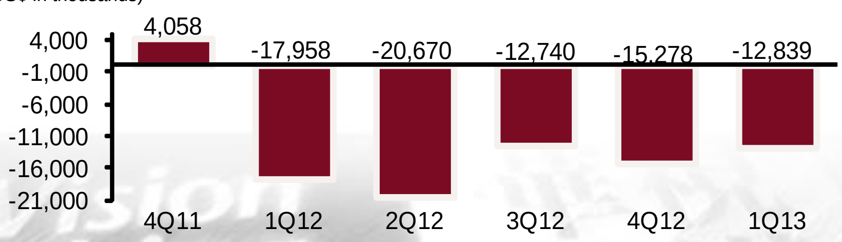
Operating Profit/Loss (+/-) & Margin

(US$ in thousands)



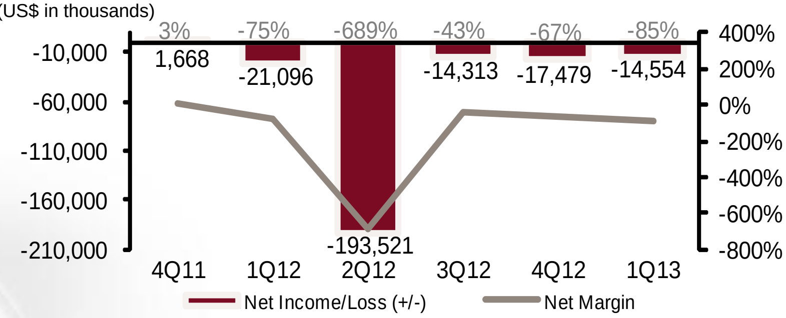
NON-GAAP Net Income/Loss (+/-)

(US$ in thousands)



GAAP Net Income/Loss (+/-) & Net Margin

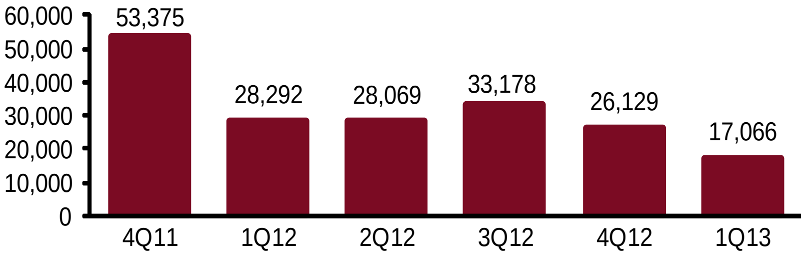
(US$ in thousands)



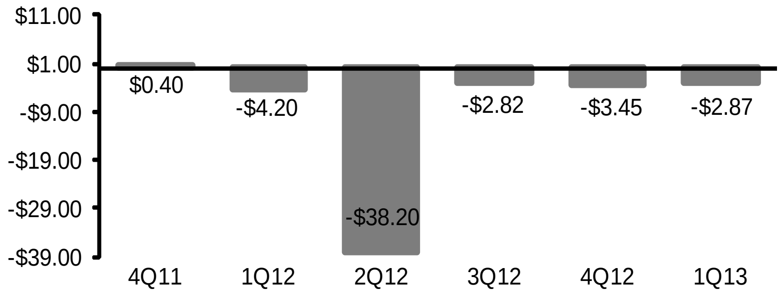
Historical Financial Results (Continued)

Total Revenues

(US$ in thousands)

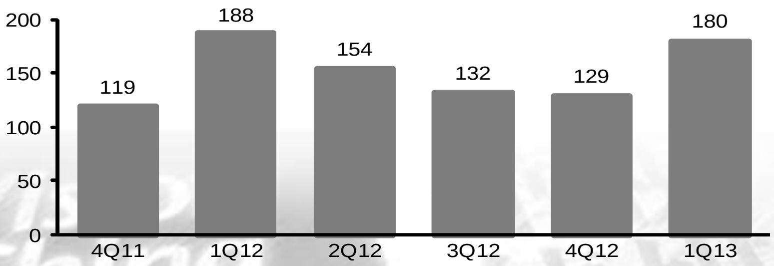


Net Income/Loss Per ADS (+/-) (Diluted)



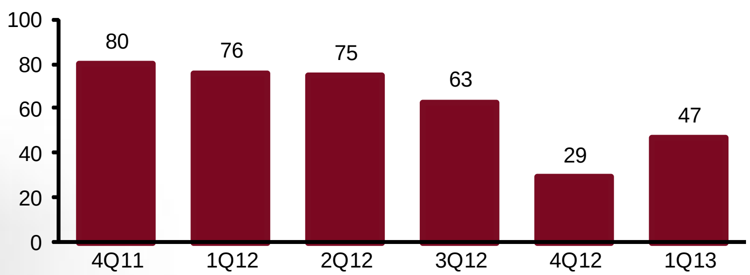
* ADS amounts adjusted for a change in the ratio of the Company's American Depositary Shares to ordinary shares from 1:1 to 1:20, effective as of December 12, 2012.

Accounts Receivable Turnover Days



Cash Position

(US$ in millions)



Contact us

For more information, please contact:

Shuning Yi, Investor Relations Department

Mobile: +86 134 2090 9426

Shuning.yi@visionchina.cn

Colin Wang, Investor Relations Director

Mobile: +86 135 1001 0107

Colin.wang@visionchina.cn