



NYSE: FENG

Phoenix New Media

May 2014



Safe Harbor Statement

This presentation contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates” and similar statements. Among other things, the business outlook and quotations from management in this presentation, as well as Phoenix New Media’s strategic and operational plans, contain forward-looking statements. Phoenix New Media may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission (“SEC”) on Forms 20-F and 6-K in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about Phoenix New Media’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: the Company’s goals and strategies; the Company’s future business development, financial condition and results of operations; the expected growth of the online and mobile advertising, online video and mobile paid service markets in China; the Company’s reliance on online advertising and MVAS for the majority of its total revenues; the Company’s expectations regarding demand for and market acceptance of its services; the Company’s expectations regarding the retention and strengthening of its relationships with advertisers, partners and customers; fluctuations in the Company’s quarterly operating results; the Company’s plans to enhance its user experience, infrastructure and service offerings; the Company’s reliance on mobile operators in China to provide most of its MVAS; changes by mobile operators in China to their policies for MVAS; competition in its industry in China; and relevant government policies and regulations relating to the Company. Further information regarding these and other risks is included in the Company’s filings with the SEC, including its registration statement on Form F-1, as amended, and its annual reports on Form 20-F. All information provided in this presentation is as of the date of this presentation, and Phoenix New Media does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

About the Company

Leading Media Convergence Platform

Leveraging Phoenix Satellite TV's media brand and content on a truly convergence platform

The most credible and unbiased news provider available to an increasingly sophisticated Chinese audience globally



Website: www.ifeng.com

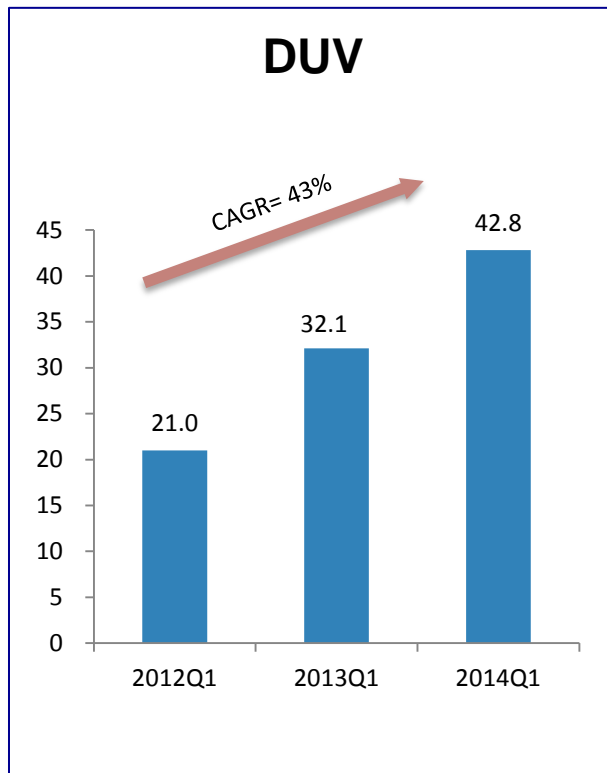
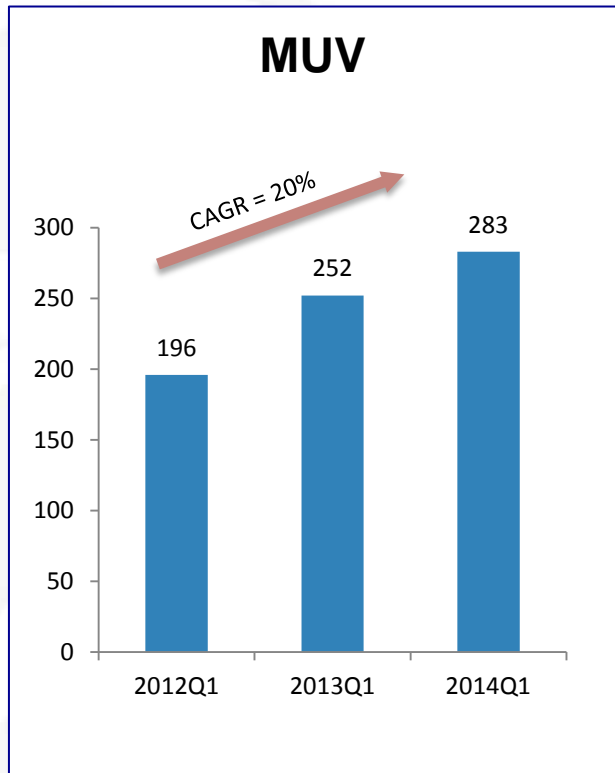


Mobile : News App, Video App, FM App and WAP



TV – Phoenix Satellite TV in over 150 countries and regions

One of the Most Heavily Viewed Internet Platforms



- Almost 43m DUV on PC
- Over 283m MUV on PC

Source: iResearch / iUserTracker

Leading Verticals by Traffic

#1-ranked news channel

#2-ranked media home page



#1-ranked fashion channel



#2-ranked entertainment channel



Source: iResearch's iUserTracker ranking for March 2014, all ranking by Daily Unique Visitors

What sets Phoenix New Media Apart Today?

Media DNA + Big idea Advertising Solutions + Cross Media Platform

Content

☞ Differentiated content offering rooted in media DNA

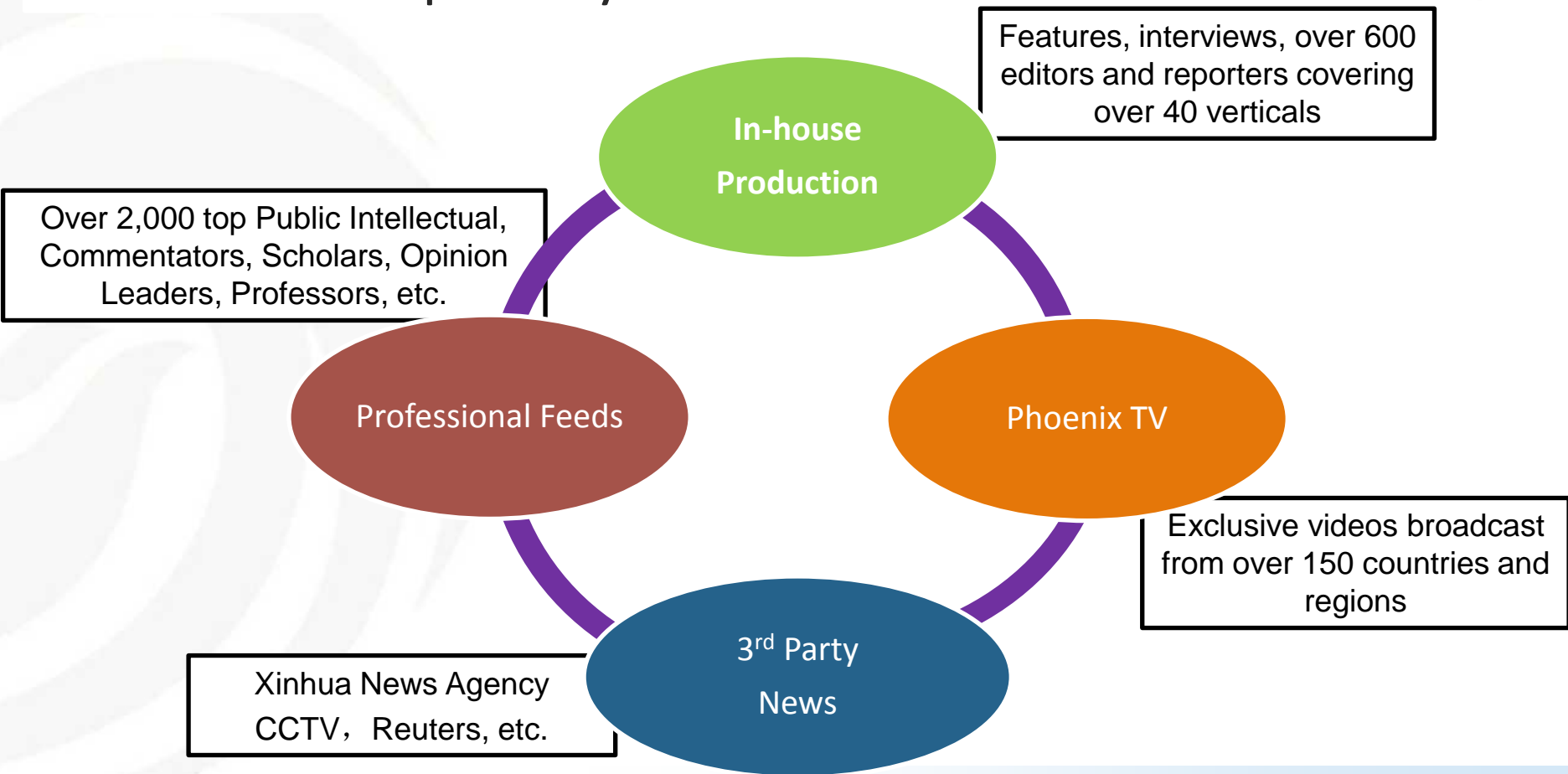
Monetization

☞ Big idea advertising strategies and integrated marketing solutions

Technology

☞ Cross –media platform making content and big ideas thrive

Diverse and Proprietary Content



Differentiated Video Strategy



- Specialize in Short Form Video
 - ✓ Professional news
 - ✓ Most sought-after Documentary programs
 - ✓ In-house produced talk show and debate programs
 - ✓ Phoenix TV exclusive video constitutes about 40% of video traffic
 - ✓ Easily viewable on all mobile devices
- LOW content and bandwidth cost
- Highly suitable for mobile and 4G
- Video Ad Forms: Banner, Sponsorship, Pre-roll and Native

Comprehensive Mobile Strategy



- Large and quality mobile user base with strong monetization potential
- Two platforms on Mobile
 - ✓ WAP portal: 3g.ifeng.com
 - ✓ App: ifeng News, ifeng Video
- WAP portal + APPs DAU: 26.5mm
- Comprehensive mobile paid services coverage from 2G to 3G/4G:
 - Mobile Video
 - Mobile Audio
 - Mobile Digital Reading
 - Mobile Games

Integrated and Innovative marketing solutions

Full Media

Off-line event



Mobile



Website



Video & TV

Native Ad



GE 梦想启动未来

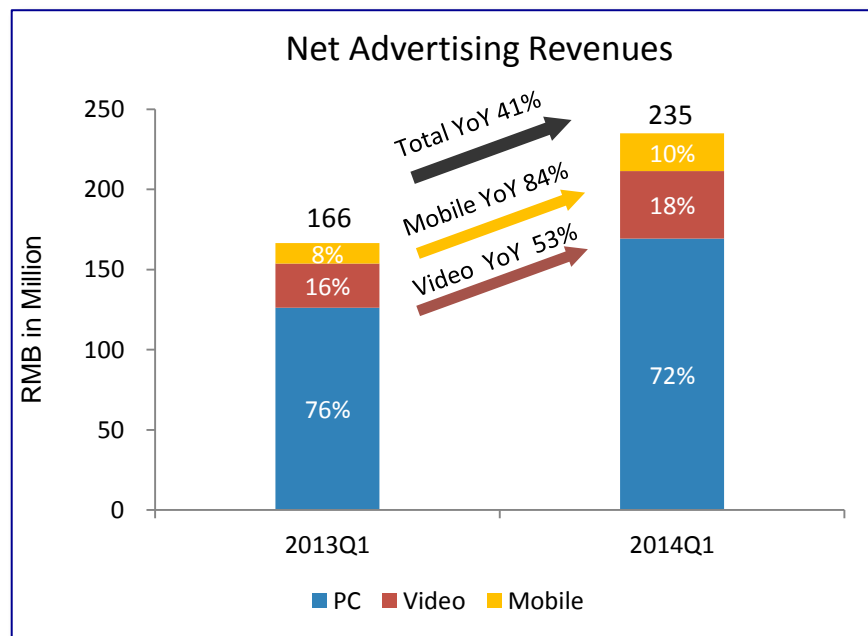
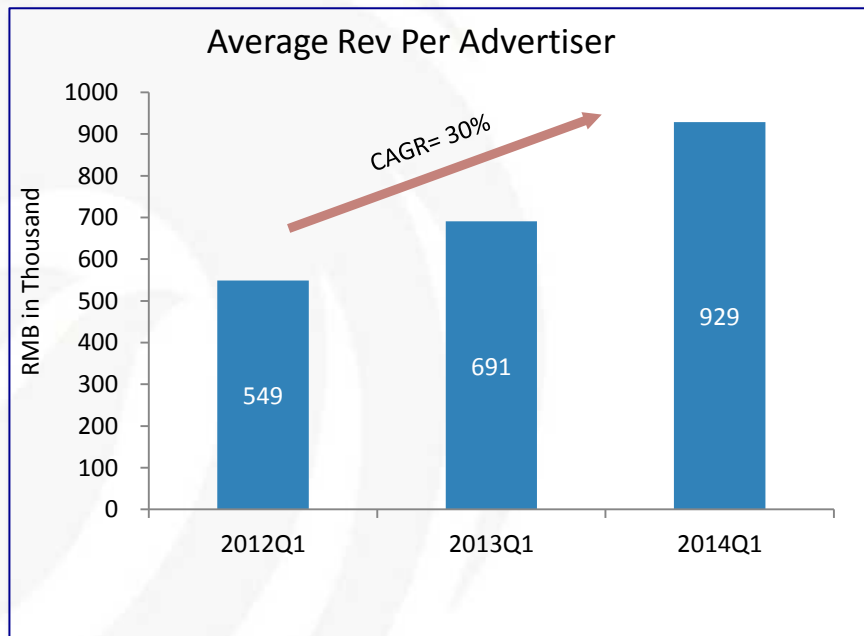




Monetization

Secular Advertising Growth

number of advertisers increased 5% YoY, ARPA increased 34% YoY



Source: Company data

High Quality and Expanding Advertising Client Base

253 clients in 1Q14, 241 in 1Q13

569 in 2013, 522 in 2012

Auto (around 27%)



Consumer Goods
(around 18%)



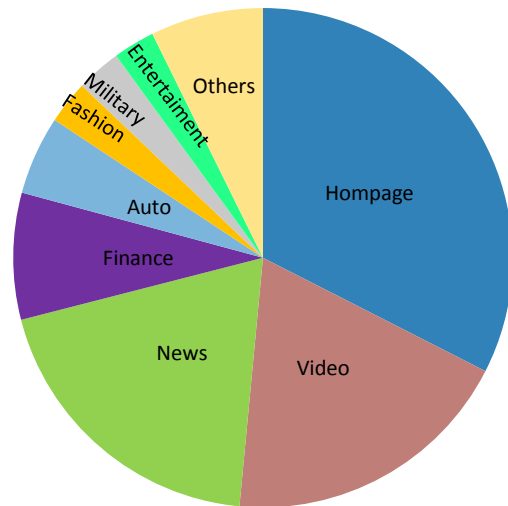
E-commerce
(around 9- 12%)



Financial Services
(around 5-7%)



Advertising Rev by website verticals



Paid Services – Subscription and Transaction

Well Poised for 4G opportunities

WVAS



Mobile Newspaper



Mobile Video

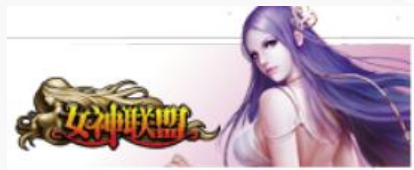


Digital Book



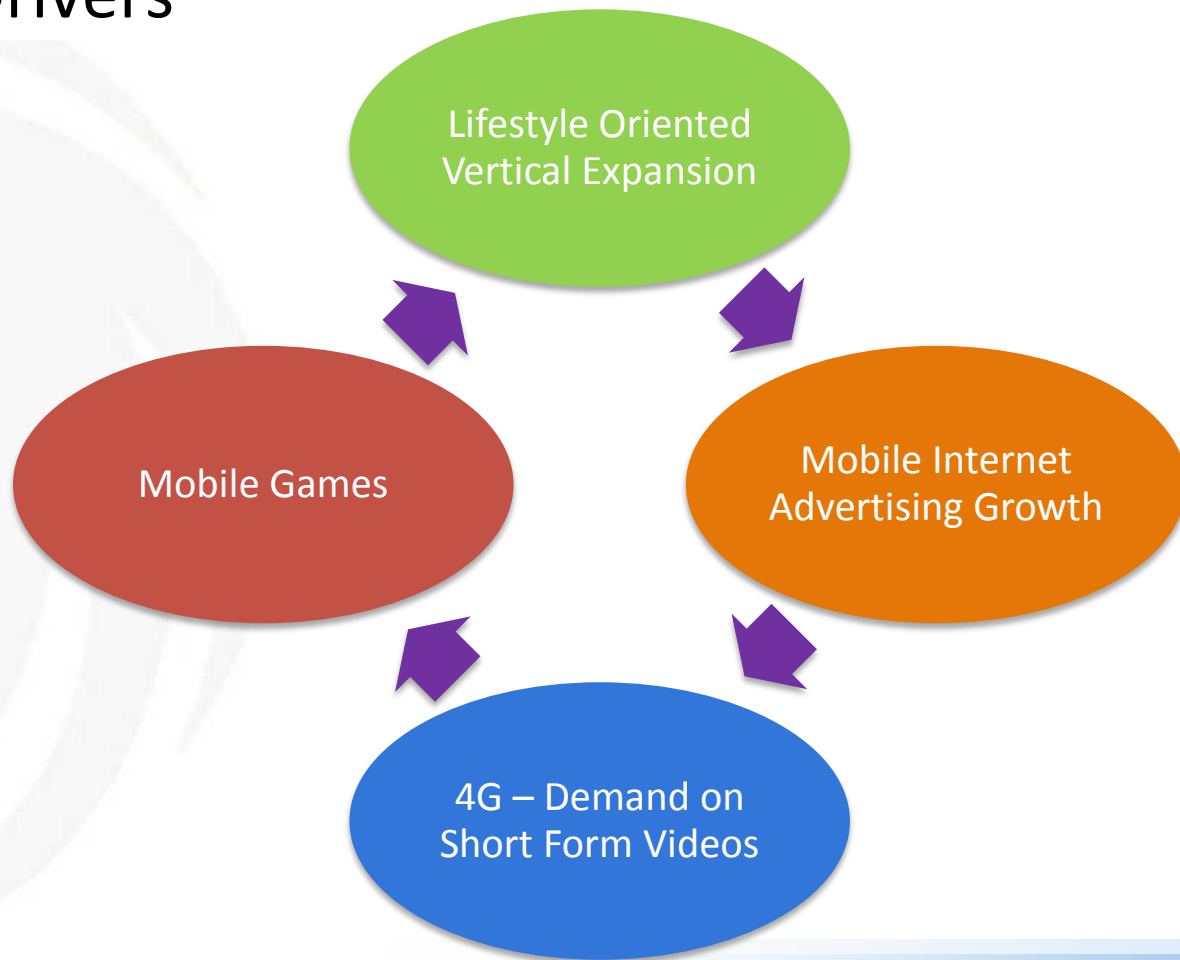
Paid Services – Games

Effectively Monetizing Our Heavy User Traffic



- ifeng games information channel games.ifeng.com ranked 6th by DUV according to iResearch data for March 2014
- Over 80 web games which operated on play.ifeng.com
- Initiated mobile games operation in 1Q2014

Growth Drivers



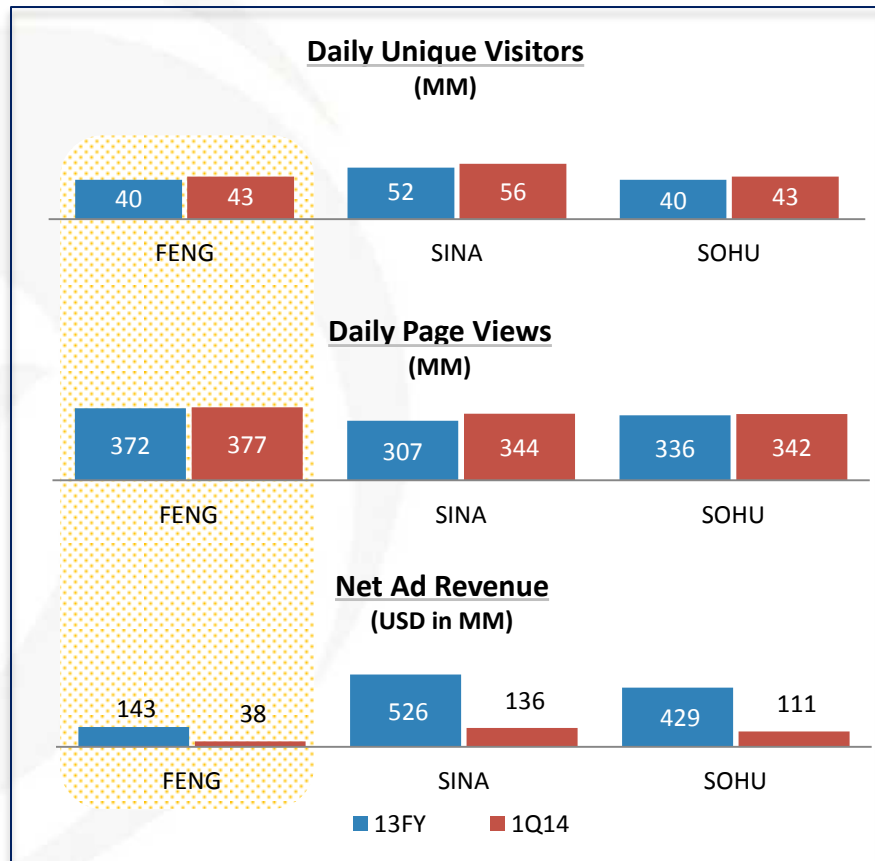


Competition and Market Size

Uniquely Successful in Bridging the Divide

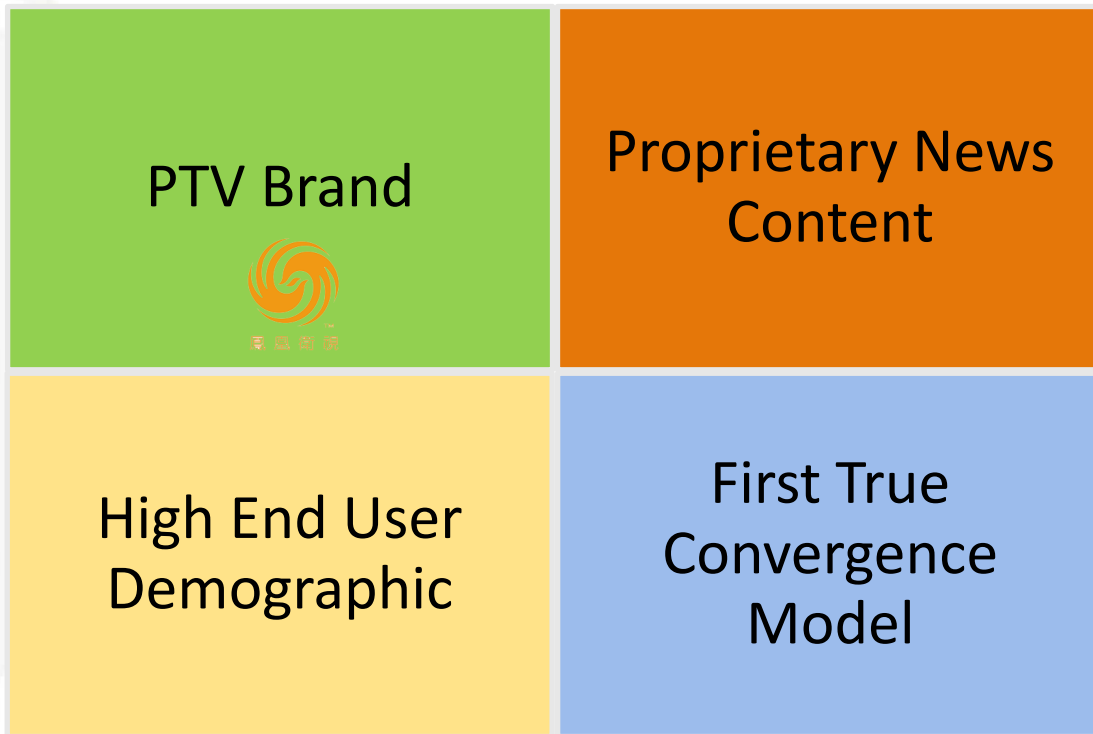


Continuous Ad Growth Potential



Further monetization on traffic

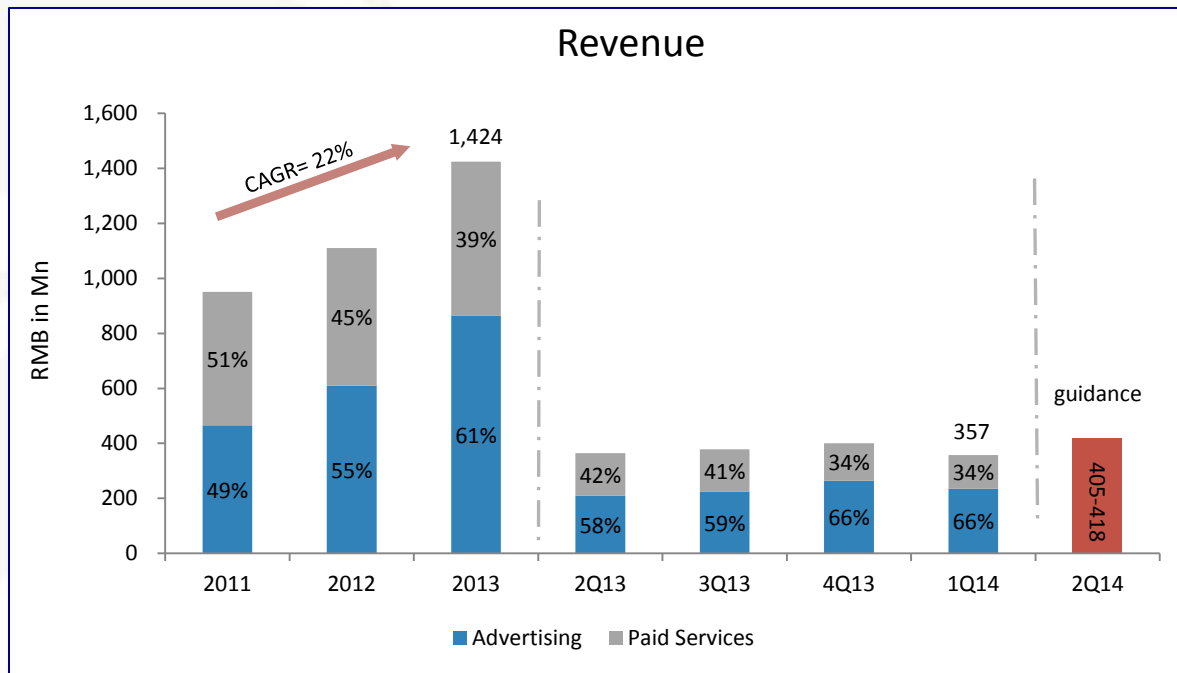
Core competence



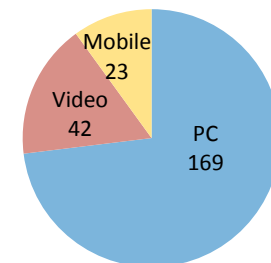


Financial Highlights

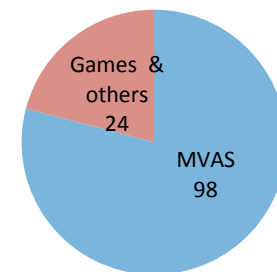
Strong Revenue Growth



1Q14 Advertising Revenue Breakdown

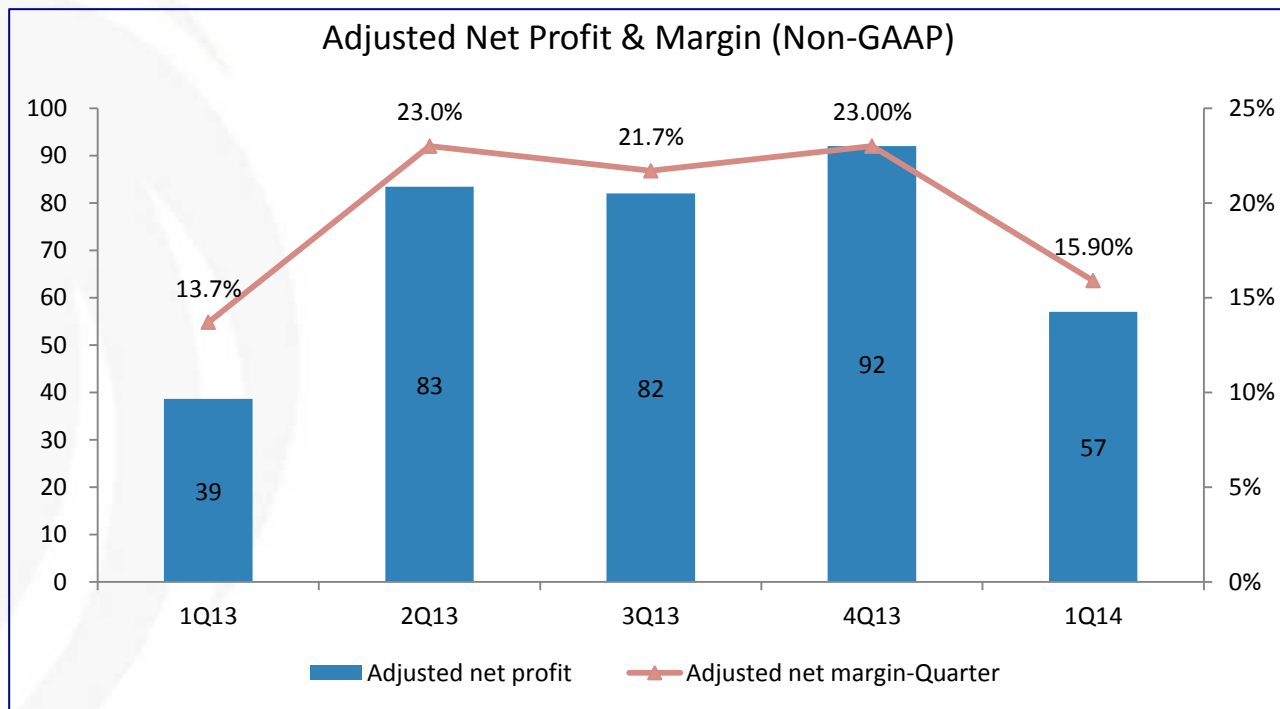


1Q14 Paid Service Revenue Breakdown



Consistent Net-Profit Growth (Non-GAAP)

Non-GAAP Net Profit grow 47.2% YoY, net margin improved by over 2%



Notes

1. Non-GAAP net income excludes share-based compensation expenses. Share-based compensation expenses: 2012: US\$1.1Mn; 2013: US\$2.8Mn; 1Q 13: US\$-0.1Mn ; 2Q 13: US\$1.0Mn; 3Q13: US\$0.3Mn; 4Q13: US\$1.5Mn; 1Q14: US\$1.8Mn
2. Non-GAAP net profit is in RMB million

Profits and Loss Highlights

(RMB 000's)	2012	2013	1Q13	2Q13	3Q13	4Q13	1Q14
Revenue	1,111,004	1,424,475	281,377	364,248	378,741	400,109	357,149
Cost of Revenues	631,299	696,355	143,854	173,422	194,434	184,645	173,871
Revenue sharing fees	263,518	249,797	49,513	57,962	76,182	56,140	53,680
Content and operational costs	227,934	277,038	57,082	64,172	75,538	80,246	74,079
Bandwidth costs	67,721	76,583	18,442	20,231	18,331	19,579	20,791
Sales tax and surcharges	72,126	92,937	18,817	21,057	24,383	28,680	25,321
Operating Expenses	395,066	479,931	105,549	120,183	109,667	144,532	140,222
S&M	197,038	273,399	55,092	64,406	65,839	88,062	76,733
G&A	106,736	97,849	24,832	29,320	16,604	27,093	32,702
R&D	91,292	108,683	25,625	26,457	27,224	29,377	30,787
Non GAAP Income from Operations	91,398	264,912	31,430	76,799	76,613	80,070	53,950
Non GAAP Net Profits	114,118	296,277	38,660	83,597	82,015	92,005	56,903
% to Revenue							
Revenue sharing fees	23.7%	17.5%	17.6%	18.7%	20.1%	14.0%	15.0%
Content and operational costs	20.5%	19.5%	20.3%	17.6%	19.9%	20.1%	20.7%
Gross Margin	43.2%	51.1%	48.9%	52.4%	48.7%	53.9%	51.3%
S&M	17.7%	19.2%	19.6%	17.7%	17.4%	22.0%	21.5%
G&A	9.6%	6.9%	8.8%	8.0%	4.4%	6.8%	9.2%
R&D	8.2%	7.6%	9.1%	7.3%	7.2%	7.3%	8.6%
Non GAAP Operation Income Margin	8.2%	18.6%	11.2%	21.1%	20.2%	20.0%	15.1%
Non GAAP Net Margin	10.3%	20.8%	13.7%	23.0%	21.7%	23.0%	15.9%

Notes: The above table is the excerpts of Condensed Consolidated Statements of Income

Strong Balance Sheet

<i>(RMB in mn)</i>	2013/12/31	2014/3/31
Cash and Term Deposit	1,402	1,394
Total Current Assets	1,941	2,013
Total Non-Current Assets	116	133
Total Liabilities	482	489
Total Shareholders' Equity	1,575	1,657

Appendix

Stable Management Team

CEO - Shuang Liu



COO – Ya Li



CFO – Betty Ho



EVP – Ling Jin



Education

- J.D., Duke Law School
- B.A., University of International Business & Economics, Beijing

Years of Experience w/ FENG

- 12+ (media industry)
- With FENG 9+

Selected Experience



- Executive Management Education, Wharton School of Business
- University of Sci & Tech of China

- 18+ (Internet industry and entrepreneurship)
- With FENG 8+



- B.C.in Finance from the University of Toronto
- AICPA and HKICPA

- 20+ (TMT, manufacturing and retail)



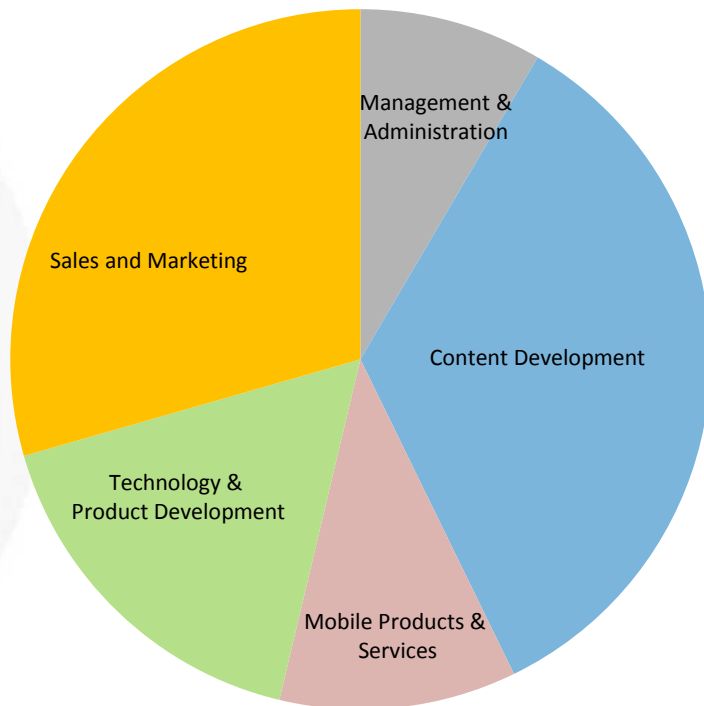
- EMBA, Cheung Kong Graduate School of Business

- 10+ (Internet industry, advertising industry)
- With FENG 4+

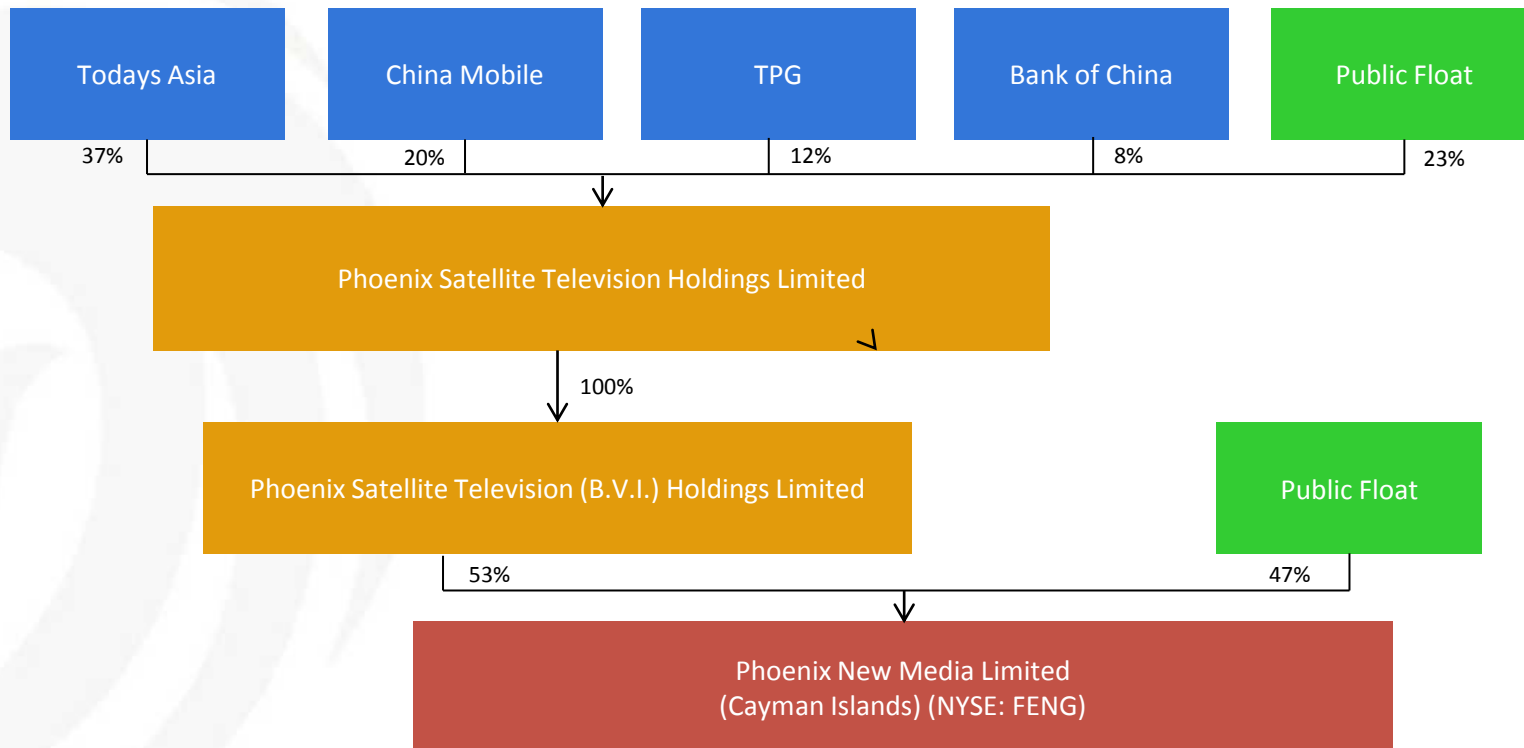


Resources Distributions

Content Development consist of over 30 % of our total headcount, out of a total of around 1,700 headcounts



Shareholding Structure



Notes: as of 31 March 2014, granted awards was 27.58%, of total outstanding shares, out of which 6.54% were not exercised. Top 10 shareholders accounted for about 14% of total shares outstanding as of 31 March 2014.

Young company with long history



鳳凰衛視

Phoenix TV founded- a leading Chinese language TV & media group based in HK



Spun-off as new media



IPO on NYSE - May 12, 2011

1996

1998

2005

2006

2007

2008

2009

2010

2011

"New Media" subsidiary
established


Company Snapshot

As of May 21 , 2014

Exchange / Ticker

 NYSE: FENG

Market Cap

 US\$ 736Mn

Price

 US\$9.79






ADS Outstanding

 75.2Mn

Average Daily Trading Volume (last 3 months)

 0.9Mn

Analysts Coverage

-  Morgan Stanley – Philip Wan
-  Deutsche Bank - Alan Hellawell
-  Macquarie Group – George Meng
-  J.P. Morgan - Alex Yao
-  CICC - Haofei Chen

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THANK YOU