



PHOENIX NEW MEDIA

NYSE: FENG

May 2017



 鳳凰網
IFENG.COM

鳳凰新聞 | 客戶端
IFENG NEWS





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





Uniquely Successful in Bridging the Divide





Cross Media Platform

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



Website: www.ifeng.com
Top 3 portal in China



Mobile: Apps and WAP



TV: Phoenix Satellite TV in over 150 countries and regions



Leading Media Convergence Platform

We aim to provide global Chinese audience with balanced and versatile information, ranging from current affairs, finance to fashion, entertainment and etc., through our All-media platform.





Leading Verticals by Traffic

Almost 279 million MUV on PC in 1Q17, covering half of the Internet population in China.
DUV was 42 million on PC in 1Q17, ranked No. 3 among Chinese internet portal.



#1-ranked News channel
#2-ranked media home page



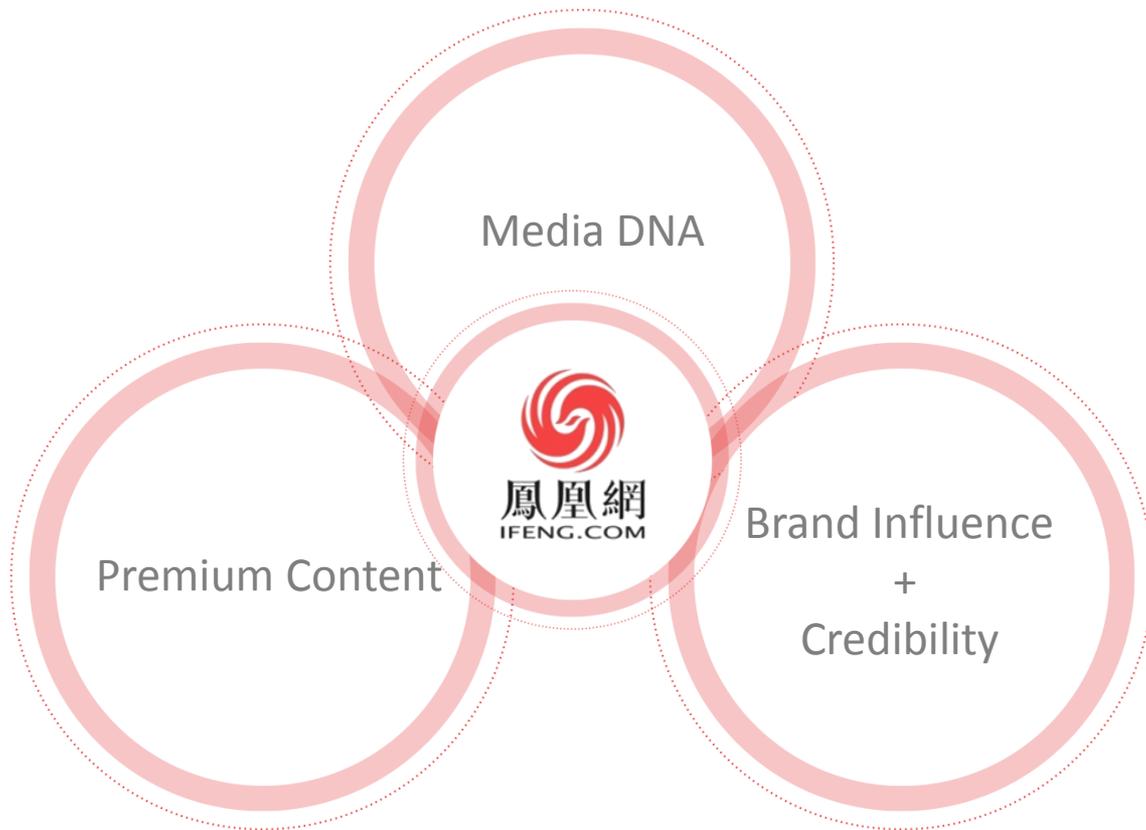
#1-ranked fashion channel



#3-ranked entertainment channel



What Sets Phoenix New Media Apart Today?



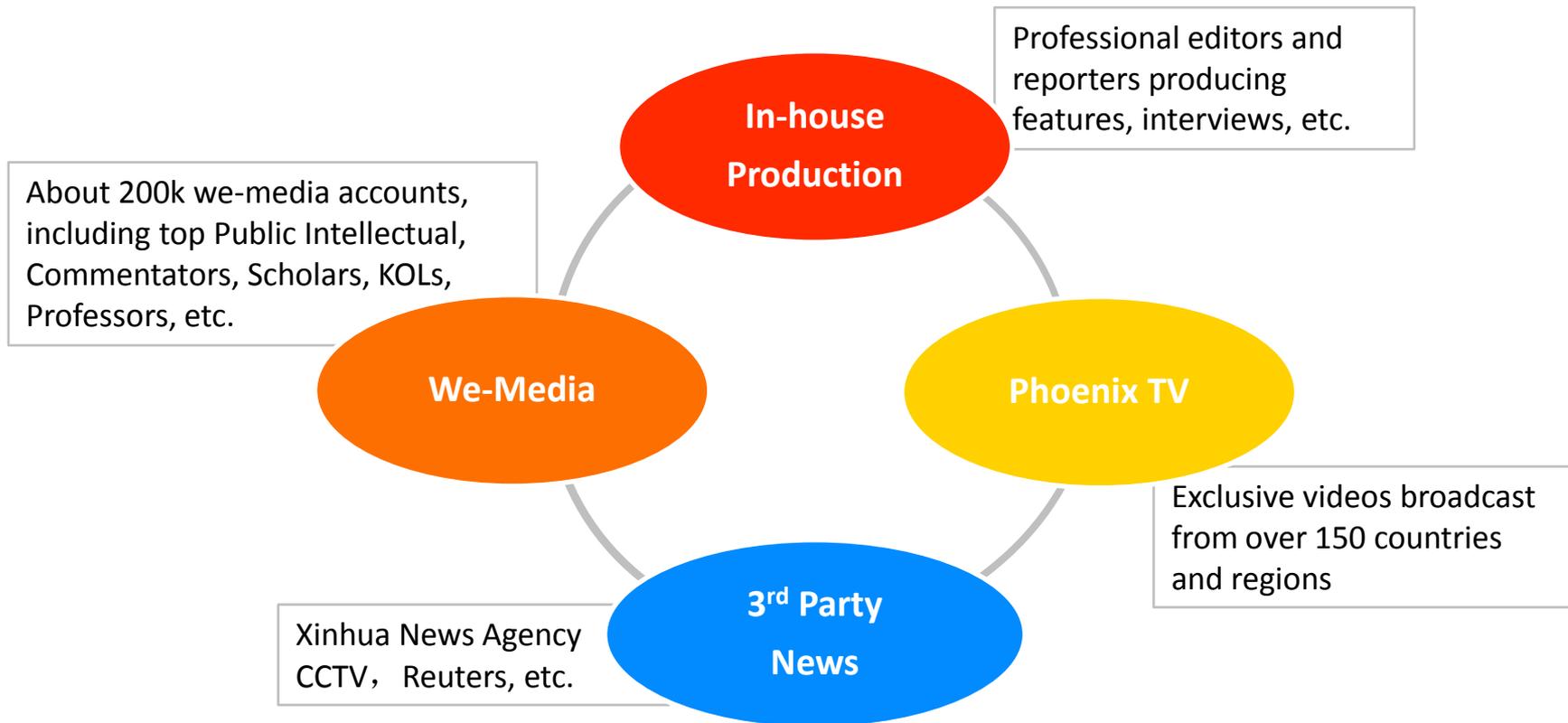


CONTENT





Diverse and Proprietary Content





Content Expansion – Live Broadcasting

1000+ Reporters, 200+ PGC Partners



走进希拉里竞选总部
看他们怎样拉票

美国 纽约 11月05日 20:30



长按识别二维码看直播



C919 究竟牛在哪？

5月11日 14:00-15:30
凤凰军事




STARBUCKS

一个关于梦想和责任的故事

Building a Trusted and Enduring Brand
in China and around the World

霍华德·舒尔茨
Howard Schultz
星巴克咖啡公司董事会执行主席
Executive Chairman
Starbucks Coffee Company

2017.04.11 19:00-20:00
六大平台全球同步直播

凤凰 (英文原音)



其他直播平台



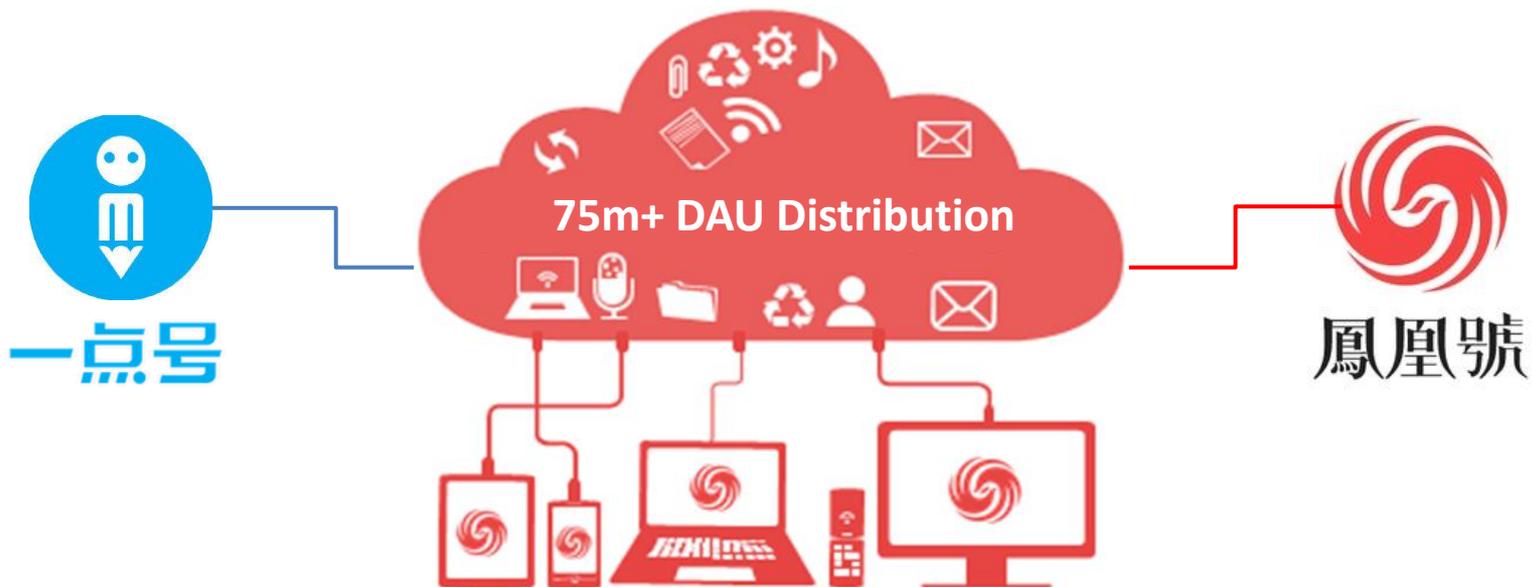







Content Expansion – We-media

200K+ We-media Accounts





MOBILE STRATEGY





Comprehensive Mobile Strategy

Different but Complementary



- Editorial Based
- Serious Journalism
- High-end Users

- Interest-engine Based
- Personalized Info
- Mass Market



Secular Mobile Performance



1Q17 Highlights:



Mobile Ad Revenue: 2% YoY



DAU: 30million (APPS +WAP portal)

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Potential Upside

DAU 48million+ in April, 2017.



Company now owns approximately 44.2% of equity interest of Yidian Zixun on an as-if converted basis



Exclusive User-generated Channels

3.65MM+

User-generated Channels



KOLs

Jianhua Huo	395K	Yang Yang	175K
Baoqiang Wang	409K	Zhiqian Xue	59K

Practical Info

Lose weight	20.44MM	College Entrance Exam	765K
Fashion	16.56MM	Crude oil	175K
Diabetes	4,942K	Study abroad in UK	46K
Insomnia	953K	Hog price	44K

Personalized Demands

Product manager	705K	Oversea Listed stock	11K
Media industry	209K	Zehou Li	5,346
App promotion	14K	Western Philosophy	2,577



Why Yidian Can Exhibit More Accurate Results

Market



Yidian Zixun



User Click



Biased Push

User Click
+

Search
+

Channel Subscription

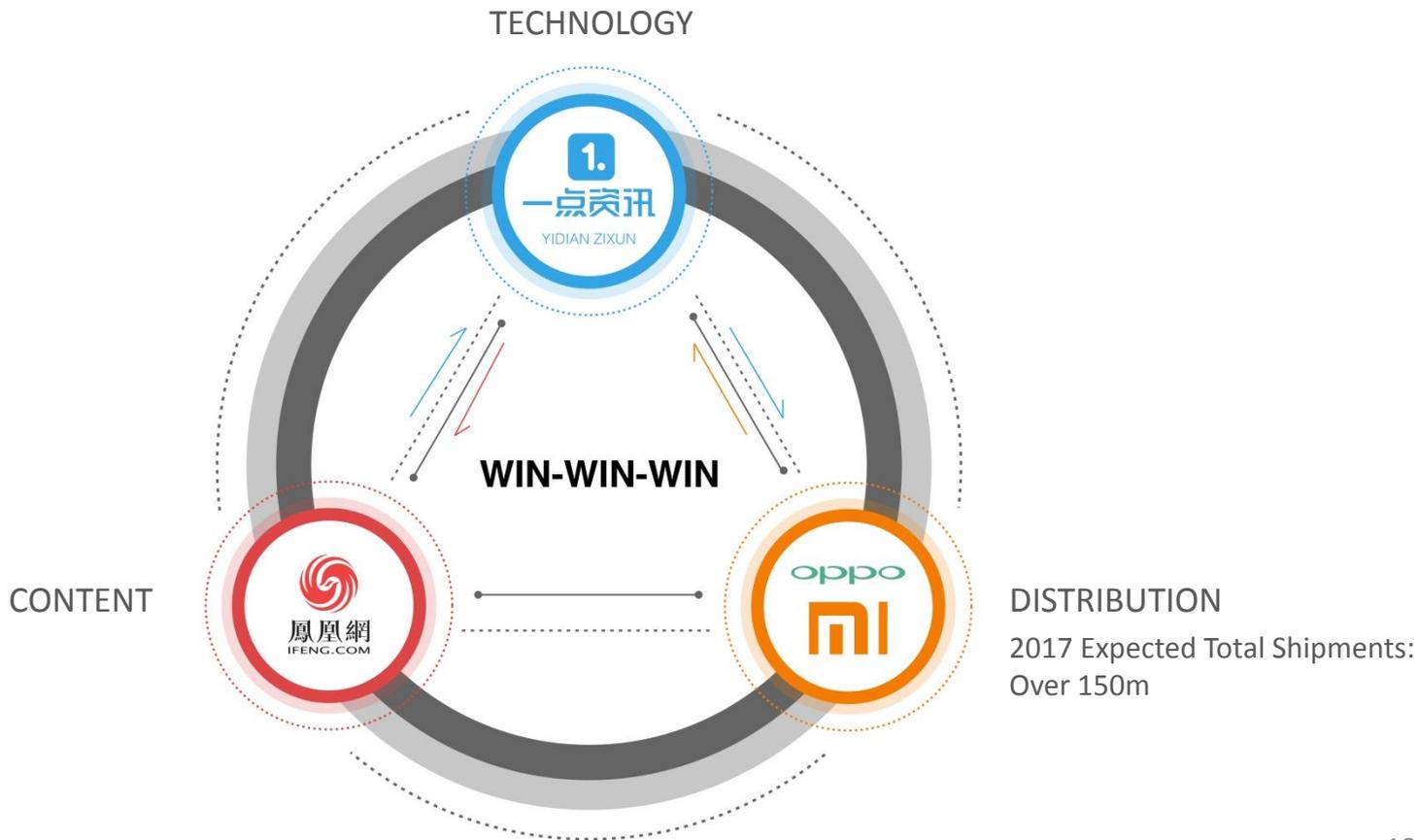


Balancing Results





Win Win Win



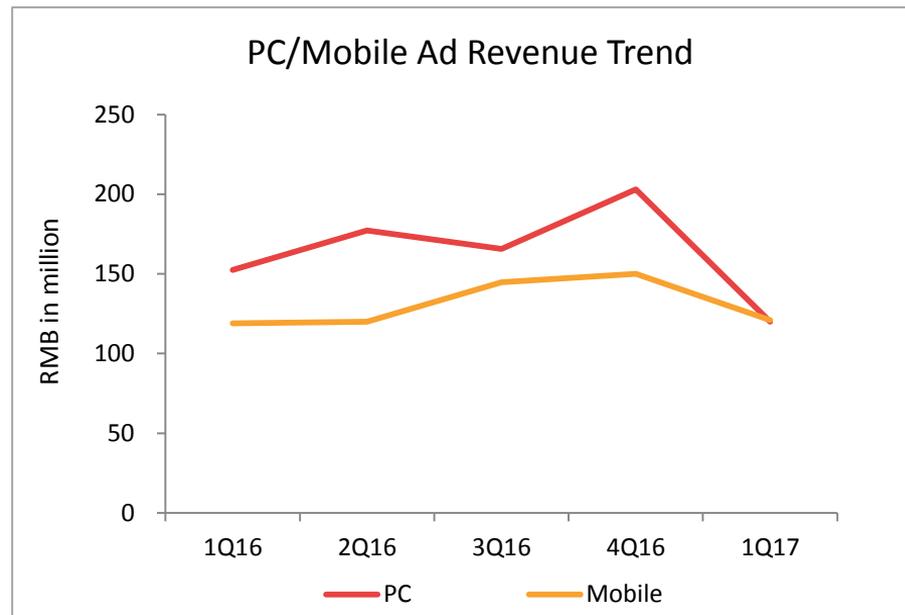
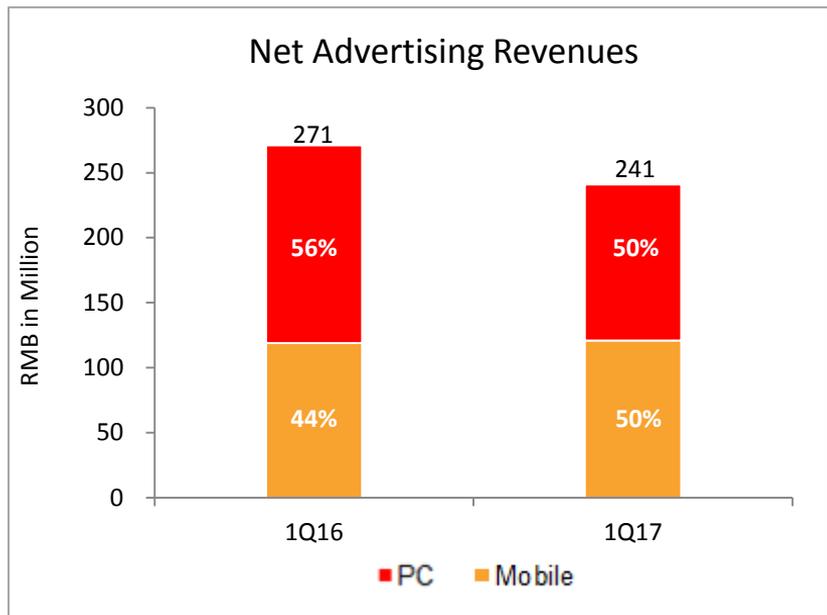


MONETIZATION





Sustainable Growth



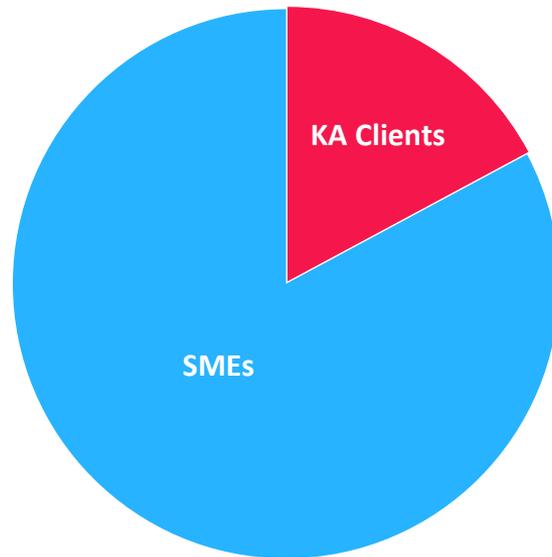
Source: Company data



Expanding Advertisers

<p>AUTO</p>	
<p>E-COMMERCE</p>	
<p>FINANCIAL SERVICES</p>	
<p>INTERNET SERVICES & COMMUNICATION SERVICES</p>	

SME Clients Increased Significantly

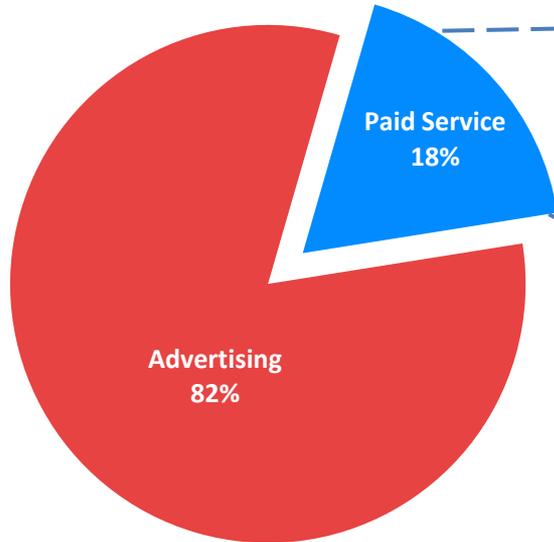


Source: Company data in 1Q17

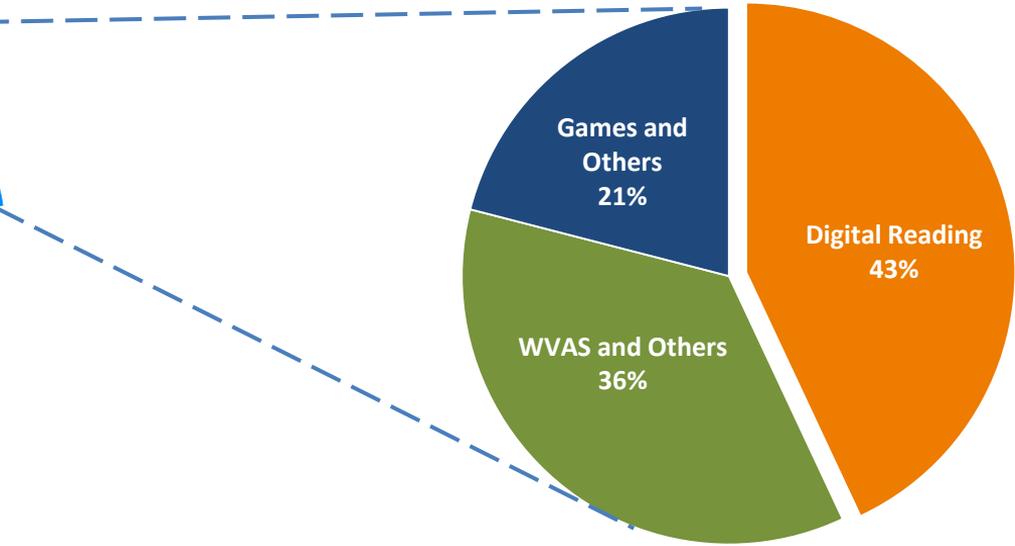


Paid Services – Subscription and Transaction

1Q17 Revenues Breakdown



Paid Service Breakdown



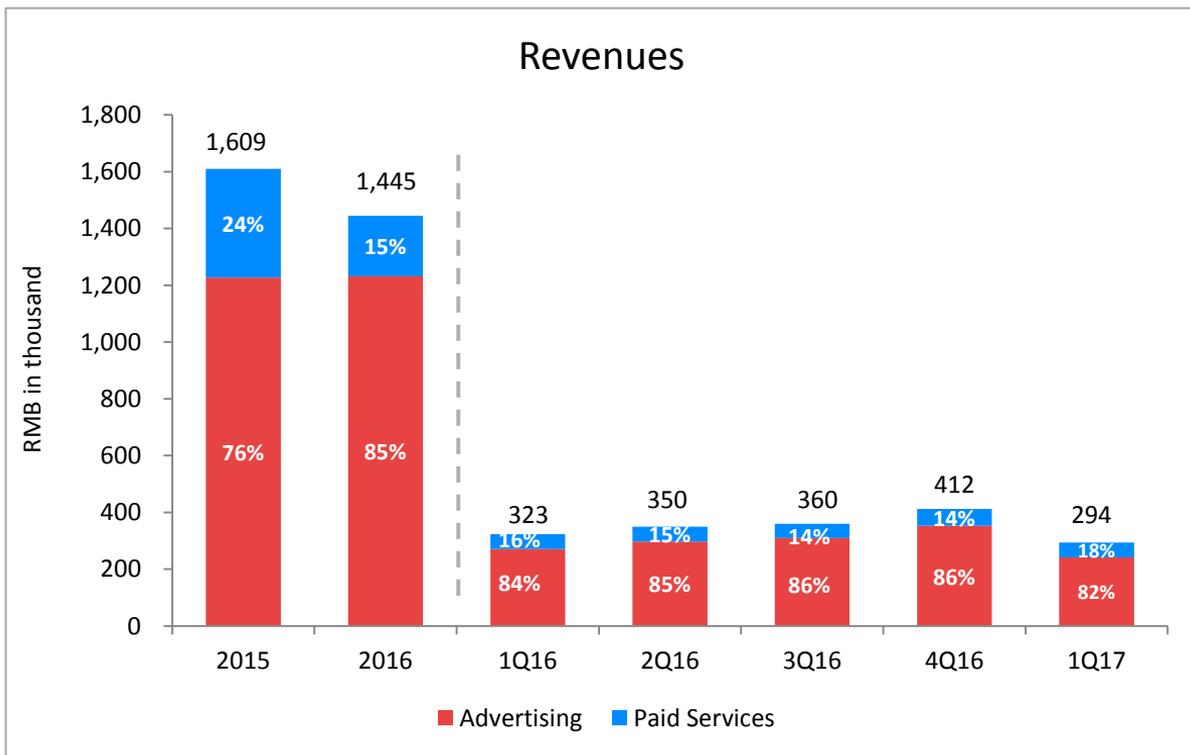


FINANCIAL HIGHLIGHTS

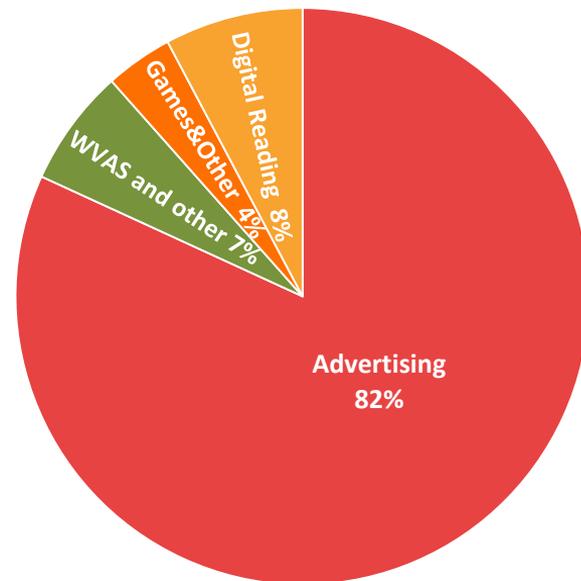




Revenues Breakdown



1Q17 Revenues Breakdown





Profits and Loss Highlights

<i>(RMB 000's)</i>	1Q16	4Q16	1Q17	2015	2016
Revenue	322,940	411,882	294,479	1,609,196	1,444,907
Cost of Revenues	158,168	205,204	162,489	829,386	726,807
Revenue sharing fees	18,854	17,340	17,320	216,973	72,027
Content and operational costs	95,450	138,635	106,316	406,742	470,812
Bandwidth costs	17,346	15,160	14,528	83,170	64,201
Sales tax and surcharges	26,518	34,069	24,325	122,501	119,766
Operating Expenses	160,959	185,228	172,041	700,836	682,728
S&M	75,558	102,386	95,462	346,133	339,171
G&A	45,043	41,150	31,951	183,989	181,677
R&D	40,358	41,692	44,628	170,714	161,880
Non GAAP Income/(loss) from Operations	31,050	22,992	(31,785)	113,328	37,262
Non GAAP Net Profits	14,692	41,350	(23,244)	145,156	84,277
% to Revenue					
Revenue sharing fees	5.8%	4.2%	5.9%	13.5%	5.0%
Content and operational costs	29.6%	33.7%	36.1%	25.3%	32.6%
Gross Margin	51.0%	50.2%	44.8%	48.5%	49.7%
S&M	23.4%	24.9%	32.4%	21.5%	23.5%
G&A	13.9%	10.0%	10.9%	11.4%	12.6%
R&D	12.5%	10.1%	15.2%	10.6%	11.2%
Non GAAP Operation Income Margin	9.6%	5.6%	-10.8%	7.0%	2.6%
Non GAAP Net Margin	4.5%	10.0%	-7.9%	9.0%	5.8%

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



Strong Balance Sheet — No Debt!

<i>(RMB in mn)</i>	2016/12/31	2017/3/31	2017/3/31
	RMB	RMB	USD
Cash and Cash Equivalents and Term Deposits and Short Term Investments and Restricted Cash	1,339	1,373	199
Total Current Assets	2,069	2,121	308
Total Non-Current Assets	1,100	1,099	160
Total Liabilities	1,006	1,077	157
Total Shareholders' Equity	2,163	2,143	311



APPENDIX





Young Company with Long History

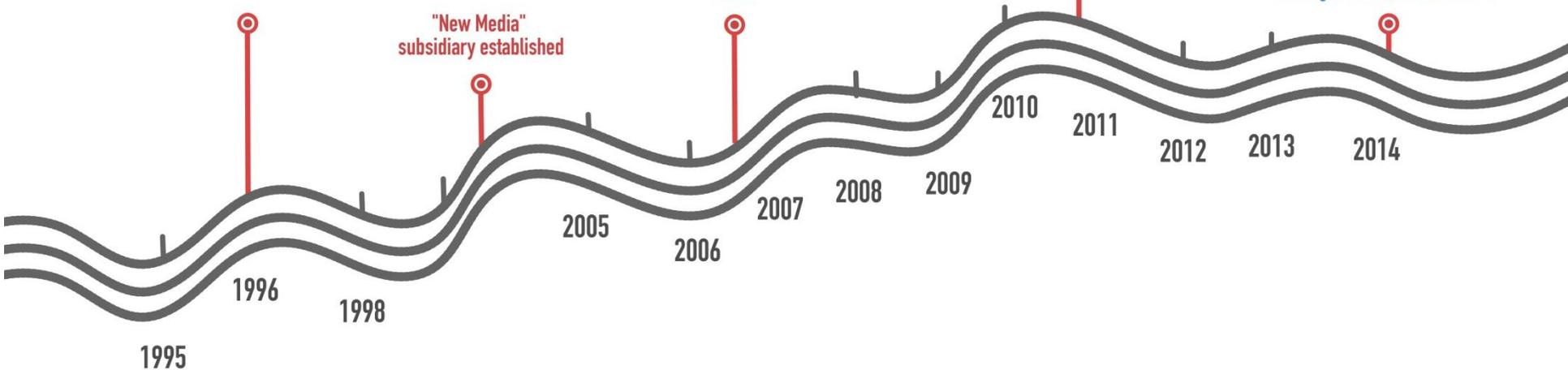


鳳凰衛視

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

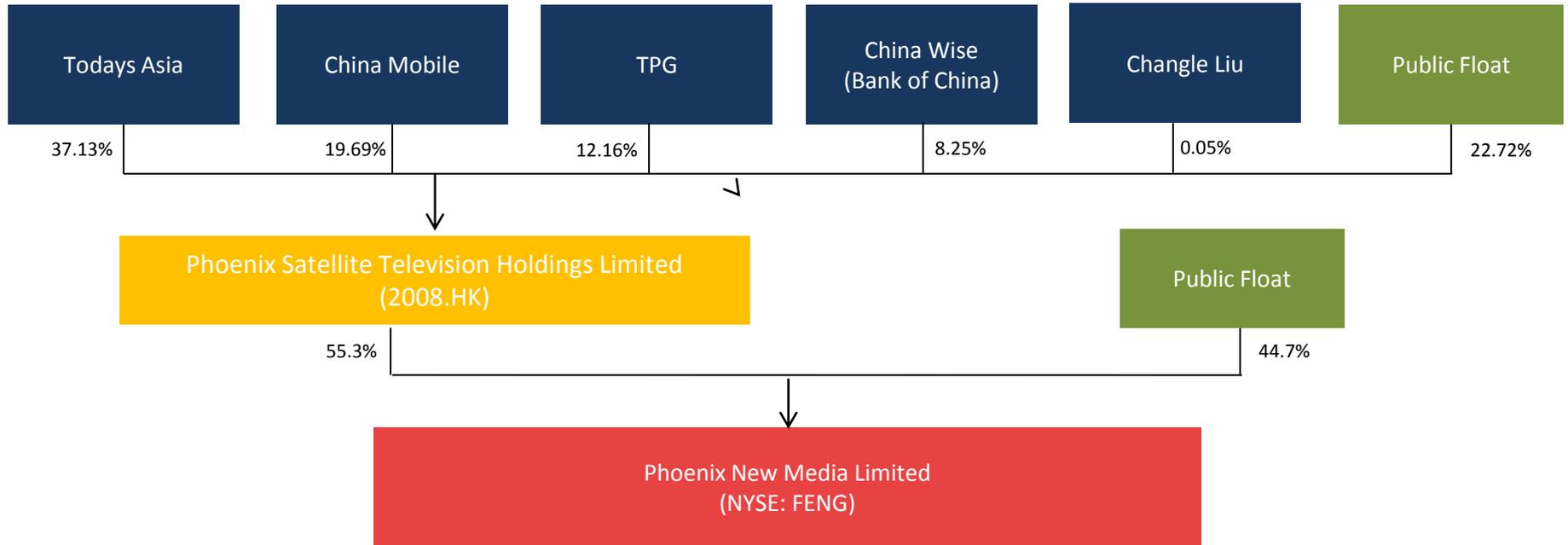


Strategic Investment in Yidian





Shareholding Structure



Notes: As of March 31, 2017, 7.59% of total outstanding shares were granted but not exercised.

Top 10 shareholders accounted for about 16% of total shares outstanding as of March 31, 2017.



Stable Management Team



President – Ya Li

18+ (Internet industry and entrepreneurship)
Joined in 2006



CEO – Shuang Liu

13+ (Media industry)
Joined in 2005



Co-President – Tong Chen

21+ (Media industry)
Joined in 2016



VP (Mobile business) – Jianxiong Yue

15+ (Internet & media industry)
Joined in 2016



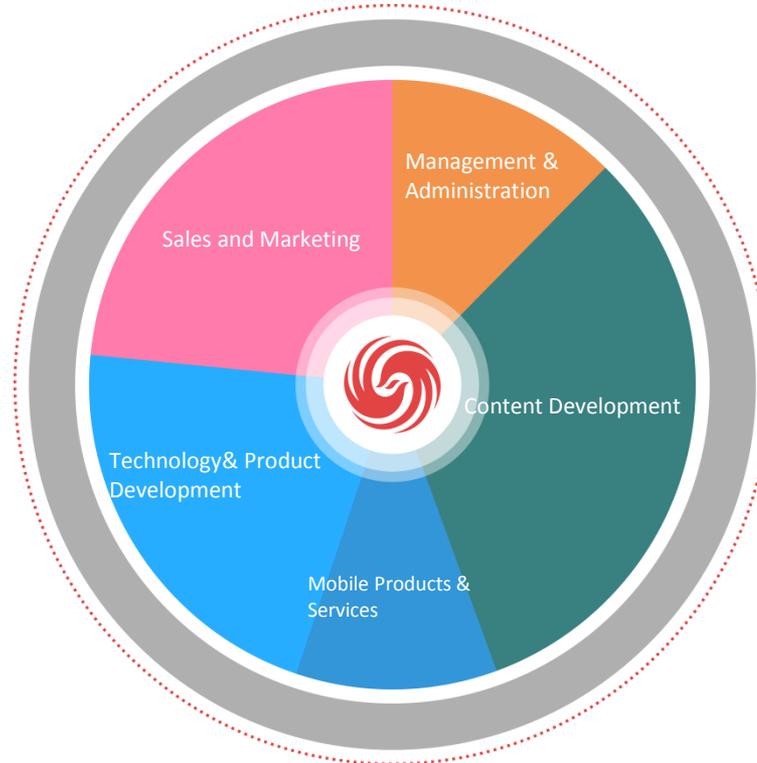
CFO – Betty Ho

AICPA and HKICPA
21+ (TMT, manufacturing and retail)
Joined in 2013



Resources Distributions

Content Development consist of about 30 % of our total headcount, out of a total of around 1,400 headcounts





Company Snapshot

As of May 12, 2017

Exchange / Ticker	NYSE: FENG
Market Cap	US\$ 242Mn
Price	US\$ 3.38
ADS Outstanding	71.5Mn
Average Daily Trading Volume (last 3 months)	0.1Mn

Analysts Coverage





THANKS

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