

Financial Tear Sheet

■ Corporate Profile

Phoenix New Media (“PNM”) is a global leading new media company with an integrated platform consisting of Internet media website (www.ifeng.com), mobile channel (3g.ifeng.com and APPs) and video channel (v.ifeng.com). Guided by our four corporate tenets: " roots in Chinese culture, global perspective, openness to the world, a progressive force ", we provide premium new media contents and services for the mainstream Chinese community on a seamless platform across Internet, mobile and TV network.

Being an important Internet distribution channel for Phoenix TV's premium content, PNM also sources the content from various professional media institutions as well as user-generated and in-house produced content. Through the provision of news and information, in-depth report, views and comments, financial tools, interactive applications and community sharing in text, image, audio and visual formats, PNM caters to the diversified and personalized user needs including news browsing, community interacting and sharing, entertainment and wealth management of the mainstream community . In the meantime, PNM feeds a substantial amount of user generated content from the discussion forums, surveys, blogs, and comment postings to Phoenix TV. This Internet-TV combined model enables Internet, mobile and TV users to consume rich and premium content anywhere any time.

In the first quarter of 2016, ifeng.com has over 279 million monthly unique visitors (UV), covering half of the Internet population in China. The daily active users of 3g.ifeng.com and ifeng news app were 34 million. According to a report from iResearch in 2015, PNM is in a leading position among Chinese Internet portals measured by users' benchmarks such as individual income, family income, education level, percentage of management and professionals, PV/UV and average daily time spent on the website. PNM focuses on four core strengths for advertising sales: intended target audience, insight into content and user behavior, integrated platform and influential brand - "4i for ROI".

In an era of broadband and wireless Internet revolution as well as the convergence of traditional and new media, PNM is driving the integrated media content transmission across Internet, mobile and TV and the 4G mobile media innovation. According to iResearch, ifeng.com was ranked 7th in terms of daily unique visitors (DUV) among all websites in China in March 2015.

■ Stock Performance

■ Primary IR Contact

Nicole Shan

IR Director
16th Floor, Zhongqing
Building,
No.4 Qiyang Road,
Chaoyang District
Beijing, 100102, China
E-mail:

investorrelations@ifeng.com

Jeremy Peruski

ICR
19/F, Cheung Kong Center,
2 Queen's Road Central,
Central,
Hong Kong
E-mail:

investorrelations@ifeng.com

FENG (ADS)

Exchange	NYSE (US Dollar)
Price	\$4.35
Change (%)	▲ 0.05 (1.16%)
Volume	99,277
52 Week High	\$8.14
52 Week Low	\$3.56
Market Cap	\$1,108,964,162
Rolling EPS	0.01
PE Ratio	435
Shares Outstanding	254,934,290

Data as of 08/17/18 4:02 p.m. ET

FENG

Technical Analysis ▾ Tools & Settings ▾



Data provided by Nasdaq. Minimum 15 minutes delayed. [View Attributions and Sources](#)

Recent Headlines & Events

08/14/18

[Phoenix New Media Reports Unaudited Second Quarter 2018 Financial Results](#)

08/08/18

[Phoenix New Media Announces Completion of Loan Assignment](#)

08/07/18

[Phoenix New Media to Announce 2018 Second Quarter Financial Results on Tuesday, August 14, 2018](#)

There are currently no events scheduled.

SEC Filings

Year Filter

All Years

Filing Date	Form
08/14/18	6-K
08/08/18	6-K
06/29/18	S-8
05/29/18	SC 13G

Corporate Governance

Shuang Liu	Chief Executive Officer of Phoenix New Media Chairman of the Board of Yidian Zixun
Betty Yip Ho	Chief Financial Officer of Phoenix New Media
Xiaoyan Chi	Senior Vice President of Phoenix New Media
Ming Zou	Vice President and Chief Editor of Phoenix New Media
Jianxiong Yue	Vice President of Phoenix New Media General Manager of ifeng News App

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