

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

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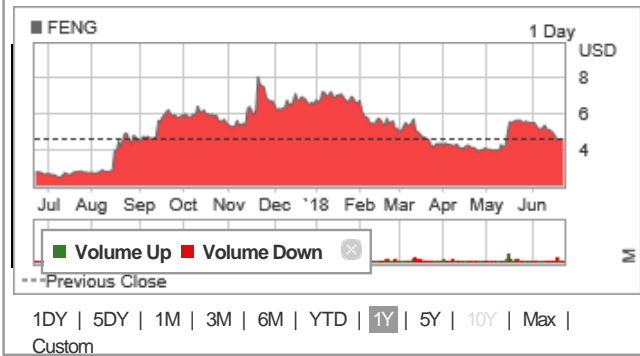
FENG (ADS)

Exchange	NYSE (US Dollar)
Price	\$4.56
Change (%)	▼ 0.02 (0.44%)
Volume	125,907
52 Week High	\$8.14
52 Week Low	\$2.43
Market Cap	\$1,162,500,362
Rolling EPS	0.01
PE Ratio	456
Shares Outstanding	254,934,290

Data as of 06/22/18 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

05/14/18

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

05/07/18

[Phoenix New Media to Announce 2018 First Quarter Financial Results on Monday, May 14, 2018](#)

04/26/18

[Phoenix New Media Filed 2017 Annual Report on Form 20-F](#)

There are currently no events scheduled.

SEC Filings

Year Filter

All Years

Filing Date	Form
05/29/18	SC 13G
05/14/18	6-K
04/26/18	20-F
04/03/18	6-K

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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