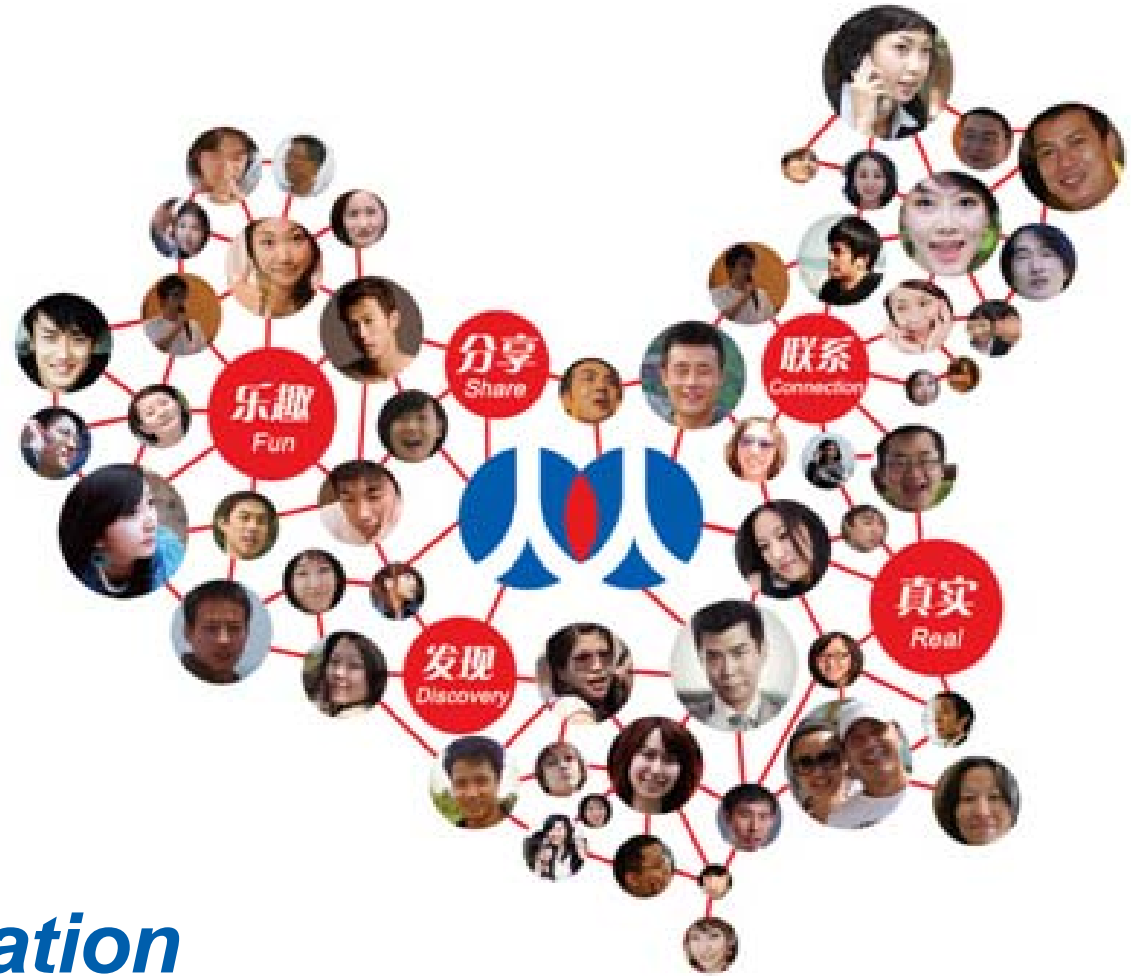


renren inc.



Company Presentation

December 2017

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Agenda

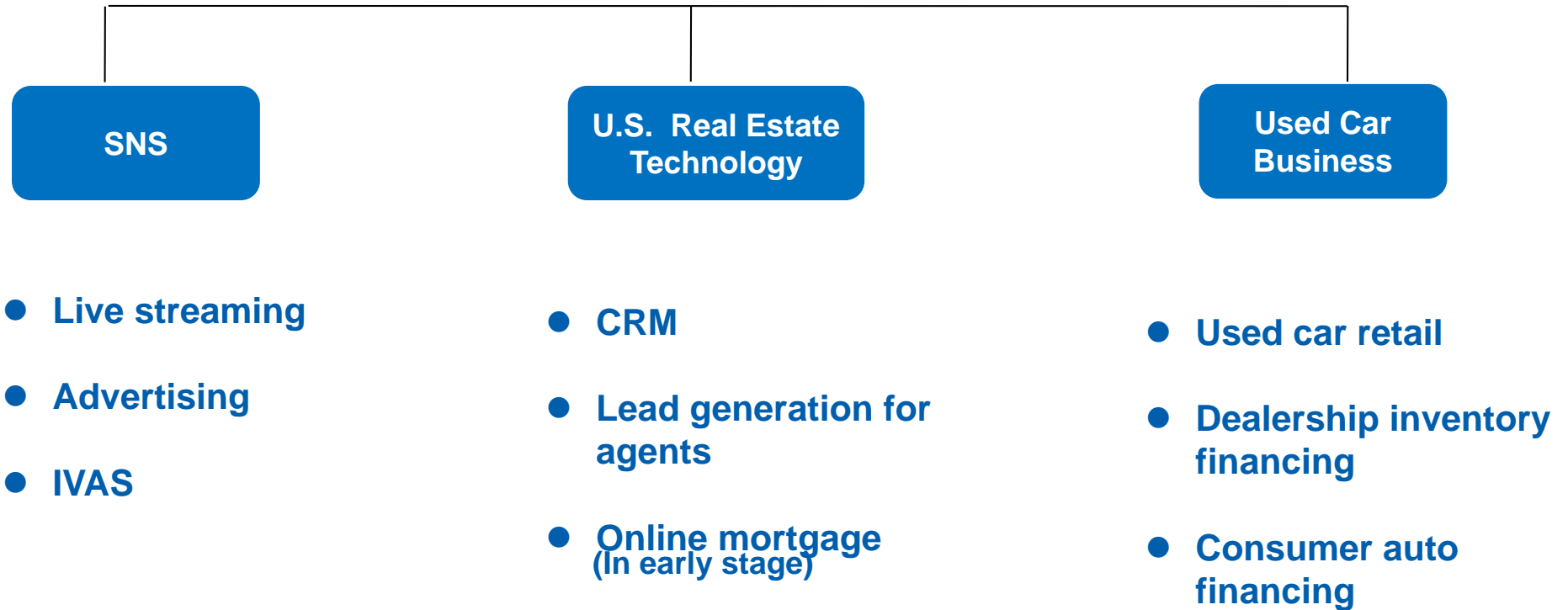
1. Business Updates

- **Company Overview**
- **Renren SNS**
- **U.S. Real Estate Technology**
- **Used Car Business**

2. Financial Highlights



RENN Overview – Three Business Units



Agenda

1. Business Updates

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2. Financial Highlights



Renren: a Social Network Platform and Evolving Fan Economy Platform in China



- 34MM monthly unique log-in users⁽¹⁾
- ~87% mobile percentage in media time⁽¹⁾

Notes:

(1) For the month of September 2017



Agenda

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Meet Chime:

An Operating System for Real Estate Professionals



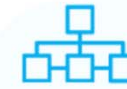
CRM



SMART PLANS
DRIP TEXT & EMAILS



TASK MANAGEMENT



LEAD ROUTING
ROUND ROBIN
GROUP BLAST



INTEGRATIONS



LEAD SCORING



TEAM REPORTING



COACH
TEMPLATES



PROPERTY ALERTS
SELLER ALERTS

IDX



CMS



MLS SYNC



OPTIMIZATION



RESPONSIVE DESIGN

Lead Generation



LENDERS
COOPERATIVE LEAD GEN PROGRAM



GEOGRAPHIC FARMING
BUYER AND SELLER LEADS
DIGITAL AND PRINT MEDIA



AI powered insights drive ROI for agents

Chime [Navigation Icons] [User: Alan Jordan]

James Wiley

Buyer | Last Touch: 1 day ago

Call | Text | Email

Pipeline: New Leads | Groups: Buyer

Details

Phone: 149-024-0776, 860-223-2342, 356-242-1797
+ Add a Number

Email: austen12@amz.com, janet.hilpert@realw...
+ Add an Email

Address: N/A
Source: Website
Reg Date: 14 Dec 2017
Tags: Hot, VIP

Lead Retention

Total Sent	67 times	Last Sent	2 days ago	Website Visits	102 times
Total Opened	48 times	Last Opened	18 days ago	Listing Views	193 times

Line and bar chart showing lead retention metrics from Jan to Apr.

Dynamic Lead Score

85

+5 Opened latest listing alert June 13, 2017

Top 5 Indicators

- Actively Searching on Website
- Valid Contacts
- Solid Downpayment
- Keep Opening Listing Alerts
- No Appointment Made

Smart Action: Add Action Plan : Buyer Nurturing

Assigned To

- Maggie Huff (Admin)
- Mildred Gonzalez (Lender)

Property Alert

Property Alert: Daily, 23 sent, 14 opened, 4 clicks

via SMS: 23 sent, 14 clicked, 4 views

San Jose, San Mateo: Daily, 23 sent, 4 opened, 4 clicks (System)

Last Sent: Yesterday
Last Opened: 23 days ago
Next Scheduled: 3 days later



GeoFarm: Newly Acquired Businesses



Real Estate Lead Generation Marketing



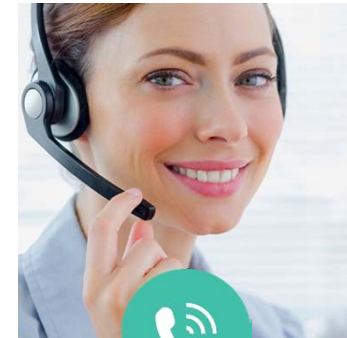
Lead Capture Landing Page



GeoFarm Digital Media Services



Direct Mail Management



ConversionPRO



Agenda

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2. Financial Highlights



Our Business Model: Retail + Financing + Technology

- **We started our business as an inventory financing partner with used car dealerships in China**
- **We are an integrated online and offline used car services platform, including retail, sourcing, financing, insurance and after sales support**
- **We bring technology, internet, capital, and management system to tech/fin-enable our dealerships**
- **We now have retail presence in 10+ cities in China. Retail revenue was US\$42 million 3Q2017**



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3Q17 Financial Summaries

	3Q17	3Q16	YoY %
Total Net Revenues	61.8	17.9	245.3%
- Advertising and IVAS	12.9	9.6	34.6%
- Financing Income	6.6	8.3	-20.2%
- Used Car Sales	42.3	-	
Gross Profit	6.1	3.5	73.1%
<i>Gross Margin (%)</i>	<i>9.9%</i>	<i>19.8%</i>	
Operating Expenses	33.5	22.1	51.3%
Net Income (Loss)	-22.8	-22.8	
Non-GAAP Net Income (Loss)	-10.5	-17.3	



Balance Sheet As Of September 30, 2017

Consolidated Balance Sheets (Unaudited)

(\$MM)	December 31, 2016	September 30, 2017
Cash and Cash Equivalents	79	163
Accounts and Notes Receivables	5	6
Financing Receivables	302	172
Inventory	-	75
Total Assets	1,177	1,172
Total Liabilities	438	456
Total Equity	738	715



Q&A Section

OPEN THE MEETING TO SHAREHOLDERS' QUESTIONS

