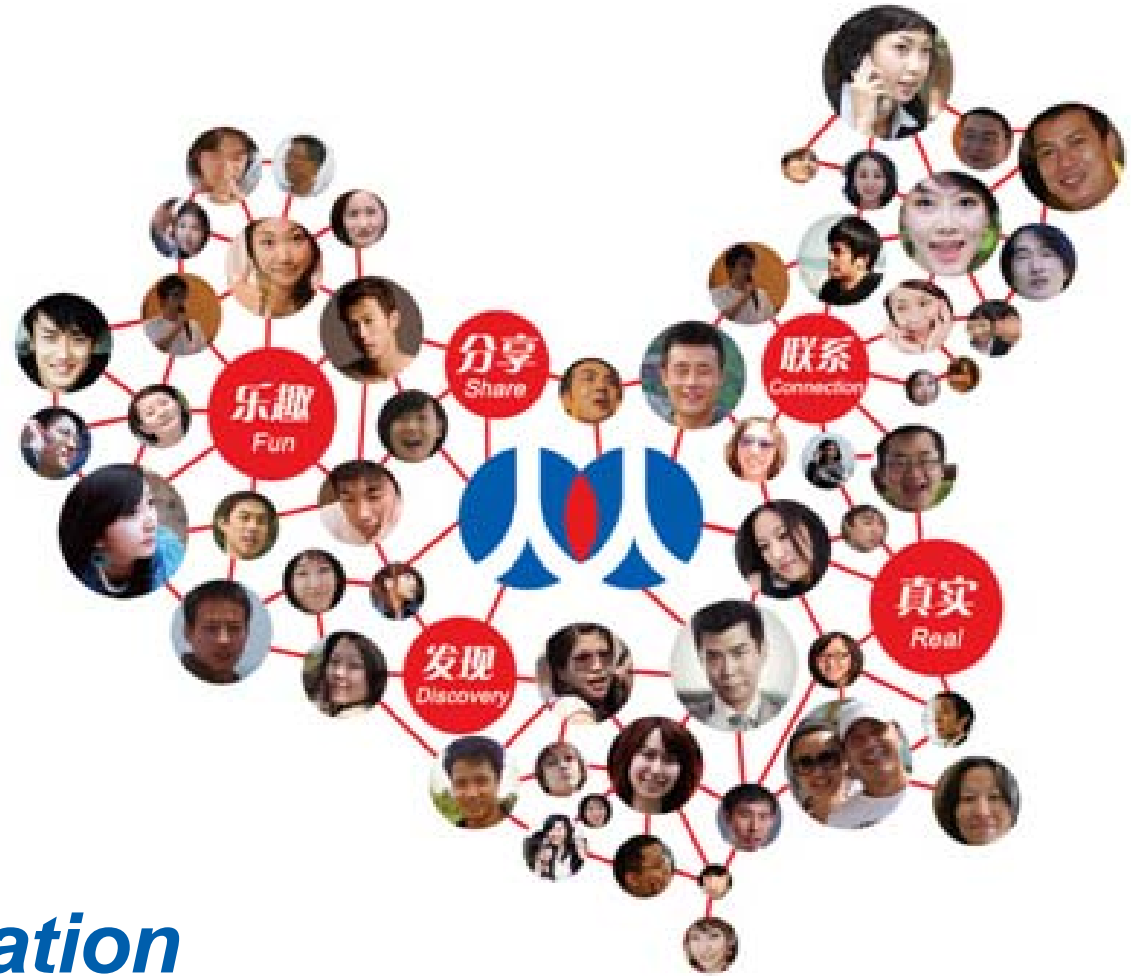


renren inc.



## *Company Presentation*

December 2017

# Disclaimer

---

The following presentation has been prepared by Renren Inc. (“Renren” or the “Company”) solely for informational purposes and is not an offer to buy or sell, or a solicitation of an offer to buy or sell, any security or instrument of the Company, or to participate in any investment or trading strategy, in the United States or anywhere else. The information included herein was obtained from various sources, including certain third parties, and has not been independently verified. No representation, warranty or undertaking, expressed or implied, is made as to, and no reliance should be placed on, the accuracy, fairness, completeness or correctness of the information or the opinions presented or contained in these materials. No part of this presentation shall form the basis of or be relied upon in connection with any contract or commitment whatsoever.

By viewing or accessing the information contained in this presentation, the recipient hereby acknowledges and agrees that neither the Company, any of the representatives of the Company, accepts any responsibility for, or makes any representation or warranty, express or implied, with respect to, the truth, accuracy, fairness, completeness or reasonableness of the information contained in, and omissions from, this presentation and that neither the Company nor any of its affiliates, advisers, representatives accept any liability whatsoever for any loss howsoever arising from any information presented or contained in this presentation. The information presented or contained in this presentation is subject to change without notice and its accuracy is not guaranteed.

This presentation is highly confidential, and is being given solely for your information and may not be copied, reproduced, redistributed or passed on, directly or indirectly, to any other person in any manner. By viewing or accessing the information contained in this presentation, you hereby acknowledge and agree to keep the contents of this presentation and this presentation confidential. Participants must return this presentation and all other materials provided in connection herewith to the Company at the completion of the presentation. By viewing, accessing or participating in this presentation, you agree to be bound by the foregoing limitations.

This presentation does not contain all relevant information relating to the Company or its securities, particularly with respect to the risks and special considerations involved with an investment in the securities of the Company, and these materials are qualified in their entirety by reference to the detailed information appearing in the filings the Company made or furnished to the Securities Exchange Commission . Furthermore, certain statements in this presentation, and other statements that the Company may make, may contain forward-looking statements with respect to the Company’s future financial or business performance, strategies or expectations. These statements can be recognized by the use of words such as “expects,” “plan,” “will,” “estimates,” “projects,” “intends,” or words of similar meaning. The Company cautions that forward-looking statements are subject to numerous assumptions, risks and uncertainties, which change over time. The Company, its affiliates, advisers, representatives assume no duty to and do not undertake to update any forward-looking statements to reflect future events or circumstances. Actual results could differ materially from those anticipated in forward-looking statements and future results could materially differ from historical performance.



# Agenda

---

## 1. Business Updates

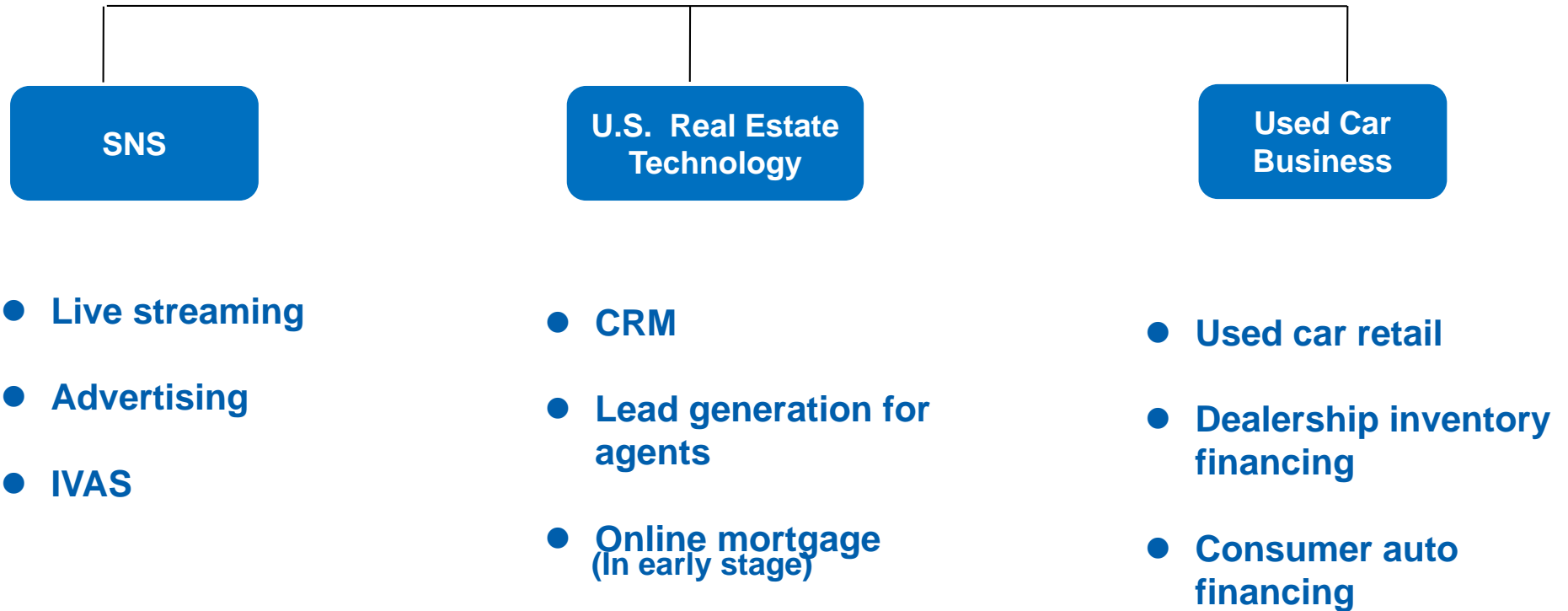
- **Company Overview**
- **Renren SNS**
- **U.S. Real Estate Technology**
- **Used Car Business**

## 2. Financial Highlights



# RENN Overview – Three Business Units

---



# Agenda

---

## 1. Business Updates

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

## 2. Financial Highlights



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



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

Notes:

(1) For the month of September 2017



# Agenda

---

## 1. Business Updates

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

## 2. Financial Highlights



# Meet Chime:

## An Operating System for Real Estate Professionals



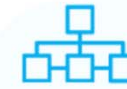
### CRM



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

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



# GeoFarm: Newly Acquired Businesses



## Real Estate Lead Generation Marketing



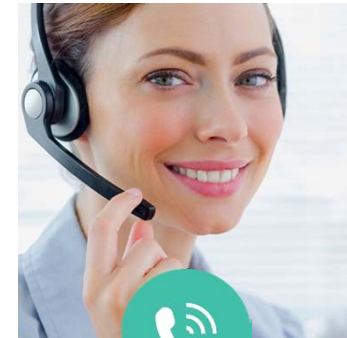
Lead Capture Landing Page



GeoFarm Digital Media Services



Direct Mail Management



ConversionPRO



# Agenda

---

## 1. Business Updates

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

## 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**



# Agenda

---

## 1. Business Updates

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

## 2. Financial Highlights



## 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***

