

Financial Tear Sheet

Corporate Profile

Headquartered in Beijing, E-commerce China Dangdang Inc. is a leading business-to-consumer, or B2C, e-commerce company in China.

Since our inception, we have focused on selling books online and have become the largest book retailer in China in terms of both revenues and selection. With a large, loyal and rapidly growing customer base established, we expanded into select general merchandise products including beauty and personal care products, home and lifestyle products, baby, children and maternity products, apparel, digital and electronics products.

As of Sep 30, 2013, we offered approximately 930,000 books and other media products which we believe is the largest selection available both online and offline from a single retailer in China. We also had over 113,000 stock keeping units, or SKU, of general merchandise products for sale at our website, including products we sell directly to customers and products offered by third-party merchants.

We have over 14 years' experience in e-commerce market and have developed best-in-class supply chain management expertise and strong and, in some cases, exclusive relationships with suppliers throughout China, which enable us to offer a wide selection of quality products at competitive prices. Our nationwide fulfillment and delivery network, consisting of 19 logistic centers locating in strategic locations, allows us to offer expeditious product delivery which is an important element of online shopping experience.

IR Contacts

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Stock Performance

DANG (ADS)

Exchange	NYSE (US Dollar)
Price	\$8.62
Change (%)	▲ 0.39 (4.74%)
Volume	1,702,820
52 Week Low	\$3.70
Market Cap	\$2,329,934,280
Rolling EPS	-0.90
PE Ratio	N/A
Shares Outstanding	270,294,000

Data as of 12/12/13 4:00 p.m. ET

E-COMMERCE CHINA DANGDANG INC
as of 12/11/2013



EDGAROnline

Recent Headlines & Events

11/14/13 - 6:30 a.m.

[Dangdang Announces Third Quarter 2013 Results](#)

11/04/13 - 7:00 a.m.

[Dangdang to Report Third Quarter 2013 Financial Results on November 14, 2013](#)

10/25/13 - 6:00 a.m.

[E-Commerce China Dangdang Inc. to Hold Annual General Meeting on November 11, 2013](#)

There are currently no events scheduled.

SEC Filings

Filing Date	Form
11/15/13	6-K
10/28/13	6-K
10/22/13	6-K
08/19/13	6-K

Corporate Governance

Audit Committee

The audit committee will oversee our accounting and financial reporting processes and the audits of the financial statements of our company. The audit committee will be responsible for, among other things:

- selecting the independent registered public accounting firm and pre-approving all auditing and nonauditing services permitted to be performed by the independent registered public accounting firm;
- reviewing with the independent registered public accounting firm any audit problems or difficulties and management's response;
- reviewing and approving all proposed related party transactions, as defined in Item 404 of Regulation S-K under the Securities Act;
- discussing the annual audited financial statements with management and the independent registered public accounting firm;
- reviewing major issues as to the adequacy of our internal controls and any special audit steps adopted in light of material control deficiencies;
- annually reviewing and reassessing the adequacy of our audit committee charter;
- meeting separately and periodically with management and the independent registered public accounting firm; and
- reporting regularly to the board.

Committee Members

- Mr. Ke Zhang
- Mr. Xiaolong Li
- Ms. Ruby Rong Lu

Compensation Committee

The compensation committee will assist the board in reviewing and approving the compensation structure, including all forms of compensation, relating to our

directors and executive officers. Our chief executive officer and executive chairperson may not be present at any committee meeting during which their compensation is deliberated upon. The compensation committee will be responsible for, among other things:

- reviewing and approving, or recommending to the board for its approval, the compensation for our chief executive officer, executive chairperson and other executive officers;
- reviewing and recommending to the board for determination with respect to the compensation of our non-employee directors;
- reviewing periodically and approving any incentive compensation or equity plans, programs or similar arrangements; and
- selecting compensation consultant, legal counsel or other adviser only after taking into consideration all factors relevant to that person's independence from management.

Committee Members

-  Ms. Ruby Rong Lu
-  Mr. Ke Zhang
-  Mr. Xiaolong Li

Corporate Governance and Nominating Committee

The corporate governance and nominating committee will assist the board of directors in identifying individuals qualified to become our directors and in determining the composition of the board and its committees. The corporate governance and nominating committee will be responsible for, among other things:

- identifying and recommending to the board nominees for election or re-election to the board, or for appointment to fill any vacancy;
- reviewing annually with the board the current composition of the board in light of the characteristics of independence, age, skills, experience and availability of service to us;
- identifying and recommending to the board the directors to serve as members of the board's committees;
- advising the board periodically with respect to significant developments in the law and practice of corporate governance as well as our compliance with applicable laws and regulations, and making recommendations to the board on all matters of corporate governance and on any corrective action to be taken; and
- monitoring compliance with our code of business conduct and ethics, including reviewing the adequacy and effectiveness of our procedures to ensure proper compliance.

Committee Members

-  Mr. Ke Zhang
-  Mr. Xiaolong Li
-  Ms. Ruby Rong Lu

 Chairperson

 Member

 Financial Expert

Governance Documents

 [Code of Business Conduct and Ethics](#)