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 March 31, 2013, we offered over 900,000 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 approximately 800,000 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 15 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 20 logistic centers locating in strategic locations, allows us to offer expeditious product delivery which is an important element of online shopping experience.

IR Contacts

Beijing

Investor Relations Department
Allie Du
E-commerce China Dangdang Inc.
Phone: +86-10-5799-2257
E-mail: ir@dangdang.com

Depositary Bank

American Depositary Receipt Administration
The Bank of New York Mello
101 Barclay Street
New York, NY 10286

Legal Counsel

Skadden, Arps, Slate, Meagher & Flom
42/F, Edinburgh Tower, The Landmark,
15 Queen's Road Central,

Independent Accountant
Ernst & Young
Level 16, Ernst & Young Tower E3, Oriental Plaza
No.1 East Chang An Ave., Dong Cheng District
Beijing 100738, China,

Stock Performance

DANG (ADS)	
Exchange	NYSE (US Dollar)
Price	**$8.08**
Change (%)	▲ 0.28 (3.59%)
Volume	2,896,480
52 Week Low	$3.68
Market Cap	$2,172,970,560
Rolling EPS	-0.90
PE Ratio	N/A
Shares Outstanding	268,932,000

Data as of 06/17/13 4:00 p.m. ET

Recent Headlines & Events

05/17/13 - 1:29 a.m.
Update: Dangdang Announces First Quarter 2013 Results

05/16/13 - 7:30 a.m.
Dangdang Announces First Quarter 2013 Results

05/09/13 - 6:00 p.m.
Dangdang to Report First Quarter 2013 Financial Results on May 16, 2013

There are currently no events scheduled.

SEC Filings

Filing Date	Form
05/20/13	6-K
05/10/13	20-F/A
04/10/13	20-F
03/11/13	6-K

Corporate Governance

Ms. Peggy Yu Yu	Co-Founder, Executive Chairwoman
Mr. Jun Zou	Chief Financial Officer
Mr. Justin Changqing Xiong	Head of Technology
Mr. Guoqing Li	Co-Founder, Director and Chief Executive Officer
Mr. Dangian Yao	Senior Vice President
Ms. Yue Wang	Vice President

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