

Renren is to provide services for the entire Chinese Internet users SNS social networking sites, on August 4, 2009 changed its name to the school network from. Renren to different identities provide an interactive platform, the community everyone can come here, thereby taking an internal campus this range, efficient communication between users. By providing publication logs, save photo albums, music videos and other stations to share internal and external resources and other functions, to build a feature-rich and efficient user interaction platform. December 2012, all net contract ambassador Li Lin mountains. August 21, 2013, everyone happy farm game server gateway closed. January 30, 2015, within the offline station communication function. In September 2015, all net investment in US online financial Aspirations, A \$ 15.5 million round of financing. September 23, 2015, issued a statement saying that everyone, has been widely forwarded, "everyone, curtain call began" false news. September 30, 2015, all network announced the news, announced the appointment of former CFO any touch science and technology today Jintao as CFO, effective from September 30, 2015.

Renren is the first wave of the Internet, one of the hottest companies with more than forty million real registered users

Through the promotion of mobile clients meet the various needs of users, and by game developers profit

Owned company listed on the NYSE in the United States will promote the development of China's social networking sites and buy the industry

2015-11-26

Renren: due to the closure rumors micro-channel public prosecution claim the three million yuan

Micro-channel public number "Bazaar entertainment" for the publication of "Renren is coming off," the false news, be sued everyone, and claims 3 million yuan.

2015-10-12

Renren: privatization was the privatization protest shareholder return into the silence of  
Source: Global Network

2015-08-31

As "Mission Impossible 5" domestic exclusive social networking site

2015-07-03

Renren: self-innovation is being driven by investment "self-help

Chinese name: English name Renren: Renren Inc

Listed Market: USA NYSE: NYSE: RENN

Company slogan: China's leading real-name system SNS social networking Created: December 2005, August 2009 its present name

Headquarters: Chaoyang District, Beijing Jiuxianqiao Road on the 18th goods and services: social networking, games,

Number of employees: 10,000 (2014) Created by: Wang

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Renren - History

The school network founded in December 2005, is the founder of Wang, Wang Huiwen, 王辉文 and Tang Yang and several other students from Qinghua University and Tianjin University. It was acquired by Oak Pacific Interactive Group campus network in October 2006. With the end of the Thousand Oaks company's 5Q campus network and campus network merger is completed. August 4, 2009, the school was renamed Renren network. February 2005 Thousand Oaks again Renren chenyizhou given a life, completed a six-year cycle. May 18, 2006, Renren. Com with "local, newly discovered" cut into the idea of "living consumer information" pull up a new battle horn. When the profitability of WEB2.0 generally began to be questioned, Internet predators, Oak Pacific Interactive Group, but high-profile revival Renren, whose ambition is self-evident. And almost as soon as silently among all network LOGO distinctive yellow villain has 33 cities across the country and then start the Hyatt. But unfortunately, more than six months later, because the development is too slow, all net at the end of March 2007 Xiecai again. July 2009, Thousand Oaks Group's famous campus network changed its name to all networks. August 4, 2009, Thousand Oaks Group in the school network announced that "in order to bring about a more long-term internal network, and more broad prospects for development, the need to let go of feelings of attachment to the school brand, to positive, courageous create a greater and more ductile new brand, a favorite brand customers in mind ", will be its famous campus network changed its name to all networks.

September 27, 2011, in the market for less than six months, all network announced that it will acquire 56 net \$ 80 million. Chen Zhou said: "After the completion of the acquisition, will be between 56 network and all networks in-depth close cooperation, can better meet the needs of users, and further improve the 56 network and all network user activity and website traffic, while Customers can also provide a richer form of advertising. "

May 4, 2011, Renren (NYSE: RENN) successfully listed on the New York Stock Exchange, opened at \$ 19.5, up 39.28 percent compared with the issue price. As of 21:50, everyone is up 36 percent to \$ 19.04, market capitalization of \$ 7.482 billion, surpassing the Sohu, Focus, ranked second Youku, Netease, Ctrip, Sina, China stocks listed in the US, behind Baidu, China's Internet market capitalization of the company the third (behind Tencent and Baidu).

July 1, 2012 news, the company announced that everyone, all network and China Telecom jointly launched the all network clients shock first brew. This is the first time the two sides together in the field of mobile SNS, the future, but also in other aspects of China Telecom 189 mail-depth cooperation, and jointly enhance the user's mobile Internet experience.

September 17, 2012 news, Thousand Oaks's social networking site Renren announced that the upcoming two network line services, the network and everyone's happy network to achieve interoperability, so that all people who registered network and happy network users can freely switch between the two stations, which also means the Oak began to accelerate the pace of its integration of social networking sites.

October 27, 2009, all network connections held all strategic alliance conference, formally announced Renren will achieve full connection with the vertical field excellent site for all connected through technology, for users to bring a richer Internet life experience. Thousand Oaks Renren's release "Everyone connected" strategy, through the technology and Tudou, interactive encyclopedia, SAN FRANCISCO, travel learning network, the public comment network, watercross and other vertical field site to achieve full connectivity.

Renren launched a product called "family space" for parents and children provides a new communication platform. In this online family, users can record life bit by bit, to share meaningful photos, stored memories of the family.

French "Le Monde" August 24, 2012 citing Agence France-Presse, Reuters: Microsoft Corp. will establish a "strategic" technology cooperation with China's largest social network "Facebook" to achieve and all network related online business.

September 12, 2012 morning, everyone announced, has headquarters in San Francisco, Social Finance (hereinafter referred to as SoFi) invested \$ 49 million. SoFi is an innovative US financial services company that helps students with interest lower than the US federal government loan of access to education loans. Companies from Stanford Business School students set up in 2011. SoFi successfully get a US national license, has developed into a mature financial services company, serving over fifty colleges and universities, offers a variety of lending services.

December 2012, all net contract CAA star Li Lin Shan, Li Lin Shancheng for all network spokesperson (ambassador), and proposed that "everyone trying to compose brilliant" concept, since launched the "all public service" network platform "new definition of public interest objectives.

August 2013, the flagship Internet to steal food from small game Happy Farm officially open platform for all network downline stop server operations. This had millions of users in a small game through four and a half years later come to an end.

Development resume

In December 2005, formally established the school network  
March 2007, the school became the first overseas university SNS website launched  
November 2007, the official opening of the school of white-collar, high school network  
March 2008, the official opening of the school Mobile  
April 2008, the largest single financing completed Thousand Oaks, total financing \$ 430 million of China's Internet industry  
October 2008, the school officially released "campus beans" docking an open platform payment system  
In December 2008, opening of the new campus network LOGO new positioning return SNS essence  
August 4, 2009, Thousand Oaks Group in the school network news release, in order to "bring about a more long-term in order to give the school network, broad prospects for development, we need to let go of feelings of attachment to the school brand, to positive, courageous create a greater and more ductile new brand, a majority of users in mind beloved brand "as the reason announced its famous campus network changed its name to all networks.  
July 2009, the school network open APP platform  
October 2009, everyone Netcom extraordinary people connected with a number of excellent websites full connectivity  
December 2009, all network launched the world's first open platform for mobile SNS  
In March 2010, all network launched recruitment platform  
In June 2010, the first of the "Hope Primary School campus," the official completion use  
July 2011, all net launched the beta of everyone outside the station  
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January 30, 2015, all network downline station, said message communication function, and expressed thanks for the support of friends.

#### Expand History

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July 2013, everyone CAPE heart farm offline, this little game to steal food, popular in the north and south have been in 2009, the peak period has millions of users.

August 2013, the flagship Internet to steal food from small game Happy Farm officially open platform for all network downline stop server operations. This had millions of users in a small game through four and a half years later come to an end.

Renren - Corporate Culture

Locate

When Renren newly created one of the most important feature is the limit with a specific college or university IP address registered e-mail users, thus ensuring the vast majority of registered users are college students. After the user registration can paste your own photos, write logs, etc. Leave Message. The site encourages users to real-name registration Students, upload real photo, so that students in the network to experience the fun of real life. But in the late development, this model has not suited to all network development and network environments, all networks have made the transition.

Renren has developed into the Chinese Internet users to provide services SNS social networking sites, to different identities provide a full range of interactive communication platform, greatly improving the efficiency of communication between users reduces transaction costs between users, By providing publishing logs, save photo albums, music videos and other stations sharing functions and external resources to build a feature-rich and efficient user interaction platform.

It consists of two abstract word "person" deformed "human" character into a circle shape symbolizes each person's interpersonal circle, while the middle of the intersection of two words occur. By a combination of graphics and domain name together into a new logo, a symbol of all networks is an interpersonal communication, sharing platform to share real happiness communication.

Renren - Corporate Governance

Operations

Renren CEO Chen Yizhou

Renren CEO Chen Yizhou Atlas

Renren every day more than 30% of users log in via mobile phone (mobile landing also count the number of days of continuous attendance). SNS new profit model will be built on the basis of the SoLoMo. For example, Renren's rice net buy site does not simply rely on all network user resources, effective use of the user's location location, closer to the user of the service provided. For example, by moving all network clients, to a certain area, all networks will tell what nearby rice buy information, users can implement such purchases on the phone, this is the direction to mobile commerce SNS website development.

Earnings

March 11, 2013, the Company announced that everyone ended December 31, 2012 and the fourth quarter of 2012

Degree unaudited financial report.

Everyone's fourth quarter net revenues of \$ 48.8 million, representing an increase of 48.8%, exceeding the average estimate of Wall Street analysts. Among them, the online game revenues of \$ 25.9 million, representing an increase of 116.5 percent over the same period last year; rice net contribution of \$ 5.4 million of net operating income, an increase of 100%.

Everyone's full year 2012 net revenues of \$ 176.1 million, representing an increase of 49.3% in 2011. Among them, the sticky web contribution of \$ 16.1 million of net operating income, compared with 2011 growth of 149.6%.

All companies in Beijing on May 14, 2013 in the morning released the first quarter ended March 31, 2013 unaudited financial statements, all first-quarter total net revenues of \$ 46.6 million, an increase of 45.2%; The net loss was \$ 3.1 million, last year a net loss of \$ 13.6 million over the same period.

Renren - Products

desktop

Super Renren launched a new enhancement software, you can not open the page to see the share, quickly back to the state, the first time to remind the new, friends batch groups,

as well as instant messaging, fast forward applications, games, timed reminders, and other powerful online notepad Features.

#### Points System

Renren from March 10, 2010 launched user growth system, just log all network every day, or write state, transfer of the image can easily get points, points increase, grades will continue to improve, with the level of upgrade You will have the opportunity to get various incentives provided by all networks, and the use of related privileges.

#### Public Home

Home is the use of state public managers, photo album, journal, music and video and other functions, and to present information and interact with followers of a platform, followers can leave a message on this platform, comments and interaction.

Home distinguish between public profile friends one means of communication, it can pass information to all concerned persons, information dissemination many; similarly, distinct from personal home needs two sides confirmed mutual friends, each Followers can take the initiative to focus on public home, like everyone else in powder micro-Bo, became the common home fans, and began receiving public home page of new, without the need to confirm the managers. Each public home followers number no upper limit.

#### Everyone Desktop

1, real-time to remind new. First time to notify friends News, Renren "grab the sofa" who must!

2, fast response new state. Quick Reply new, like chat, like back to the state!

3, directly chat with your friends. Distance closer friends, support group chat and other powerful chat!

4, convenient log in my application. Fast access to my application, hang all restaurants more convenient!

5, the application game timer. Setting the game timer start, to help you accelerate liter rating!

6, increase their points!

Working hours long and boring, hanging all desktops, you can in the first time, do not open the page to see the video directly. Outside of work, but also very convenient to watch popular videos! Everyone desktop "novelty remind + quick reply" feature that allows you the first time to grasp the dynamic friends, in just one second, easy to get a reply.

#### Renren - Usage

##### registered

Renren stage is open to all Internet users, you need to go through the following steps in order to register as an official user.

1, to the registration page, fill in your real name, E-mail and password. Select your identity, all network will be based on your identity to determine your registration method and fill in the information. According asked to fill out the appropriate registration information, using your own E-mail or cell phone number as the account registration;

2, to check your registered email activation letter from all networks, click the activation link in the mail to activate your account;

3, after activation is successfully authenticated users to become official.

Landed

Most of all network users to use real information, in order to protect the privacy of users, all related to the operation of the user-specific information, you had to perform after login. Everyone entering the Home, in landing-mail, enter e-mail address when you register, and then click Login to enter the password.

May appear unsuccessful landing pages, analyze the reasons may not yet activated your account, activate your account of it, check all network send your letter, the linking point within the letter, you can activate the account; or you registered email or password input error, such as accidentally enter the wrong case. If you tried many times, or account password wrong, try to retrieve your password now. Everyone can use a desktop mail login account login, password.

Renren - Privacy Policy

Renren great emphasis on user privacy protection, promised not without obtaining permission of the user without the user's profile information rented or sold to any third party, in the following cases, the station will not be your privacy disclosure responsibility:

You agree to share the information;

You agree that your personal information is disclosed, enjoy the products and services you provide;

This site requires obey court summons, legal orders or follow the proceedings;

A result of hacking or user negligence custody account, password being used illegally.

Renren - bondage rumors

Its industry continues to rumors that all games are accelerating layoffs. A plurality of network media reported that the first quarter of 2013, staff size for all the game is still about 700 people. In the round of layoffs in the second half of 2013, despite the human resources department of the proportion of the current round of layoffs specific unpublished, but the estimated rate may be close to 50%. Layoff notices by the human resources department directly to each employee, some of the project team have all been cut.

Chen Zhou in silence after so many days, by internal mail to "clarify the rumors." Chen Zhou admitted that in 2013 several quarters Renren performance unsatisfactory in force to control and determine the priority projects need to reflect, saying everyone must slow down the expansion of the rhythm game, but the ultimate goal is to strive separate listing.

Renren - Financial income

Everyone's fourth-quarter net profit of \$ 101.5 million year on year losses

March 18, 2014, announced fiscal 2013 fourth quarter ended December 31 and annual unaudited financial reports. Reported everybody fourth quarter total net revenues of \$ 30.7 million, down 29.1%; net profit attributable to all the company's \$ 101.5 million, better than the previous year's net loss of \$ 21.1 million. Everyone's fourth-quarter net profit soared, thanks to the disposal of a subsidiary to obtain \$ 132.7 million in one-time gains.

Everyone release 2014Q1 earnings

May 22, 2014, all published financial ended fiscal 2014 on March 31 in the first quarter report.

2014Q1 results: total net revenues of \$ 24.9 million, down 39.9% over the same period in



2013; net profit attributable to all the company of \$ 32.3 million, a net loss over the same period in 2013 was attributable to all the company \$ 3.1 million.

Renren - Corporate events

Dissemination of pornographic information case

April 9, 2015, the National "pornography" Office held implement "net net 2015" special action forum. The meeting of the "net net 2015" special action to investigate the case of the second batch of cases, seven cases were exposed. Among them, all network dissemination of pornographic information case was exposed, since 2015, the national "pornography" the office began to receive reports from the public, reflecting the Beijing Science and Technology Development Co., Thousand Oaks Netscape developer and operator of all networks in the "sharing" , the presence of pornographic information, "station", "Group" and other column. After identification, the information content of the case in which 103 kinds of pornographic Internet publishing information. At the same time, all network also without approval in the Internet publishing activities. April 3, the Beijing Cultural Market Administrative Law Enforcement Team for all network administration filing, and served on the administrative penalty notice to all networks on April 7.

Investment AOL Finance

In September 2015, all net investment in US online financial Aspirations, A \$ 15.5 million round of financing. In addition to all networks, including SVCapital, CapricornInvestmenGroup, IGSB and other 16 companies were also involved in the Aspiration of the A round of financing plans.

Everyone has issued a statement: "Everyone net curtain call began" false news

September 2015, a circle of friends, "everyone, curtain call began," the article was a lot of forwards. September 23, 2015, all network said in a statement, then this is a false news in February this year, to confuse right and wrong. In addition, all aspects of representation, is collecting evidence and take appropriate legal action against the relevant malicious slander or false rumor mongers, safeguard the legitimate rights and interests of the company.

Everyone's Touch Technology executives appointed former chief financial officer of any of this Tao

Beijing on September 30, 2015, all the company issued a proclamation declaring Touch Technology CFO before any appointment today Jintao as its chief financial officer, with effect from September 30, 2015.