



taste the best of China for less



Media Kit

Apr. 2017



Urbem Media was founded in early 2015 with two missions: offer our dining members fabulous value and recommendations; and help quality restaurants by encouraging people to eat out more often.

► Products



Service - CN
品味TasteCard



Subscription - CN
品味全城之上海



Service - EN
UrbemTasteCard



Subscription - EN
CityTasteShanghai



Official Website
vip.urbem.cn

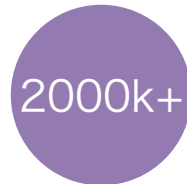
▼ As of Apr. 1, 2017



Restaurants

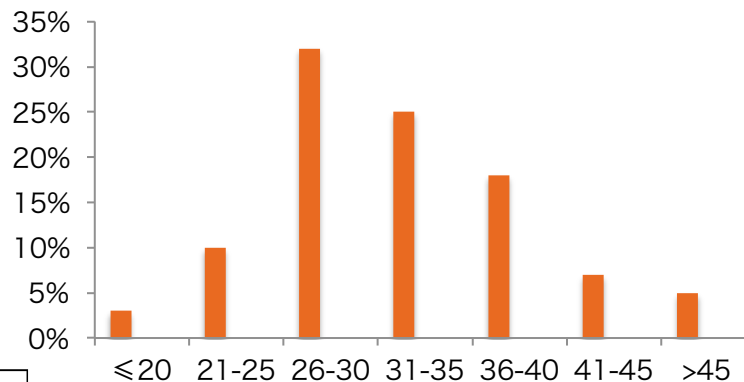
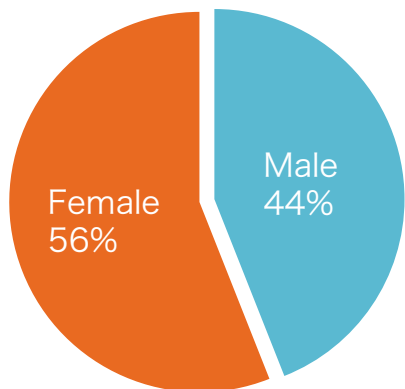


Quality User/
Follower Base

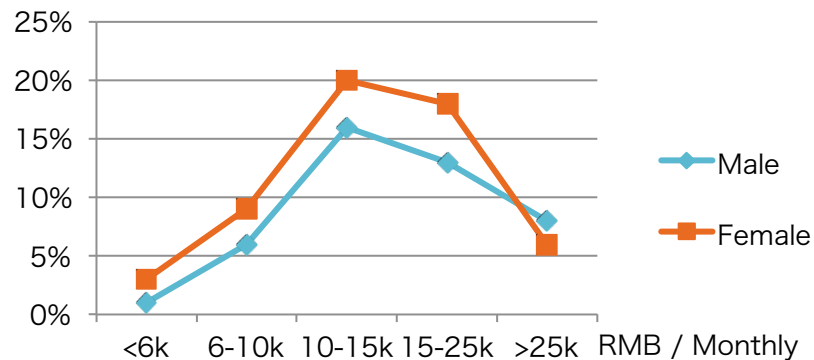
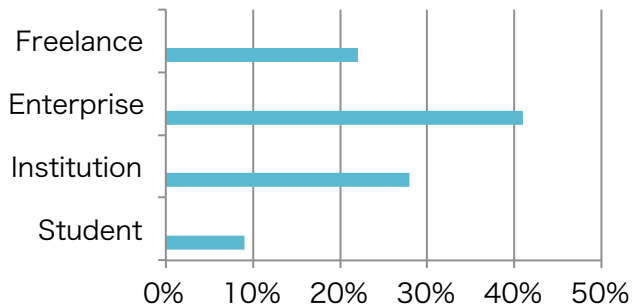


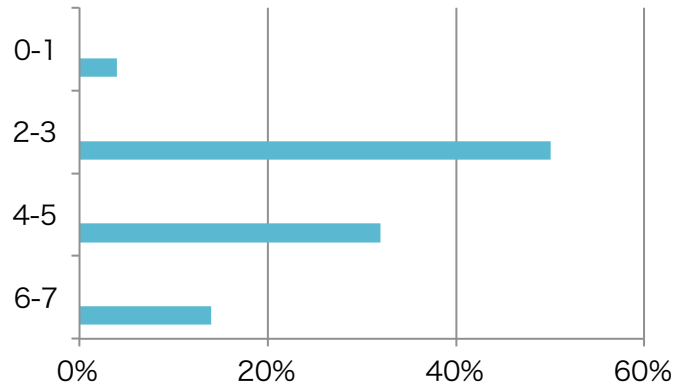
Yearly Exposures

- China's leading Premier Dining Club at your fingertips
- Members enjoy exclusive VIP privileges at top restaurants
- Pay membership fee to join TasteCard VIP (or activate through our partners)

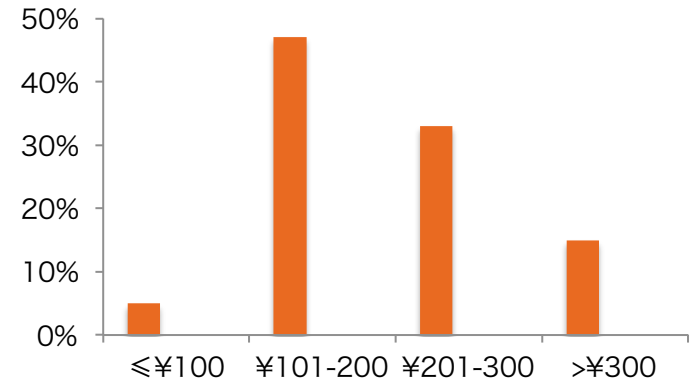


Gender Age
Job Income





▲ Number of times that people eat **dinner** out per week



▲ Average spending of each **dinner**



Urbem TasteCard members enjoy up to 50% OFF at nearly 300 quality restaurants in China, such as Light & Salt on the Bund, Azul Tapas and Lounge, Latina, Kartel, Blue Marlin, California Pizza Kitchen, Hilton Shanghai, Kota's Kitchen, Bali Bistro, Renaissance Hotel, etc.





Geographic Distribution

Shanghai

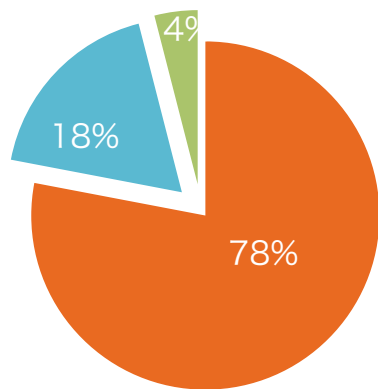
Beijing

Guangzhou

Chengdu

Hangzhou

Nanjing



- Discounts exclusive to Urbem TasteCard VIP
- Discounts superior than other platforms
- Discounts similar to other platforms

With our exclusive and best-in-town deals, Urbem TasteCard VIP members could

normally save **20%-50%** OFF per meal.



Deloitte



L'ORÉAL



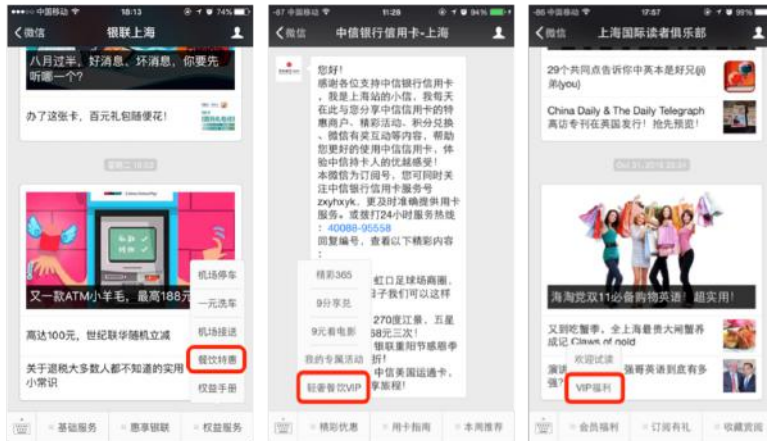


Success Cases / B2B合作案例

Urbem TasteCard is the ONLY supplier of premium dining privileges for UnionPay Platinum cardholders in Shanghai!



Banks and credit card institutes incorporates TasteCard as add-on services for their cardholders.



TasteCard provides big corporates, financial institutes, chambers, big events and third-party clubs with VIP dining privileges for their employees and clients.



We provide VIP privileges for your clients and employees to taste the best for less. Our TasteCard VIP membership would be a perfect add-on to your existing service/benefits packages.



| 品味全城美食 悦享生活品质 |



taste the best of China
for less


全国轻奢美食VIP平台






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