

ChinaNet Online Holdings, Inc.  
Form 10-Q  
August 15, 2016

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 20549**

**FORM 10-Q**

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended June 30, 2016

or

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from \_\_\_\_ to \_\_\_\_

Commission File Number: 001-34647

**ChinaNet Online Holdings, Inc.**

(Exact name of registrant as specified in its charter)

Nevada

(State or other jurisdiction of incorporation or organization)

20-4672080

(I.R.S. Employer Identification No.)

**No. 3 Min Zhuang Road, Building 6,**

**Yu Quan Hui Gu Tuspark, Haidian District, Beijing, PRC 100195**

(Address of principal executive offices) (Zip Code)

**+86-10-6900-5520**

(Registrant's telephone number, including area code)

**N/A**

(Former name, former address and former fiscal year, if changed since last report)

Indicate by check whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days: Yes No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer Accelerated filer Non-accelerated filer (Do not check if a smaller reporting company)  
Smaller reporting company

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Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes  
No

As of August 15, 2016, the registrant had 30,395,722 shares of common stock outstanding.

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**PART I. FINANCIAL INFORMATION****Item 1. Interim Financial Statements****CHINANET ONLINE HOLDINGS, INC.****CONDENSED CONSOLIDATED BALANCE SHEETS**

(In thousands)

|  | June 30, 2016<br>(US \$)<br>(Unaudited) | December 31, 2015<br>(US \$) |
|--|---|------------------------------|
| Assets   |   |                              |
| Current assets:  |   |                              |
| Cash and cash equivalents                                    | \$ 2,876                                | \$ 5,503                     |
| Term deposit   | 3,197                                   | 3,265                        |
| Accounts receivable, net                                     | 3,206                                   | 2,549                        |
| Other receivables, net                                       | 464                                     | 1,910                        |
| Prepayment and deposit to suppliers                          | 5,017                                   | 5,843                        |
| Due from related parties                                     | 333                                     | 41                           |
| Other current assets   | 43                                      | 45                           |
| Assets classified as held for sale                           | 1,850                                   | 1,882                        |
| Total current assets   | 16,986                                  | 21,038                       |
| Long-term investments  | 1,561                                   | 1,133                        |
| Property and equipment, net                                  | 661                                     | 681                          |
| Intangible assets, net                                       | 6,868                                   | 5,638                        |
| Deposit and prepayment for purchasing of software technology | 1,003                                   | 1,024                        |
| Goodwill   | 4,305                                   | 4,396                        |
| Deferred tax assets-non current                              | 1,392                                   | 1,550                        |
| Total Assets   | \$ 32,776                               | \$ 35,460                    |
| Liabilities and Equity                                       |   |                              |
| Current liabilities:   |   |                              |
| Accounts payable *   | \$ 90                                   | \$ 95                        |
| Advances from customers *                                    | 800                                     | 1,313                        |
| Accrued payroll and other accruals *                         | 592                                     | 685                          |
| Guarantee payment and prepayment from new investors          | 924                                     | 944                          |
| Taxes payable *  | 3,102                                   | 3,186                        |
| Other payables *   | 448                                     | 234                          |
| Liabilities classified as held for sale *                    | 833                                     | 913                          |
| Total current liabilities                                    | 6,789                                   | 7,370                        |



**CHINANET ONLINE HOLDINGS, INC.****CONDENSED CONSOLIDATED BALANCE SHEETS (CONTINUED)**

(In thousands, except for number of shares and per share data)

|   | June 30,<br>2016<br>(US \$)<br>(Unaudited) | December 31,<br>2015<br>(US \$) |
|---|--|---------------------------------|
| Long-term liabilities:  |  |                                 |
| Deferred tax liability-non current *  | 58   | 118                             |
| Long-term borrowing from a director   | 132  | 135                             |
| Total Liabilities   | 6,979                                      | 7,623                           |
| Commitments and contingencies   | -  | 129                             |
| Equity:   |  |                                 |
| ChinaNet Online Holdings, Inc.'s stockholders' equity   |  |                                 |
| Common stock (US\$0.001 par value; authorized 50,000,000 shares; issued and outstanding 30,395,722 shares and 29,640,130 shares at June 30, 2016 and December 31, 2015, respectively) | 30   | 30                              |
| Additional paid-in capital  | 27,645                                     | 26,510                          |
| Statutory reserves  | 2,607                                      | 2,607                           |
| Retained deficit  | (6,561 )                                   | (3,870 )                        |
| Accumulated other comprehensive income  | 1,607                                      | 2,056                           |
| Total ChinaNet Online Holdings, Inc.'s stockholders' equity   | 25,328                                     | 27,333                          |
| Noncontrolling interests  | 469  | 375                             |
| Total equity  | 25,797                                     | 27,708                          |
| Total Liabilities and Equity  | \$ 32,776                                  | \$ 35,460                       |

\*All of the VIEs' assets can be used to settle obligations of their primary beneficiary. Liabilities recognized as a result of consolidating these VIEs do not represent additional claims on the Company's general assets (Note 2).

See notes to condensed consolidated financial statements

**CHINANET ONLINE HOLDINGS, INC.****CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS AND COMPREHENSIVE LOSS**

(In thousands)

|  | Six Months Ended June 30, |             | Three Months Ended June 30, |             |
|--|---------------------------|-------------|-----------------------------|-------------|
|  | 2016                      | 2015        | 2016                        | 2015        |
|  | (US \$)                   | (US \$)     | (US \$)                     | (US \$)     |
|  | (Unaudited)               | (Unaudited) | (Unaudited)                 | (Unaudited) |
| Revenues   |                           |             |                             |             |
| From unrelated parties   | \$ 13,276                 | \$ 14,835   | \$ 8,264                    | \$ 9,174    |
| From related parties   | 220                       | 468         | 172                         | 405         |
| Total revenues   | 13,496                    | 15,303      | 8,436                       | 9,579       |
| Cost of revenues   | 9,395                     | 12,187      | 5,939                       | 7,319       |
| Gross profit   | 4,101                     | 3,116       | 2,497                       | 2,260       |
| Operating expenses   |                           |             |                             |             |
| Sales and marketing expenses   | 1,943                     | 2,230       | 1,063                       | 1,045       |
| General and administrative expenses  | 3,538                     | 3,139       | 1,832                       | 1,894       |
| Research and development expenses  | 1,016                     | 1,063       | 590                         | 573         |
| Total operating expenses   | 6,497                     | 6,432       | 3,485                       | 3,512       |
| Loss from operations   | (2,396)                   | (3,316)     | (988)                       | (1,252)     |
| Other income (expenses)  |                           |             |                             |             |
| Interest income  | 53                        | 63          | 26                          | 34          |
| Interest expense   | -                         | (34)        | -                           | (17)        |
| Other (expenses)/income  | (13)                      | 31          | (1)                         | (1)         |
| Total other income   | 40                        | 60          | 25                          | 16          |
| Loss before income tax expense, equity method investments, noncontrolling interests and discontinued operation | (2,356)                   | (3,256)     | (963)                       | (1,236)     |
| Income tax (expense)/benefit   | (152)                     | 308         | (180)                       | 86          |
| Loss before equity method investments, noncontrolling interests and discontinued operation                     | (2,508)                   | (2,948)     | (1,143)                     | (1,150)     |
| Share of income in equity investment affiliates  | -                         | 2           | -                           | 1           |
| Loss from continuing operations  | (2,508)                   | (2,946)     | (1,143)                     | (1,149)     |
| Loss from and on disposal of discontinued operation, net of income tax   | (60)                      | (109)       | (14)                        | (84)        |
| Net loss   | (2,568)                   | (3,055)     | (1,157)                     | (1,233)     |
| Net (income)/loss attributable to noncontrolling interests from continuing operations                          | (123)                     | 58          | (123)                       | 24          |
| Net loss attributable to ChinaNet Online Holdings, Inc.  | \$(2,691)                 | \$(2,997)   | \$(1,280)                   | \$(1,209)   |



**CHINANET ONLINE HOLDINGS, INC.****CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS AND COMPREHENSIVE LOSS  
(CONTINUED)**

(In thousands, except for number of shares and per share data)

|   | Six Months Ended June 30,      |                                | Three Months Ended June 30,    |                                |
|---|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
|   | 2016<br>(US \$)<br>(Unaudited) | 2015<br>(US \$)<br>(Unaudited) | 2016<br>(US \$)<br>(Unaudited) | 2015<br>(US \$)<br>(Unaudited) |
| Net loss  | \$ (2,568                      | ) \$ (3,055                    | ) \$ (1,157                    | ) \$ (1,233                    |
| Foreign currency translation (loss)/gain                                | (478                           | ) 23                           | (590                           | ) 143                          |
| Comprehensive loss  | \$ (3,046                      | ) \$ (3,032                    | ) \$ (1,747                    | ) \$ (1,090                    |
| Comprehensive (income)/loss attributable to noncontrolling interests    | (94                            | ) 58                           | (111                           | ) 25                           |
| Comprehensive loss attributable to ChinaNet Online Holdings, Inc.       | \$ (3,140                      | ) \$ (2,974                    | ) \$ (1,858                    | ) \$ (1,065                    |
| Loss per share  |                                |                                |                                |                                |
| Loss from continuing operations per common share Basic and diluted      | \$ (0.09                       | ) \$ (0.11                     | ) \$ (0.04                     | ) \$ (0.04                     |
| Loss from discontinued operations per common share Basic and diluted    | \$-                            | \$-                            | \$-                            | \$-                            |
| Weighted average number of common shares outstanding: Basic and diluted | 28,376,797                     | 26,572,856                     | 28,396,797                     | 26,776,650                     |

See notes to condensed consolidated financial statements

**CHINANET ONLINE HOLDINGS, INC.****CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS**

(In thousands)

|  | Six Months Ended |             |
|--|------------------|-------------|
|  | June 30,         |             |
|  | 2016             | 2015        |
|  | (US \$)          | (US \$)     |
|  | (Unaudited)      | (Unaudited) |
| Cash flows from operating activities   |                  |             |
| Net loss   | \$(2,568)        | \$ (3,055 ) |
| Adjustments to reconcile net loss to net cash provided by operating activities |                  |             |
| Depreciation and amortization  | 760              | 888         |
| Share-based compensation expenses  | 1,135            | 956         |
| Loss on disposal of fixed assets   | 21               | -           |
| Reverse of allowances for doubtful accounts                                    | -                | (77 )       |
| Share of income in equity investment affiliates                                | -                | (2 )        |
| Loss on deconsolidation of VIEs  | 9                | -           |
| Deferred taxes   | 152              | (328 )      |
| Changes in operating assets and liabilities                                    |                  |             |
| Accounts receivable  | (771 )           | (1,619 )    |
| Other receivables  | 1,325            | 1,856       |
| Prepayment and deposit to suppliers  | 612              | 1,236       |
| Due from related parties   | (25 )            | (56 )       |
| Other current assets   | 1                | (75 )       |
| Accounts payable   | (154 )           | (273 )      |
| Advances from customers  | (388 )           | 1,490       |
| Accrued payroll and other accruals   | (89 )            | 26          |
| Other payables   | 296              | (8 )        |
| Taxes payable  | 86               | (109 )      |
| Commitment and contingencies   | (129 )           | -           |
| Net cash provided by operating activities                                      | 273              | 850         |
| Cash flows from investing activities   |                  |             |
| Payment for office equipment and leasehold improvement                         | (148 )           | (20 )       |
| Long-term investment in and advance to cost/equity method investees            | (754 )           | (186 )      |
| Payment for purchasing of software technology                                  | (1,991)          | (1,958 )    |
| Proceeds from disposal of VIEs   | 28               | -           |
| Cash effect on deconsolidation of VIEs   | (18 )            | -           |
| Net cash used in investing activities  | (2,883)          | (2,164 )    |

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**CHINANET ONLINE HOLDINGS, INC.****CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS (CONTINUED)**

(In thousands)

|   | Six Months Ended<br>June 30, |             |
|---|------------------------------|-------------|
|   | 2016                         | 2015        |
|   | (US \$)                      | (US \$)     |
|   | (Unaudited)                  | (Unaudited) |
| Cash flows from financing activities                                  |                              |             |
| Repayment of short-term loan to noncontrolling interest of VIE        | -                            | (82 )       |
| Guarantee payment and prepayment from new investors                   | -                            | 1,000       |
| Net cash provided by financing activities                             | -                            | 918         |
| Changes in cash and cash equivalents included in assets held for sale | 55                           | -           |
| Effect of exchange rate fluctuation on cash and cash equivalents      | (72 )                        | 4           |
| Net decrease in cash and cash equivalents                             | (2,627)                      | (392 )      |
| Cash and cash equivalents at beginning of the period                  | 5,503                        | 5,037       |
| Cash and cash equivalents at end of the period                        | \$2,876                      | \$ 4,645    |
| Supplemental disclosure of cash flow information                      |                              |             |
| Income tax paid   | \$2                          | \$ 134      |
| Interest expense paid   | \$-                          | \$ 34       |

See notes to condensed consolidated financial statements

CHINANET ONLINE HOLDINGS, INC.

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

1. Organization and nature of operations

ChinaNet Online Holdings, Inc. (the “Company”) was incorporated in the State of Texas in April 2006 and re-domiciled to become a Nevada corporation in October 2006. On June 26, 2009, the Company consummated a share exchange transaction with China Net Online Media Group Limited (the “Share Exchange”), a company organized under the laws of British Virgin Islands (“China Net BVI”). As a result of the Share Exchange, China Net BVI became a wholly owned subsidiary of the Company and the Company is now a holding company, which, through certain contractual arrangements with operating companies in the People’s Republic of China (the “PRC”), is engaged in providing advertising, precision marketing, online to offline (O2O) sales channel expansion and the related data services to small and medium enterprises (“SMEs”) and entrepreneurial management and networking services for entrepreneurs in the PRC.

The Company’s wholly owned subsidiary, China Net BVI was incorporated in the British Virgin Islands. China Net BVI is the parent holding company of CNET Online Technology Limited, a Hong Kong company (“China Net HK”), which established and is the parent company of Rise King Century Technology Development (Beijing) Co., Ltd., a wholly foreign-owned enterprise (“WFOE”) established in the PRC (“Rise King WFOE”).

To satisfy PRC laws and regulations, the Company conducts certain business in the PRC through its Variable Interest Entities (“VIEs”). Through a series of contractual agreements between Rise King WFOE and Business Opportunity Online (Beijing) Network Technology Co., Ltd. (“Business Opportunity Online”) and Beijing CNET Online Advertising Co., Ltd. (“Beijing CNET Online”) (collectively the “PRC Operating Entities” or the “VIEs”), the Company, through the WFOE, secures significant rights to influence the PRC Operating Entities’ business operations, policies and management, approve all matters requiring shareholder approval, and the right to receive 100% of the income earned by the VIEs. Pursuant to the contractual agreements, all of the equity owners’ rights and obligations of the VIEs were assigned to Rise King WFOE, which resulted in the equity owners lacking the ability to make decisions that have a significant effect on the VIEs, Rise King WFOE’s ability to extract the profits from the operation of the VIEs and assume the residual benefits of the VIEs. Due to the fact that Rise King WFOE and its indirect parent are the sole interest holders of the VIEs, the Company included the assets, liabilities, revenues and expenses of the VIEs in its consolidated financial statements, which is consistent with the provisions of FASB Accounting Standards Codification (“ASC”) Topic 810 “Consolidation”, subtopic 10.

As of June 30, 2016, the Company operated its business primarily in China through its PRC subsidiaries and PRC operating entities, or VIEs as discussed in the Company’s Annual Report on Form 10-K for the fiscal year ended December 31, 2015, previously filed with the Securities and Exchange Commission (the “2015 Form 10-K”).

## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

## 2. Variable interest entities

Summarized below is the information related to the consolidated VIEs' assets and liabilities as of June 30, 2016 and December 31, 2015, respectively:

|  | June 30, 2016<br>US\$('000)<br>(Unaudited) | December 31, 2015<br>US\$('000) |
|--|--|---------------------------------|
| Assets   |  |                                 |
| Current assets:  |  |                                 |
| Cash and cash equivalents                                    | \$ 2,710                                   | \$ 4,942                        |
| Term deposit   | 3,197                                      | 3,265                           |
| Accounts receivable, net                                     | 3,136                                      | 2,492                           |
| Other receivables, net                                       | 435  | 1,712                           |
| Prepayment and deposit to suppliers                          | 4,894                                      | 5,841                           |
| Due from related parties                                     | 317  | 24                              |
| Other current assets   | 9  | 27                              |
| Assets classified as held for sale                           | 1,850                                      | 1,882                           |
| Total current assets   | 16,548                                     | 20,185                          |
| Long-term investments  | 196  | 1,113                           |
| Property and equipment, net                                  | 432  | 503                             |
| Intangible assets, net                                       | 4,900                                      | 5,630                           |
| Deposit and prepayment for purchasing of software technology | 1,003                                      | 1,024                           |
| Goodwill   | 4,305                                      | 4,396                           |
| Deferred tax assets-non current                              | 1,034                                      | 1,249                           |
| Total Assets   | \$ 28,418                                  | \$ 34,100                       |
| Liabilities  |  |                                 |
| Current liabilities:   |  |                                 |
| Accounts payable   | \$ 83                                      | \$ 88                           |
| Advances from customers                                      | 799  | 1,304                           |
| Accrued payroll and other accruals                           | 280  | 309                             |
| Due to Control Group   | 11   | 11                              |
| Taxes payable  | 2,648                                      | 2,733                           |
| Other payables   | 122  | 67                              |
| Liabilities classified as held for sale                      | 833  | 913                             |
| Total current liabilities                                    | 4,776                                      | 5,425                           |
| Deferred tax Liabilities-non current                         | 58   | 118                             |
| Total Liabilities  | \$ 4,834                                   | \$ 5,543                        |
| Commitments and contingencies                                | -  | 129                             |

All of the VIEs' assets can be used to settle obligations of their primary beneficiary. Liabilities recognized as a result of consolidating these VIEs do not represent additional claims on the Company's general assets.

Summarized below is the information related to the financial performance of the VIEs reported in the Company's condensed consolidated statements of operations and comprehensive loss for the six and three months ended June 30, 2016 and 2015, respectively:

|  | Six Months Ended |            |
|--|------------------|------------|
|  | June 30,         |            |
|  | 2016             | 2015       |
|  | US\$('000)       | US\$('000) |
| Revenues   | \$13,387         | \$15,077   |
| Cost of revenues                                       | (9,314 )         | (12,187 )  |
| Total operating expenses                               | (4,094 )         | (4,862 )   |
| Loss from discontinued operations                      | (60 )            | (109 )     |
| Net loss before allocation to noncontrolling interests | (260 )           | (1,710 )   |

## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

|   | Three Months<br>Ended June 30, |            |
|---|--------------------------------|------------|
|   | 2016                           | 2015       |
|   | US\$('000)                     | US\$('000) |
| Revenues  | \$8,348                        | \$9,457    |
| Cost of revenues  | (5,859)                        | (7,319)    |
| Total operating expenses  | (2,211)                        | (2,659)    |
| Loss from discontinued operations                               | (14)                           | (84)       |
| Net income/(loss) before allocation to noncontrolling interests | 75                             | (502)      |

## 3. Summary of significant accounting policies

## a) Basis of presentation

The condensed consolidated interim financial statements are prepared and presented in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP").

The condensed consolidated interim financial information as of June 30, 2016 and for the six and three months ended June 30, 2016 and 2015 have been prepared without audit, pursuant to the rules and regulations of the Securities and Exchange Commission (the "SEC"). Certain information and footnote disclosures, which are normally included in annual consolidated financial statements prepared in accordance with U.S. GAAP, have been omitted pursuant to those rules and regulations. The condensed consolidated interim financial information should be read in conjunction with the financial statements and the notes thereto, included in the 2015 Form 10-K.

In the opinion of management, all adjustments (which include normal recurring adjustments) necessary to present a fair statement of the Company's consolidated financial position as of June 30, 2016, its consolidated results of operations for the six and three months ended June 30, 2016 and 2015, and its consolidated cash flows for the six months ended June 30, 2016 and 2015, as applicable, have been made. The interim results of operations are not necessarily indicative of the operating results for the full fiscal year or any future periods.

## b) Principles of consolidation

The condensed consolidated interim financial statements include the financial statements of all the subsidiaries and VIEs of the Company. All transactions and balances between the Company and its subsidiaries and VIEs have been eliminated upon consolidation.



c) Comparability due to discontinued operation

In the fourth fiscal quarter of 2015, the Company exited its brand management and sales channel building business segment, which qualified for presentation as a discontinued operation in accordance with ASC Topic 205. As a result, the results of operations of this business was reported in discontinued operation as a separate component in the Company's condensed consolidated statements of operations and comprehensive loss for all periods presented. Certain accounts in the condensed consolidated statements of operations and comprehensive loss for the six and three months ended June 30, 2015 and related notes have been retrospectively adjusted to reflect the effect of reclassification of results of operations reported in discontinued operation as a separate component.

d) Use of estimates

The preparation of financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the related disclosure of contingent assets and liabilities at the date of these condensed consolidated financial statements, and the reported amounts of revenue and expenses during the reporting period. The Company continually evaluates these estimates and assumptions based on the most recently available information, historical experience and various other assumptions that the Company believes to be reasonable under the circumstances. Since the use of estimates is an integral component of the financial reporting process, actual results could differ from those estimates.

## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

## e) Foreign currency translation

The exchange rates used to translate amounts in RMB into US\$ for the purposes of preparing the condensed consolidated financial statements are as follows:

|  | June 30,<br>2016 | December<br>31, 2015 |   |
|--|------------------|----------------------|---|
| Balance sheet items, except for equity accounts  | 6.6312           | 6.4936               |   |
|  |                  |                      | Six Months<br>Ended June 30,<br>2016 2015   |
| Items in the statements of operations and comprehensive loss, and statements of cash flows | 6.5303           | 6.1288               |   |
|  |                  |                      | Three Months<br>Ended June 30,<br>2016 2015 |
| Items in the statements of operations and comprehensive loss, and statements of cash flows | 6.5317           | 6.1203               |   |

No representation is made that the RMB amounts could have been, or could be converted into US\$ at the above rates.

## f) Advertising costs

Advertising costs for the Company's own brand building are not includable in cost of revenues, they are expensed when incurred or amortized over the estimated beneficial period and are included in "sales and marketing expenses" in the statements of operations and comprehensive loss. For the six months ended June 30, 2016 and 2015, advertising expenses for the Company's own brand building were approximately US\$960,000 and US\$1,220,000, respectively. For the three months ended June 30, 2016 and 2015, advertising expenses for the Company's own brand building were approximately US\$537,000 and US\$572,000, respectively.

## g) Research and development expenses

The Company accounts for the cost of developing and upgrading technologies and platforms and intellectual property that are used in its daily operations in research and development cost. Research and development costs are charged to expense when incurred. Expenses for research and development for the six months ended June 30, 2016 and 2015 were approximately US\$1,016,000 and US\$1,063,000, respectively. Expenses for research and development for the three months ended June 30, 2016 and 2015 were approximately US\$590,000 and US\$573,000, respectively.

h) Recent accounting standards

In August 2015, the FASB issued Accounting Standards Update (“ASU”) No. 2015-14, “Revenue from Contracts with Customers (Topic 606): Deferral of the Effective Date”. The amendments in this ASU defer the effective date of ASU No. 2014-09 for all entities by one year. ASU No. 2014-09, issued in May 2014, clarifies the principles for recognizing revenue and develops a common revenue standard for U.S. GAAP and IFRS. Simultaneously, this ASU supersedes the revenue recognition requirements in ASC Topic 605-Revenue Recognition and most industry-specific guidance throughout the Industry Topics of the Codification. The core principle of this ASU requires an entity to recognize revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. To achieve that core principle, an entity should apply the five steps: (1) identify the contract(s) with a customer; (2) identify the performance obligations in the contract; (3) determine the transaction price; (4) allocate the transaction price to the performance obligations in the contract; (5) recognize revenue when (or as) the entity satisfies a performance obligation. Public business entities, certain not-for-profit entities, and certain employee benefit plans should apply the guidance in this ASU to annual reporting periods beginning after December 15, 2017, including interim reporting periods within that reporting period. Earlier application is permitted only as of annual reporting periods beginning after December 15, 2016, including interim reporting periods within that reporting period. The Company is currently evaluating the impact on its consolidated financial position and results of operations upon adopting these amendments.

CHINANET ONLINE HOLDINGS, INC.

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

In March 2016, the FASB issued ASU No. 2016-08, “Revenue from Contracts with Customers (Topic 606): Principal versus Agent Considerations (Reporting Revenue Gross versus Net)”. The amendments in this ASU do not change the core principle of the guidance. The amendments clarify the implementation guidance on principal versus agent considerations. When another party is involved in providing goods or services to a customer, an entity is required to determine whether the nature of its promise is to provide the specified good or service itself (that is, the entity is a principal) or to arrange for that good or service to be provided by the other party (that is, the entity is an agent). When (or as) an entity that is a principal satisfies a performance obligation, the entity recognizes revenue in the gross amount of consideration to which it expects to be entitled in exchange for the specified good or service transferred to the customer. When (or as) an entity that is an agent satisfies a performance obligation, the entity recognizes revenue in the amount of any fee or commission to which it expects to be entitled in exchange for arranging for the specified good or service to be provided by the other party. An entity is a principal if it controls the specified good or service before that good or service is transferred to a customer. The guidance includes indicators to assist an entity in determining whether it controls a specified good or service before it is transferred to the customer. The amendments in this ASU affect the guidance in ASU No. 2014-09, which is not yet effective. The effective date and transition requirements for the amendments in this ASU are the same as the effective date and transition requirements of ASU No. 2014-09, which is deferred by ASU No. 2015-14 by one year. The Company is currently evaluating the impact on its consolidated financial position and results of operations upon adopting these amendments.

In March 2016, the FASB issued ASU No. 2016-09, “Compensation—Stock Compensation (Topic 718): Improvements to Employee Share-Based Payment Accounting”. The amendments in this ASU affected all entities that issue share-based payment awards to their employees. The areas for simplification in this ASU involve several aspects of the accounting for share-based payment transactions, including the income tax consequences, classification of awards as either equity or liabilities, and classification on the statement of cash flows. Some of the areas for simplification apply only to nonpublic entities. For public business entities, the amendments in this ASU are effective for annual periods beginning after December 15, 2016, and interim periods within those annual periods. Early adoption is permitted for any entity in any interim or annual period. The Company is currently evaluating the impact on its consolidated financial position and results of operations upon adopting these amendments.

In April 2016, the FASB issued ASU No. 2016-10, “Revenue from Contracts with Customers (Topic 606): Identifying Performance Obligations and Licensing”. The amendments in this ASU do not change the core principle of the guidance in Topic 606. Rather, the amendments in this ASU clarify the following two aspects of Topic 606: identifying performance obligations and the licensing implementation guidance, while retaining the related principles for those areas. The amendments in this ASU affect the guidance in ASU 2014-09, Revenue from Contracts with Customers (Topic 606), which is not yet effective. The effective date and transition requirements for the amendments in this ASU are the same as the effective date and transition requirements in Topic 606 (and any other Topic amended by Update 2014-09). ASU 2015-14 defers the effective date of ASU 2014-09 by one year. The Company is currently evaluating the impact on its consolidated financial position and results of operations upon adopting these amendments.

In May 2016, the FASB issued ASU No. 2016-12, “Revenue from Contracts with Customers (Topic 606): Narrow-Scope Improvements and Practical Expedients”. The amendments in this ASU do not change the core principle

of the guidance in Topic 606. Rather, the amendments in this ASU affect only the narrow aspects of Topic 606, which include (1) Assessing the Collectibility Criterion and Accounting for Contracts That Do Not Meet the Criteria for Step 1; (2) Presentation of Sales Taxes and Other Similar Taxes Collected from Customers; (3) Noncash Consideration; (4) Contract Modifications at Transition Completed Contracts at Transition; (5); and (6) Technical Correction. The amendments in this ASU affect the guidance in ASU 2014-09, Revenue from Contracts with Customers (Topic 606), which is not yet effective. The effective date and transition requirements for the amendments in this ASU are the same as the effective date and transition requirements in Topic 606 (and any other Topic amended by Update 2014-09). ASU 2015-14 defers the effective date of ASU 2014-09 by one year. The Company is currently evaluating the impact on its consolidated financial position and results of operations upon adopting these amendments.

4.

Term deposit

Term deposit as of June 30, 2016 and December 31, 2015 represented the amount of cash placed as a term deposit by one of the Company's operating VIEs in a major financial institution in China, which management believes is of high credit quality. The term deposit matured on July 7, 2016 and was extended to July 7, 2017. The interest rate of the term deposit is 2.25% per annum.

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## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

## 5. Accounts receivable, net

|                                 | June 30,<br>2016 |  | December<br>31,<br>2015 |
|---------------------------------|------------------|--|-------------------------|
|                                 | US\$('000)       |  | US\$('000)              |
|                                 | (Unaudited)      |  |                         |
| Accounts receivable             | 6,081            |  | 5,619                   |
| Allowance for doubtful accounts | (2,875 )         |  | (3,070 )                |
| Accounts receivable, net        | 3,206            |  | 2,549                   |

All of the accounts receivable are non-interest bearing. Based on the assessment of the collectability of the accounts receivable as of June 30, 2016 and December 31, 2015, the Company provided approximately US\$2,875,000 and US\$3,070,000 allowance for doubtful accounts, which were related to the accounts receivable of the Company's internet advertising and TV advertising business segment with an aging over six months. For the six and three months ended June 30, 2016, no allowance for doubtful accounts was provided or reversed. For the six months ended June 30, 2015, approximately US\$77,000 allowance for doubtful accounts was reversed. For the three months ended June 30, 2015, approximately US\$143,000 allowance for doubtful accounts was provided. For the six months ended June 30, 2016, accounts receivable and the related allowance of approximately US\$0.22 million and US\$0.13 million, respectively, was decreased due to disposal of a VIE during the period.

## 6. Other receivables, net

|  | June 30,<br>2016 |  | December<br>31,<br>2015 |
|--|------------------|--|-------------------------|
|  | US\$('000)       |  | US\$('000)              |
|  | (Unaudited)      |  |                         |
| Term deposit interest receivable                   | 94               |  | 48                      |
| Staff advances for normal business purpose         | 68               |  | 243                     |
| TV advertisement deposit and prepayment receivable | -                |  | 1,157                   |
| Overdue deposits                                   | 956              |  | 1,130                   |
| Allowance for doubtful debts                       | (654 )           |  | (668 )                  |
| Other receivables, net                             | 464              |  | 1,910                   |

TV advertisement deposit and prepayment receivable as of December 31, 2015 represented the uncollected portion of the deposit and prepayment made to an agent of one of the provincial satellite TV stations partnered with the Company. The Company terminated its cooperation with this TV station and its agent upon expiration of the 2014

contract on December 31, 2014. The remaining balance of this deposit and prepayment as of December 31, 2015 was collected in January 2016.

For advertising resources purchase contracts signed by the Company with its resources providers, the Company was required to make deposits, which were either applied to the contract amounts that were needed to be paid with the consent of the counterparty or to be refunded to the Company of the remaining balance upon expiration of the cooperation. Overdue deposits represented the portion of the contractual deposits, which related advertising resources purchase contracts had been completed as of each of the reporting dates with no further cooperation. Based on the assessment of the collectability of these overdue deposits as of June 30, 2016 and December 31, 2015, the Company provided approximately US\$654,000 and US\$668,000 allowance for doubtful accounts, respectively, which was related to the deposits of its internet advertising and TV advertising business segment. For the six and three months ended June 30, 2016 and 2015, no allowance for doubtful accounts was provided or reversed.

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## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

## 7. Prepayments and deposit to suppliers

|   | June 30,<br>2016 | December<br>31,<br>2015 |
|---|------------------|-------------------------|
|   | US\$('000)       | US\$('000)              |
|   | (Unaudited)      |                         |
| Deposits to internet resources providers    | 860              | 622                     |
| Prepayments to internet resources providers | 2,479            | 3,623                   |
| Deposits to other services providers        | 1,508            | 1,540                   |
| Other deposits and prepayments              | 170              | 58                      |
|   | 5,017            | 5,843                   |

The Company purchases internet resources from large internet search engines and technical services from suppliers to attract more internet traffic to its advertising portals and provide value-added services to its clients.

Deposits to internet resources providers are paid as contractual deposits to the Company's resources and services suppliers. As of June 30, 2016 and December 31, 2015, deposit to internet resources providers primarily consisted of the contractual deposits paid for purchasing internet resources from two of the Company's largest internet resources suppliers.

According to the contracts signed between the Company and its suppliers, the Company is normally required to pay the contract amounts in advance. These prepayments will be transferred to cost of revenues when the related services are provided.

Deposits to other service providers consisted of an approximately US\$0.75 million deposit to an intermediary service provider, which the Company engaged to facilitate the Company to find, select and negotiate with its internet, TV or other media resource suppliers, and another approximately US\$0.75 million deposit for an advisory contract related to finding buyers for liansuo.com and new investors for the Company. The contract with the intermediary service provider expired on April 30, 2016 and was extended to October 31, 2016. In accordance with the extended contract, the deposit will be refunded to the Company no later than December 31, 2016.

## 8. Due from related parties



|  | June 30,<br>2016 | December<br>31,<br>2015 |
|--|------------------|-------------------------|
|  | US\$('000)       | US\$('000)              |
|  | (Unaudited)      |                         |
| Beijing Saimeiwei Food Equipment Technology Co., Ltd.                    | 42               | 35                      |
| Chuangshi Meiwei (Beijing) International Investment Management Co., Ltd. | 158              | 4                       |
| Guohua Shiji (Beijing) Communication Co., Ltd.                           | 121              | -                       |
| Beijing Saturday Education Technology Co., Ltd.                          | 12               | 2                       |
|  | 333              | 41                      |

Related parties of the Company represented direct or indirect unconsolidated investees of the Company or entities that are directly or indirectly owned by Mr. Handong Cheng or Mr. Xuanfu Liu, the owners of the Company's PRC VIEs, Business Opportunities Online and Beijing CNET Online before the Offshore Restructuring. The Company provides advertising and marketing services to these related parties in its normal course of business on the same terms as those provided to its unrelated clients. Due from related parties represented the outstanding receivables for the advertising and marketing services that the Company provided to these related parties as of each reporting date. As of June 30, 2016, due from related parties also included short-term working capital loans of RMB1.0 million (approximately US\$0.15 million) and RMB0.8 million (approximately US\$0.12 million) to Chuangshi Meiwei and Guohua Shiji, respectively. The working capital loans are non-interest bearing and needs to be repaid to the Company within one year.

9. Assets and liabilities classified as held for sale

In the fourth fiscal quarter of 2015, the Company committed to a plan to sell one of its internet advertising operating VIEs, Beijing Chuang Fu Tian Xia, also known as liansuo.com., which did not qualify for presentation as a discontinued operation, as it was not considered a significant portion of the Company's internet advertising and data service business segment. The Company expects to consummate the transaction before the end of fiscal 2016 and does not expect to have any continued involvement with the entity after the disposal date.

## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

The Company classified the assets and liabilities of the disposal group as held for sale as of each reporting date and presented separately in the asset and liability section, respectively. The assets and liabilities held by the disposal group are as follows:

|   | June 30,<br>2016 | December<br>31,<br>2015 |
|---|------------------|-------------------------|
|   | US\$('000)       | US\$('000)              |
|   | (Unaudited)      |                         |
| Assets classified as held for sale                      |                  |                         |
| Cash and cash equivalents                               | 123              | 181                     |
| Accounts receivable, net                                | 13               | 53                      |
| Other receivables, net                                  | 110              | 95                      |
| Advance to suppliers                                    | 461              | 366                     |
| Property and equipment, net                             | 38               | 43                      |
| Deferred tax assets                                     | 210              | 298                     |
| Goodwill allocated to the disposal group <sup>(1)</sup> | 895              | 914                     |
| Inter-co balances elimination <sup>(2)</sup>            | -                | (68 )                   |
| Total assets classified as held for sale                | 1,850            | 1,882                   |
| Liabilities classified as held for sale                 |                  |                         |
| Accounts payable  | 2                | 154                     |
| Advance from customers                                  | 667              | 588                     |
| Accrued payroll and other accruals                      | 40               | 50                      |
| Taxes payable   | 9                | 9                       |
| Other payables  | 115              | 364                     |
| Inter-co balances elimination <sup>(2)</sup>            | -                | (252 )                  |
| Total liabilities classified as held for sale           | 833              | 913                     |

Liansuo.com (the disposal group) is a portion of the Company's internet advertising and data service reporting unit (1) that constitutes a business. Goodwill allocated to the disposal group is calculated based on the relative fair value of liansuo.com and the remaining portion of the reporting unit that will be retained.

(2) Inter-company balances are part of the disposal group's assets or liabilities, but were eliminated in deriving the consolidated financial statements.

## 10.

## Long-term investments

| June 30,<br>2016 | December<br>31, |
|------------------|-----------------|
|------------------|-----------------|

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2015  
 US\$('000) US\$('000)  
 (Unaudited)

|   |        |        |
|---|--------|--------|
| Equity method investments:              |        |        |
| Investment in equity method investees   | 741    | 778    |
| Advance to equity method investees      | 79     | 80     |
| Impairment on equity method investments | (820 ) | (838 ) |
| Total equity method investments         | -      | 20     |
| Cost method investments:                |        |        |
| Investment in cost method investees     | 1,561  | 1,113  |
| Total long-term investments             | 1,561  | 1,133  |

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## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

Equity method investments

As of December 31, 2015, the Company beneficially owned 23.18% and 25.5% equity interest in Shenzhen Mingshan and Zhao Shang Ke Hubei, respectively. Based on the facts of the significant decline in level of business activities during 2015, insufficient amount of working capital and the lack of commitment from majority shareholders, these two investment affiliates had become dormant and the possibility of the business recovery is remote. As a result, the Company reduced the carrying value of these investments to zero as of December 31, 2015.

In 2015, the Company co-incorporated ChinaNet Korea with three unaffiliated individuals and obtained 40% of the equity interest in ChinaNet Korea. During the first fiscal quarter of 2016, the Company and other investors of ChinaNet Korea deregistered the entity and re-incorporated it with new investors involved. The Company invested US\$7,500 and obtained 15% of the equity interest in ChinaNet Korea through the re-incorporation. ChinaNet Korea has not conduct any business activities.

Cost method investments

As of June 30, 2016, the Company beneficially owned a 19% equity interest in ChinaNet Chuang Tou and Guohua Shiji, respectively, a 15% equity interest in ChinaNet Korea and a 10% equity interest in Chuangshi Meiwei and Beijing Saturday, respectively. The Company accounts for these investments under cost method of accounting. The following table summarizes the movement of the investments in cost method investees for the six months ended June 30, 2016:

|   | ChinaNet<br>Korea | Beijing<br>Saturday | Chuangshi<br>Meiwei | Guohua<br>Shiji | ChinaNet<br>Chuang<br>Tou | Total       |
|---|-------------------|---------------------|---------------------|-----------------|---------------------------|-------------|
|   | US\$( '000)       | US\$( '000)         | US\$( '000)         | US\$( '000)     | US\$( '000)               | US\$( '000) |
| Balance as of December 31, 2015 (audited) | -                 | 17                  | 154                 | 3               | 939                       | 1,113       |
| Investments during the year               | 8                 | -                   | -                   | 26              | 437                       | 471         |
| Exchange translation adjustment           | -                 | -                   | (3 )                | -               | (20 )                     | (23 )       |
| Balance as of June 30, 2016 (Unaudited)   | 8                 | 17                  | 151                 | 29              | 1,356                     | 1,561       |

11.

Property and equipment, net

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|   | June 30,<br>2016 | December<br>31,<br>2015 |
|---|------------------|-------------------------|
|   | US\$('000)       | US\$('000)              |
|   | (Unaudited)      |                         |
| Leasehold improvement                           | 374              | 382                     |
| Vehicles  | 798              | 839                     |
| Office equipment                                | 1,490            | 1,376                   |
| Electronic devices                              | 1,147            | 1,171                   |
| Property and equipment, cost                    | 3,809            | 3,768                   |
| Less: accumulated depreciation                  | (2,987 )         | (2,922 )                |
| Less: impairment loss on abandoned fixed assets | (161 )           | (165 )                  |
| Property and equipment, net                     | 661              | 681                     |

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## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

Depreciation expenses in the aggregate for the six months ended June 30, 2016 and 2015 were approximately US\$137,000 and US\$174,000, respectively. Depreciation expenses in the aggregate for the three months ended June 30, 2016 and 2015 were approximately US\$64,000 and US\$87,000, respectively.

12.

## Intangible assets, net

|   | June 30,<br>2016<br>US\$('000)<br>(Unaudited) | December<br>31,<br>2015<br>US\$('000) |
|---|---|---------------------------------------|
| Intangible assets not subject to amortization:                              |   |                                       |
| Domain name   | 1,457   | 1,488                                 |
| Intangible assets subject to amortization:                                  |   |                                       |
| Contract backlog  | -   | 191                                   |
| Customer relationship   | 2,009   | 3,340                                 |
| Non-compete agreements  | 1,106   | 1,321                                 |
| Software technologies   | 309   | 316                                   |
| Cloud compute software technology   | 1,400   | 1,429                                 |
| Intelligent marketing data service platform                                 | 4,869   | 4,973                                 |
| Internet safety, information exchange security and data encryption software | 1,960   | -                                     |
| Other computer software   | 106   | 108                                   |
| Intangible assets, cost   | 13,216  | 13,166                                |
| Less: accumulated amortization  | (4,386 )                                      | (4,845 )                              |
| Less: accumulated impairment losses   | (1,962 )                                      | (2,683 )                              |
| Intangible assets, net  | 6,868   | 5,638                                 |

Amortization expenses in aggregate for the six months ended June 30, 2016 and 2015 were approximately US\$623,000 and US\$714,000, respectively. Amortization expenses in aggregate for the three months ended June 30, 2016 and 2015 were approximately US\$312,000 and US\$357,000, respectively.

Based on the current carrying value of the finite-lived intangible assets recorded, which weighted average remaining useful life was 7.13 years as of June 30, 2016, and assuming no further subsequent impairment of the underlying intangible assets, the estimated future amortization expenses is approximately US\$712,000 for the six months ended December 31, 2016, approximately US\$952,000 for the year ended December 31, 2017 and approximately US\$946,000 each year for the year ended December 31, 2018 through 2020.

For the six months ended June 30, 2016, intangible assets, the related accumulated amortization and accumulated impairment loss of approximately US\$1.64 million, US\$0.97 million and US\$0.67 million, respectively, was decreased due to disposal of a VIE during the period.

13. Deposit and prepayment for purchasing of software technology

In May 2015, the Company entered into a contract to purchase software products related to cloud video management system from an unrelated third party with a total contract amount of RMB9.5 million (approximately US\$1.4 million). As of June 30, 2016 and December 31, 2015, the Company had paid in the aggregate of RMB6.65 million (approximately US\$1.0 million) in accordance with the payment schedule set forth in the contract. The Company is currently in test trials for this system. The transaction as contemplated under the contract is expected to be consummated in 2016.

## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

## 14. Goodwill

|   | Amount<br>US\$('000) |
|---|----------------------|
| Balance as of December 31, 2015 (audited) | 4,396                |
| Exchange translation adjustment           | (91 )                |
| Balance as of June 30, 2016 (unaudited)   | 4,305                |

## 15. Accrued payroll and other accruals

|                                   | June 30,<br>2016<br>US\$('000)<br>(Unaudited) | December<br>31,<br>2015<br>US\$('000) |
|-----------------------------------|---|---------------------------------------|
| Accrued payroll and staff welfare | 360   | 345                                   |
| Accrued operating expenses        | 232   | 340                                   |
|                                   | 592   | 685                                   |

## 16. Guarantee payment and prepayment from new investors

On May 5, 2015, the Company entered into a Securities Purchase Agreement with Beijing Jinrun Fangzhou Science & Technology Co, Ltd. ("Jinrun Fangzhou"), a public company listed on the National Equities Exchange and Quotations of the PRC (the "NEEQ"), pursuant to which Jinrun Fangzhou agreed to purchase 2,800,000 shares of common stock of the Company for an aggregate purchase price of US\$3,500,000. On May 26, 2015, the Company entered into another Securities Purchase Agreement with Dongsys Innovation (Beijing) Technology Development Co., Ltd. ("Dongsys Innovation"), a public company listed on the NEEQ, pursuant to which Dongsys Innovation agreed to purchase 1,000,000 shares of common stock of the Company for an aggregate purchase price of US\$1,250,000.

In accordance with the Securities Purchase Agreements described above, Jinrun Fangzhou and Dongsys Innovation were required to pay 10% of its respective total purchase price as guarantee payments within five days of the date the agreements were signed, and pay an additional 15% of its respective total purchase price within thirty days of the date of the agreements were signed, and pay the remaining 75% of its respective purchase price at the closing which shall take place on the date mutually agreed to by the parties.



As of June 30, 2016, the Company has received the 10% guarantee payment and 15% prepayment in an aggregate amount equal to US\$807,000 from Jinrun Fangzhou, and the 10% guarantee payment in an amount equal to US\$117,000 from Dongsys Innovation, respectively.

Due to certain restriction stipulated in the “Measures for Overseas Investment Management” issued by the Ministry of Commerce of the PRC (the “MOFCOM”), the Company and its investors experienced difficulties in obtaining approval for the transactions from the MOFCOM. As a result, on May 12, 2016, the Company terminated the security purchase agreement with the two investors, respectively. The Company expects to refund the guarantee payment and prepayment to the investors before December 31, 2016. As agreed by the parties, if the Company fails to fully refund the amounts before December 31, 2016, the Company will bear a 12% annualized interest rate for the unpaid amounts and the amounts shall be refunded to the investors no later than December 31, 2017.

|     |                   |
|-----|-------------------|
| 17. | Taxation          |
| 1)  | <i>Income tax</i> |

The entities within the Company file separate tax returns in the respective tax jurisdictions in which they operate.

i). The Company is incorporated in the state of Nevada. Under the current law of Nevada, the Company is not subject to state corporate income tax. Following the Share Exchange, the Company became a holding company and does not conduct any substantial operations of its own. No provision for federal corporate income tax has been made in the financial statements as the Company has no assessable profits for the six and three months ended June 30, 2016, or any prior periods. The Company does not provide for U.S. taxes or foreign withholding taxes on undistributed earnings from its non-U.S. subsidiaries because such earnings are intended to be reinvested indefinitely. If undistributed earnings were distributed, foreign tax credits could become available under current law to reduce the resulting U.S. income tax liability.

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ii). China Net BVI was incorporated in the British Virgin Islands (“BVI”). Under the current law of the BVI, China Net BVI is not subject to tax on income or capital gains. Additionally, upon payments of dividends by China Net BVI to its shareholders, no BVI withholding tax will be imposed.

iii). China Net HK was incorporated in Hong Kong and does not conduct any substantial operations of its own. No provision for Hong Kong profits tax has been made in the financial statements as China Net HK has no assessable profits for the six and three months ended June 30, 2016 or any prior periods. Additionally, upon payments of dividends by China Net HK to its shareholders, no Hong Kong withholding tax will be imposed.

iv). The Company’s PRC operating subsidiaries and VIEs, being incorporated in the PRC, are governed by the income tax law of the PRC and is subject to PRC enterprise income tax (“EIT”). The EIT rate of PRC is 25%, which applies to both domestic and foreign invested enterprises.

In July 2012, Business Opportunity Online was approved by the related PRC governmental authorities as a High and New Technology Enterprise under the current EIT law, and was approved by the local tax authorities of Beijing, the PRC, to be entitled to a favorable statutory tax rate of 15% until December 31, 2014. During 2015, Business Opportunity Online reapplied for the qualification as a High and New Technology Enterprise. In November 2015, Business Opportunity Online received the formal certificate as a High and New Technology Enterprise, which enabled the entity to continue to enjoy the favorable statutory tax rate of 15% until November 2018. Therefore, for the six and three months ended June 30, 2016 and 2015, the applicable income tax rate of Business Opportunity Online was 15%.

Business Opportunity Online Hubei was approved by the related PRC governmental authorities to be qualified as a software company and was approved by the local tax authorities of Xiaogan City, Hubei province, the PRC, to be entitled to a EIT exemption for fiscal 2012 and a 50% reduction of its applicable EIT rate which is 25% to 12.5% of its taxable income for the succeeding three years through fiscal 2015, as its first profitable year was determined as fiscal 2011 instead of fiscal 2012 in August 2013 by the local tax authorities of Xiaogan City, Hubei province. Therefore, the applicable income tax rate for Business Opportunity Online Hubei was 25% for the six and three months ended June 30, 2016, and was 12.5% for the six and three months ended June 30, 2015.

The applicable income tax rate for other PRC operating entities of the Company was 25% for the six and three months ended June 30, 2016 and 2015.

The current EIT law also imposed a 10% withholding income tax for dividends distributed by a foreign invested enterprise to its immediate holding company outside China. A lower withholding tax rate will be applied if there is a tax treaty arrangement between mainland China and the jurisdiction of the foreign holding company. Holding companies in Hong Kong, for example, will be subject to a 5% withholding tax rate.

For the six and three months ended June 30, 2016 and 2015, all of the preferential income tax treatments enjoyed by the Company's PRC subsidiaries and VIEs were based on the current applicable laws and regulations of the PRC and approved by the related government regulatory authorities and local tax authorities where the Company's respective PRC subsidiaries and VIEs operate in. Business Opportunity Online and Business Opportunity Online Hubei were most affected by these preferential income tax treatments within the structure of the Company. The preferential income tax treatments are subject to change in accordance with the PRC government economic development policies and regulations. These preferential income tax treatments are primarily determined by the regulation and policies of the PRC government in the context of the overall economic policy and strategy. As a result, the uncertainty of these preferential income tax treatments are subject to, but not limited to, the PRC government policy on supporting any specific industry's development under the outlook and strategy of overall macroeconomic development.

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## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

2) *Turnover taxes and the relevant surcharges*

Service revenues provided by the Company's PRC operating subsidiaries and VIEs were subject to Value Added Tax ("VAT"). VAT rate for provision of modern services (other than lease of corporeal movables) is 6% and for small scale taxpayer, 3%. Therefore, for the six and three months ended June 30, 2016 and 2015, the Company's service revenues are subject to VAT at a rate of 6%, after deducting the VAT paid for the services purchased from suppliers, or at a rate of 3% without any deduction of VAT paid for the services purchased from suppliers. The surcharges of the VAT is 12%-14% of the VAT, depending on which tax jurisdiction the Company's PRC operating subsidiaries and VIE operate in.

As of June 30, 2016 and December 31, 2015, taxes payable consists of:

|                                    | June 30,<br>2016 | December<br>31,<br>2015 |
|------------------------------------|------------------|-------------------------|
|                                    | US\$('000)       | US\$('000)              |
|                                    | (Unaudited)      |                         |
| Turnover tax and surcharge payable | 1,258            | 1,272                   |
| Enterprise income tax payable      | 1,844            | 1,914                   |
| <b>Total taxes payable</b>         | <b>3,102</b>     | <b>3,186</b>            |

For the six months ended June 30, 2016, taxes payable of approximately US\$0.10 million was decreased due to disposal of a VIE during the period.

For the six and three months ended June 30, 2016 and 2015, the Company's income tax (expense)/benefit consisted of:

|                               | Six Months Ended |      | Three Months   |      |
|-------------------------------|------------------|------|----------------|------|
|                               | June 30,         |      | Ended June 30, |      |
|                               | 2016             | 2015 | 2016           | 2015 |
|                               | US\$('000)       |      | US\$('000)     |      |
|                               | (Unaudited)      |      | (Unaudited)    |      |
| Current-PRC                   | -                | (4 ) | -              | (4 ) |
| Deferred-PRC                  | (152)            | 312  | (180)          | 90   |
| Income tax (expenses)/benefit | (152)            | 308  | (180)          | 86   |

The Company's deferred tax liabilities at June 30, 2016 and changes for the six months then ended were as follows:

|   | Amount<br>US\$('000) |
|---|----------------------|
| Balance as of December 31, 2015 (audited) | 118                  |
| Reversal during the period                | (58 )                |
| Exchange translation adjustment           | (2 )                 |
| Balance as of June 30, 2016 (unaudited)   | 58                   |

Deferred tax liabilities arose on the recognition of the identifiable intangible assets acquired from acquisition transactions in previous years. Reversal for the six months ended June 30, 2016 of approximately US\$58,000 was due to amortization of the acquired intangible assets.

## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

The Company's deferred tax assets at June 30, 2016 and December 31, 2015 were as follows:

|  | June 30,<br>2016 | December<br>31,<br>2015 |
|--|------------------|-------------------------|
|  | US\$('000)       | US\$('000)              |
|  | (Unaudited)      |                         |
| Tax effect of net operating losses carried forward | 8,437            | 7,921                   |
| Bad debts provision                                | 913              | 932                     |
| Valuation allowance                                | (7,958 )         | (7,303 )                |
| Total deferred tax assets                          | 1,392            | 1,550                   |

The net operating losses carried forward incurred by the Company (excluding its PRC operating subsidiary and VIEs) were approximately US\$16,061,000 and US\$14,903,000 at June 30, 2016 and December 31, 2015, respectively, which loss carry forwards gradually expire over time, the last of which expires in 2036. A full valuation allowance has been recorded because it is considered more likely than not that the deferred tax assets will not be realized through sufficient future earnings of the entity to which the operating losses relate.

The net operating losses carried forward (excluding bad debts provision, amortization of intangible assets acquired from business combinations and non-deductible expenses) incurred by the Company's PRC subsidiary and VIEs were approximately US\$16,312,000 and US\$15,657,000 at June 30, 2016 and December 31, 2015, respectively, which loss carry forwards gradually expire over time, the last of which expires in 2021. The related deferred tax asset was calculated based on the respective net operating losses incurred by each of the PRC subsidiaries and VIEs and the respective corresponding enacted tax rate that will be in effect in the period in which the losses are expected to be utilized. The Company recorded approximately US\$297,000 and US\$96,000 valuation allowance for the six months ended June 30, 2016 and 2015, respectively, and recorded approximately US\$137,000 and US\$16,000 valuation allowance for the three months ended June 30, 2016 and 2015, respectively, because it is considered more likely than not that this portion of the deferred tax assets will not be realized through sufficient future earnings of the entities to which the operating losses relate. The Company also utilized approximately US\$193,000 and US\$158,000 deferred tax assets for the six and three months ended June 30, 2016, respectively.

Full valuation allowance to bad debts provision related deferred tax assets were recorded because it is considered more likely than not that this portion of deferred tax assets will not be realized through bad debts verification by the local tax authorities where the PRC subsidiary and VIEs operate in.

The Company's non-current portion of deferred tax assets and deferred tax liabilities were attributable to different tax-paying components of the entity, which were under different tax jurisdictions. Therefore, in accordance with ASC Topic 740 "Income taxes", the non-current portion of deferred tax assets and deferred tax liabilities were presented separately in the Company's balance sheets.

The tax authority of the PRC government conducts periodic and ad hoc tax filing reviews on business enterprises operating in the PRC after those enterprises had completed their relevant tax filings, hence the Company's tax filings may not be finalized. It is therefore uncertain as to whether the PRC tax authority may take different views about the Company's tax filings which may lead to additional tax liabilities.

18. Long-term borrowing from a director

Long-term borrowing from a director is a non-interest bearing loan from a director of the Company relating to the original paid-in capital contribution in the Company's wholly-owned subsidiary Rise King WFOE, which is not expected to be repaid within one year.

19. Restricted net assets

As most of the Company's operations are conducted through its PRC subsidiary and VIEs, the Company's ability to pay dividends is primarily dependent on receiving distributions of funds from its PRC subsidiary and VIEs. Relevant PRC statutory laws and regulations permit payments of dividends by its PRC subsidiary and VIEs only out of their retained earnings, if any, as determined in accordance with PRC accounting standards and regulations and after it has met the PRC requirements for appropriation to statutory reserves. Paid in capital of the PRC subsidiary and VIEs included in the Company's consolidated net assets are also non-distributable for dividend purposes.

CHINANET ONLINE HOLDINGS, INC.

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

In accordance with the PRC regulations on Enterprises with Foreign Investment, a WFOE established in the PRC is required to provide certain statutory reserves, namely general reserve fund, the enterprise expansion fund and staff welfare and bonus fund which are appropriated from net profit as reported in the enterprise's PRC statutory accounts. A WFOE is required to allocate at least 10% of its annual after-tax profit to the general reserve until such reserve has reached 50% of its registered capital based on the enterprise's PRC statutory accounts. Appropriations to the enterprise expansion fund and staff welfare and bonus fund are at the discretion of the board of directors. The aforementioned reserves can only be used for specific purposes and are not distributable as cash dividends. Rise King WFOE is subject to the above mandated restrictions on distributable profits. Additionally, in accordance with the Company Law of the PRC, a domestic enterprise is required to provide a statutory common reserve of at least 10% of its annual after-tax profit until such reserve has reached 50% of its registered capital based on the enterprise's PRC statutory accounts. A domestic enterprise is also required to provide for a discretionary surplus reserve, at the discretion of the board of directors. The aforementioned reserves can only be used for specific purposes and are not distributable as cash dividends. All of the Company's PRC VIEs are subject to the above mandated restrictions on distributable profits.

As a result of these PRC laws and regulations, the Company's PRC subsidiary and VIEs are restricted in their ability to transfer a portion of their net assets to the Company. As of June 30, 2016 and December 31, 2015, net assets restricted in the aggregate, which include paid-in capital and statutory reserve funds of the Company's PRC subsidiary and VIEs that are included in the Company's consolidated net assets, was approximately US\$8.1 million and US\$6.7 million, respectively.

The current PRC Enterprise Income Tax Law also imposed a 10% withholding income tax for dividends distributed by a foreign invested enterprise to its immediate holding company outside China. A lower withholding tax rate will be applied if there is a tax treaty arrangement between mainland China and the jurisdiction of the foreign holding company. Holding companies in Hong Kong, for example, will be subject to a 5% rate. Rise King WFOE is invested by its immediate holding company in Hong Kong and will be entitled to the 5% preferential withholding tax rate upon distribution of the dividends to its immediate holding company.

The ability of the Company's PRC subsidiary and VIEs to make dividends and other payments to the Company may also be restricted by changes in applicable foreign exchange and other laws and regulations.

Foreign currency exchange regulation in China is primarily governed by the following rules:

- Foreign Exchange Administration Rules (1996), as amended in August 2008, or the Exchange Rules;
- Administration Rules of the Settlement, Sale and Payment of Foreign Exchange (1996), or the Administration Rules.



Currently, under the Administration Rules, Renminbi is freely convertible for current account items, including the distribution of dividends, interest payments, trade and service related foreign exchange transactions, but not for capital account items, such as direct investments, loans, repatriation of investments and investments in securities outside of China, unless the prior approval of the State Administration of Foreign Exchange (the “SAFE”) is obtained and prior registration with the SAFE is made. Foreign-invested enterprises like Rise King WFOE that need foreign exchange for the distribution of profits to its shareholders may effect payment from their foreign exchange accounts or purchase and pay foreign exchange rates at the designated foreign exchange banks to their foreign shareholders by producing board resolutions for such profit distribution. Based on their needs, foreign-invested enterprises are permitted to open foreign exchange settlement accounts for current account receipts and payments of foreign exchange along with specialized accounts for capital account receipts and payments of foreign exchange at certain designated foreign exchange banks.

Although the current Exchange Rules allow the convertibility of Chinese Renminbi into foreign currency for current account items, conversion of Chinese Renminbi into foreign exchange for capital items, such as foreign direct investment, loans or securities, requires the approval of SAFE, which is under the authority of the People’s Bank of China. These approvals, however, do not guarantee the availability of foreign currency conversion. The Company cannot be sure that it will be able to obtain all required conversion approvals for its operations or the Chinese regulatory authorities will not impose greater restrictions on the convertibility of Chinese Renminbi in the future. Currently, most of the Company’s retained earnings are generated in Renminbi. Any future restrictions on currency exchanges may limit the Company’s ability to use its retained earnings generated in Renminbi to make dividends or other payments in U.S. dollars or fund possible business activities outside China.

## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

As of June 30, 2016 and December 31, 2015, there was approximately US\$20.9 million and US\$22.9 million retained earnings in the aggregate, respectively, which was generated by the Company's PRC subsidiary and VIEs in Renminbi included in the Company's consolidated net assets, aside from US\$2.6 million and US\$2.8 million of statutory reserve funds as of June 30, 2016 and December 31, 2015, respectively, that may be affected by increased restrictions on currency exchanges in the future, and accordingly, may further limit the Company's PRC subsidiary's and VIEs' ability to make dividends or other payments in U.S. dollars to the Company, in addition to the approximately US\$8.1 million and US\$6.7 million of restricted net assets as of June 30, 2016 and December 31, 2015, as discussed above.

## 20. Related party transactions

Revenue from related parties:

|  | Six Months Ended<br>June 30,<br>2016 2015 |     | Three Months<br>Ended June 30,<br>2016 2015 |     |
|--|---|-----|---|-----|
|  | US\$('000)                                |     | US\$('000)                                  |     |
|  | (Unaudited)                               |     | (Unaudited)                                 |     |
| Beijing Saimeiwei Food Equipment Technology Co., Ltd.                    | 21  | 58  | 20  | 21  |
| Chuangshi Meiwei (Beijing) International Investment Management Co., Ltd. | 83  | 349 | 59  | 349 |
| Beijing Saturday Education Technology Co., Ltd.                          | 116                                       | 61  | 93  | 35  |
|  | 220                                       | 468 | 172   | 405 |

## 21. Employee defined contribution plan

Full time employees of the Company in the PRC participate in a government mandated defined contribution plan, pursuant to which certain pension benefits, medical care, employee housing fund and other welfare benefits are provided to employees. Chinese labor regulations require that the PRC subsidiaries of the Company make contributions to the government for these benefits based on certain percentages of the employees' salaries. The employee benefits were expensed as incurred. The Company has no legal obligation for the benefits beyond the contributions made. The total amounts for such employee benefits were approximately US\$298,000 and US\$279,000 for the six months ended June 30, 2016 and 2015, respectively. The total amounts for such employee benefits were approximately US\$144,000 and US\$135,000 for the three months ended June 30, 2016 and 2015, respectively.

## 22. Concentration of risk

Credit risk

Financial instruments that potentially subject the Company to significant concentrations of credit risk consist primarily of cash and cash equivalents, accounts receivable, other receivables and prepayments and deposits to suppliers. As of June 30, 2016 and December 31, 2015, substantially all of the Company's cash and cash equivalents were held by major financial institutions located in Mainland China, which management believes are of high credit quality.

*Risk arising from operations in foreign countries*

All of the Company's operations are conducted within the PRC. The Company's operations in the PRC are subject to various political, economic, and other risks and uncertainties inherent in the PRC. Among other risks, the Company's operations in the PRC are subject to the risks of restrictions on transfer of funds, changing taxation policies, foreign exchange restrictions; and political conditions and governmental regulations.

CHINANET ONLINE HOLDINGS, INC.

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

Currency convertibility risk

Significant part of the Company's businesses is transacted in RMB, which is not freely convertible into foreign currencies. All foreign exchange transactions take place either through the People's Bank of China or other banks authorized to buy and sell foreign currencies at the exchange rates quoted by the People's Bank of China. Approval of foreign currency payments by the People's Bank of China or other regulatory institutions requires submitting a payment application form together with suppliers' invoices and signed contracts. These exchange control measures imposed by the PRC government authorities may restrict the ability of the Company's PRC subsidiary and VIEs to transfer its net assets, which to the Company through loans, advances or cash dividends.

Concentration of customers

There was no single customer who accounted for more than 10% of the Company's revenues for the six or three months ended June 30, 2016.

For the six months ended June 30, 2015, two customers individually accounted for 17% and 14% of the Company's revenues, respectively. For the three months ended June 30, 2015, one of the two customers individually accounted for 11% of the Company's revenues. Except for the aforementioned customers, there was no other single customer who accounted for more than 10% of the Company's revenues for the six or three months ended June 30, 2015.

As of June 30, 2016, two customers individually accounted for 22% and 22% of the Company's accounts receivables, respectively. As of December 31, 2015, the same two customers individually accounted for 24% and 17% of the Company's accounts receivables, respectively. Except for the afore-mentioned, there was no other single customer who accounted for more than 10% of the Company's accounts receivable as of June 30, 2016 or December 31, 2015.

Concentration of suppliers

For the six months ended June 30, 2016, two suppliers individually accounted for 60% and 12% of the Company's cost of revenues, respectively. For the three months ended June 30, 2016, the same two suppliers individually accounted for 60% and 10% of the Company's cost of revenues, respectively. Except for the afore-mentioned, there was no other single supplier who accounted for more than 10% of the Company's cost of revenues for the six or three months ended June 30, 2016.

For the six months ended June 30, 2015, two suppliers individually accounted for 51% and 32% of the Company's cost of revenues, respectively. For the three months ended June 30, 2015, the same two suppliers individually accounted for 28% and 48% of the Company's cost of revenues, respectively. Except for the afore-mentioned, there was no other single supplier who accounted for more than 10% of the Company's cost of revenues for the six or three months ended June 30, 2015.

23. Commitments and contingencies

The following table sets forth the Company's operating lease commitment as of June 30, 2016:

|   | Office<br>Rental<br>US\$('000)<br>(Unaudited) |
|---|---|
| Six months ending December 31,<br>-2016 | 276   |
| Year ending December 31,<br>-2017       | 554   |
| -2018                                   | 553   |
| -2019                                   | 111   |
| Total                                   | \$ 1,494                                      |

CHINANET ONLINE HOLDINGS, INC.

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

Excluding rental expenses included in discontinued operation, for the six months ended June 30, 2016 and 2015, rental expenses under operating leases were approximately US\$310,000 and US\$210,000, respectively. For the three months ended June 30, 2016 and 2015, rental expenses under operating leases were approximately US\$140,000 and US\$105,000, respectively.

In May 2015, the Company entered into a contract to purchase software products related to cloud video management system from an unrelated third party with a total contract amount of RMB9.5 million (approximately US\$1.4 million). As of June 30, 2016, the Company had paid in the aggregate of RMB6.65 million (approximately US\$1.0 million) in accordance with the payment schedule set forth in the contract. The transaction as contemplated under the contract is expected to be consummated in 2016 and the remaining unpaid contract amount is expected to be paid in 2016.

In accordance with the contract entered into between the Company and one of its largest internet resources suppliers, the Company agreed to purchase in the aggregate of RMB100 million (“the minimum consumption amount”) (approximately US\$15.1 million) from this supplier for a one-year period commencing on June 13, 2015. In accordance with this contract, if the Company fails to meet the minimum consumption amount, the supplier is allowed to require the Company to retroactively compensate the supplier in cash the difference between the granted discount rate set forth based on the minimum consumption amount and any revised discount rate set forth based on further negotiation between the two parties, if the Company is able to achieve 50% of the minimum consumption amount. If the Company fails to achieve 50% of the minimum consumption amount, the Company is not eligible to enjoy any discount. The contract expired on June 12, 2016, based on the final agreed compensation plan between the two parties, the Company compensated the supplier of approximately US\$0.13 million for failing to meet the minimum consumption amount, which equaled to the deposit withheld by the supplier upon entering into the original contract in June 2015.

Legal Proceedings

On October 26, 2015, Business Opportunity Online, one of the Company’s indirect wholly owned VIEs, filed a civil action against Beijing 58 Information Technology Co., Ltd. (“Beijing 58”) in the Chaoyang District People’s Court of Beijing. Business Opportunity Online is seeking a court order to establish that it owns a 17.5% equity interest in Beijing 58, one of the VIEs owned by 58.com Inc. On January 20, 2016, the Chaoyang District People’s Court of Beijing rendered its ruling that Business Opportunity Online did not own 17.5% equity interest in Beijing 58. On February 15, 2016, Business Opportunity Online appealed the decision in the Beijing Third Intermediate People’s Court. On May 30, 2016, the Beijing Third Intermediate People’s Court rendered its final ruling that Business Opportunity Online did not own 17.5% equity interest in Beijing 58.

The Company exited its brand management and sales channel building business segment in the fourth fiscal quarter of 2015, operated by one of its VIEs, Quanzhou City Zhilang Network Technology Co., Ltd. (“Quanzhou Zhi Lang”), which qualified for presentation as a discontinued operation. In June 2016, the Company disposed Quanzhou Zhi Lang to an unaffiliated third-party, the loss incurred from the disposal was also included in results of operations of discontinued operation, presented as a separate component in the condensed consolidated statements of operations and comprehensive loss for all periods presented. Major classes of line items constituting pre-tax net loss and net loss of the discontinued operation for the six and three months ended June 30, 2016 and 2015, respectively, are as follows:

|  | Six Months Ended |       | Three Months   |      |
|--|------------------|-------|----------------|------|
|  | June 30,         |       | Ended June 30, |      |
|  | 2016             | 2015  | 2016           | 2015 |
|  | US\$('000)       |       | US\$('000)     |      |
|  | (Unaudited)      |       | (Unaudited)    |      |
| Revenues   | -                | 167   | -              | 44   |
| Cost of revenues   | -                | 104   | -              | 25   |
| Total operating expenses   | 51               | 188   | 5              | 114  |
| Not loss before income tax benefit                                     | (51)             | (125) | (5)            | (95) |
| Income tax benefit   | -                | 16    | -              | 11   |
| Loss from discontinued operation, net of income tax                    | (51)             | (109) | (5)            | (84) |
| Loss on disposal of discontinued operation, net of income tax          | (9)              | -     | (9)            | -    |
| Loss from and on disposal of discontinued operation, net of income tax | (60)             | (109) | (14)           | (84) |

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## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

For the six and three months ended June 30, 2016 and 2015, depreciation and amortization expenses included in operating expenses of the discontinued operation were immaterial. There were no significant capital expenditures, operating or investing noncash items incurred in the discontinued operation for the six and three months ended June 30, 2016 or 2015.

## 25.

## Segment reporting

The Company follows ASC Topic 280 “Segment Reporting”, which requires that companies disclose segment data based on how management makes decisions about allocating resources to segments and evaluating their performance. Reportable operating segments include components of an entity about which separate financial information is available and which operating results are regularly reviewed by the chief operating decision maker (“CODM”), the Company’s Chief Executive Officer, to make decisions about resources to be allocated to the segment and assess each operating segment’s performance.

**Six Months Ended June 30, 2016 (Unaudited)**

|  | Internet<br>Ad.<br>and data<br>service | TV &<br>Bank<br>kiosks<br>Ad. | Others                | Inter-<br>segment<br>and<br>reconciling<br>item | Total          |
|--|--|-------------------------------|-----------------------|---|----------------|
|  | US\$<br>(‘000)                         | US\$<br>(‘000)                | US\$<br>(‘000)        | US\$<br>(‘000)                                  | US\$<br>(‘000) |
| Revenues   | 13,496                                 | -                             | -                     | -   | 13,496         |
| Cost of revenues   | 9,395                                  | -                             | -                     | -   | 9,395          |
| Total operating expenses   | 4,207                                  | 76                            | 2,214 <sup>(1)</sup>  | -   | 6,497          |
| Depreciation and amortization expense included in total operating expenses | 712                                    | 1                             | 47                    | -   | 760            |
| Operating loss   | (106 )                                 | (76 )                         | (2,214 )              | -   | (2,396 )       |
| Expenditure for long-term assets   | 2,036                                  | -                             | 103                   | -   | 2,139          |
| Net loss from continuing operations  | (284 )                                 | (76 )                         | (2,148 )              | -   | (2,508 )       |
| Total assets – June 30, 2016   | 28,262                                 | 1,534                         | 16,377 <sup>(2)</sup> | (13,397 )                                       | 32,776         |
| Total assets – December 31, 2015   | 33,727                                 | 3,148                         | 17,362 <sup>(3)</sup> | (18,777 )                                       | 35,460         |



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- (1) Including approximately US\$1,135,000 share-based compensation expenses.
- (2) Including approximately US\$1,850,000 total assets classified as held for sale.
- (3) Including approximately US\$182,000 total assets held by brand management and sale channel building segment and US\$1,882,000 assets classified as held for sale.

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## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

**Three Months Ended June 30, 2016 (Unaudited)**

|  | Internet<br>Ad.<br>and<br>data<br>service | TV &<br>Bank<br>kiosks<br>Ad. | Others               | Inter-<br>segment<br>and<br>reconciling<br>item | Total          |
|--|---|-------------------------------|----------------------|---|----------------|
|  | US\$<br>(‘000)                            | US\$<br>(‘000)                | US\$<br>(‘000)       | US\$<br>(‘000)                                  | US\$<br>(‘000) |
| Revenues   | 8,436                                     | -                             | -                    | -   | 8,436          |
| Cost of revenues   | 5,939                                     | -                             | -                    | -   | 5,939          |
| Total operating expenses   | 2,302                                     | 28                            | 1,155 <sup>(1)</sup> | -   | 3,485          |
| Depreciation and amortization expense included in total operating expenses | 354                                       | 1                             | 21                   | -   | 376            |
| Operating income/(loss)  | 195                                       | (28 )                         | (1,155)              | -   | (988 )         |
| Expenditure for long-term assets   | 627                                       | -                             | 1                    | -   | 628            |
| Net income/(loss) from continuing operations                               | 8   | (28 )                         | (1,123)              | -   | (1,143)        |

(1) Including approximately US\$571,000 share-based compensation expenses.

**Six Months Ended June 30, 2015 (Unaudited)**

|  | Internet<br>Ad.<br>and data<br>service | TV &<br>Bank<br>kiosks<br>Ad. | Others               | Inter-<br>segment<br>and<br>reconciling<br>item | Total          |
|--|--|-------------------------------|----------------------|---|----------------|
|  | US\$<br>(‘000)                         | US\$<br>(‘000)                | US\$<br>(‘000)       | US\$<br>(‘000)                                  | US\$<br>(‘000) |
| Revenues   | 14,084                                 | 1,219                         | -                    | -   | 15,303         |
| Cost of revenues   | 11,141                                 | 1,046                         | -                    | -   | 12,187         |
| Total operating expenses   | 4,632                                  | 281                           | 1,519 <sup>(1)</sup> | -   | 6,432          |
| Depreciation and amortization expense included in total operating expenses | 777                                    | 63                            | 16                   | -   | 856            |
| Operating loss   | (1,689 )                               | (108 )                        | (1,519)              | -   | (3,316 )       |

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|                                     |         |      |         |   |         |
|-------------------------------------|---------|------|---------|---|---------|
| Expenditure for long-term assets    | 1,964   | -    | 14      | - | 1,978   |
| Net loss from continuing operations | (1,331) | (99) | (1,516) | - | (2,946) |

(1) Including approximately US\$956,000 share-based compensation expenses.

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## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

**Three Months Ended June 30, 2015 (Unaudited)**

|  | Internet<br>Ad.<br>and<br>data<br>service<br>US\$<br>(‘000) | TV &<br>Bank<br>kiosks<br>Ad.<br>US\$<br>(‘000) | Others<br>US\$<br>(‘000) | Inter-<br>segment<br>and<br>reconciling<br>item<br>US\$<br>(‘000) | Total<br>US\$<br>(‘000) |
|--|---|---|--------------------------|---|-------------------------|
| Revenues   | 8,486   | 1,093   | -                        | -   | 9,579                   |
| Cost of revenues   | 6,386   | 933   | -                        | -   | 7,319                   |
| Total operating expenses   | 2,535   | 154   | 823 (1)                  | -   | 3,512                   |
| Depreciation and amortization expense included in total operating expenses | 389   | 32  | 7                        | -   | 428                     |
| Operating (loss)/income  | (435 )  | 6   | (823)                    | -   | (1,252)                 |
| Expenditure for long-term assets   | 1,638   | -   | 14                       | -   | 1,652                   |
| Net (loss)/income from continuing operations                               | (343 )  | 15  | (821)                    | -   | (1,149)                 |

(1) Including approximately US\$501,000 share-based compensation expenses.

26.

Loss per share

Basic and diluted loss per share for each of the periods presented are calculated as follows (All amounts, except number of shares and per share data, are presented in thousands of U.S. dollars):

|  | Six Months Ended June 30,         |                                   | Three Months Ended June 30,       |                                   |
|--|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
|  | 2016<br>US\$(‘000)<br>(Unaudited) | 2015<br>US\$(‘000)<br>(Unaudited) | 2016<br>US\$(‘000)<br>(Unaudited) | 2015<br>US\$(‘000)<br>(Unaudited) |
| Net loss attributable to ChinaNet Online Holdings, Inc. from continuing operations (numerator for basic and diluted loss per share from continuing operations) | \$ (2,631 )                       | \$ (2,888 )                       | \$ (1,266 )                       | \$ (1,125 )                       |
|  | \$ (60 )                          | \$ (109 )                         | \$ (14 )                          | \$ (84 )                          |

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Net loss attributable to ChinaNet Online Holdings, Inc.  
from discontinued operation (numerator for basic and  
diluted loss per share from discontinued operation)

|  |            |            |            |            |
|--|------------|------------|------------|------------|
| Weighted average number of common shares outstanding -<br>Basic  | 28,376,797 | 26,572,856 | 28,396,797 | 26,776,650 |
| Effect of diluted securities:                                    |            |            |            |            |
| Unvested restricted common stocks                                | -          | -          | -          | -          |
| Common stock purchase options                                    | -          | -          | -          | -          |
| Weighted average number of common shares outstanding<br>-Diluted | 28,376,797 | 26,572,856 | 28,396,797 | 26,776,650 |
| Loss per share-Basic and diluted from continuing<br>operations   | \$(0.09    | ) \$(0.11  | ) \$(0.04  | ) \$(0.04  |
| Loss per share-Basic and diluted from discontinued<br>operations | \$-        | \$-        | \$-        | \$-        |

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CHINANET ONLINE HOLDINGS, INC.

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

For the six and three months ended June 30, 2016, the diluted loss per share calculation for continuing and discontinued operations did not include options to purchase up to 2,088,040 shares of the Company's common stock, because they were out of the money, and did not include 1,998,926 shares of unvested restricted common stock, because their effect was anti-dilutive, as the Company incurred a loss for the periods from both continuing and discontinued operations.

For the six and three months ended June 30, 2015, the diluted loss per share calculation for continuing and discontinued operations did not include 2,666,667 shares of unvested restricted common stock and exercisable in-the-money options to purchase up to 894,940 shares of the Company's common stock, because their effect was anti-dilutive, as the Company incurred a loss for the periods from both continuing and discontinued operations.

27. Share-based compensation expenses

The Company granted 100,000 shares of the Company's restricted common stock to its investor relations services provider, in exchange for its services to the Company for the years ended December 31, 2016 and 2015. These shares were valued at US\$1.20 per share, the closing bid price of the Company's common stock on the date of grant. Total compensation expense recognized for the service was US\$30,000 for the six months ended June 30, 2016 and 2015, and US\$15,000 for the three months ended June 30, 2016 and 2015.

The Company granted 350,000 shares of the Company's restricted common stock to a management consulting service provider in exchange for its services to the Company for a 24-month period commencing on May 1, 2015. These shares were valued at US\$1.57 per share, the closing bid price of the Company's common stock on the date of grant. Total compensation expense recognized for the six months ended June 30, 2016 and 2015 was approximately US\$137,400 and US\$45,800, respectively. Total compensation expense recognized for the three months ended June 30, 2016 and 2015 was approximately US\$68,700 and US\$45,800, respectively.

The Company granted 300,000 shares of the Company's restricted common stock to a technical service provider in exchange for its services to the Company for a 12-month period commencing on August 1, 2014. These shares were valued at US\$0.67 per share, the closing bid price of the Company's common stock on the date of grant. Total compensation expense recognized for the six and three months ended June 30, 2015 was approximately US\$100,500 and US\$50,250, respectively.

On December 30, 2014, the Company issued 4,200,000 shares of the Company's restricted common stock to its executive officers, of which 1,533,333 restricted shares were vested upon issuance, 1,333,333 restricted shares were vested on December 30, 2015 and the remaining 1,333,334 restricted shares will be vested on December 30, 2016.

The restricted stock was valued at \$1.17 per share, the closing bid price of the Company's common stock on the date of grant. Total compensation expenses recognized for the six months ended June 30, 2016 and 2015 was US\$780,000. Total compensation expenses recognized for the three months ended June 30, 2016 and 2015 was US\$390,000.

On September 14, 2015, under its 2015 Omnibus Securities and Incentive Plan, the Company granted its employees in the aggregate of 665,592 shares of the Company's restricted common stock, which will be vested on the third anniversary of the date of the grant. These shares were valued at \$0.84 per share, the closing bid price of the Company's common stock on the date of grant. The Company adopted a 5% forfeiture rate for recognition of the related compensation expenses of these unvested shares, total compensation expenses recognized for the six and three months ended June 30, 2016 was approximately US\$88,200 and US\$44,100, respectively.

## CHINANET ONLINE HOLDINGS, INC.

## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

On September 14, 2015, under its 2015 Omnibus Securities and Incentive Plan, the Company also granted 5-year common stock purchase options to its employees, in the aggregate, to purchase up to 1,193,100 shares of the Company's restricted common stock at an exercise price of US\$0.84 per share, of which 397,700 options was vested upon the date of grant, 397,700 options will be vested on September 14, 2016 and the remaining 397,700 options will be vested on September 14, 2017. These options were valued at US\$0.41-US\$0.56 per option. The Company adopted a 5% forfeiture rate for recognition of the related compensation expenses of the unvested part of options, total compensation expenses recognized for these options for the six and three months ended June 30, 2016 was approximately US\$92,500 and US\$46,250, respectively.

On April 1, 2016, the Company granted 40,000 shares of the Company's restricted common stock in aggregate to two marketing service providers in exchange for their services to the Company for a 12-month period commencing on April 1, 2016. These shares were valued at US\$0.69 per share, the closing bid price of the Company's common stock on the date of grant. Total compensation expense recognized for the six and three months ended June 30, 2016 was approximately US\$6,900.

Options issued and outstanding at June 30, 2016 and their movements during the six months then ended are as follows:

|                                      | Option Outstanding          |   |                                 | Option Exercisable          |   |                                 |
|--------------------------------------|-----------------------------|---|---------------------------------|-----------------------------|---|---------------------------------|
|                                      | Number of underlying shares | Weighted Average Remaining Contractual Life (Years) | Weighted Average Exercise Price | Number of underlying shares | Weighted Average Remaining Contractual Life (Years) | Weighted Average Exercise Price |
| Balance, December 31, 2015 (audited) | 2,088,040                   | 5.04  | \$ 1.00                         | 1,292,640                   | 5.24  | \$ 1.09                         |
| Granted/Vested                       | -                           |   |                                 | -                           |   |                                 |
| Forfeited                            | -                           |   |                                 | -                           |   |                                 |
| Exercised                            | -                           |   |                                 | -                           |   |                                 |
| Balance, June 30, 2016 (unaudited)   | 2,088,040                   | 4.54  | \$ 1.00                         | 1,292,640                   | 4.75  | \$ 1.09                         |

The aggregate unrecognized share-based compensation expenses as of June 30, 2016 and 2015 is approximately US\$1,693,000 and US\$2,890,000, respectively.



The Company has performed an evaluation of subsequent events through the date the financial statements were issued, and has determined that there are no such events that are material to the financial statements.

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Item 2 Management's Discussion and Analysis of Financial Condition and Results of Operations

Forward-Looking Statements

*You should read the following discussion and analysis of our financial condition and results of operations in conjunction with our consolidated financial statements and the related notes included elsewhere in this interim report. Our consolidated financial statements have been prepared in accordance with U.S. GAAP. The following discussion and analysis contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, statements regarding our expectations, beliefs, intentions or future strategies that are signified by the words "expect," "anticipate," "intend," "believe," or similar language. All forward-looking statements included in this document are based on information available to us on the date hereof, and we assume no obligation to update any such forward-looking statements. Our business and financial performance are subject to substantial risks and uncertainties. Actual results could differ materially from those projected in the forward-looking statements. In evaluating our business, you should carefully consider the information set forth under the heading "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended December 31, 2015. Readers are cautioned not to place undue reliance on these forward-looking statements.*

Overview

We were incorporated in the State of Texas in April 2006 and re-domiciled to become a Nevada corporation in October 2006. On June 26, 2009, we consummated a share exchange transaction with China Net Online Media Group Limited (the "Share Exchange"), a company organized under the laws of British Virgin Islands ("China Net BVI"). As a result of the Share Exchange, China Net BVI became a wholly owned subsidiary of us and we are now a holding company, which, through certain contractual arrangements with operating entities in the PRC, is engaged in providing advertising, marketing, communication, online-to-offline (O2O) sales channel expansion and the related data services to SMEs in China and networking services for entrepreneurs in the PRC.

Through our PRC operating subsidiaries and VIEs, we primarily operate a one-stop services for our clients on our integrated service platforms, primarily including multi-channel advertising and promotion platform and social networking and services distribution platform. Our multi-channel advertising and promotion platform primarily consists of internet advertising and marketing portals and our TV production and advertising unit. We provide varieties of marketing campaigns through this platform by the combination of the Internet, mobile and TV, we also generate effective sales leads and provide search engine marketing services through this platform to maximize market exposure and effectiveness for our clients. Our social networking and services distribution platform is an information and service portal for entrepreneurs or any individual who plans to start their own business. It is built to serve the community of entrepreneurs to assist them with developing their business, as well as sharing their resources. We also use this platform to develop the distribution channels for our online to offline (O2O) sales channel expansion services in different cities in the PRC. During the past two years, we developed our SMEs intelligent operation and marketing

data service applications, which consists of several online cloud technology based sales, client membership management and other administrative operational management tools specifically designed for small business in China to match their simplicity. We intend to use these applications to create community-based consumption ecosystem, deploy our Big Data technologies and analyze offline businesses' operational data and customers' consumption data to help the SMEs improve the conversion rate of the purchase from their clients and provide them with related data services.

#### Basis of presentation, management estimates and critical accounting policies

Our unaudited condensed consolidated interim financial statements have been prepared in accordance with U.S. GAAP for interim financial information and with the instructions to Form 10-Q and Article 10 of Regulation S-X, as promulgated by the SEC, and include the accounts of our Company, and all of our subsidiaries and VIEs. We prepare financial statements in conformity with U.S. GAAP, which requires us to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities on the date of the financial statements and the reported amounts of revenues and expenses during the financial reporting period. We continually evaluate these estimates and assumptions based on the most recently available information, our own historical experience and various other assumptions that we believe to be reasonable under the circumstances. Since the use of estimates is an integral component of the financial reporting process, actual results could differ from those estimates. Some of our accounting policies require higher degrees of judgment than others in their application. In order to understand the significant accounting policies that we adopted for the preparation of our condensed consolidated interim financial statements, you should refer to the information set forth in Note 3 "Summary of significant accounting policies" to our audited financial statements in our 2015 Form 10-K.

**A. RESULTS OF OPERATIONS FOR THE SIX AND THREE MONTHS ENDED JUNE 30, 2016 AND 2015**

The following table sets forth a summary, for the periods indicated, of our consolidated results of operations. Our historical results presented below are not necessarily indicative of the results that may be expected for any future period. All amounts, except number of shares and per share data, are presented in thousands of U.S. dollars.

|  | Six Months Ended June 30,   |                             | Three Months Ended June 30, |                             |
|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
|  | 2016<br>US\$<br>(Unaudited) | 2015<br>US\$<br>(Unaudited) | 2016<br>US\$<br>(Unaudited) | 2015<br>US\$<br>(Unaudited) |
| Revenues   |                             |                             |                             |                             |
| From unrelated parties   | \$ 13,276                   | \$ 14,835                   | \$ 8,264                    | \$ 9,174                    |
| From related parties   | 220                         | 468                         | 172                         | 405                         |
| Total revenues   | 13,496                      | 15,303                      | 8,436                       | 9,579                       |
| Cost of revenues   | 9,395                       | 12,187                      | 5,939                       | 7,319                       |
| Gross profit   | 4,101                       | 3,116                       | 2,497                       | 2,260                       |
| Operating expenses   |                             |                             |                             |                             |
| Sales and marketing expenses   | 1,943                       | 2,230                       | 1,063                       | 1,045                       |
| General and administrative expenses  | 3,538                       | 3,139                       | 1,832                       | 1,894                       |
| Research and development expenses  | 1,016                       | 1,063                       | 590                         | 573                         |
| Total operating expenses   | 6,497                       | 6,432                       | 3,485                       | 3,512                       |
| Loss from operations   | (2,396 )                    | (3,316 )                    | (988 )                      | (1,252 )                    |
| Other income (expenses)  |                             |                             |                             |                             |
| Interest income  | 53                          | 63                          | 26                          | 34                          |
| Interest expense   | -                           | (34 )                       | -                           | (17 )                       |
| Other (expenses)/income  | (13 )                       | 31                          | (1 )                        | (1 )                        |
| Total other income   | 40                          | 60                          | 25                          | 16                          |
| Loss before income tax expense, equity method investments, noncontrolling interests and discontinued operation | (2,356 )                    | (3,256 )                    | (963 )                      | (1,236 )                    |
| Income tax (expense)/benefit   | (152 )                      | 308                         | (180 )                      | 86                          |
| Loss before equity method investments, noncontrolling interests and discontinued operation                     | (2,508 )                    | (2,948 )                    | (1,143 )                    | (1,150 )                    |
| Share of income in equity investment affiliates  | -                           | 2                           | -                           | 1                           |
| Loss from continuing operations  | (2,508 )                    | (2,946 )                    | (1,143 )                    | (1,149 )                    |
| Loss from and on disposal of discontinued operation, net of income tax   | (60 )                       | (109 )                      | (14 )                       | (84 )                       |
| Net loss   | (2,568 )                    | (3,055 )                    | (1,157 )                    | (1,233 )                    |
|  | (123 )                      | 58                          | (123 )                      | 24                          |

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|  |            |            |            |            |
|--|------------|------------|------------|------------|
| Net (income)/loss attributable to noncontrolling interests<br>from continuing operations |            |            |            |            |
| Net loss attributable to ChinaNet Online Holdings, Inc.                                  | \$(2,691   | ) \$(2,997 | ) \$(1,280 | ) \$(1,209 |
|  | )          | )          | )          | )          |
| Loss per share   |            |            |            |            |
| Loss from continuing operations per common share   |            |            |            |            |
| Basic and diluted  | \$(0.09    | ) \$(0.11  | ) \$(0.04  | ) \$(0.04  |
|  | )          | )          | )          | )          |
| Loss from discontinued operation per common share  |            |            |            |            |
| Basic and diluted  | \$-        | \$-        | \$-        | \$-        |
| Weighted average number of common shares outstanding:                                    |            |            |            |            |
| Basic and diluted  | 28,376,797 | 26,572,856 | 28,396,797 | 26,776,650 |

**Revenues**

The following tables set forth a breakdown of our total revenues, divided into five segments for the periods indicated, with inter-segment transactions eliminated:

| Revenue type                                | Six Months Ended June 30,   |        |           |        |
|---|---|--------|-----------|--------|
|   | 2016  |        | 2015      |        |
|   | (Amounts expressed<br>in thousands of US dollars, except percentages) |        |           |        |
| -Internet advertisement and data service    | 9,289   | 68.8 % | \$ 8,215  | 53.7 % |
| -Technical services                         | 21  | 0.2 %  | 226       | 1.5 %  |
| -Search engine marketing service            | 4,186   | 31.0 % | 5,643     | 36.9 % |
| Internet advertisement and related services | \$ 13,496   | 100 %  | \$ 14,084 | 92.0 % |
| TV and Bank kiosk advertisement             | -   | -      | 1,219     | 8.0 %  |
| Total                                       | \$ 13,496   | 100 %  | \$ 15,303 | 100 %  |

| Revenue type                                | Three Months Ended June 30,   |        |          |        |
|---|---|--------|----------|--------|
|   | 2016  |        | 2015     |        |
|   | (Amounts expressed<br>in thousands of US dollars, except percentages) |        |          |        |
| -Internet advertisement and data service    | \$ 5,662  | 67.1 % | \$ 5,768 | 60.2 % |
| -Technical services                         | -   | -      | 122      | 1.3 %  |
| -Search engine marketing service            | 2,774   | 32.9 % | 2,596    | 27.1 % |
| Internet advertisement and related services | \$ 8,436  | 100 %  | \$ 8,486 | 88.6 % |
| TV and Bank kiosk advertisement             | -   | -      | 1,093    | 11.4 % |
| Total                                       | \$ 8,436  | 100 %  | \$ 9,579 | 100 %  |

**Total Revenues:** Our total revenues decreased to US\$13.5 million for the six months ended June 30, 2016 from US\$15.3 million for the same period last year, which was primarily due to decrease in revenues from search engine marketing service and TV and bank kiosk advertising service during the period. For the three months ended June 30, 2016, our total revenues decreased to US\$8.4 million, compared to US\$9.6 million for the same period last year, which was primarily due to decrease in revenues from TV and bank kiosk advertising service during the period.

We derive the majority of our service revenues from the sale of advertising space on our internet portals and providing the related data service, sales of effective sales lead information, providing search engine marketing (“SEM”) service and other related value added technical support and services and content management services to unrelated third parties and to certain related parties. Our advertising and marketing services to related parties were provided in the ordinary course of business on the same terms as those provided to our unrelated customers. For the six and three months ended June 30, 2016 and 2015, our service revenues from related parties in the aggregate was less than 4.3%

of the total revenues for each respective reporting period.

The tables below summarize the revenues, cost of revenues, gross profit and net (loss)/income generated from each of our VIEs and subsidiaries for the six and three months ended June 30, 2016 and 2015, respectively, with inter-company transactions eliminated:

For the six months ended June 30, 2016:

| Name of subsidiary or VIE                    | Revenue from<br>unrelated parties<br>(\$'000) | Revenue from<br>related parties<br>(\$'000) | Total<br>(\$'000) |
|--|---|---|-------------------|
| Rise King WFOE and subsidiaries              | 109   | -   | 109               |
| Business Opportunity Online and subsidiaries | 13,167  | 220   | 13,387            |
| Beijing CNET Online and subsidiaries         | -   | -   | -                 |
| Total revenues                               | 13,276  | 220   | 13,496            |

For the three month ended June 30, 2016:

| Name of subsidiary or VIE                    | Revenue from<br>unrelated parties<br>(\$'000) | Revenue from<br>related parties<br>(\$'000) | Total<br>(\$'000) |
|--|---|---|-------------------|
| Rise King WFOE and subsidiaries              | 88  | -   | 88                |
| Business Opportunity Online and subsidiaries | 8,176   | 172   | 8,348             |
| Beijing CNET Online and subsidiaries         | -   | -   | -                 |
| Total revenues                               | 8,264   | 172   | 8,436             |

For the six months ended June 30, 2016:

| Name of subsidiary or VIE                    | Cost of<br>Revenues<br>(\$'000) | Gross<br>Profit<br>(\$'000) |
|--|---------------------------------|-----------------------------|
| Rise King WFOE and subsidiaries              | 81                              | 28                          |
| Business Opportunity Online and subsidiaries | 9,314                           | 4,073                       |
| Beijing CNET Online and subsidiaries         | -                               | -                           |
| Total  | 9,395                           | 4,101                       |

For the three months ended June 30, 2016:

| Name of subsidiary or VIE       | Cost of<br>Revenues<br>(\$'000) | Gross<br>Profit<br>(\$'000) |
|---------------------------------|---------------------------------|-----------------------------|
| Rise King WFOE and subsidiaries | 80                              | 8                           |



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|  |       |       |
|--|-------|-------|
| Business Opportunity Online and subsidiaries | 5,859 | 2,489 |
| Beijing CNET Online and subsidiaries         | -     | -     |
| Total  | 5,939 | 2,497 |

For the six months ended June 30, 2016:

| Name of subsidiary or VIE  | Net<br>Loss<br>(\$'000) |
|--|-------------------------|
| Rise King WFOE and subsidiaries  | (1,151)                 |
| Business Opportunity Online and subsidiaries   | (133 )                  |
| Beijing CNET Online and subsidiaries   | (66 )                   |
| ChinaNet Online Holdings, Inc.   | (1,158)                 |
| Total net loss from continuing operations before allocation to the noncontrolling interest | (2,508)                 |
| Loss from discontinued operations  | (60 )                   |
| Total net loss before allocation to the noncontrolling interest                            | (2,568)                 |

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For the three months ended June 30, 2016:

| Name of subsidiary or VIE  | Net<br>(Loss)/Income<br>(\$'000) |
|--|----------------------------------|
| Rise King WFOE and subsidiaries  | (660 )                           |
| Business Opportunity Online and subsidiaries   | 113                              |
| Beijing CNET Online and subsidiaries   | (23 )                            |
| ChinaNet Online Holdings, Inc.   | (573 )                           |
| Total net loss from continuing operations before allocation to the noncontrolling interest | (1,143 )                         |
| Loss from discontinued operations  | (14 )                            |
| Total net loss before allocation to the noncontrolling interest                            | (1,157 )                         |

For the six months ended June 30, 2015:

| Name of subsidiary or VIE                    | Revenue<br>from<br>unrelated<br>parties<br>(\$'000) | Revenue<br>from<br>related<br>parties<br>(\$'000) | Total<br>(\$'000) |
|--|---|---|-------------------|
| Rise King WFOE and subsidiaries              | 226   | -   | 226               |
| Business Opportunity Online and subsidiaries | 14,470  | 468   | 14,938            |
| Beijing CNET Online and subsidiaries         | 139   | -   | 139               |
| Total revenues                               | 14,835  | 468   | 15,303            |

For the three months ended June 30, 2015:

| Name of subsidiary or VIE                    | Revenue<br>from<br>unrelated<br>parties<br>(\$'000) | Revenue<br>from<br>related<br>parties<br>(\$'000) | Total<br>(\$'000) |
|--|---|---|-------------------|
| Rise King WFOE and subsidiaries              | 122   | -   | 122               |
| Business Opportunity Online and subsidiaries | 8,982   | 405   | 9,387             |
| Beijing CNET Online and subsidiaries         | 70  | -   | 70                |
| Total revenues                               | 9,174   | 405   | 9,579             |

For the six months ended June 30, 2015:

| Name of subsidiary or VIE                    | Cost of<br>Revenues<br>(\$'000) | Gross<br>Profit<br>(\$'000) |
|--|---------------------------------|-----------------------------|
| Rise King WFOE and subsidiaries              | -                               | 226                         |
| Business Opportunity Online and subsidiaries | 12,182                          | 2,756                       |
| Beijing CNET Online and subsidiaries         | 5                               | 134                         |
| Total  | 12,187                          | 3,116                       |

For the three months ended June 30, 2015:

| Name of subsidiary or VIE                    | Cost of Revenues<br>(\$'000) | Gross Profit<br>(\$'000) |
|--|------------------------------|--------------------------|
| Rise King WFOE and subsidiaries              | -                            | 122                      |
| Business Opportunity Online and subsidiaries | 7,317                        | 2,070                    |
| Beijing CNET Online and subsidiaries         | 2                            | 68                       |
| Total  | 7,319                        | 2,260                    |

For the six months ended June 30, 2015:

| Name of subsidiary or VIE  | Net Loss<br>(\$'000) |
|--|----------------------|
| Rise King WFOE and subsidiaries  | (197 )               |
| Business Opportunity Online and subsidiaries   | (1,550)              |
| Beijing CNET Online and subsidiaries   | (50 )                |
| Shanghai Jing Yang   | (1 )                 |
| ChinaNet Online Holdings, Inc.   | (1,148)              |
| Total net loss from continuing operations before allocation to the noncontrolling interest | (2,946)              |
| Loss from discontinued operations  | (109 )               |
| Total net loss before allocation to the noncontrolling interest                            | (3,055)              |

For the three months ended June 30, 2015:

| Name of subsidiary or VIE  | Net Loss<br>(\$'000) |
|--|----------------------|
| Rise King WFOE and subsidiaries  | (112 )               |
| Business Opportunity Online and subsidiaries   | (391 )               |
| Beijing CNET Online and subsidiaries   | (26 )                |
| Shanghai Jing Yang   | (1 )                 |
| ChinaNet Online Holdings, Inc.   | (619 )               |
| Total net loss from continuing operations before allocation to the noncontrolling interest | (1,149)              |
| Loss from discontinued operations  | (84 )                |
| Total net loss before allocation to the noncontrolling interest                            | (1,233)              |

Management considers revenues generated from internet advertising and data service, SEM services and other related technical services as one aggregate business operation and relies upon the consolidated results of all the operations in this business unit to make decisions about allocating resources and evaluating performance.

Internet advertising and data service revenues for the six and three months ended June 30, 2016 increased to approximately US\$9.29 million, compared to US\$8.22 million for the same period in 2015, representing a 13% increase. For the three months ended June 30, 2016, Internet advertising and data service revenues decreased slightly to US\$5.66 million from US\$5.77 million for the same period in 2015. During 2015, we continued to place persistent effort in integrating and upgrading our internet advertising, marketing and data services to our SME clients. We optimized our online promotion tactics by conglomerating different products of a single large customer and relatively increasing input on segment and industry level online promotions to improve cost efficiency, which helped the Company and our clients achieve more accurate promotion and placement effects with acceptable costs, thereby increasing sales lead conversion rate and overall client satisfaction with our services. We also optimized our online promotion analysis and cost control system to provide more data and feedback to our users, which is especially helpful to our larger clients, and helpful to the Company to achieve a dynamic control on its internet resources costs. As a result, along with eliminating smaller and non-profitable clients, the number of larger customers served by us continued to increase. We will continue to invest in developing new service modules for our clients. We believe that launch of new services in future periods will help increase our market penetration in the SME segment, thereby continuing to increase our recurring revenues in the future.

Revenues generated from technical services offered by Rise King WFOE were US\$0.02 million and US\$nil for the six and three months ended June 30, 2016, respectively, compared to US\$0.23 million and US\$0.12 million for the same periods in 2015, respectively.

Revenue generated from search engine marketing services for the six and three months ended June 30, 2016 was approximately US\$4.19 million and US\$2.78 million, respectively, compared to US\$5.64 million and US\$2.60 million for the same periods in 2015, respectively. This enhanced third-party search engine marketing service is designed to help our clients select the most effective key words and to prioritize the ranking of the anticipated search engine results on selected key words in order to increase the sales lead conversion rate for our clients' business promotion on both mobile and PC searches. The decrease in this revenues for the six months ended June 30, 2016 was primarily due to the decrease in revenues generated during the first quarter of 2016, which was primarily due to the delay of finalizing the 2016 framework purchase contract with our key search engine suppliers during the period. As a result, it temporarily limited the supply of this service during the first quarter of 2016. Management believes this service will be an effective supplement to the internet advertising and data service provided to our clients, and will help increase the overall satisfaction with our services, thereby increasing recurring revenues and the number of clients in the future. Due to the relative low gross margin of this service as compares to the internet advertising and data service, management does not expect further expansion of this service in the future.

As discussed in our 2015 Form 10-K, we exited our bank kiosk advertisement business segment in the fourth fiscal quarter of 2015. We did not generate any TV advertisement revenues for the six and three months ended June 30, 2016, since we did not finalize any TV advertisement resources contracts with suppliers during the periods. For the six months ended June 30, 2015, our total revenues generated from TV and bank kiosk advertisement was approximately US\$1.22 million, of which approximately US\$1.08 million was generated from TV advertisement and US\$0.14 million was generated from bank kiosk advertisement. For the three months ended June 30, 2015, our total revenues generated from TV and bank kiosk advertisement was approximately US\$1.09 million, of which approximately US\$1.02 million was generated form TV advertisement and US\$0.07 million was generated from bank kiosk advertisement.

#### Cost of revenues

Our cost of revenues consisted of costs directly related to the offering of our advertising, marketing and data services and technical services. The following table sets forth our cost of revenues, divided into five segments, by amount and gross profit ratio for the periods indicated, with inter-segment transactions eliminated:

| Six Months Ended June 30,  |      |          |         |      |          |
|--|------|----------|---------|------|----------|
| 2016   |      |          | 2015    |      |          |
| (Amounts expressed in thousands of US dollars, except percentages) |      |          |         |      |          |
| Revenue  | Cost | GP ratio | Revenue | Cost | GP ratio |

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|   |          |         |     |          |          |      |
|---|----------|---------|-----|----------|----------|------|
| -Internet advertisement and data service    | \$9,289  | \$5,329 | 43% | \$8,215  | \$5,662  | 31%  |
| -Technical services                         | 21       | 2       | 90% | 226      | -        | 100% |
| -Search engine marketing service            | 4,186    | 4,064   | 3%  | 5,643    | 5,479    | 3%   |
| Internet advertisement and related services | \$13,496 | \$9,395 | 30% | \$14,084 | \$11,141 | 21%  |
| TV and Bank kiosks advertisement            | -        | -       | -   | 1,219    | 1,046    | 14%  |
| Total                                       | \$13,496 | \$9,395 | 30% | \$15,303 | \$12,187 | 20%  |

Three Months Ended June 30,  
2016                                 2015

(Amounts expressed in thousands of US dollars,  
except percentages)

|   | Revenue | Cost    | GP<br>ratio | Revenue | Cost    | GP<br>ratio |
|---|---------|---------|-------------|---------|---------|-------------|
| -Internet advertisement and data service    | \$5,662 | \$3,244 | 43%         | \$5,768 | \$3,864 | 33%         |
| -Technical services                         | -       | 1       | -           | 122     | -       | 100%        |
| -Search engine marketing service            | 2,774   | 2,694   | 3%          | 2,596   | 2,522   | 3%          |
| Internet advertisement and related services | \$8,436 | \$5,939 | 30%         | \$8,486 | \$6,386 | 25%         |
| TV and Bank kiosks advertisement            | -       | -       | -           | 1,093   | 933     | 15%         |
| Total                                       | \$8,436 | \$5,939 | 30%         | \$9,579 | \$7,319 | 24%         |

**Cost of revenues:** Our total cost of revenues decreased to US\$9.40 million for the six months ended June 30, 2016 from US\$12.19 million for the same period in 2015, which was primarily due to the decrease in costs associated with TV advertisement and search engine marketing services. Our total cost of revenues decreased to US\$5.94 million for the three months ended June 30, 2016 from US\$7.32 million for the same period in 2015, which was primarily due to the decrease in costs associated with TV advertisement service. The decrease in cost of revenues for the periods were in line with the decrease in the related revenues as discussed above. Our cost of revenues related to our advertising, marketing and data services primarily consists of internet resources purchased from key search engines and technical services providers related to lead generation, sponsored search and other direct cost associated with providing services.

For internet advertising and data service, cost associated with obtaining internet resources was the largest component of our cost of revenues, accounting for over 80% of our total internet advertising and data service cost of revenues. We purchased these internet resources from other well-known search engines and portal websites in China, such as: Baidu, Qihu 360 and Sohu (Sogou). The purchase of these internet resources in large volumes allowed us to negotiate discounts with our suppliers. For the six and three months ended June 30, 2016, our total cost of revenues for internet advertising and data service was approximately US\$5.33 million and US\$3.24 million, respectively, compared to US\$5.66 million and US\$3.86 million for the same periods last year, respectively. The gross margin for our internet advertising and data service revenues increased to 43% for both the six and three months ended June 30, 2016, compared to 31% and 33% for the six and three months ended June 30, 2015, respectively, which was primarily due to the measures we took to increase the cost efficiency and enhance the cost control, as discussed above.

Costs for search engine marketing services were direct internet resource costs consumed for search engine marketing services provided to clients as described above. We normally charge our clients service fees for this service as a certain percentage of the related direct cost consumed. Gross margin of this service for the six and three months ended June 30, 2016 and 2015 was approximately 3%.

#### Gross Profit

As a result of the foregoing, our gross profit was US\$4.10 million and US\$2.50 million, respectively, for the six and three months ended June 30, 2016, compared to US\$3.12 million and US\$2.26 million, respectively, for the six and three months ended June 30, 2015. Our overall gross margin increased to 30% for both the six and three months ended June 30, 2016, compared to 20% and 24% for the six and three months ended June 30, 2015, respectively. We optimized our online promotion tactics, analysis and cost control system to improve cost efficiency and to provide more data and feedback to our users, which is especially helpful to our larger clients, and helpful to control our internet resources costs dynamically. As a result, gross margin of our internet advertising and data service business increased to 43% for both the six and three months ended June 30, 2016, as compared to 31% and 33% for the six and three months ended June 30, 2015, respectively, which was the prime reason for the increase in our gross profit and overall gross margin for the six and three months ended June 30, 2016, as compared to the same periods of last year.

#### Operating Expenses and Net Loss



Our operating expenses consist of sales and marketing expenses, general and administrative expenses and research and development expenses. The following tables set forth our operating expenses, divided into their major categories by amount and as a percentage of our total revenues for the periods indicated.

We exited our brand management and sales channel building business segment in the fourth fiscal quarter of 2015, which qualified for presentation as a discontinued operation. The results of operation of this business was reported in discontinued operation as a separate component in the condensed consolidated statements of operations and comprehensive loss for all periods presented. As a result, operating expenses amounts in the condensed consolidated statements of operations and comprehensive loss for the six and three months ended June 30, 2015 have been retrospectively adjusted to reflect the effect of reclassification of results of operations reported in discontinued operation as a separate component.

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|                                     | Six Months Ended June 30,  |                    |      |           |                    |
|-------------------------------------|--|--------------------|------|-----------|--------------------|
|                                     | 2016   |                    | 2015 |           |                    |
|                                     | (Amounts expressed in thousands of US dollars, except percentages) |                    |      |           |                    |
|                                     | Amount   | % of total revenue |      | Amount    | % of total revenue |
| Total Revenues                      | \$ 13,496  | 100 %              |      | \$ 15,303 | 100 %              |
| Gross Profit                        | 4,101  | 30 %               |      | 3,116     | 20 %               |
| Sales and marketing expenses        | 1,943  | 14 %               |      | 2,230     | 15 %               |
| General and administrative expenses | 3,538  | 26 %               |      | 3,139     | 21 %               |
| Research and development expenses   | 1,016  | 8 %                |      | 1,063     | 7 %                |
| Total operating expenses            | \$ 6,497   | 48 %               |      | \$ 6,432  | 42 %               |

|                                     | Three Months Ended June 30,  |                    |      |          |                    |
|-------------------------------------|--|--------------------|------|----------|--------------------|
|                                     | 2016   |                    | 2015 |          |                    |
|                                     | (Amounts expressed in thousands of US dollars, except percentages) |                    |      |          |                    |
|                                     | Amount   | % of total revenue |      | Amount   | % of total revenue |
| Total Revenues                      | \$ 8,436   | 100 %              |      | \$ 9,579 | 100 %              |
| Gross Profit                        | 2,497  | 30 %               |      | 2,260    | 24 %               |
| Sales and marketing expenses        | 1,063  | 13 %               |      | 1,045    | 11 %               |
| General and administrative expenses | 1,832  | 22 %               |      | 1,894    | 20 %               |
| Research and development expenses   | 590  | 7 %                |      | 573      | 6 %                |
| Total operating expenses            | \$ 3,485   | 41 %               |      | \$ 3,512 | 37 %               |

**Operating Expenses:** Our total operating expenses increased slightly to US\$6.50 million for the six months ended June 30, 2016 from US\$6.43 million for the same period of 2015. For the three months ended June 30, 2016, our total operating expenses decreased slightly to US\$3.49 million from US\$3.51 million for the same period of 2015.

**Sales and marketing expenses:** Sales and marketing expenses decreased to US\$1.94 million for the six months ended June 30, 2016 from US\$2.23 million for the same period of 2015. For the three months ended June 30, 2016, sales and marketing expenses increased slightly to US\$1.06 million from US\$1.05 million for the same period of 2015. Our sales and marketing expenses primarily consist of advertising expenses for brand development that we pay to different media outlets for the promotion and marketing of our advertising web portals, other advertising and promotional expenses, staff salaries, staff benefits, performance bonuses, travelling expenses, communication expenses and other general office expenses of our sales department. For the six months ended June 30, 2016, the decrease in our sales and marketing expenses was primarily due to the decrease in our brand marketing expenses of approximately US\$0.26 million, which we spent through key search engines to promote our brand, websites and services. For the three months ended June 30, 2016, there was no significant fluctuation of the major sales and marketing expenses items, as compared with the same period in 2015.

**General and administrative expenses:** General and administrative expenses increased to US\$3.54 million for the six months ended June 30, 2016 from US\$3.14 million for the same period in 2015. For the three months ended June 30, 2016, general and administrative expenses decreased slightly to US\$1.83 million from US\$1.89 million for the same

period of 2015. Our general and administrative expenses primarily consist of salaries and benefits for management, accounting and administrative personnel, office rentals, depreciation and amortization, professional service fees, maintenance, utilities and other office expenses. For the six months ended June 30, 2016, the change in our general and administrative expenses was primarily due to the following reasons: (1) the increase in general administrative expenses, such as: professional service expenses, salary and benefit expenses, office rental and other general office expenses of approximately US\$0.26 million; and (2) the net effect of increase in allowances for doubtful accounts, due to reversal of allowance for doubtful accounts of approximately US\$0.14 million during the first six months of 2015 related to continuing operations. For the three months ended June 30, 2016, the change in our general and administrative expenses was primarily due to the following reasons: (1) the increase in general administrative expenses, such as: professional service expenses, salary and benefit expenses, office rental and other general office expenses of approximately US\$0.02 million; and (2) the net effect of decrease in allowances for doubtful accounts, due to provision of allowance for doubtful accounts of approximately US\$0.08 million during the three months ended June 30, 2015 related to continuing operations, which resulted in a net decrease in general and administration expenses of US\$0.06 million, as compared to the same period in 2015.

**Research and development expenses:** Research and development expenses were US\$1.02 million and US\$0.59 million for the six and three months ended June 30, 2016, respectively, compared to US\$1.06 million and US\$0.57 million for the six and three months ended June 30, 2015, respectively. Our research and development expenses primarily consist of salaries and benefits for the research and development staff, equipment depreciation expenses, and office utilities and supplies allocated to our research and development department.

**Loss from operations:** As a result of the foregoing, we incurred a loss from operations of approximately US\$2.40 million and US\$3.32 million for the six months ended June 30, 2016 and 2015, respectively. We incurred a loss from operations of approximately US\$0.99 million and US\$1.25 million for the three months ended June 30, 2016 and 2015, respectively.

**Interest income:** For the six and three months ended June 30, 2016 and 2015, interest income we earned was primarily contributed from the approximately US\$3 million of term deposit we placed in one of the major financial institutions in the PRC.

**Interest expense:** For the six and three months ended June 30, 2015, interest expense we paid were primarily related to the short-term bank loan we borrowed from a major financial institution in the PRC to supplement our short-term working capital needs, which matured in July 2015 with no further extension.

**Loss before income tax expense, equity method investments, noncontrolling interests and discontinued operation:** As a result of the foregoing, our loss before income tax expense, equity method investment, noncontrolling interest and discontinued operation was approximately US\$2.36 million and US\$3.26 million for the six months ended June 30, 2016 and 2015, respectively. Our loss before income tax expense, equity method investment, noncontrolling interest and discontinued operation was approximately US\$0.96 million and US\$1.24 million for the three months ended June 30, 2016 and 2015, respectively.

**Income Tax (expense)/benefit:** We recognized a net deferred income tax expense of approximately US\$0.15 million and US\$0.18 million for the six and three months ended June 30, 2016, respectively. For the six and three months ended June 30, 2016, approximately US\$0.06 million and US\$0.03 million of our income tax benefit, respectively, was in relation to the amortization of the intangible assets identified in the acquisition transactions consummated in previous years; approximately US\$0.07 million and US\$0.04 million of our income tax benefit was in relation to the net operating loss incurred by our PRC operating VIEs for the period, respectively, which we consider likely to be able to utilized with respect to future earnings of the entities to which the operating losses relate; and we also incurred approximately US\$0.28 million and US\$0.25 million deferred income tax expense by utilizing deferred tax assets recognized in previous years due to earnings generated during the periods, respectively.

For the six and three months ended June 30, 2015, we recognized a net income tax benefit of approximately US\$0.31 million and US\$0.09 million, respectively. For the six and three months ended June 30, 2015, current income tax expense was both approximately US\$0.004 million. For the six months ended June 30, 2015, our deferred income tax benefit was approximately US\$0.31 million, of which approximately US\$0.07 million was in relation to the

amortization expenses of the intangible assets identified in the acquisition transactions consummated in previous years, and approximately US\$0.24 million was in relation to the net operating loss incurred by our PRC operating VIEs for the period, which we consider likely to be able to be utilized with respect to future earnings of the entities to which the operating losses relate. For the three months ended June 30, 2015, our deferred income tax benefit was approximately US\$0.09 million, of which approximately US\$0.03 million was in relation to the amortization expenses of the intangible assets identified in the acquisition transactions consummated in previous years, and approximately US\$0.06 million was in relation to the net operating loss incurred by our PRC operating VIEs for the period, which we consider likely to be able to be utilized with respect to future earnings of the entities to which the operating losses relate.

***Loss before equity method investments, noncontrolling interests and discontinued operation:*** As a result of the foregoing, our loss before equity method investment, noncontrolling interest and discontinued operation was approximately US\$2.51 million and US\$2.95 million for the six months ended June 30, 2016 and 2015, respectively. Our loss before equity method investment, noncontrolling interest and discontinued operation was approximately US\$1.14 million and US\$1.15 million for the three months ended June 30, 2016 and 2015, respectively.

***Share of income in equity investment affiliates:*** For the six and three months ended June 30, 2016 and 2015, we beneficially owned 23.18% and 25.5% equity interest in Shenzhen Mingshan and Zhao Shang Ke Hubei, respectively. Accordingly, for the six and three months ended June 30, 2015, we recognized our pro-rata share of income in Shenzhen Mingshan and Zhao Shang Ke Hubei of approximately US\$0.002 million and US\$0.001 million, respectively. For the six and three months ended June 30, 2016, we did not recognize any pro-rata share of loss in these equity investment affiliates, because the amounts were immaterial.

**Loss from continuing operations:** As a result of the foregoing, we incurred a net loss from continuing operations of approximately US\$2.51 million and US\$2.95 million for the six months ended June 30, 2016 and 2015, respectively. We incurred a net loss from continuing operations of approximately US\$1.14 million and US\$1.15 million for the three months ended June 30, 2016 and 2015, respectively.

**Loss from discontinued operation, net of income tax:** We exited our brand management and sales channel building business segment in the fourth fiscal quarter of 2015, operated by one of our VIEs, Quanzhou City Zhilang Network Technology Co., Ltd. (“Quanzhou Zhi Lang”), which qualified for presentation as a discontinued operation. In June 2016, we disposed Quanzhou Zhi Lang to an unaffiliated third-party, the loss incurred from the disposal was also included in results of operations of discontinued operation, presented as a separate component in the condensed consolidated statements of operations and comprehensive loss for all periods presented. Major classes of line items constituting pre-tax net loss and net loss of the discontinued operation for the six and three months ended June 30, 2016 and 2015, respectively, are as follows:

|  | Six Months Ended<br>June 30,<br>2016 |       | Three Months<br>Ended June 30,<br>2016 |      |
|--|--------------------------------------|-------|--|------|
|  | 2015                                 | 2015  | 2015                                   | 2015 |
|  | US\$('000)                           |       | US\$('000)                             |      |
|  | (Unaudited)                          |       | (Unaudited)                            |      |
| Revenues   | -                                    | 167   | -                                      | 44   |
| Cost of revenues   | -                                    | 104   | -                                      | 25   |
| Total operating expenses   | 51                                   | 188   | 5                                      | 114  |
| Not loss before income tax benefit                                     | (51)                                 | (125) | (5)                                    | (95) |
| Income tax benefit   | -                                    | 16    | -                                      | 11   |
| Loss from discontinued operation, net of income tax                    | (51)                                 | (109) | (5)                                    | (84) |
| Loss on disposal of discontinued operation, net of income tax          | (9)                                  | -     | (9)                                    | -    |
| Loss from and on disposal of discontinued operation, net of income tax | (60)                                 | (109) | (14)                                   | (84) |

**Net loss:** As a result of the foregoing, for the six months ended June 30, 2016 and 2015, we incurred a total net loss from continuing and discontinued operations of approximately US\$2.57 million and US\$3.06 million, respectively. For the three months ended June 30, 2016 and 2015, we incurred a total net loss from continuing and discontinued operations of approximately US\$1.16 million and US\$1.23 million, respectively.

**Net (income)/loss attributable to noncontrolling interest from continuing operations:** Beijing Chuang Fu Tian Xia was 51% owned by Business Opportunity Online upon incorporation. For the six and three months ended June 30, 2016, net income allocated to the noncontrolling interests of Beijing Chuang Fu Tian Xia was approximately US\$0.12 million. For the six and three months ended June 30, 2015, net loss allocated to the noncontrolling interests of Beijing Chuang Fu Tian Xia was approximately US\$0.06 million and US\$0.02 million, respectively.

***Net loss attributable to ChinaNet Online Holdings, Inc.:*** Total net loss as adjusted by net loss attributable to the noncontrolling interest shareholders as discussed above yields the net loss attributable to ChinaNet Online Holdings, Inc. Net loss attributable to ChinaNet Online Holdings, Inc. was US\$2.69 million and US\$3.00 million for the six months ended June 30, 2016 and 2015, respectively. Net loss attributable to ChinaNet Online Holdings, Inc. was US\$1.28 million and US\$1.21 million for the three months ended June 30, 2016 and 2015, respectively.

**B. LIQUIDITY AND CAPITAL RESOURCES**

Cash and cash equivalents represent cash on hand and deposits held at call with banks. We consider all highly liquid investments with original maturities of three months or less at the time of purchase to be cash equivalents. As of June 30, 2016, we had cash and cash equivalents of approximately US\$2.9 million. We also had approximately US\$3.2 million of term deposit placed in one of the major financial institutions in China which will mature in July 2017.

Our liquidity needs include (i) net cash used in operating activities that consists of (a) cash required to fund the initial build-out, continued expansion of our network and new services and (b) our working capital needs, which include deposits and advance payments to internet resource and technical services providers, payment of our operating expenses and financing of our accounts receivable; and (ii) net cash used in investing activities that consist of the payment for acquisitions to further expand our business and client base, investment in software technologies to enhance the functionality of the management tools for providing our advertising, marketing and data services and to secure the safety of our general network, and investment in other general office equipment. To date, we have financed our liquidity need primarily through proceeds from operating activities we generated. Our existing cash is adequate to fund operations for the next twelve months.

The following table provides detailed information about our net cash flow for the periods indicated:

|   | Six Months Ended June 30,          |           |
|---|------------------------------------|-----------|
|   | 2016                               | 2015      |
|   | Amounts in thousands of US dollars |           |
| Net cash provided by operating activities                             | \$ 273                             | \$ 850    |
| Net cash used in investing activities                                 | (2,883 )                           | (2,164 )  |
| Net cash provided by financing activities                             | -                                  | 918       |
| Changes in cash and cash equivalents included in assets held for sale | 55                                 | -         |
| Effect of foreign currency exchange rate changes on cash              | (72 )                              | 4         |
|   | \$ (2,627 )                        | \$ (392 ) |



Net decrease in  
cash and cash  
equivalents

Net cash provided by operating activities

For the six months ended June 30, 2016, our net cash provided by operating activities of approximately US\$0.27 million were primarily attributable to:

(1) net loss excluding approximately US\$0.76 million of non-cash expenses of depreciation and amortizations; approximately US\$1.14 million share-based compensation; approximately US\$0.02 million of loss on disposal of fixed assets, approximately US\$0.01 million loss on deconsolidation of VIE and approximately US\$0.15 million of net deferred income tax expense of approximately US\$0.49 million;

(2) the receipt of cash from operations from changes in operating assets and liabilities such as:

other receivable decreased by approximately US\$1.33 million, primarily due to subsequent collection of TV advertisement deposit and prepayment receivable related to a contract expired on December 31, 2014;

Prepayment to suppliers decreased by approximately US\$0.61 million, primarily due to utilization of prepayments upon services delivered by suppliers;

- Other payables increased by approximately US\$0.29 million; and

- taxes payable increased by approximately US\$0.09 million.

(3) offset by the use from operations from changes in operating assets and liabilities such as:

accounts receivable and due from related parties for advertising services provided increased by approximately US\$0.80 million;

- advance from customers decreased by approximately US\$0.39 million;

- accounts payable decreased by approximately US\$0.15 million;
- accruals decreased by approximately US\$0.09 million; and
- contingent liability decreased by US\$0.13 million.

For the six months ended June 30, 2015, our net cash provided by operating activities of approximately US\$0.85 million were primarily attributable to:

- (1) net loss of US\$3.05 million, adjusted by excluding an approximately US\$0.33 million net deferred income tax benefit, an US\$1.84 million non-cash expenses of depreciation, amortization, and share-based compensation and an US\$0.08 million of reversal of bad debts provisions, yielded the non-cash items excluded net loss of approximately US\$1.62 million;

(2) the receipt of cash from operations from changes in operating assets and liabilities such as:

- other receivable decreased by approximately US\$1.86 million, primarily due to the partial collection of the TV advertisement deposit and prepayment receivable related to a contract expired on December 31, 2014;

- prepayment and deposit to suppliers decreased by approximately US\$1.24 million, primarily due to decrease in contractual deposit amount paid to internet resources providers in 2015 as compared to that in 2014;

- advance from customers increased by approximately US\$1.49 million and

- accruals increased by approximately US\$0.03 million.

(3) offset by the use from operations from changes in operating assets and liabilities such as:

- accounts receivable and due from related parties for advertising services provided increased by approximately US\$1.68 million;

- accounts payable decreased by approximately US\$0.27 million,

- taxes payable decreased by approximately US\$0.11 million and

-other current assets increased by approximately US\$0.08 million.

#### Net cash used in investing activities

For the six months ended June 30, 2016, our cash used in investing activities included the following transactions: (1) we spent approximately US\$0.15 million for the purchase of general office equipment and expenditures on leasehold improvements; (2) we paid approximately US\$1.99 million to purchase software technology related to Internet operation safety, information exchange security and data encryption and management; (3) we lent two of our cost method investees an aggregate of approximately US\$0.28 million of short-term working capital loans during the period; (4) we made additional investments to our investee companies of approximately US\$0.47 million in aggregate during the period; (5) cash divested from deconsolidation of VIE of approximately US\$0.02 million; and (6) proceeds from disposal of investee companies of approximately US\$0.03 million. In the aggregate, these transactions resulted in a net cash outflow from investing activities of approximately US\$2.88 million for the six months ended June 30, 2016.

For the six months ended June 30, 2015, our cash used in investing activities included the following transactions: (1) we spent approximately US\$0.02 million for the purchase of general office equipment; (2) we paid approximately US\$1.96 million to settle the remaining balance related to the purchasing of software technology, which transaction consummated in December 2014; and (3) we made investments of approximately US\$0.19 million in the aggregate to our cost/equity method investees during the period. In the aggregate, these transactions resulted in a net cash outflow from investing activities of approximately US\$2.16 million for the six months ended June 30, 2015.

#### Net cash provided by financing activities

For the six months ended June 30, 2016, there was no cash provided by or used in financing activities.

For the six months ended June 30, 2015, our cash provided by financing activities included the following transactions: (1) we received approximately US\$1.0 million guarantee payment and prepayment from two of our new investors in relation to the security purchase agreements entered into in May 2015; and (2) we repaid approximately US\$0.08 million to the noncontrolling interest of one of our VIEs in relation to the working capital loan we borrow from the noncontrolling interest in previous year. In the aggregate, these transactions resulted in a net cash inflow from financing activities of approximately US\$0.92 million for the six months ended June 30, 2015.

#### Restricted Net Assets

As most of our operations are conducted through our PRC subsidiary and VIEs, our ability to pay dividends is primarily dependent on receiving distributions of funds from our PRC subsidiary and VIEs. Relevant PRC statutory laws and regulations permit payments of dividends by our PRC subsidiary and VIEs only out of their retained earnings, if any, as determined in accordance with PRC accounting standards and regulations and after it has met the PRC requirements for appropriation to statutory reserves. Paid in capital of the PRC subsidiary and VIEs included in our consolidated net assets are also not distributable for dividend purposes.

In accordance with the PRC regulations on Enterprises with Foreign Investment, a WFOE established in the PRC is required to provide certain statutory reserves, namely general reserve fund, the enterprise expansion fund and staff welfare and bonus fund which are appropriated from net profit as reported in the enterprise's PRC statutory accounts. A WFOE is required to allocate at least 10% of its annual after-tax profit to the general reserve until such reserve has reached 50% of its registered capital based on the enterprise's PRC statutory accounts. Appropriations to the enterprise expansion fund and staff welfare and bonus fund are at the discretion of the board of directors. The aforementioned reserves can only be used for specific purposes and are not distributable as cash dividends. Rise King WFOE is subject to the above mandated restrictions on distributable profits. Additionally, in accordance with the Company Law of the PRC, a domestic enterprise is required to provide a statutory common reserve of at least 10% of its annual after-tax profit until such reserve has reached 50% of its registered capital based on the enterprise's PRC statutory accounts. A domestic enterprise is also required to provide for a discretionary surplus reserve, at the discretion of the board of directors. The aforementioned reserves can only be used for specific purposes and are not distributable as cash dividends. All of our PRC VIEs are subject to the above mandated restrictions on distributable profits.

As a result of these PRC laws and regulations, our PRC subsidiary and VIEs are restricted in their ability to transfer a portion of their net assets to us. As of June 30, 2016 and December 31, 2015, net assets restricted in the aggregate, which includes paid-in capital and statutory reserve funds of our PRC subsidiary and VIEs that are included in our

consolidated net assets, was approximately US\$8.1 million and US\$6.7 million, respectively.

The current PRC Enterprise Income Tax Law also imposed a 10% withholding income tax for dividends distributed by a foreign invested enterprise to its immediate holding company outside China. A lower withholding tax rate will be applied if there is a tax treaty arrangement between mainland China and the jurisdiction of the foreign holding company. Holding companies in Hong Kong, for example, will be subject to a 5% rate.

The ability of our PRC subsidiaries to make dividends and other payments to us may also be restricted by changes in applicable foreign exchange and other laws and regulations.

Foreign currency exchange regulation in China is primarily governed by the following rules:

- Foreign Exchange Administration Rules (1996), as amended in August 2008, or the Exchange Rules;

Administration Rules of the Settlement, Sale and Payment of Foreign Exchange (1996), or the Administration Rules.

Currently, under the Administration Rules, Renminbi is freely convertible for current account items, including the distribution of dividends, interest payments, trade and service related foreign exchange transactions, but not for capital account items, such as direct investments, loans, repatriation of investments and investments in securities outside of China, unless the prior approval of the State Administration of Foreign Exchange (the "SAFE") is obtained and prior registration with the SAFE is made. Foreign-invested enterprises like Rise King WFOE that need foreign exchange for the distribution of profits to its shareholders may effect payment from their foreign exchange accounts or purchase and pay foreign exchange rates at the designated foreign exchange banks to their foreign shareholders by producing board resolutions for such profit distribution. Based on their needs, foreign-invested enterprises are permitted to open foreign exchange settlement accounts for current account receipts and payments of foreign exchange along with specialized accounts for capital account receipts and payments of foreign exchange at certain designated foreign exchange banks.

Although the current Exchange Rules allow the convertibility of Chinese Renminbi into foreign currency for current account items, conversion of Chinese Renminbi into foreign exchange for capital items, such as foreign direct investment, loans or securities, requires the approval of SAFE, which is under the authority of the People's Bank of China. These approvals, however, do not guarantee the availability of foreign currency conversion. We cannot be sure that it will be able to obtain all required conversion approvals for our operations or the Chinese regulatory authorities will not impose greater restrictions on the convertibility of Chinese Renminbi in the future. Currently, most of our retained earnings are generated in Renminbi. Any future restrictions on currency exchanges may limit our ability to use retained earnings generated in Renminbi to make dividends or other payments in U.S. dollars or fund possible business activities outside China.

As of June 30, 2016 and December 31, 2015, there were approximately US\$20.9 million and US\$22.9 million retained earnings in the aggregate, respectively, which were generated by our PRC subsidiary and VIEs in Renminbi included in our consolidated net assets, aside from US\$2.6 million and US\$2.8 million of statutory reserve funds as of June 30, 2016 and December 31, 2015, respectively, that may be affected by increased restrictions on currency exchanges in the future, and accordingly, may further limit our PRC subsidiary's or VIEs' ability to make dividends or other payments in U.S. dollars to us, in addition to the approximately US\$8.1 million and US\$6.7 million of restricted net assets as of June 30, 2016 and December 31, 2015, as discussed above.

### **C. OFF-BALANCE SHEET ARRANGEMENTS**

None.

#### **Item 3. Quantitative and Qualitative Disclosures About Market Risk**

Not applicable to smaller reporting companies.

#### **Item 4. Controls and Procedures**

##### *Evaluation of Disclosure Controls and Procedures*

Under the supervision and with the participation of our management, including our principal executive officer and principal accounting and financial officer, we conducted an evaluation of the effectiveness of our disclosure controls and procedures as of the end of the fiscal quarter ended June 30, 2016, as such term is defined in Rules 13a-15(e) and

15d-15(e) under the Exchange Act. Based on this evaluation, our principal executive officer and principal financial officer have concluded that during the period covered by this report, the Company's disclosure controls and procedures were effective as of such date to ensure that information required to be disclosed by us in our Exchange Act reports is recorded, processed, summarized, and reported within the time periods specified in the SEC's rules and forms, and that such information is accumulated and communicated to our management, including our principal executive officer and principal financial officer or persons performing similar functions, as appropriate to allow timely decisions regarding required disclosure.

#### *Changes in Internal Control over Financial Reporting*

There was no change in our internal control over financial reporting that occurred during the second fiscal quarter of 2016 covered by this Quarterly Report on Form 10-Q that has materially affected, or is reasonably likely to materially affect, our internal control over financial reporting.

## **PART II. OTHER INFORMATION**

### Item 1. Legal Proceedings

On October 26, 2015, Business Opportunity Online, one of our indirect wholly owned VIEs, filed a civil action against Beijing 58 Information Technology Co., Ltd. ("Beijing 58") in the Chaoyang District People's Court of Beijing. Business Opportunity Online is seeking a court order to establish that it owns a 17.5% equity interest in Beijing 58, one of the VIEs owned by 58.com Inc. On January 20, 2016, the Chaoyang District People's Court of Beijing rendered its ruling that Business Opportunity Online did not own 17.5% equity interest in Beijing 58. On February 15, 2016, Business Opportunity Online appealed the decision in the Beijing Third Intermediate People's Court. On May 30, 2016, the Beijing Third Intermediate People's Court rendered its final ruling that Business Opportunity Online did not own 17.5% equity interest in Beijing 58.

Item 1A. Risk Factors

This information has been omitted based on the Company's status as a smaller reporting company.

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds

None.

Item 3. Defaults Upon Senior Securities

None.

Item 4. Mine Safety Disclosures

None.

Item 5. Other Information

None.





Item 6. Exhibits

The exhibits listed on the Exhibit Index below are provided as part of this report.

**Exhibit No. Document Description**

|      |  |
|------|--|
| 31.1 | Certification of the Principal Executive Officer pursuant to Rule 13A-14(A)/15D-14(A) of the Securities Exchange Act of 1934, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002.                |
| 31.2 | Certification of the Principal Accounting and Financial Officer pursuant to Rule 13A-14(A)/15D-14(A) of the Securities Exchange Act of 1934, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002. |
| 32.1 | Certification of the Principal Executive Officer and of the Principal Accounting and Financial Officer pursuant to 18 U.S.C. 1350 (Section 906 of the Sarbanes-Oxley Act of 2002).                                 |
| 101  | Interactive Data Files   |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

CHINANET ONLINE  
HOLDINGS, INC.

Date: August 15, 2016 By: /s/ Handong Cheng  
Name: Handong Cheng  
Title: Chief Executive  
Officer  
(Principal Executive  
Officer)

By: /s/ Zhige Zhang  
Name: Zhige Zhang  
Title: Chief Financial  
Officer  
(Principal Accounting  
and Financial Officer)