

**JIANPU.AI**

# 3Q 2017 Earnings Results

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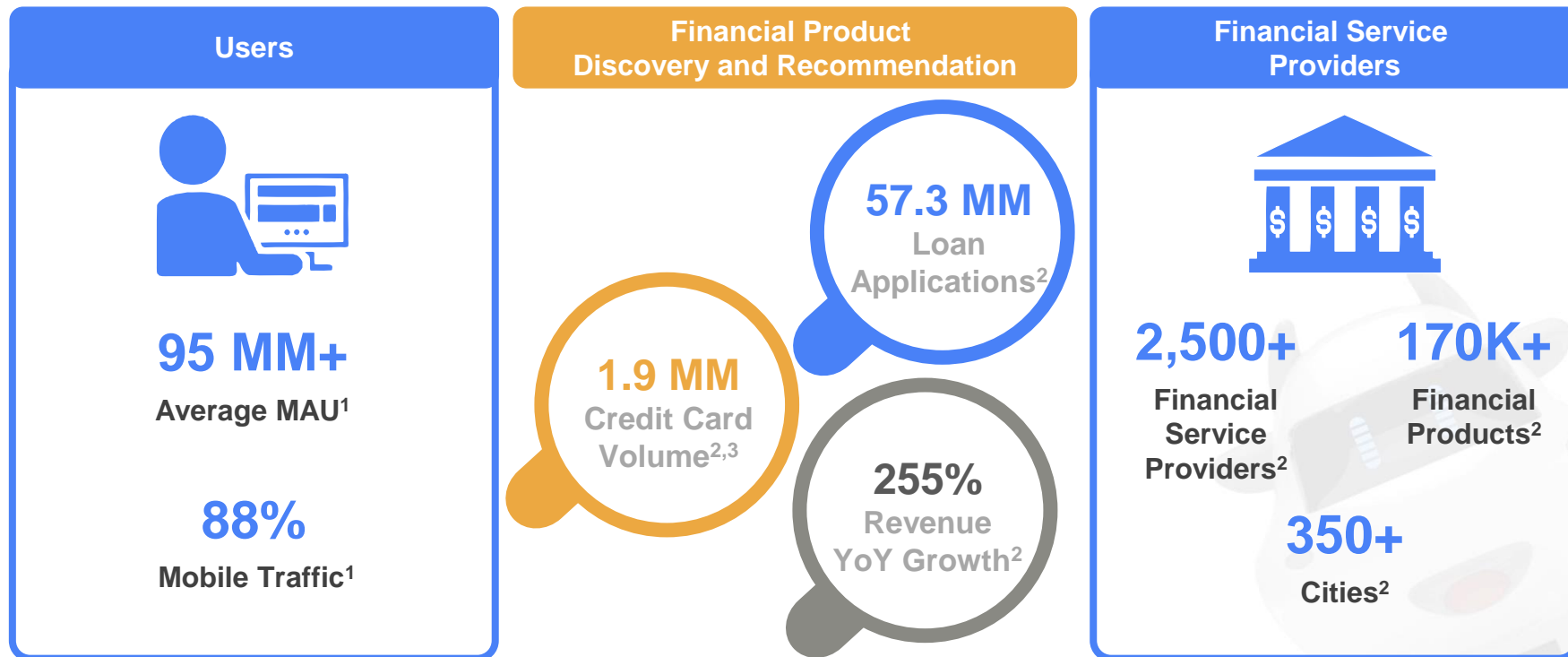
December 12, 2017



This presentation contains “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements include but are not limited to our unaudited results for the third quarter of 2017, our management quotes and our financial outlook for the fourth quarter of 2017.

Our forward-looking statements are not historical facts but instead represent only our belief regarding expected results and events, many of which, by their nature, are inherently uncertain and outside of our control. Our actual results and other circumstances may differ, possibly materially, from the anticipated results and events indicated in these forward-looking statements. Announced results for the third quarter of 2017 are preliminary, unaudited and subject to audit adjustment. In addition, we may not meet our financial outlook for the fourth quarter of 2017 and may be unable to grow our business in the manner planned. We may also modify our strategy for growth. In addition, there are other risks and uncertainties that could cause our actual results to differ from what we currently anticipate, including those relating to demand for, and market acceptance of, our solutions and services; our relationships with users, financial service providers and other parties we collaborate with; general economic and business conditions; and assumptions underlying or related to any of the foregoing. For additional information on these and other important factors that could adversely affect our business, financial condition, results of operations and prospects, please see our filings with the U.S. Securities and Exchange Commission.

All information provided in this presentation is as of the date of the presentation. We undertake no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise, after the date of this presentation, except as required by law.

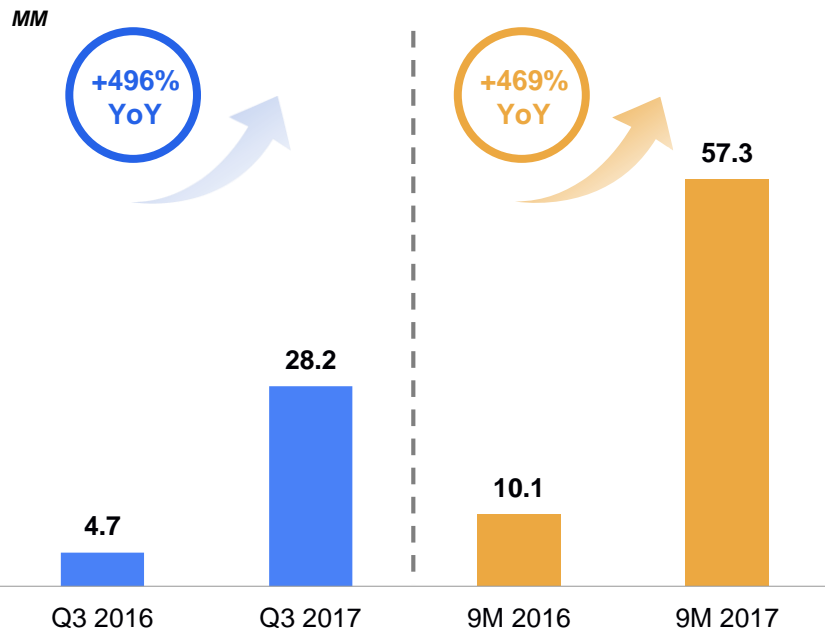


<sup>1</sup> In 3Q 2017

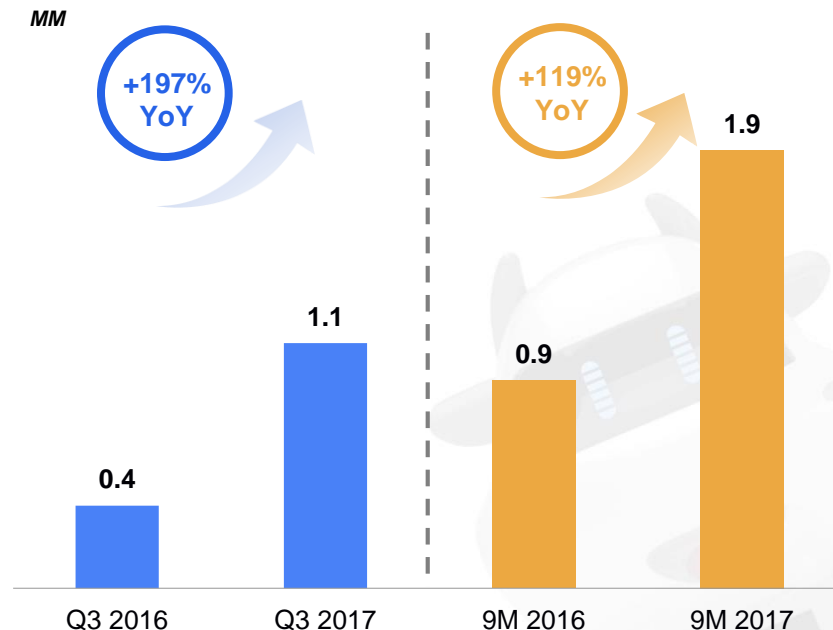
<sup>2</sup> In 9M 2017

<sup>3</sup> Credit card volume which we generate revenues from, including for both recommendation services and advertising and marketing services

## Number of Loan Applications<sup>1</sup>



## Credit Card Volume<sup>2</sup>

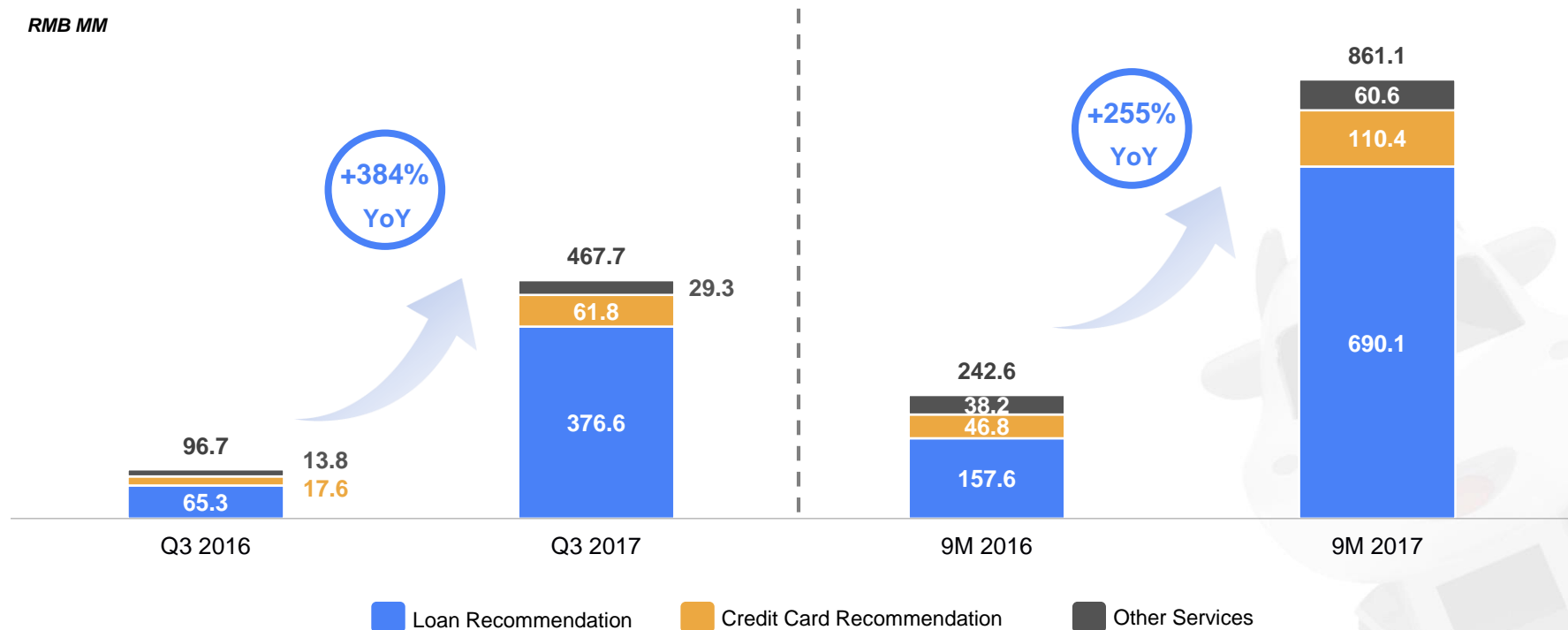


<sup>1</sup> Refers to the number of loan applications which users had submitted via our platform resulting from our loan recommendation services

<sup>2</sup> Refers to the number of credit cards which we generate revenues from including for both recommendation services and advertising and marketing services

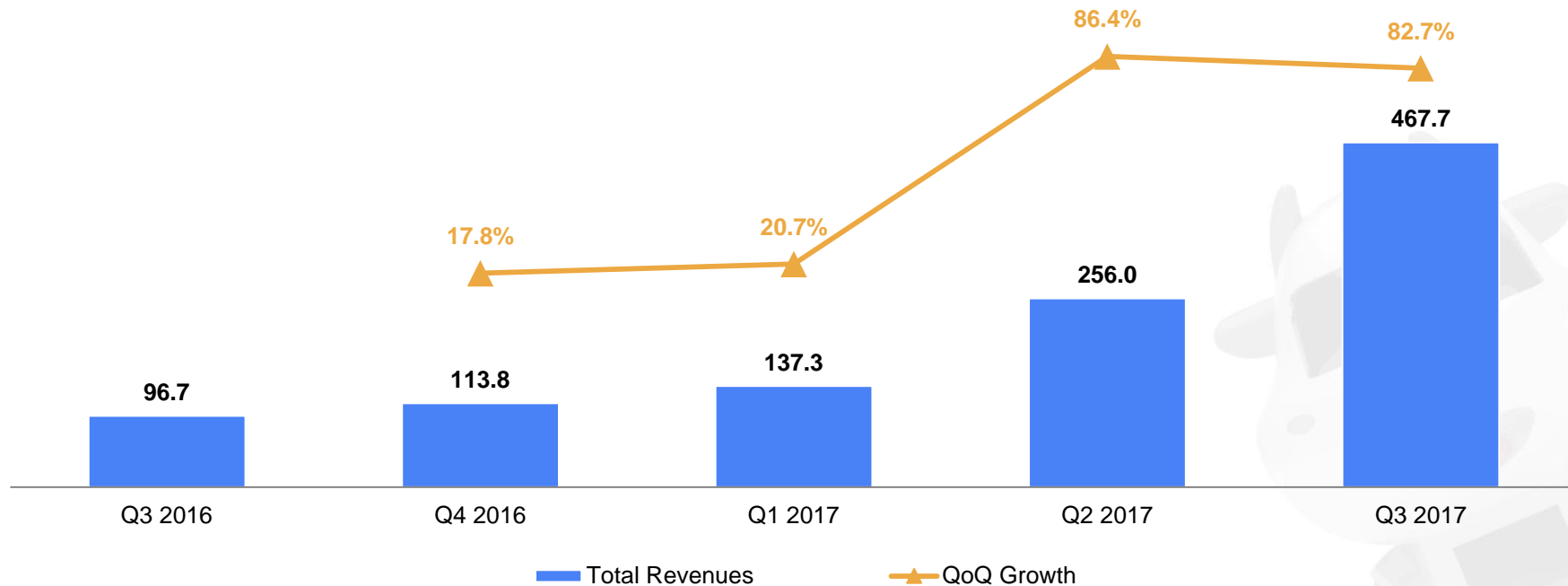
## Total Revenue Breakdown

RMB MM



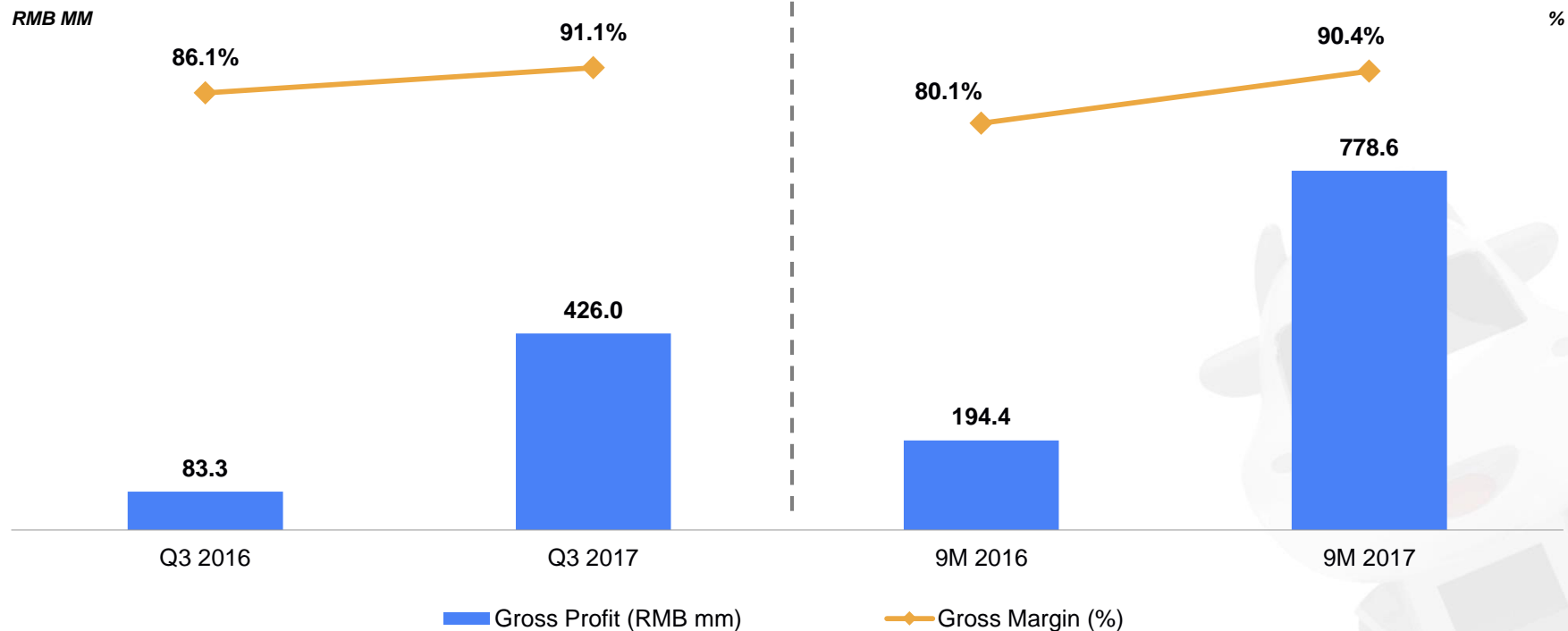
## Quarterly Total Revenues and Growth Rates

RMB MM



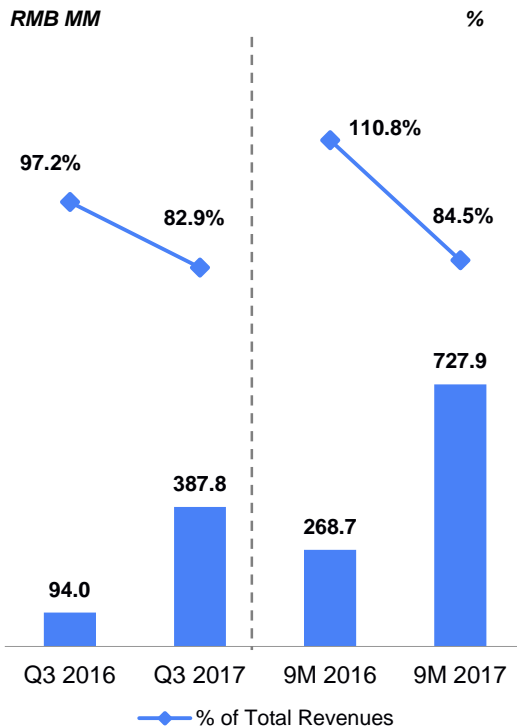
# Quarterly Gross Profit and Gross Margin

## Gross Profit

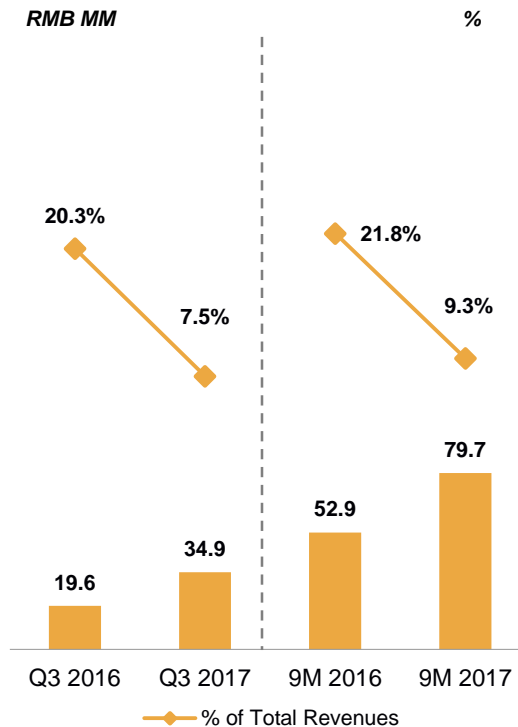


# Quarterly Operating Expenses

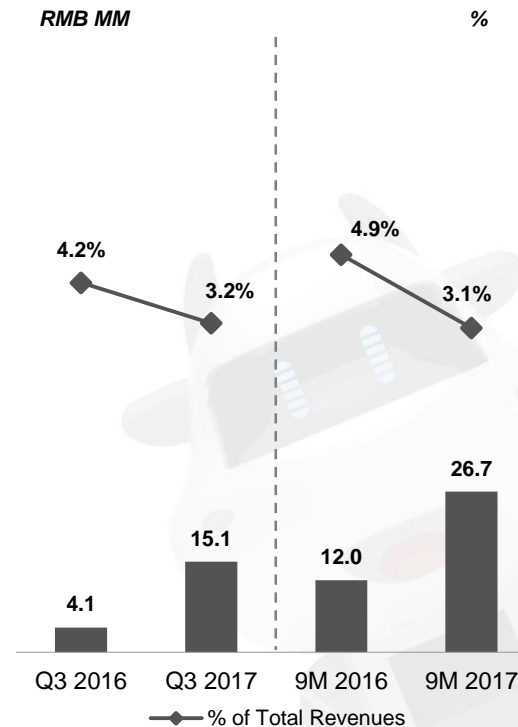
## Sales and Marketing Expenses



## Research and Development Expenses



## General and Administrative Expenses

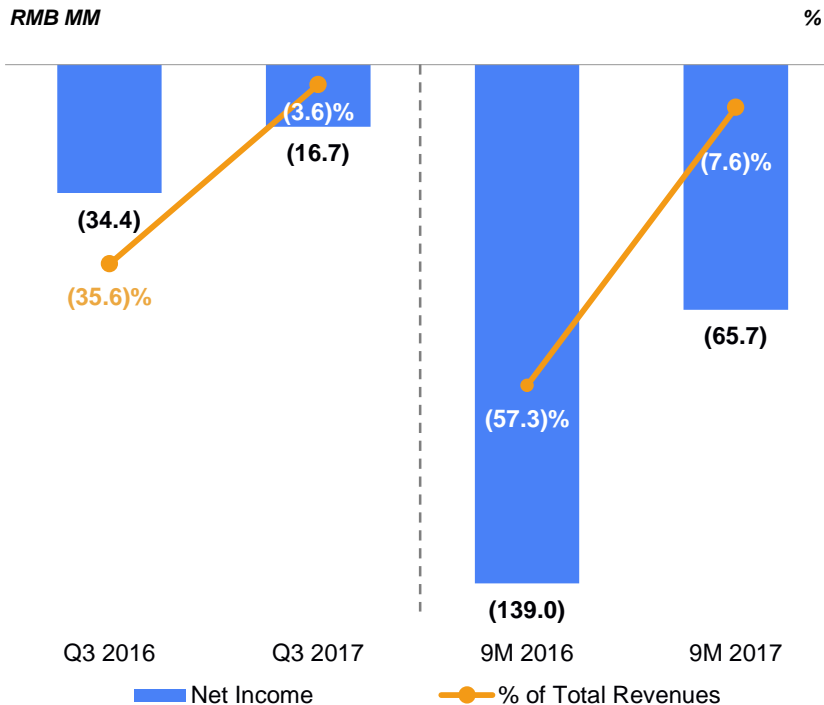


Note: GAAP basis

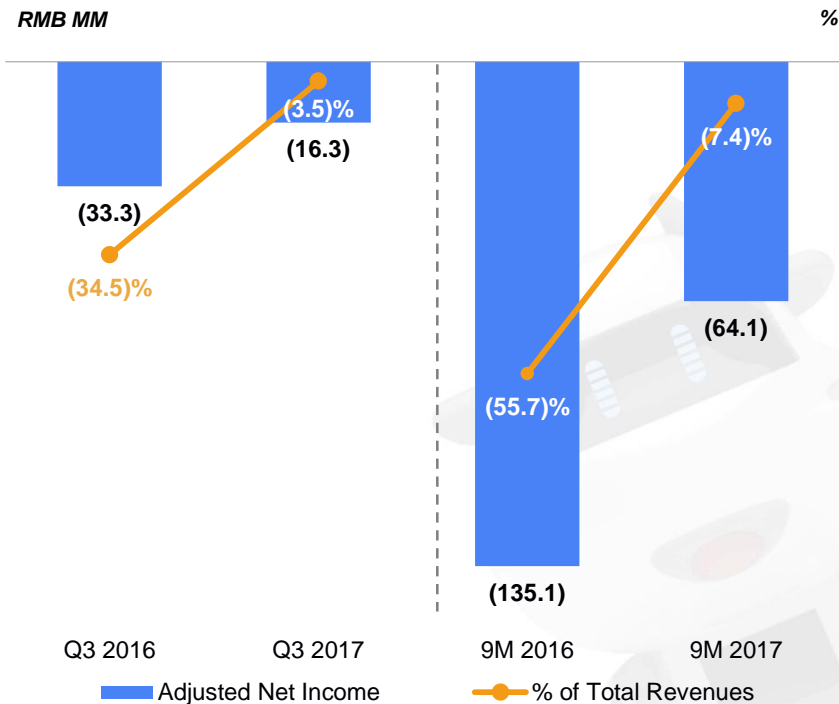


# Quarterly Net Income and Adjusted Net Income

## Net Income



## Adjusted Net Income<sup>1</sup>



<sup>1</sup> Non-GAAP basis; excluding stock-based compensation expense.

# Appendix



# Selected Unaudited Income Statement Data

(in Millions)	For the Three Months Ended September 30,			For the Nine Months Ended September 30,		
	2016 (RMB)	2017 (RMB)	2017 (USD)	2016 (RMB)	2017 (RMB)	2017 (USD)
<b>Revenues:</b>						
Loan Recommendation Services	65.3	376.6	56.6	157.6	690.1	103.7
Credit Cards Recommendation Services	17.6	61.8	9.3	46.8	110.4	16.6
<b>Total Recommendation Services</b>	<b>82.9</b>	<b>438.4</b>	<b>65.9</b>	<b>204.4</b>	<b>800.5</b>	<b>120.3</b>
Advertising, Marketing and Other Services	13.8	29.3	4.4	38.2	60.6	9.1
<b>Total Revenues</b>	<b>96.7</b>	<b>467.7</b>	<b>70.3</b>	<b>242.6</b>	<b>861.1</b>	<b>129.4</b>
Cost of Revenues	(13.4)	(41.7)	(6.3)	(48.2)	(82.5)	(12.4)
<b>Gross Profit</b>	<b>83.3</b>	<b>426.0</b>	<b>64.0</b>	<b>194.4</b>	<b>778.6</b>	<b>117.0</b>
<b>Operating Expenses</b>						
Sales and Marketing Expenses	(94.0)	(387.8)	(58.3)	(268.7)	(727.9)	(109.4)
Research and Development Expenses	(19.6)	(34.9)	(5.2)	(52.9)	(79.7)	(12.0)
General and Administrative Expenses	(4.1)	(15.1)	(2.3)	(12.0)	(26.7)	(4.0)
<b>Loss from Operations</b>	<b>(34.4)</b>	<b>(11.8)</b>	<b>(1.8)</b>	<b>(139.2)</b>	<b>(55.7)</b>	<b>(8.4)</b>
Others, Net	0.0	(0.1)	(0.0)	0.2	(0.2)	(0.0)
<b>Loss Before Income Tax</b>	<b>(34.4)</b>	<b>(11.9)</b>	<b>(1.8)</b>	<b>(139.0)</b>	<b>(55.9)</b>	<b>(8.4)</b>
Income Tax Expense	-	(4.8)	(0.7)	-	(9.8)	(1.5)
<b>Net Loss</b>	<b>(34.4)</b>	<b>(16.7)</b>	<b>(2.5)</b>	<b>(139.0)</b>	<b>(65.7)</b>	<b>(9.9)</b>

Note: Assumes USDRMB FX rate of 6.6533.

# Selected Unaudited Balance Sheet Data

(in Millions)	As of 31 Dec 2016 (RMB)	As of 30 Sep 2017 (RMB)	As of 30 Sep 2017 (USD)
<b>Current Assets:</b>			
- Cash and Cash Equivalents	-	0.3	0.0
- Net Accounts Receivable	57.5	181.1	27.2
- Amount Due from Related Parties	21.1	6.9	1.1
- Prepayments and Other Current Assets	50.5	172.5	25.9
<b>Total Current Assets</b>	<b>129.1</b>	<b>360.8</b>	<b>54.2</b>
<b>Non-Current Assets:</b>			
Net Property and Equipment	4.6	12.6	1.9
Other Non-current Assets	0.8	2.4	0.4
<b>Total Non-Current Assets</b>	<b>5.4</b>	<b>15.0</b>	<b>2.3</b>
<b>Total Assets</b>	<b>134.5</b>	<b>375.8</b>	<b>56.5</b>
<b>Current Liabilities:</b>			
- Accounts Payable	32.4	157.2	23.6
- Advances from Customers	18.1	81.1	12.2
- Tax Payable	1.8	19.3	2.9
- Accrued Expenses and Other Current Liabilities	29.6	36.3	5.5
<b>Total Liabilities</b>	<b>81.9</b>	<b>293.9</b>	<b>44.2</b>
Parent Company Investment	52.6	81.9	12.3
<b>Total Liabilities and Shareholders' (Deficit) / Equity</b>	<b>134.5</b>	<b>375.8</b>	<b>56.5</b>

Note: Assumes USDRMB FX rate of 6.6533.

# Selected Unaudited Cash Flow Statement Data

(in Millions)	For the Three Months Ended September 30,			For the Nine Months Ended September 30,		
	2016 (RMB)	2017 (RMB)	2017 (USD)	2016 (RMB)	2017 (RMB)	2017 (USD)
Net Cash Provided By / (Used In) Operating Activities	(35.0)	18.2	2.7	(230.9)	(83.3)	(12.5)
Net Cash Used In Investing Activities	(1.3)	(6.6)	(1.0)	(3.2)	(9.8)	(1.5)
Net Cash Provided By / (Used In) Financing Activities	36.3	(11.3)	(1.7)	234.1	93.4	14.0
Net Increase / (Decrease) in Cash and Cash Equivalents	-	<b>0.3</b>	<b>0.0</b>	-	<b>0.3</b>	<b>0.0</b>
Cash and Cash Equivalents at Beginning of the Period	-	-	-	-	-	-
Cash and Cash Equivalents at End of the Period	-	-	-	-	-	-

Note: Assumes USDRMB FX rate of 6.6533.