

STRICTLY CONFIDENTIAL



6100.HK

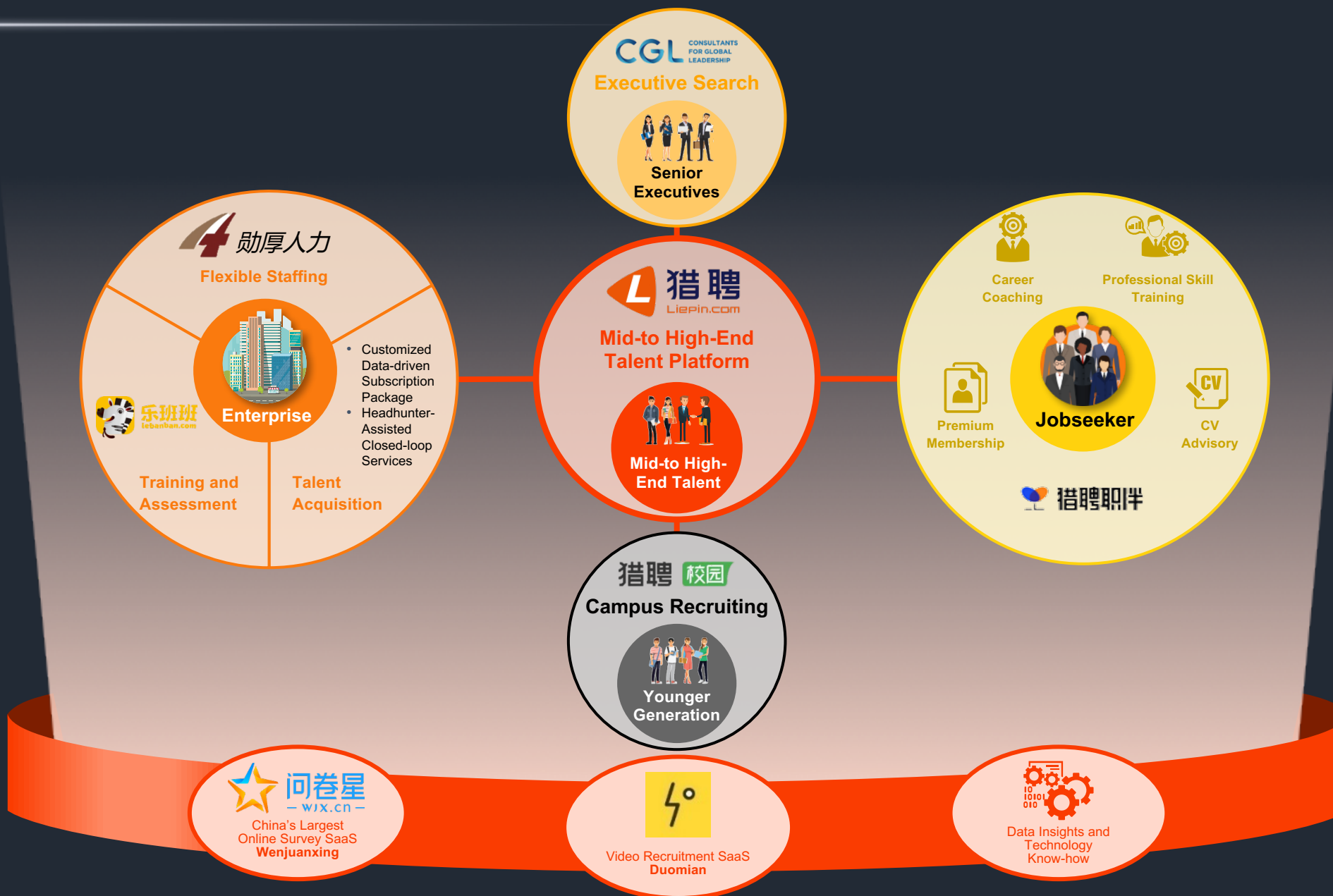
# Management Presentation

August 19, 2020

This presentation contains forward-looking statements relating to the industry and business outlook, forecast business plans and growth strategies of the Company. These forward-looking statements are based on information currently available to the Company and are stated herein on the basis of the outlook at the time of this presentation. They are based on certain expectations, assumptions and premises, some of which are subjective or beyond our control. These forward-looking statements may prove to be incorrect and may not be realized in future. Underlying the forward-looking statements is a large number of risks and uncertainties. Further information regarding these risks and uncertainties is included in the Company's other public disclosure documents on its corporate website.

Furthermore, this presentation also contains statements based on the Company's management accounts, which have not been audited or reviewed by the Auditor. Shareholders and potential investors should therefore not place undue reliance on such statements.

# Our Total Solution Offerings across HR Value Chain



# Our Revenue Model<sup>1</sup>




## Business Users

# verified business users  
**625,546**  
# business customers  
**53,046**

## User Engagement

**4.5MM**  
job postings in 1H2020

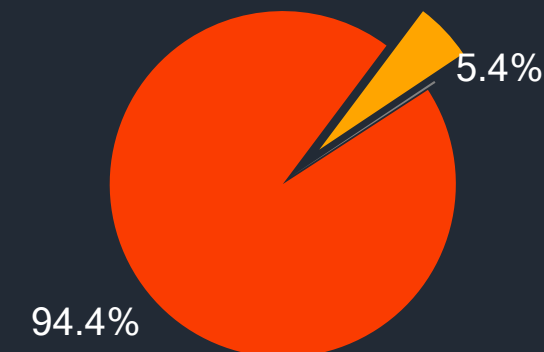
## Paid

- Data-driven package
  - Closed-loop services
  - Other HR related charge services based on demand
-  SaaS Platform

## 1H2020 revenue<sup>2</sup>

Business customers  
RMB762million

53K customers ✖ RMB14K ARPU



## Individual Users

# registered users  
**59.2MM**  
# paying users  
**325,541**

**70%**  
job applications matched with job opportunities with the help of AI technology

## Freemium

- Career opportunities
- Connection
- Personalized services




## Headhunters and other talent service providers

# verified headhunters  
**163,883**

**392.1MM**  
contacts with registered individual users by verified headhunters in 1H2020 ...representing **~7** contacts per registered individual user every year

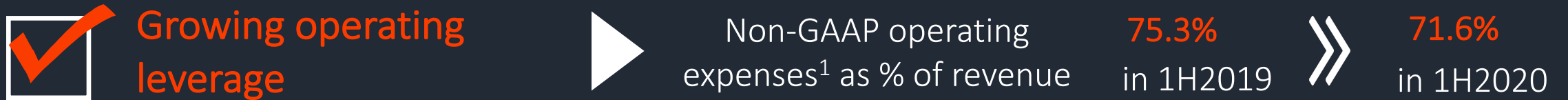
## Free

- Access to talent
  - Revenue sharing with Liepin
-  SaaS Platform

## 326k individual paying users

- Premium membership
- CV advisory
- Career coaching
- Professional skill training

# 1H20 Financial Results Highlights

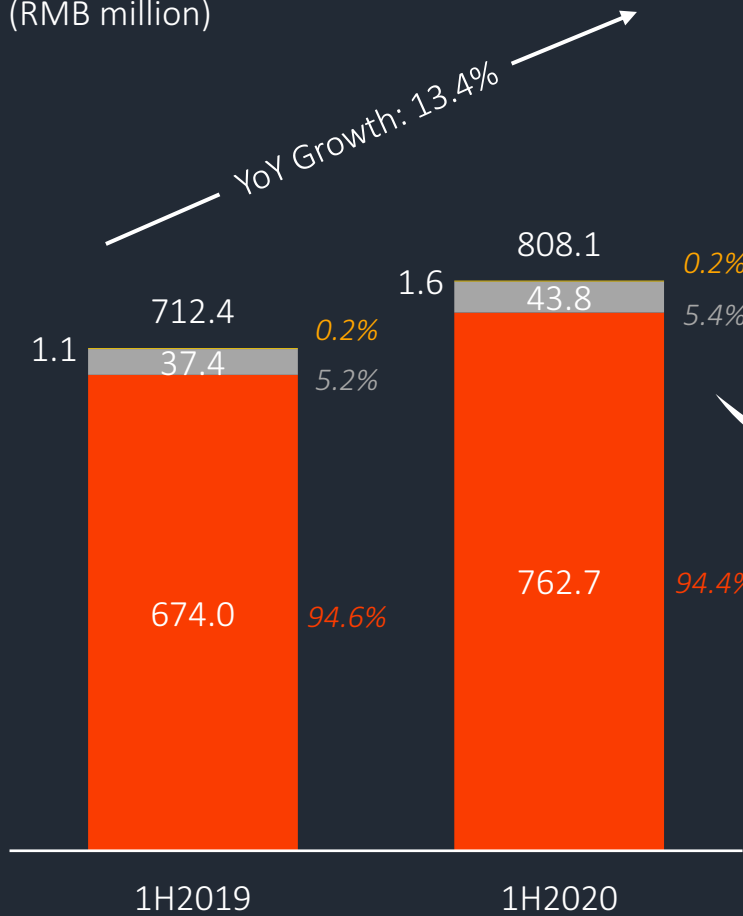


Note: 1 Non-GAAP results are calculated by deducting share-based compensation and amortization of intangible assets resulting due to acquisition from operating expenses. Total share-based compensation was RMB24.7 million and RMB38.1 million in 1H2019 and 1H2020, respectively. The amortization of intangible assets resulting from acquisition was RMB19.3 million in 1H2020.

# Robust Revenue Growth

## Total revenue

(RMB million)



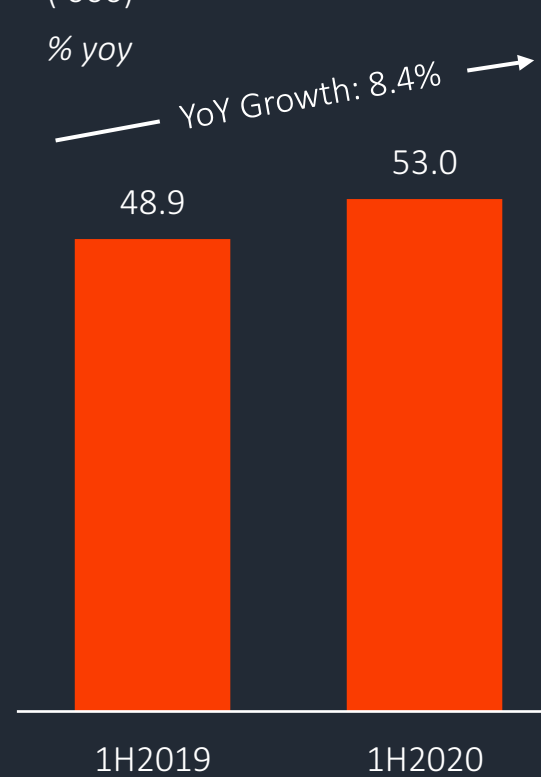
Business customers

$$\text{Revenue} = \# \text{ of customers} \times \text{ARPU}$$

## # of Business customer

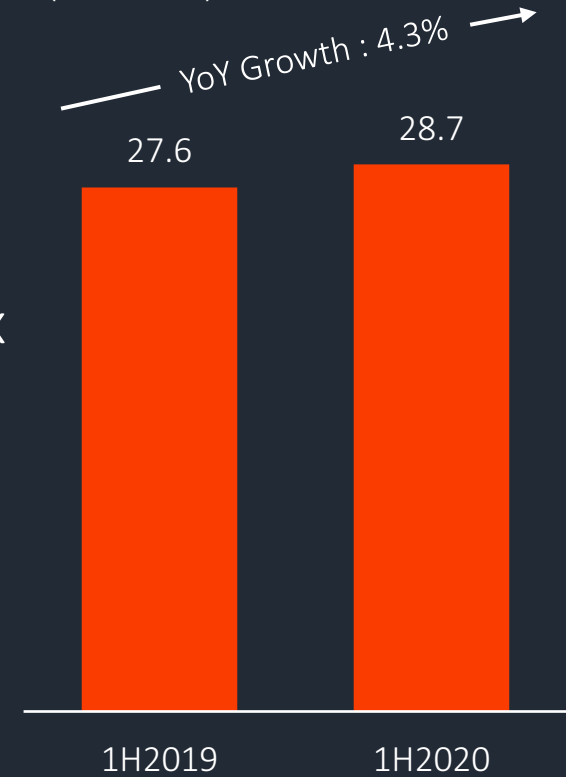
('000)

% yoy



## Annualized ARPU

(RMB '000)



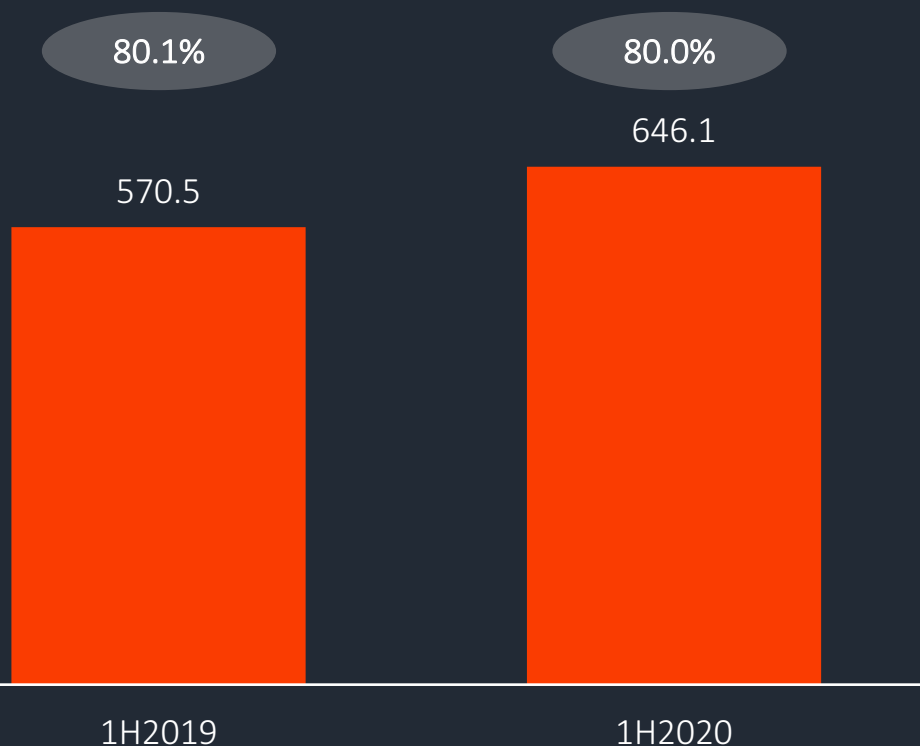
- Talent services to business customers
- Professional career services to individual paying users
- Rental income from investment properties

# Growing Operating Leverage

## Gross profit and gross profit margin

(RMB million)

As % of revenue

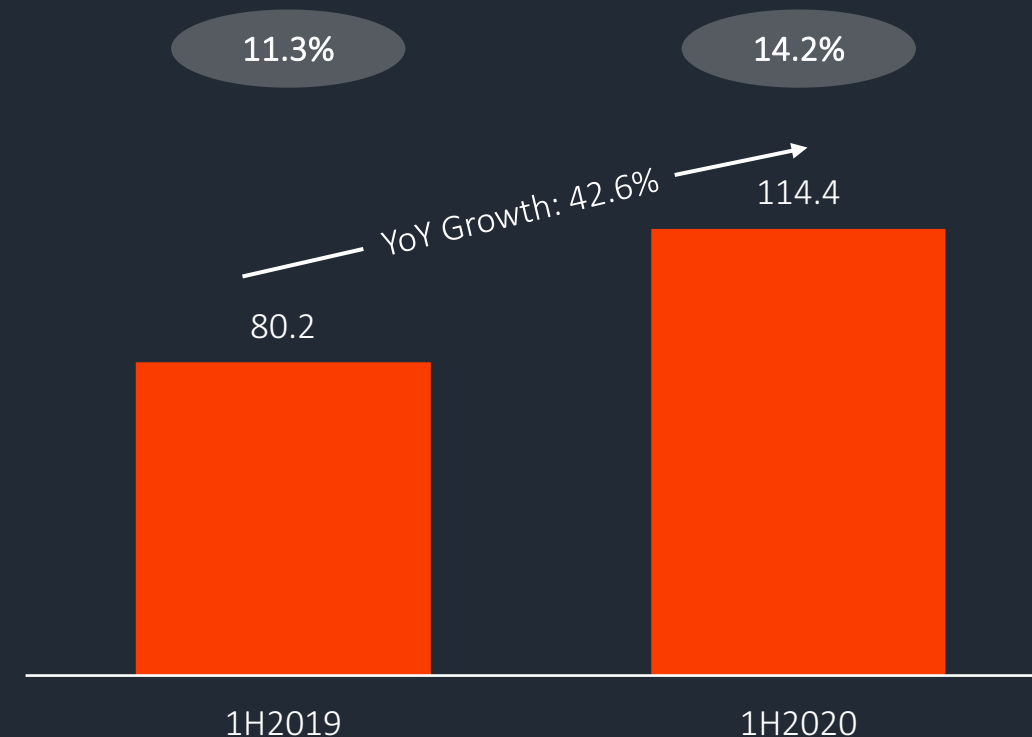


Gross profit increased by 13.3% from 1H2019 to 1H2020, due to revenue growth

## Non-GAAP profit from operations

(RMB million)

As % of revenue



Non-GAAP profit from operations increased by 42.6% from 1H2019 to 1H2020, due to economies of scale and improvement of operational efficiency

Note: 1 Non-GAAP results are calculated by deducting share-based compensation and amortization of intangible assets resulting due to acquisition from operating expenses. Total share-based compensation was RMB24.7 million and RMB38.1 million in 1H2019 and 1H2020, respectively. The amortization of intangible assets resulting from acquisition was RMB19.3 million in 1H2020.

# Strengthening Financial Profile



(RMB million)	For the year ended on December 31,		Six months ended on June 30,	
	2018	2019	1H2019	1H2020
Revenue	1,225.3	1,513.5	712.4	808.1
<i>% YoY growth</i>	48.6%	23.5%	23.1%	13.4%
(Loss)/profit from operations	(5.7)	131.8	55.5	57.0
<i>% margin</i>	(0.5%)	8.7%	7.8%	7.1%
Non-GAAP (Loss)/profit from operations <sup>1</sup>	89.9	185.6	80.2	114.4
<i>% margin</i>	7.3%	12.3%	11.3%	14.2%

Note: <sup>1</sup> Non-GAAP (Loss)/profit from operations and non-GAAP profit attributable to equity owners of the Company are calculated by adding back share-based compensation and amortization of intangible assets resulting from acquisition. Total share-based compensation was RMB48.3 million, RMB53.8 million RMB24.7 million and RMB38.1 million in 2018, 2019, 1H2019 and 1H2020, respectively. The amortization of intangible assets resulting from acquisition was RMB19.3 million in 1H2020.