

STRICTLY CONFIDENTIAL



Liepin

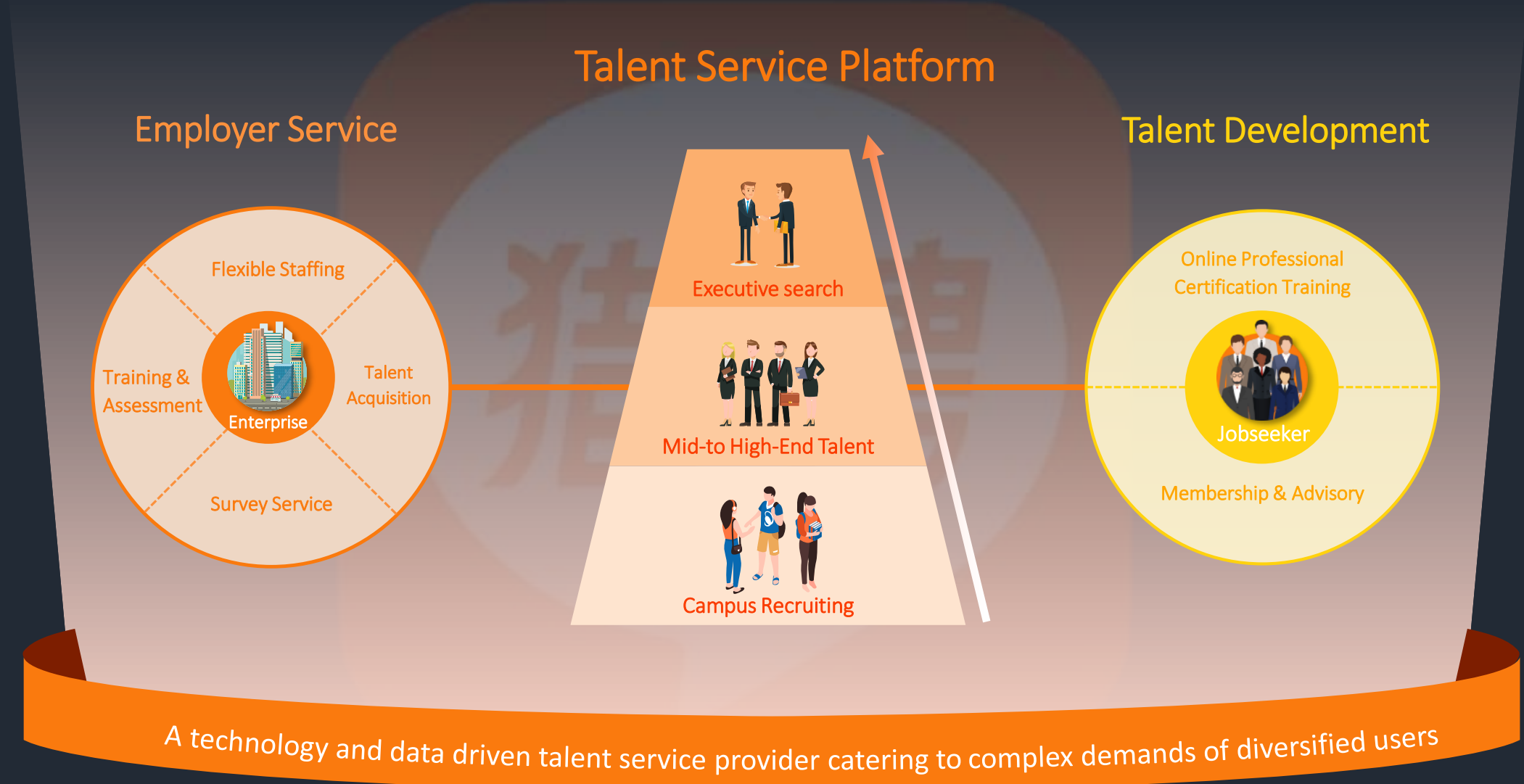
1H2021

Earnings Release Presentation

August 22, 2021

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.



Business Users



882K **41%**
(y-o-y)

Verified business users
as of 1H2021

66K **25%**
(y-o-y)

Number of paying
business customers
as of 1H 2021

Headhunters



180K **10%**
(y-o-y)

Verified headhunters
as of 1H2021

497MM **27%**
(y-o-y)

Contacts with registered individual
users by verified headhunters
as of 1H2021

Individual Users



68.5MM **16%**
(y-o-y)

Registered individual users
as of 1H2021

17MM **31%**
(y-o-y)

Number of CV updates
during the past 18 months



6.6MM **47%**
(y-o-y)

Job Posting
as of 1H2020



30.9k **7.5%**
(y-o-y)

ARPU in RMB

Strengthening Financial Profile



| (RMB '000) | 1H 2021 | 1H 2020 | % YoY growth | 1H 2019 | 2021 vs 2019 growth |
|---|------------|------------|-----------------|------------|------------------------|
| Revenue | 1,198,476 | 808,103 | 48.3% | 712,426 | 68.2% |
| - Business Customers | 1,023,545 | 762,693 | 34.2% | 673,972 | 51.9% |
| - Individual Customers | 174,166 | 43,847 | 297.2% | 37,373 | 366.0% |
| - Rental Income | 765 | 1,563 | - | 1,081 | - |
| Gross Profit | 953,572 | 646,138 | 47.6% | 570,502 | 67.1% |
| % margin | 79.6% | 80.0% | - | 80.1% | - |
| Research and Development Expenses | (143,398) | (118,157) | 21.4% | (84,977) | 68.7% |
| Sales and Marketing Expenses | (578,607) | (383,708) | 50.8% | (361,155) | 60.2% |
| General and Administrative Expenses | (172,634) | (133,441) | 29.4% | (114,722) | 50.5% |
| Non GAAP Profit from Operations ¹ | 166,519 | 114,418 | 45.5% | 80,177 | 107.7% |
| % margin | 13.9% | 14.2% | - | 11.3% | - |

Note: 1 Non-GAAP results are calculated by deducting share-based compensation and amortization of intangible assets resulting due to acquisition from operating expenses.

Strengthening Financial Profile



| (RMB '000) | 2Q 2021 | 2Q 2020 | % YoY growth |
|---|------------|------------|-----------------|
| Revenue | 675,461 | 465,406 | 45.1% |
| - Business Customers | 578,627 | 443,302 | 30.5% |
| - Individual Customers | 96,452 | 24,869 | 287.8% |
| - Rental Income | 382 | (2,765) | - |
| Gross Profit | 536,524 | 364,215 | 47.3% |
| % margin | 79.4% | 78.3% | - |
| Research and Development Expenses | (73,791) | (61,350) | 20.3% |
| Sales and Marketing Expenses | (293,489) | (197,445) | 48.6% |
| General and Administrative Expenses | (100,567) | (69,607) | 44.5% |
| Non GAAP Profit from Operations ¹ | 129,511 | 88,381 | 46.5% |
| % margin | 19.2% | 19.0% | - |

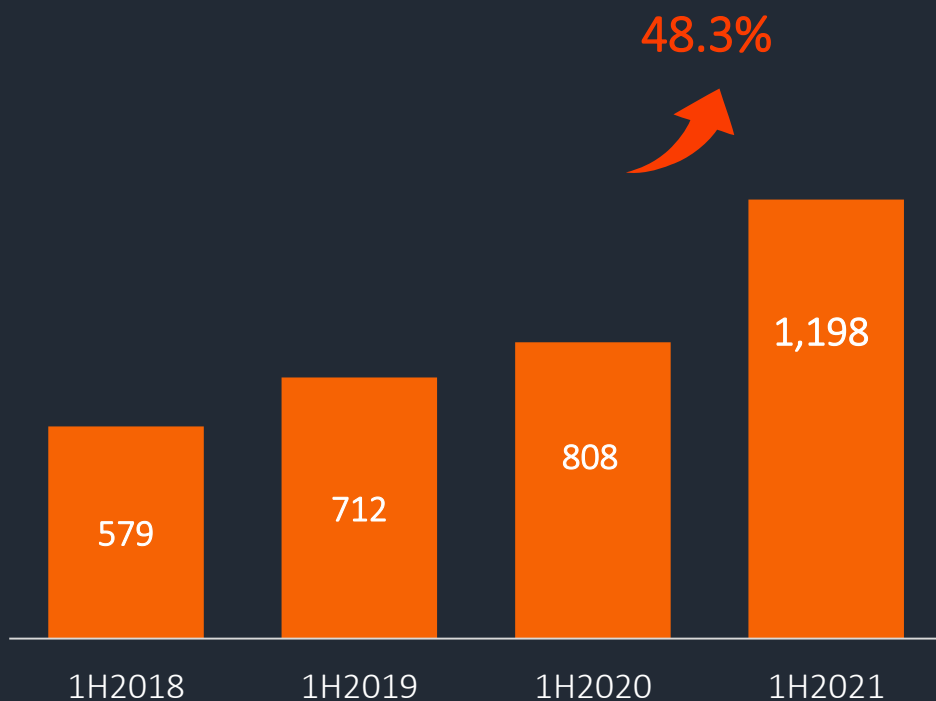
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Robust Top and Bottom Line Growth



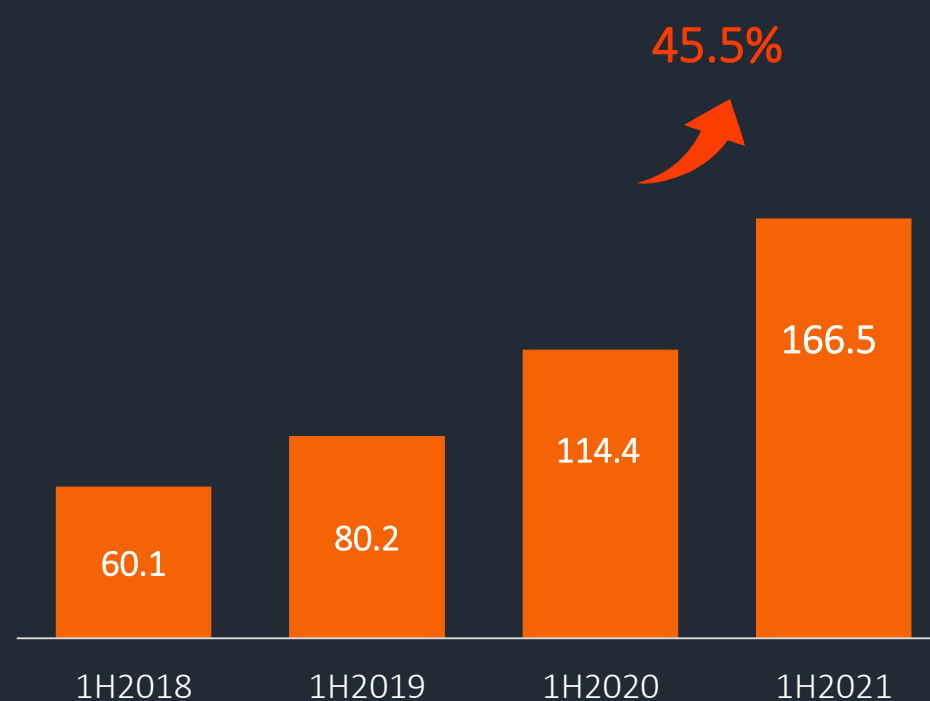
Total Revenue

(RMB million)



Non-GAAP Profit from Operations¹

(RMB million)



Robust Revenue Growth



Growing Operating Leverage



Improved Profitability

Note: 1 Non-GAAP results are calculated by deducting share-based compensation and amortization of intangible assets resulting due to acquisition from operating expenses.

Continuous Optimization of Expenses Structure



Research and Development Expenses

(RMB million)

As % of revenue

14.6%

12.0%

118.2

143.4

1H2020

1H2021

Sales and Marketing Expenses

(RMB million)

As % of revenue

47.5%

48.3%

383.7

578.6

1H2020

1H2021

General and Administrative Expenses

(RMB million)

As % of revenue

16.5%

14.4%

133.4

172.6

1H2020

1H2021

The background features a low-angle shot of a modern building with a grid-like facade. Overlaid on this are several orange geometric shapes, including triangles and lines, some of which form a stylized house-like shape above the 'Liepin' text.

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Thanks