

STRICTLY CONFIDENTIAL



Liepin

Liepin 3Q20 Update

November 2020

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L i e p i n



Financial Update



Financial Results Highlights – For 9 Months Ended 30 September 2020



Robust revenue growth



Revenue growth for nine months

14.5%



Growing operating leverage



Non-GAAP Operating expenses¹ as % of revenue

66.1%

3Q19 YTD



63.4%

3Q20 YTD



Improved Profitability



Non-GAAP profit from operations² growth

42.4%

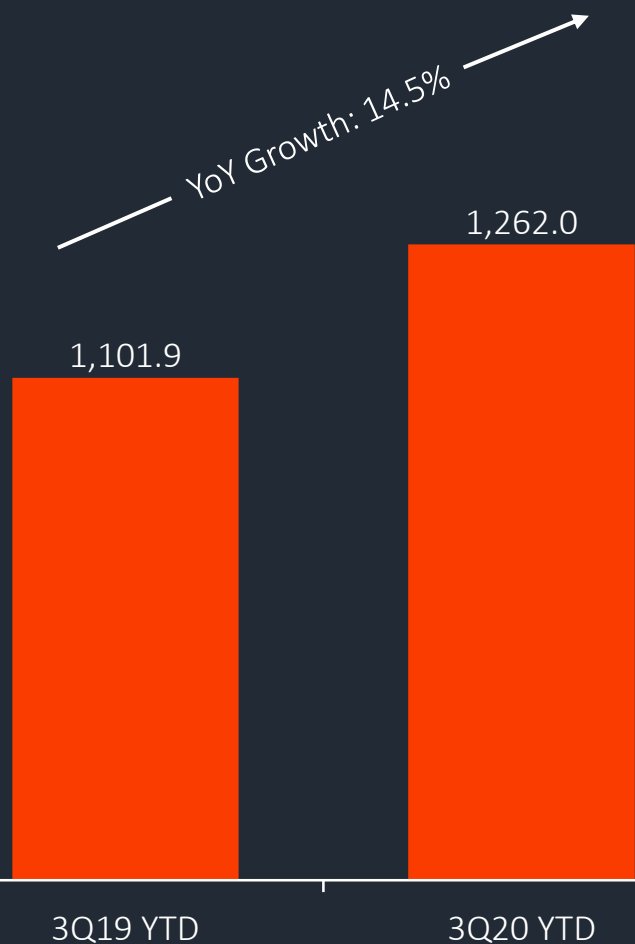
Note: 1 Including Sales and marketing expenses, general and administrative expenses, research and development expenses and other income, using Non-GAAP results

2 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 RMB39.9 million and RMB48.5 million in 3Q19 YTD and 3Q20 YTD, respectively. The amortization of intangible assets resulting from acquisition was RMB33.8 million in 3Q20 YTD.

Robust Revenue Growth with Growing Operating Leverage

Total revenue

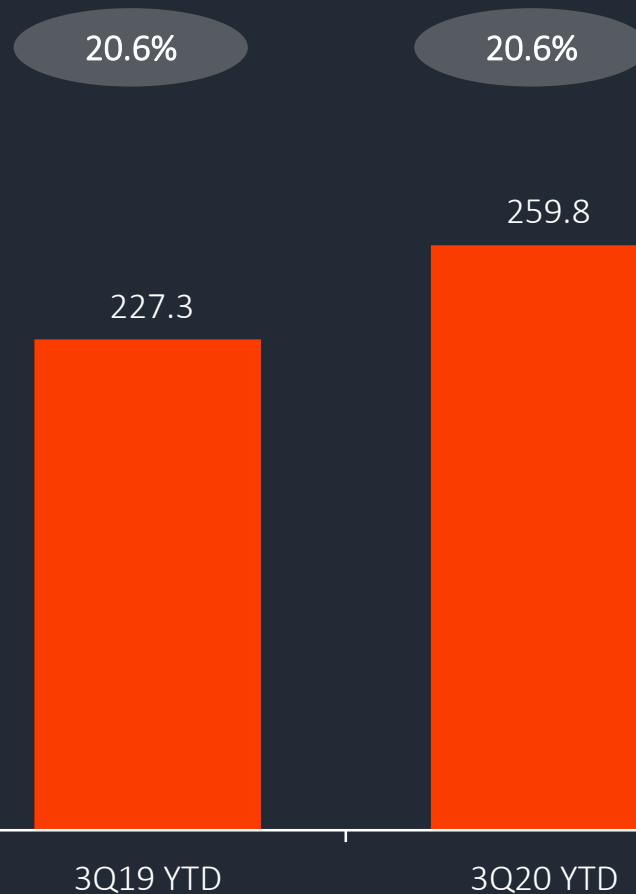
(RMB million)



Cost of revenue

(RMB million)

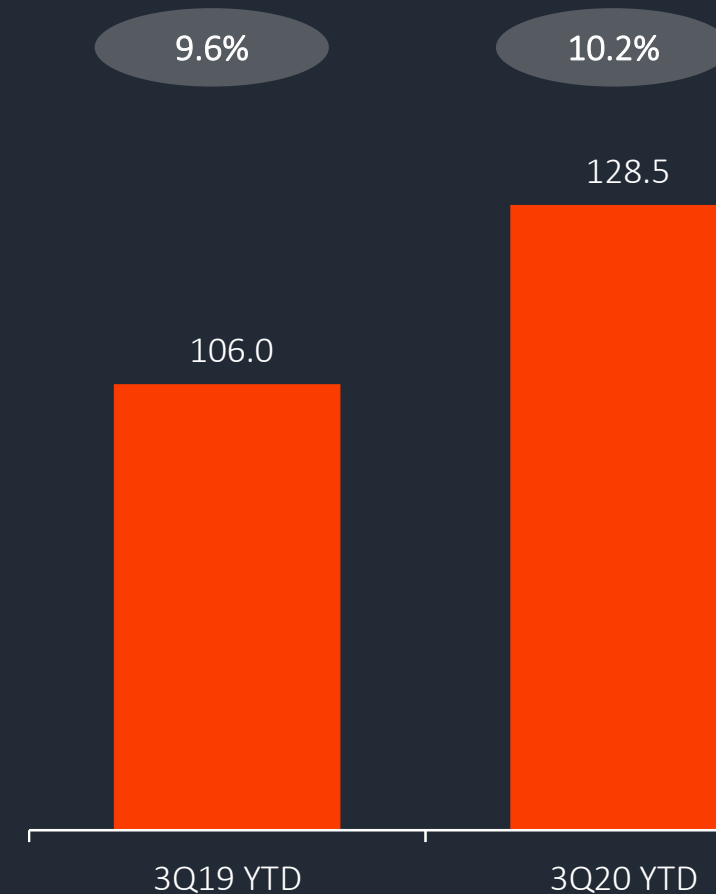
As % of revenue



Profit from operations

(RMB million)

As % of revenue

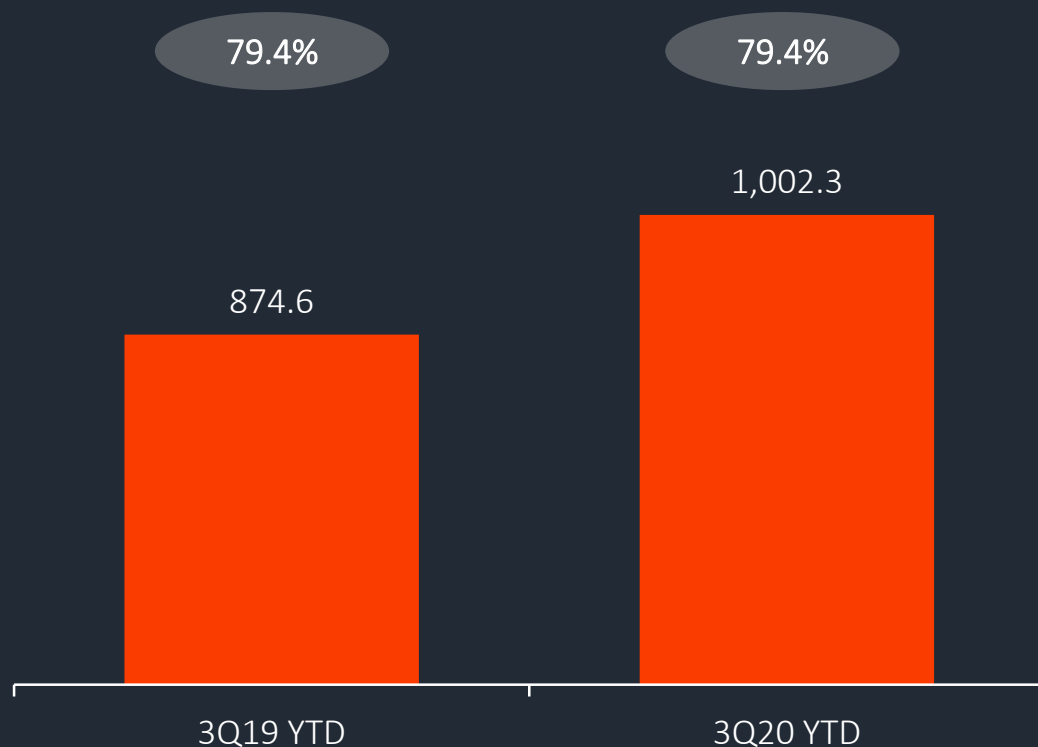


Growing Operating Leverage

Gross profit and gross profit margin

(RMB million)

As % of revenue

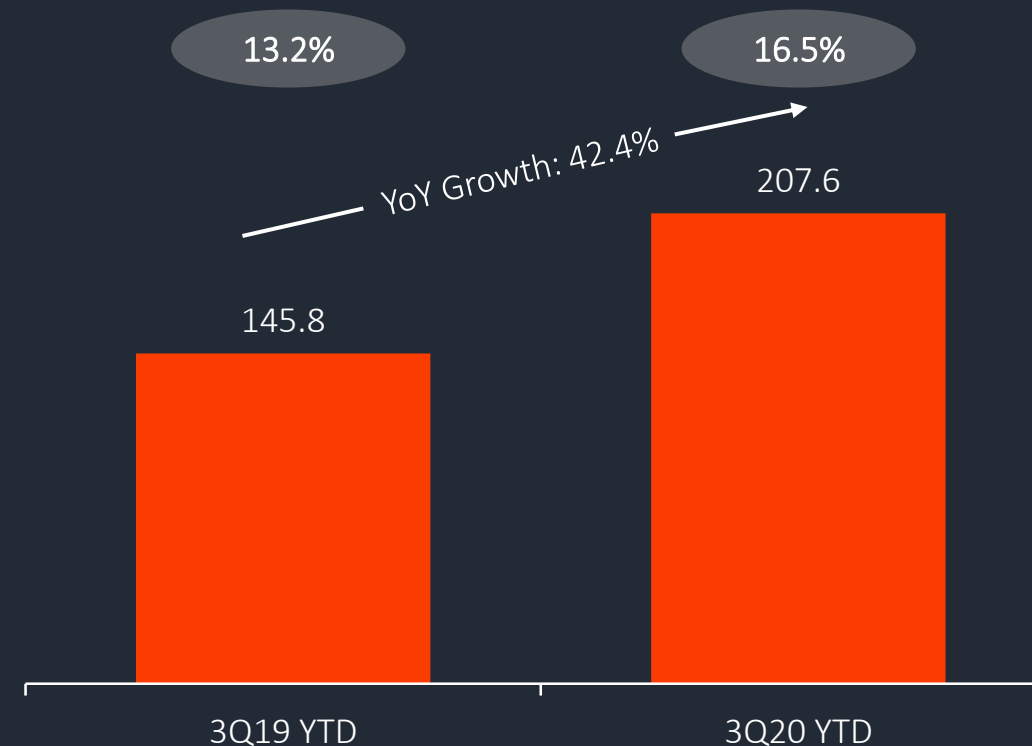


Gross profit increased by 14.6% from 3Q19 YTD to 3Q20 YTD, due to revenue growth

Non-GAAP profit from operations

(RMB million)

As % of revenue



Non-GAAP profit from operations increased by 42.4% from 3Q19 YTD to 3Q20 YTD, due to economies of scale and improvement of operational efficiency

Strengthening Financial Profile



(RMB million)	For the year ended on December 31		Nine months ended on September 30	
	2018	2019	3Q19 YTD	3Q20 YTD
Revenue	1,225.3	1,513.5	1,101.9	1,262.0
<i>% YoY growth</i>	48.6%	23.5%	N/A	14.5%
(Loss)/profit from operations	(5.7)	131.8	106.0	128.5
<i>% margin</i>	(0.5%)	8.7%	9.6%	10.2%
Non-GAAP (Loss)/profit from operations ¹	89.9	185.6	145.8	207.6
<i>% margin</i>	7.3%	12.3%	13.2%	16.5%

Note: ¹ 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 RMB39.9 million and RMB48.5 million in 3Q19 YTD and 3Q20 YTD, respectively. The amortization of intangible assets resulting from acquisition was RMB33.8 million in 3Q20 YTD.

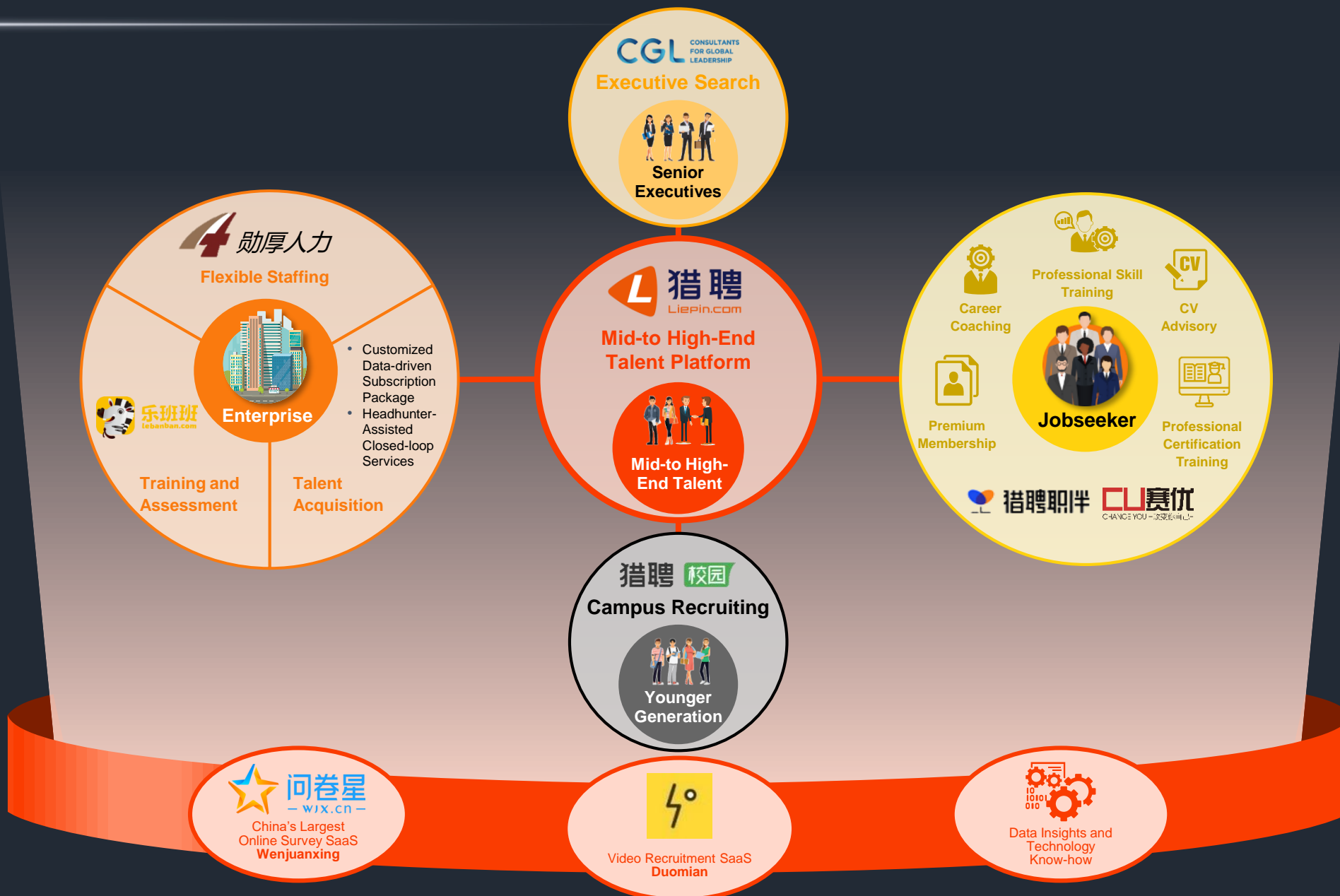


L i e p i n

Business Highlights



Our Total Solution Offerings across HR Value Chain



User Engagement



Business Users

verified business users
682,001

3.4MM
job postings in 1Q 2020

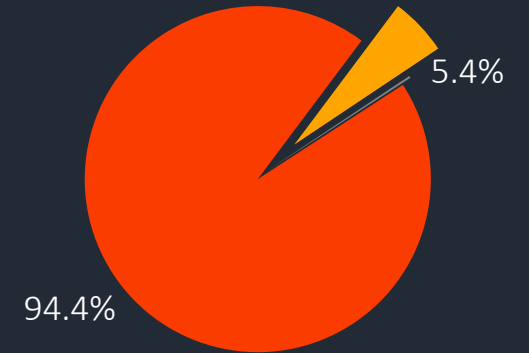
Paid

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

1H2020 revenue²

Business customers
RMB762million

53K customers **X** RMB14K ARPU



Individual Users

registered users
61.4 MM

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
167,242

851.5MM
contacts with registered individual users by verified headhunters in FY2019 ...representing **~16** 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

Note: ¹All numbers of individual users, business users, and headhunters and other talent service providers are as of June 30, 2020; ²Including revenue from rental income that count for 0.2% of 1H2020 revenue.