

Liepin 3Q20 Update

November 2020

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Financial Update



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

20.6%

20.6%

227.3

259.8

3Q19 YTD

3Q20 YTD

Profit from operations

(RMB million)

As % of revenue

9.6%

10.2%

106.0

128.5

3Q19 YTD

3Q20 YTD

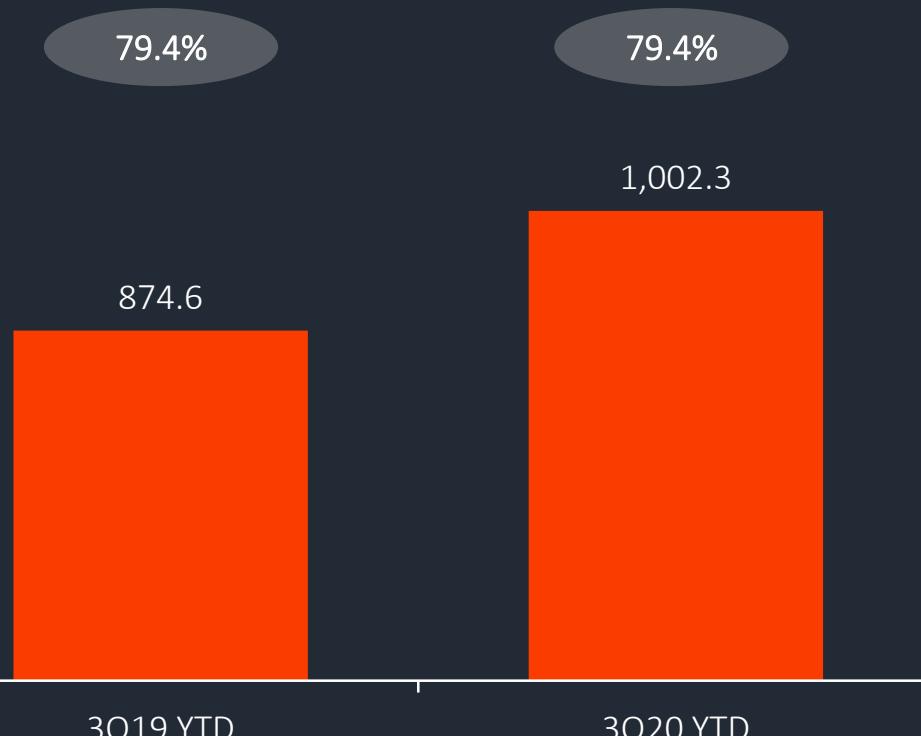


Growing Operating Leverage

Gross profit and gross profit margin

(RMB million)

As % of revenue

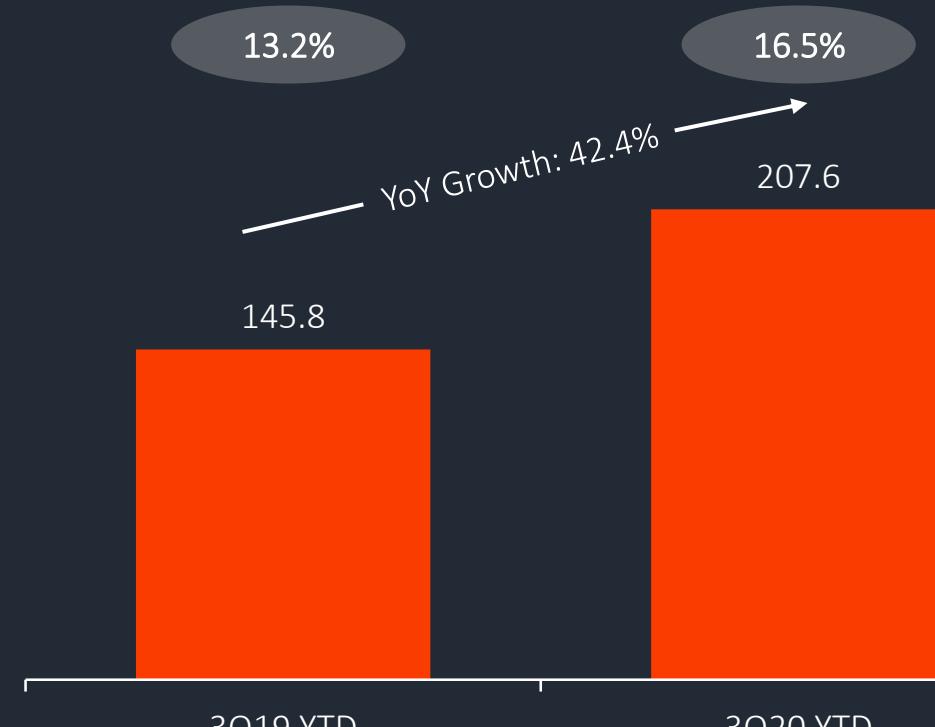


Gross profit increased by 14.6% from 3Q19 YTD to 3Q20 YTD, due to revenue growth

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



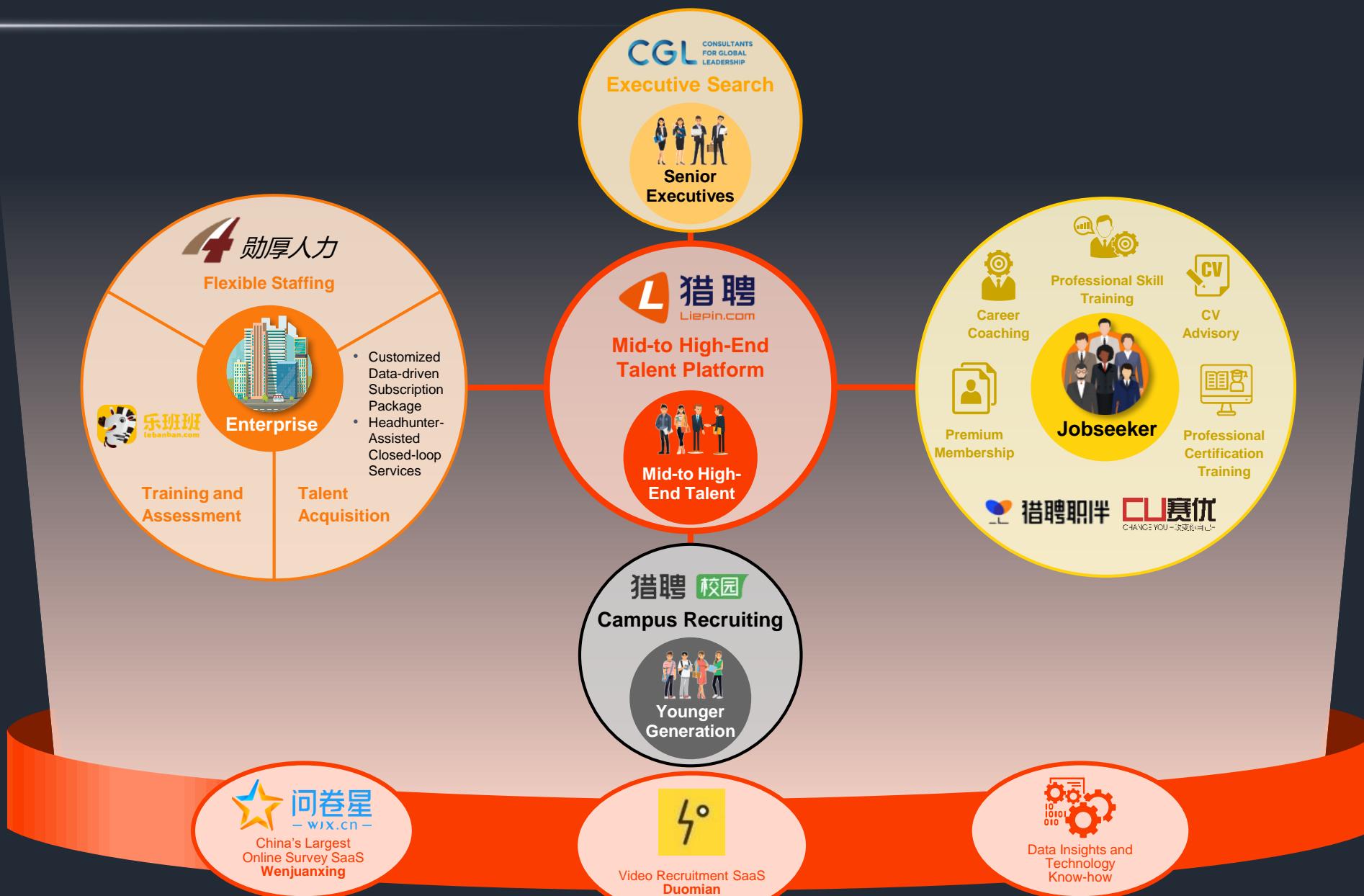
	For the year ended on December 31		Nine months ended on September 30	
(RMB million)	2018	2019	3Q19 YTD	3Q20 YTD
Revenue	1,225.3	1,513.5	1,101.9	1,262.0
% YoY growth	48.6%	23.5%	N/A	14.5%
(Loss)/profit from operations	(5.7)	131.8	106.0	128.5
% margin	(0.5%)	8.7%	9.6%	10.2%
Non-GAAP (Loss)/profit from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

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Business Highlights

Our Total Solution Offerings across HR Value Chain





Business Users
verified business users
682,001



Individual Users
registered users
61.4 MM



Headhunters and other talent service providers
verified headhunters
167,242

User Engagement

3.4MM
job postings in 1Q 2020

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

851.5MM

contacts with registered individual users by verified headhunters in FY2019 ...representing **~16** contacts per registered individual user every year

Paid

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



Freemium

- Career opportunities
- Connection
- Personalized services

Free

- Access to talent
- Revenue sharing with Liepin



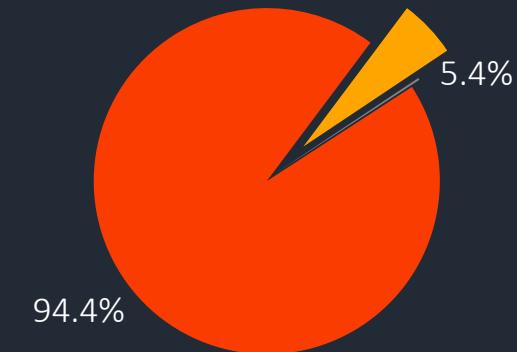
1H2020 revenue²

Business customers

RMB762million



53K customers  RMB14K ARPU



326k individual paying users

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