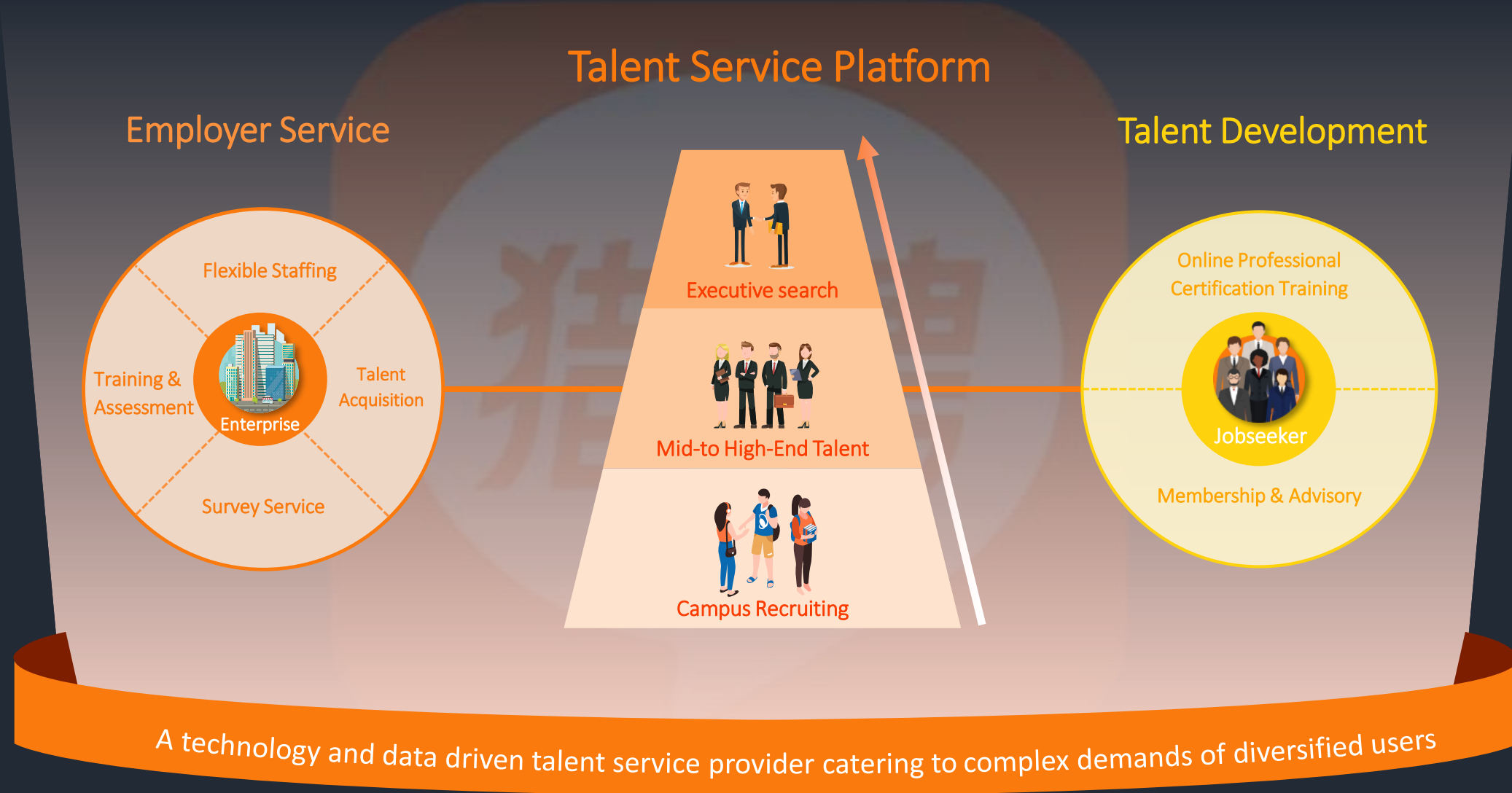


*Liepin*

3Q2021

# Earnings Release Presentation

Nov 29, 2021



Mid-to high end recruitment industry would benefit from industrial transformation



More proactive marketing strategies with favorable market conditions



Improving matching efficiency with higher talent mobility across industries



Firmly executed the strategy of attracting young talents



Stable, safe and healthy operation as regulatory system continued to optimize



Improving IT infrastructure  
Enhancing test efficiency and accelerating product upgrade frequency



## Business Users



946K **38.7%** (y-o-y)

Verified business users  
as of 30 Sep 2021

## Headhunters



190K **13.6%** (y-o-y)

Verified headhunters  
as of 30 Sep 2021

## Individual Users



72MM **16.6%** (y-o-y)

Registered individual users  
as of 30 Sep 2021

8.1MM **39.3%** (y-o-y)

Number of job posting  
2021Q3 YTD

799MM **34.3%**(y-o-y)

Contacts with registered individual  
users by verified headhunters  
2021Q3 YTD

19MM **37.9%**

Number of CV updates  
during the past 18 months

# Strengthening Financial Profile



(RMB '000)	3Q 2021	3Q 2020	% YoY growth
<b>Revenue</b>	681,739	453,923	50.2%
- Business Customers	589,778	423,227	39.4%
- Individual Customers	91,579	29,921	206.1%
- Rental Income	382	775	
<b>Gross Profit</b>	527,928	356,125	48.2%
% margin	77.4%	78.5%	
Research and Development Expenses	(85,068)	(55,395)	53.6%
Sales and Marketing Expenses	(288,325)	(181,876)	58.5%
General and Administrative Expenses	(76,874)	(68,906)	11.6%
<b>Non GAAP Profit from Operations <sup>1</sup></b>	140,950	93,186	51.3%
% margin	20.7%	20.5%	

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)	3Q YTD 2021	3Q YTD 2020	% YoY growth	3Q YTD 2019	2021 vs 2019 (3Q YTD)
<b>Revenue</b>	1,880,215	1,262,026	49.0%	1,101,856	70.6%
- Business Customers	1,613,323	1,185,920	36.0%	1,037,933	55.4%
- Individual Customers	265,745	73,768	260.2%	62,333	326.3%
- Rental Income	1,147	2,338		1,589	-27.8%
<b>Gross Profit</b>	1,481,500	1,002,263	47.8%	874,568	69.4%
% margin	78.8%	79.4%		79.4%	
Research and Development Expenses	(228,466)	(173,552)	31.6%	(139,533)	63.7%
Sales and Marketing Expenses	(866,932)	(565,584)	53.3%	(520,478)	66.6%
General and Administrative Expenses	(249,508)	(202,347)	23.3%	(180,028)	38.6%
<b>Non GAAP Profit from Operations <sup>1</sup></b>	307,469	207,604	48.1%	145,848	110.8%
% margin	16.4%	16.5%		13.2%	

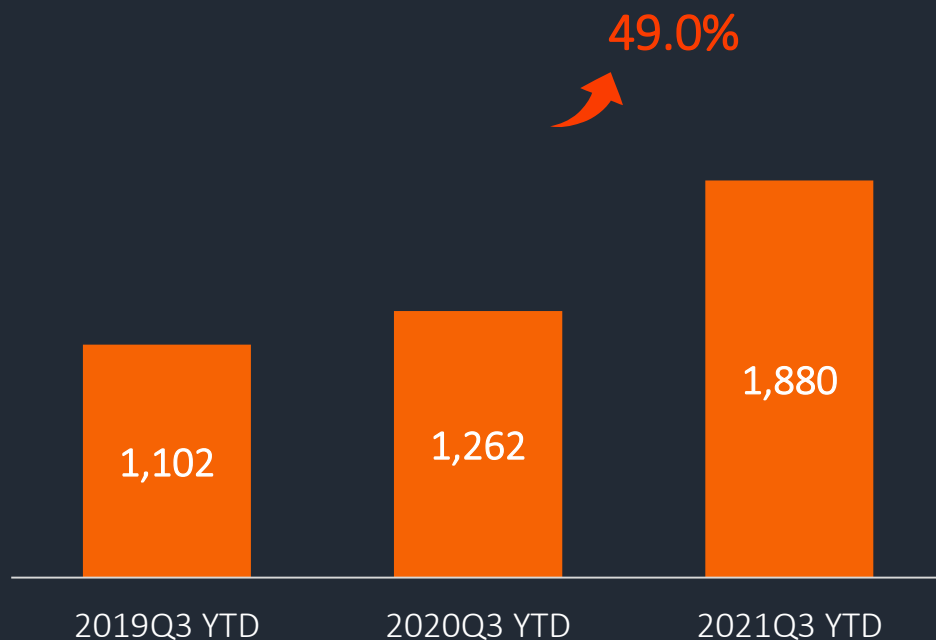
Note: 1 Non-GAAP results are calculated by deducting share-based compensation and amortization of intangible assets resulting due to acquisition from operating expenses.

# Robust Top and Bottom Line Growth



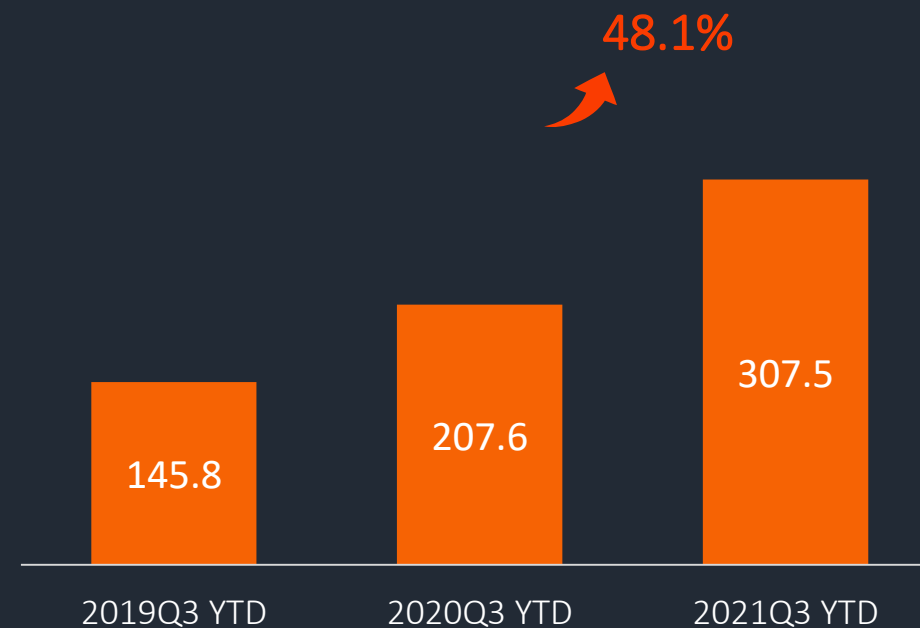
### Total Revenue

(RMB million)



### Non-GAAP Profit from Operations<sup>1</sup>

(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.

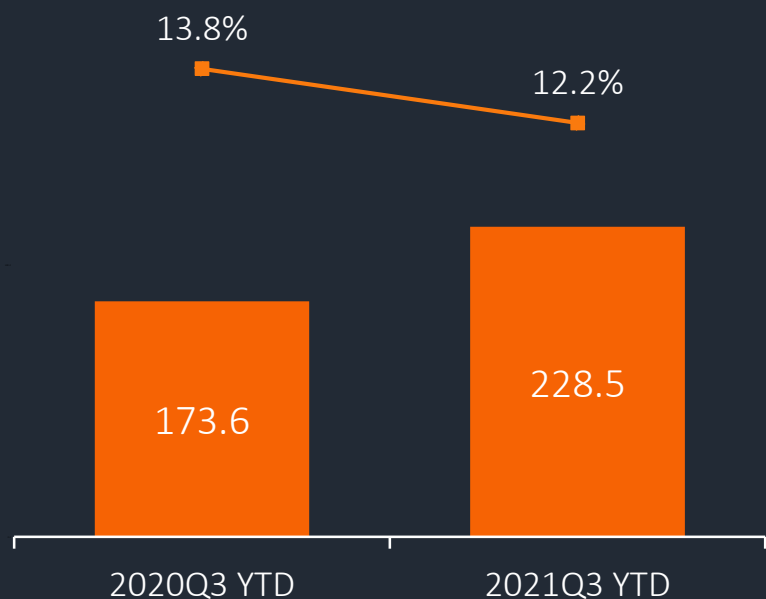
# Continuous Optimization of Expenses Structure



## Research and Development Expenses

(RMB million)

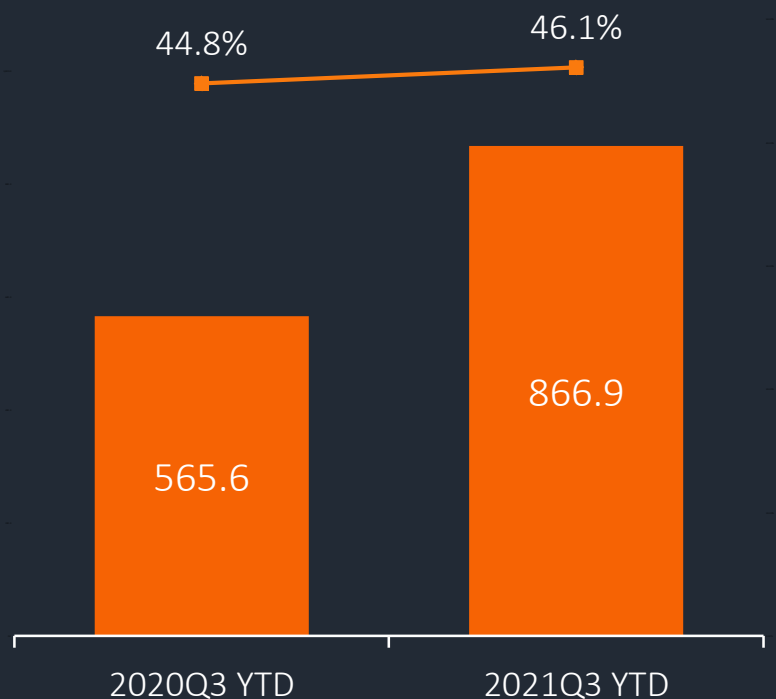
As % of revenue



## Sales and Marketing Expenses

(RMB million)

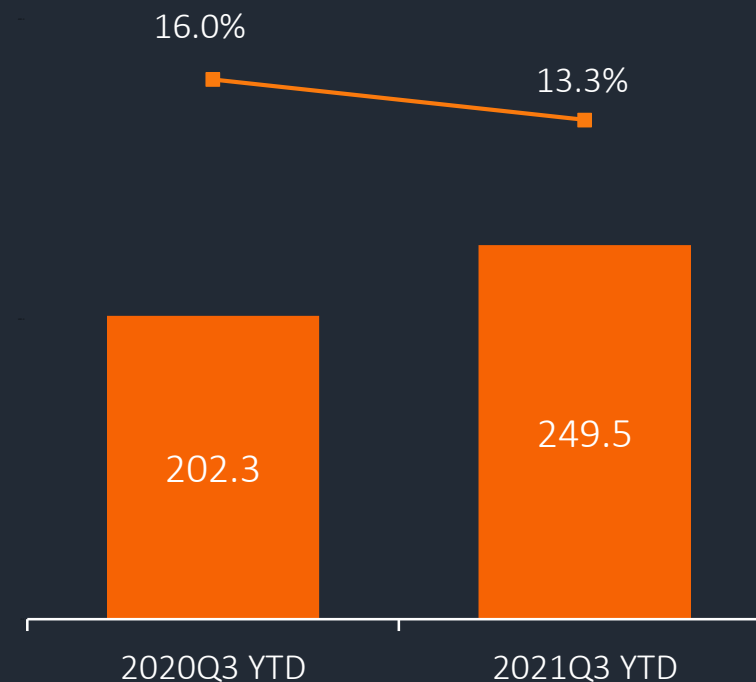
As % of revenue



## General and Administrative Expenses

(RMB million)

As % of revenue





The background features a low-angle shot of a modern building's facade with a grid of windows. Overlaid on this are several large, bright orange geometric shapes, including triangles and lines, some pointing towards the center. The word 'Liepin' is written in a stylized, italicized font within an orange rectangular box.

*L i e p i n*

Thanks