

STRICTLY CONFIDENTIAL



*Liepin*

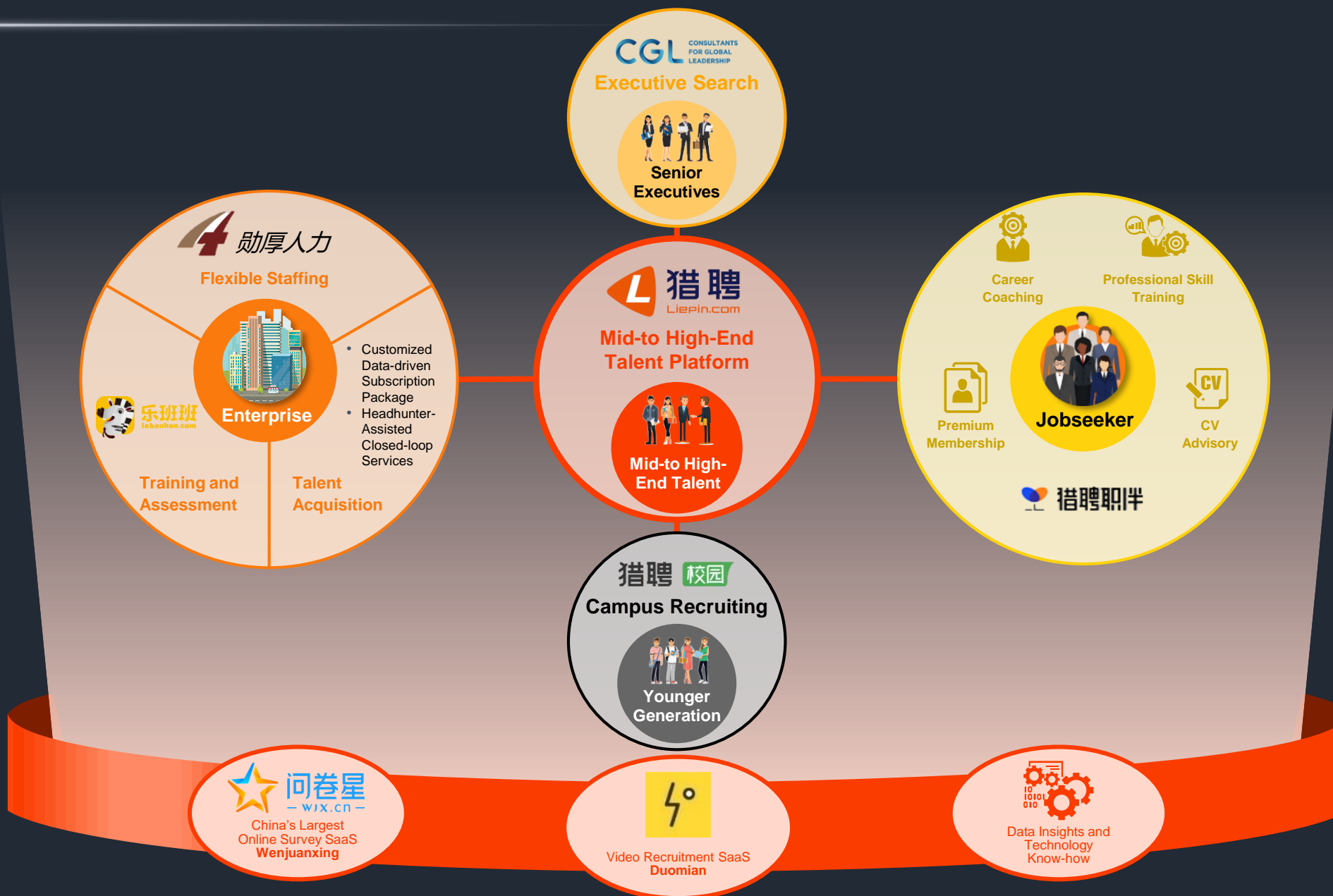
# 1Q 2020 Results

May 29, 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  
**581,587**

## Paid

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

## 1Q 2020 revenue<sup>2</sup>

Revenue from providing human resource services to business customers

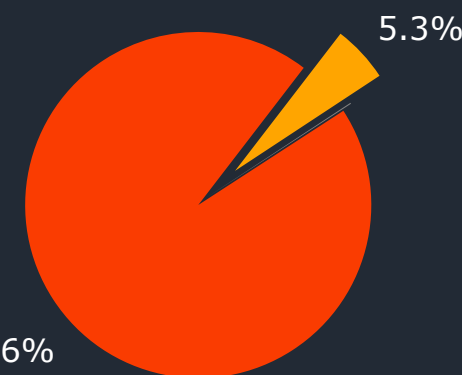
- Talent acquisition
- Other human resource services



**Individual Users**  
# registered users  
**56.3MM**


## Freemium

- Career opportunities
- Connection
- Personalized services



**Headhunters and other talent service providers**  
# verified headhunters  
**159,146**

## Free

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

Revenue from providing professional career services to individual users

- Premium membership
- CV review
- Career coaching

Note: <sup>1</sup>All numbers of individual users, business users, and headhunters and other talent service providers are as of March 31, 2020; <sup>2</sup>Excluding revenue from rental income.

# 1Q 2020 Financial Results Highlights



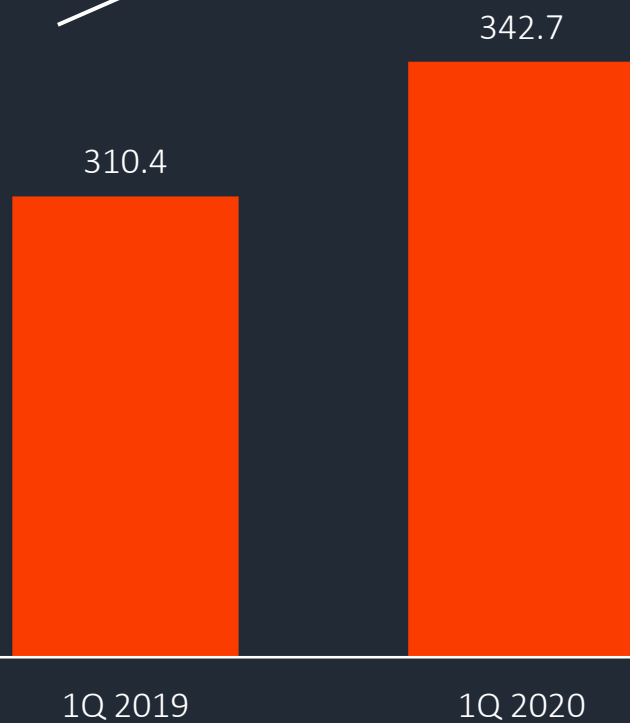
Note: <sup>1</sup> Including Sales and marketing expenses, general and administrative expenses, research and development expenses and other income; <sup>2</sup> Non-GAAP results are calculated by deducting share-based compensation expenses and amortisation of intangible assets resulting from acquisition.

# Robust Revenue Growth with Growing Operating Leverage

## Total revenue

(RMB million)

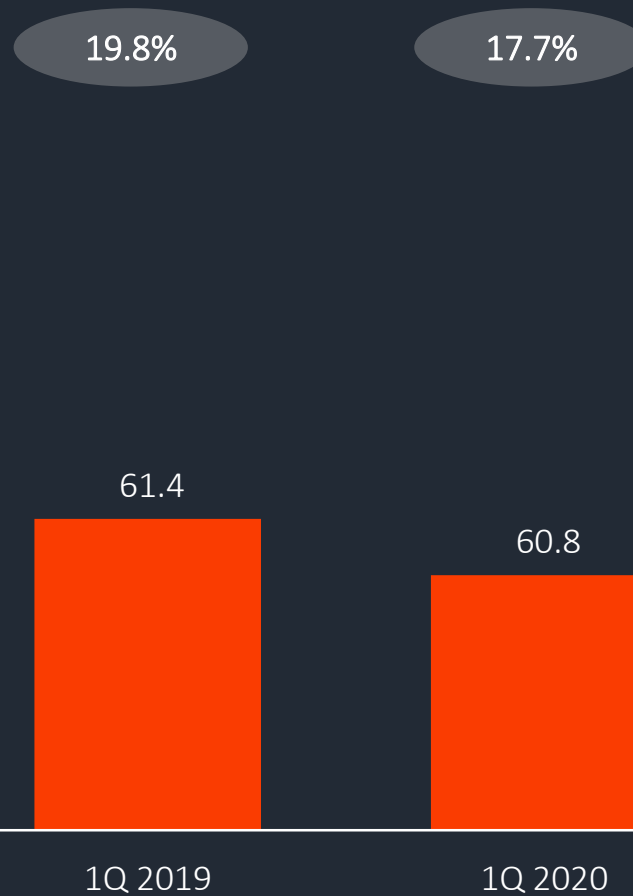
YoY Growth: 10.4%



## Cost of revenue

(RMB million)

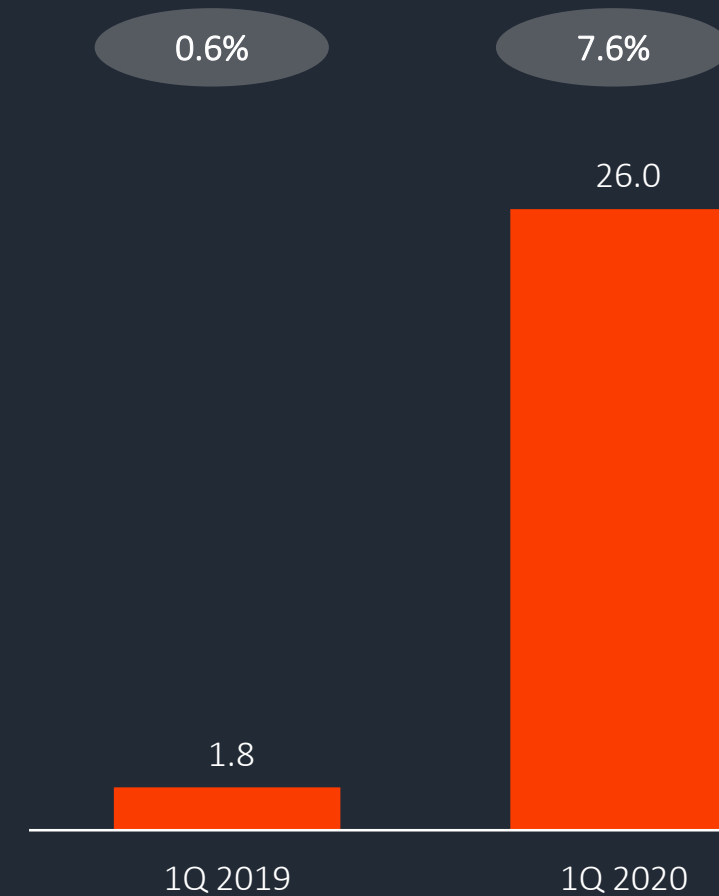
As % of revenue



## Non-GAAP profit from operation

(RMB million)

As % of revenue



# Strengthening Financial Profile



(RMB million)	For the year ended December 31			For the quarter ended March 31	
	2017	2018	2019	2019	2020
Revenue	824.7	1,225.3	1,513.5	310.4	342.7
<i>% YoY growth</i>	40.5%	48.6%	23.5%	-	10.4%
Gross profit	693.0	987.7	1,167.7	249.0	281.9
<i>% margin</i>	84.0%	80.6%	77.2%	80.2%	82.3%
Profit/(loss) from operation	35.3	(5.7)	131.8	(11.7)	1.5
<i>% margin</i>	4.3%	(0.5%)	8.7%	(3.8%)	0.4%
Non-GAAP profit from operation	35.3	89.9	185.6	1.8	26.0
<i>% margin</i>	4.3%	7.3%	12.3%	0.6%	7.6%