

STRICTLY CONFIDENTIAL



*Liepin*

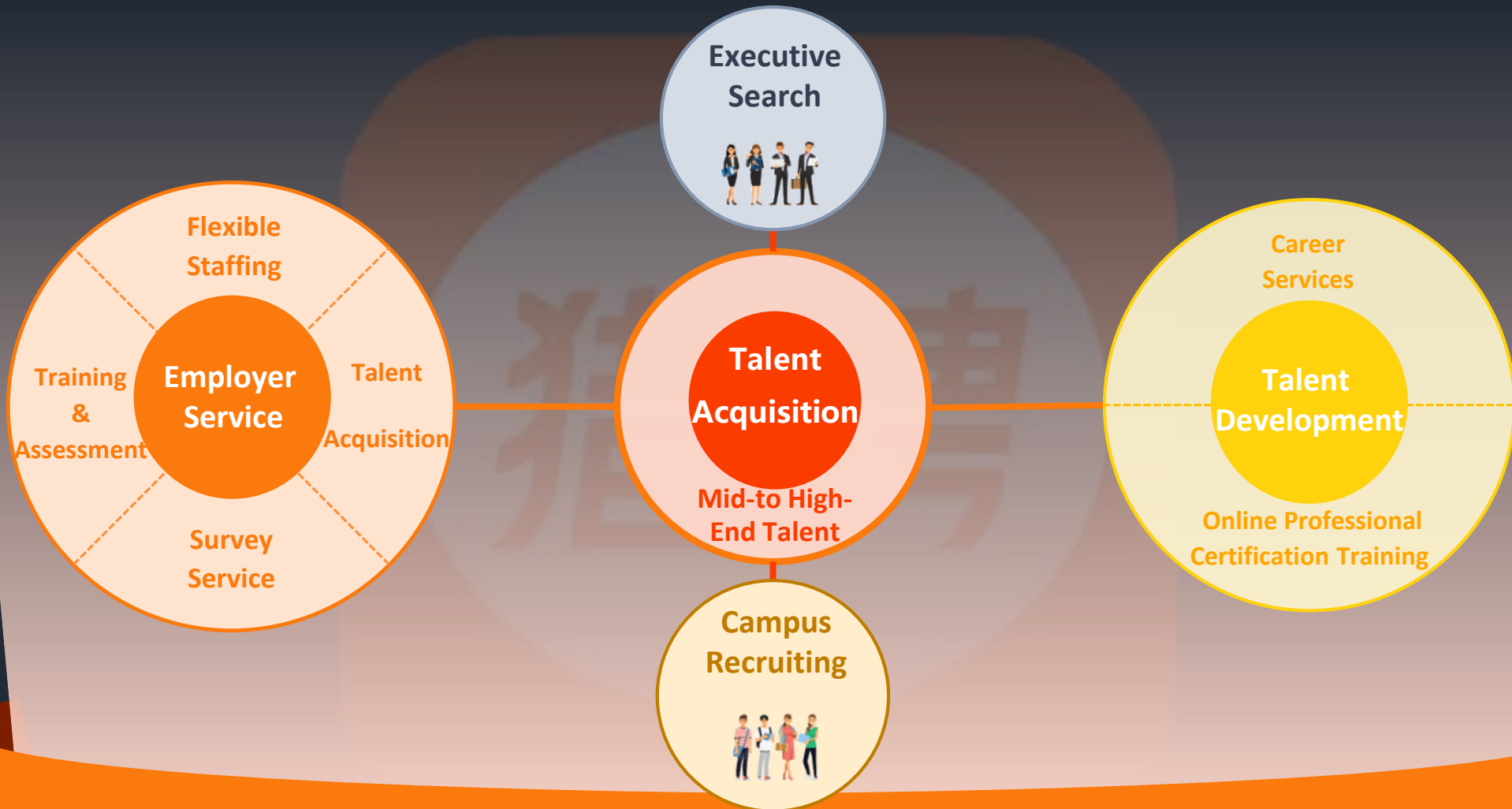
# Fourth Quarter and Full Year 2020 Earnings Release Presentation

March 21, 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.

# Our Total Solution Offerings across HR Value



A technology and data driven talent service provider

# Business Metrics & Key Numbers



## Business Users



725K ↑ 29.6%

Verified business users

## Headhunters



168K ↑ 6.2%

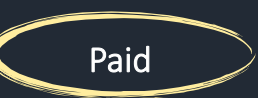
Verified headhunters

## Individual Users



63MM ↑ 16.6%

Registered individual users



55K ↑ 6.3%

Number of paying business customers



817MM

Contacts with registered individual users by verified headhunters in 2020



14MM

Number of CV updates during the past 18 months



6.9MM ↑ 32.7%  
Job Posting in FY2020



31.3K ↑ 13.3%  
ARPU in RMB

# Strengthening Financial Profile



(RMB million)	4Q 2019	4Q 2020	% YoY growth	2019	2020	% YoY growth
<b>Revenue</b>	<b>411.62</b>	<b>607.64</b>	<b>47.6%</b>	<b>1,513.47</b>	<b>1,869.67</b>	<b>23.5%</b>
- Business Users	393.35	537.25		1,431.28	1,723.17	
- Individual Users	17.64	70.35		79.97	144.12	
- Rental Income	0.63	0.04		2.22	2.38	
Gross Profit	293.12	454.83	55.2%	1,167.69	1,457.09	24.8%
<b>% margin</b>	<b>71.2%</b>	<b>74.9%</b>		<b>77.2%</b>	<b>77.9%</b>	
Research and Development Expenses	(45.67)	(66.32)		(185.20)	(239.87)	
Sales and Marketing Expenses	(202.86)	(283.02)		(723.34)	(848.61)	
General and Administrative Expenses	(67.38)	(118.21)		(247.41)	(320.55)	
<b>Non GAAP Profit from Operations <sup>1</sup></b>	<b>39.72</b>	<b>40.98</b>	<b>3.2%</b>	<b>185.57</b>	<b>248.58</b>	<b>34.0%</b>
<b>% margin</b>	<b>9.6%</b>	<b>6.7%</b>		<b>12.3%</b>	<b>13.3%</b>	

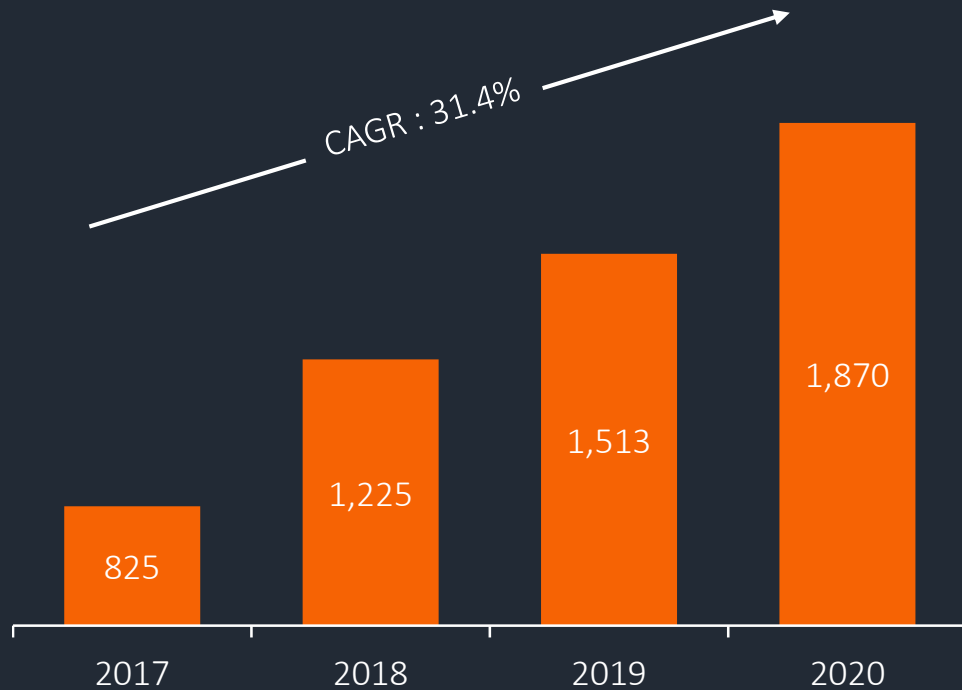
Note: 1 Non-GAAP results are calculated by deducting listing cost, share-based compensation and amortization of intangible assets resulting due to acquisition from operating expenses.

# Robust Top and Bottom Line Growth



### Total Revenue

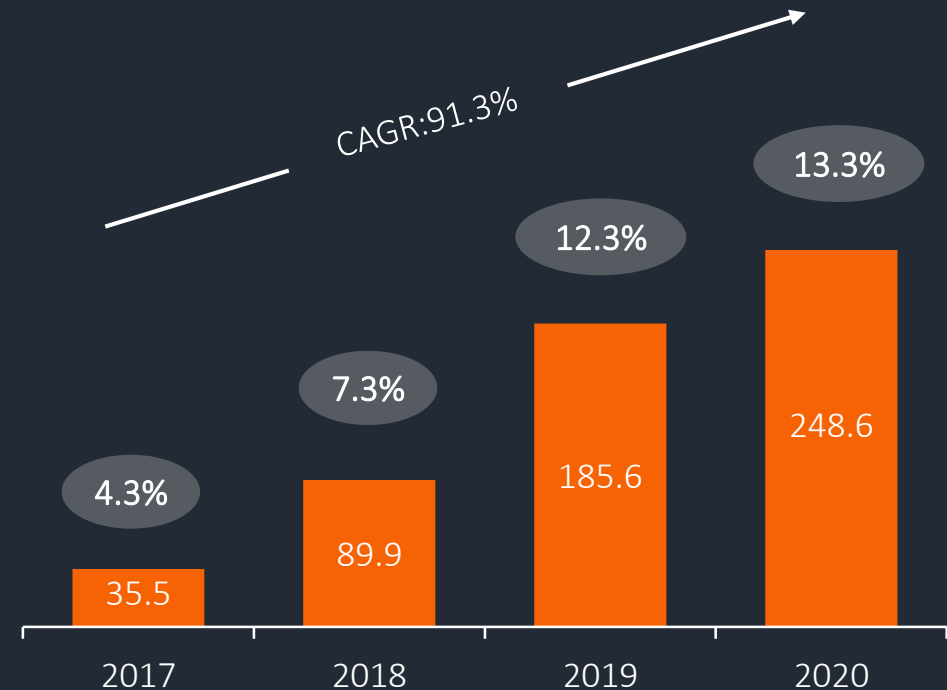
(RMB million)



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

(RMB million)

As % of revenue



Robust Revenue Growth



Growing Operating Leverage



Improved Profitability

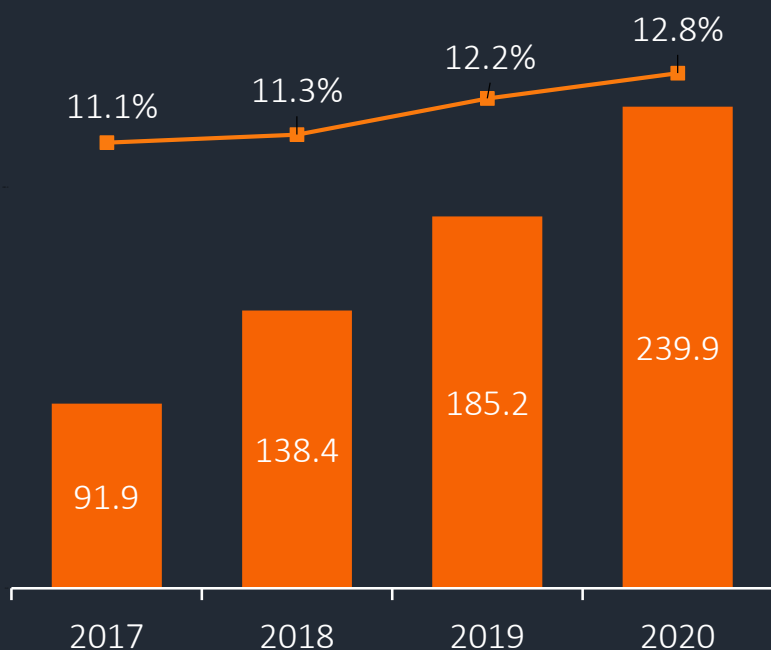
Note: 1 Non-GAAP results are calculated by deducting listing cost, share-based compensation and amortization of intangible assets resulting due to acquisition from operating expenses.

# Continuous Optimization of Expenses Structure



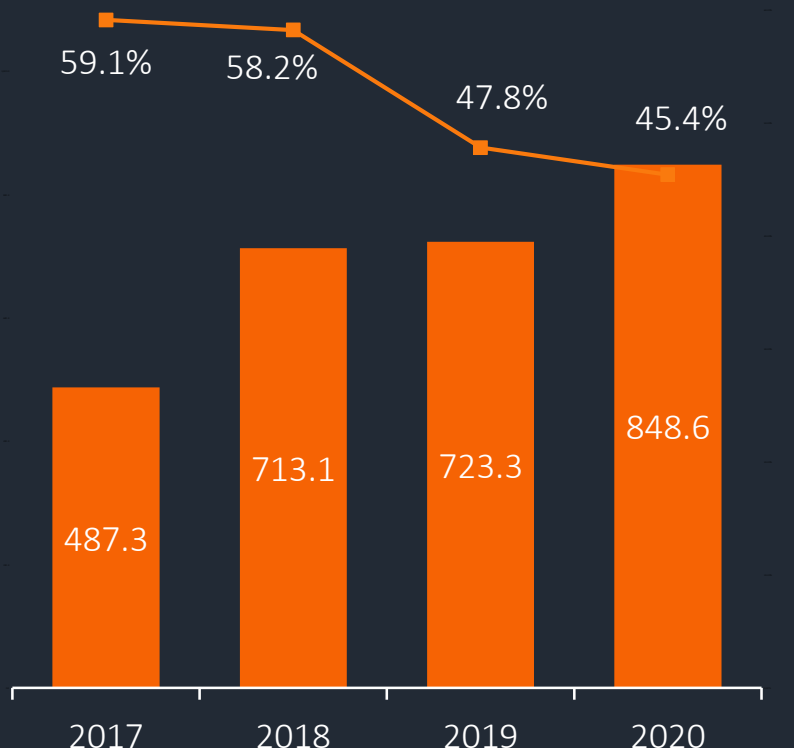
### Research and Development Expenses / R&D expenses rate

(RMB '000) As % of revenue



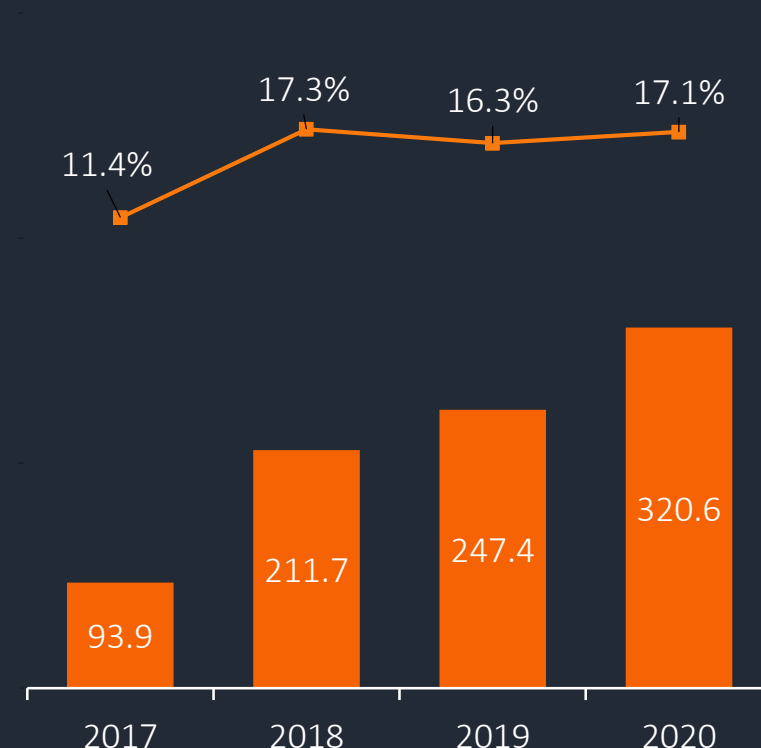
### Sales and Marketing Expenses / S&A expenses rate

(RMB '000) As % of revenue



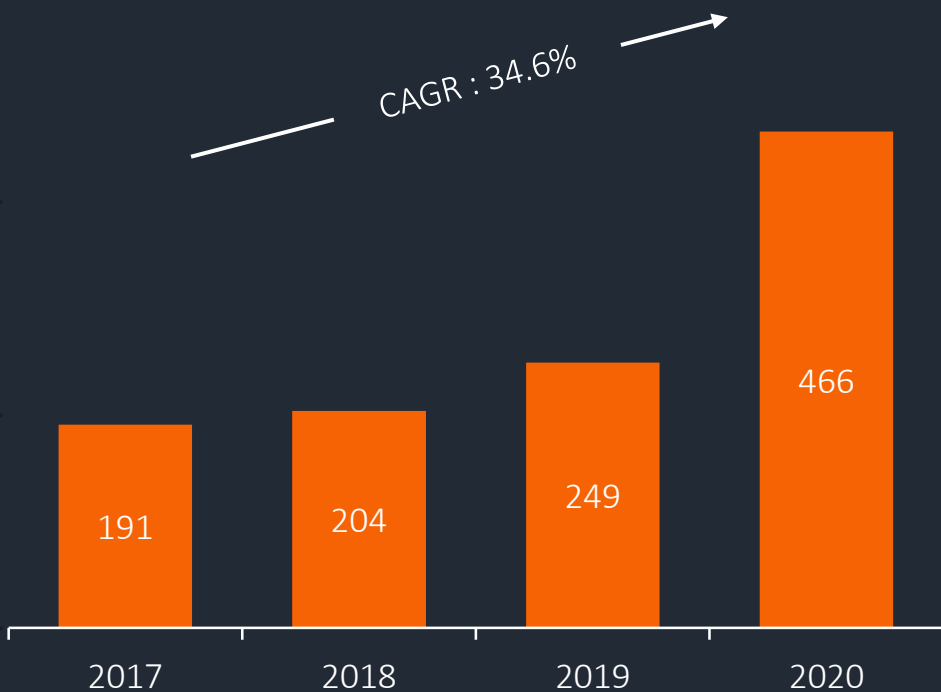
### General and Administrative Expenses / G&A expenses rate

(RMB '000) As % of revenue



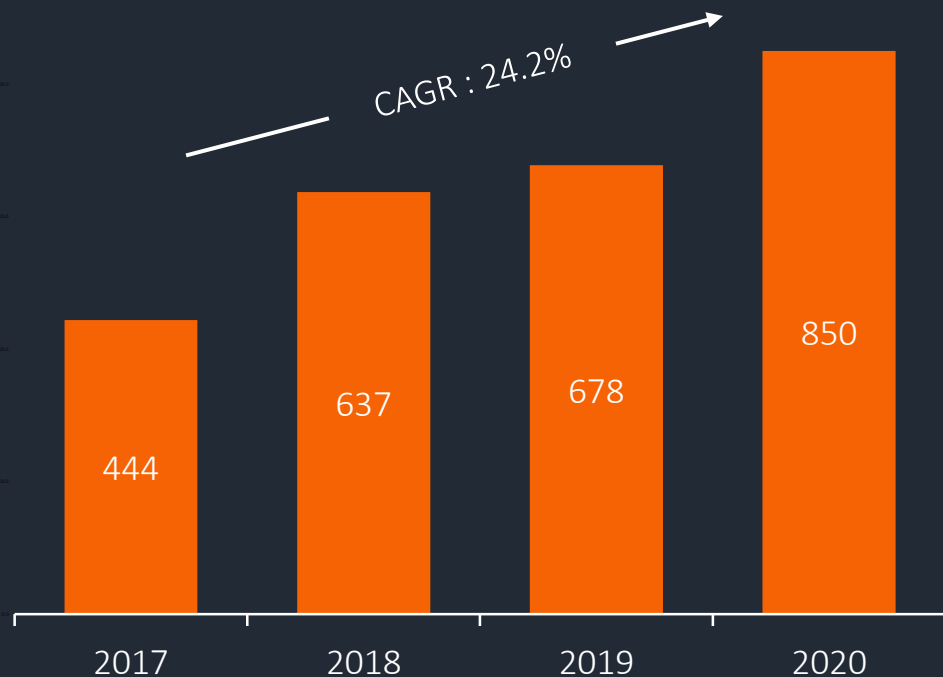
## Net cash generated from operating activities

(RMB million)



## Contract Liabilities<sup>1</sup>

(RMB million)



Strong operational cash flow generation capability



Foreseeable business growth from cash advances

Note: 1 "Contract Liabilities" were reclassified from "deferred revenue" from Jan 2018



The background features a low-angle shot of a modern building with a grid-like facade. Overlaid on this are several orange geometric shapes: a large triangle at the top, a horizontal bar containing the word 'Liepin', and several smaller triangles and lines scattered across the scene, some pointing towards the center.

*Liepin*

Thanks