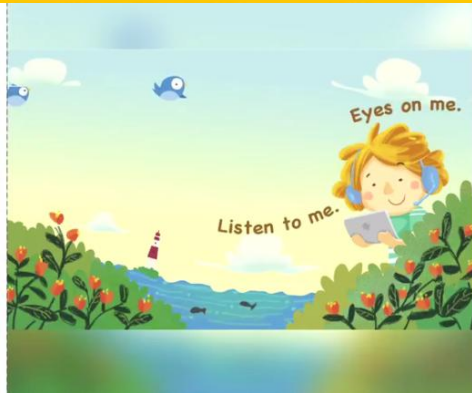


51Talk

China Online Education Group Q3 2018 Earnings presentation

Dec 17, 2018



NYSE: COE

Safe Harbor Statement

This presentation contains statements that may constitute “forward-looking” statements pursuant to the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will”, “expects”, “anticipates”, “aims”, “future”, “intends”, “plans”, “believes”, “estimates”, “likely to” and similar statements. Among other things, China Online Education’s business outlook and quotations from management in this announcement, as well as China Online Education’s strategic and operational plans, contain forward-looking statements. China Online Education may also make written or oral forward-looking statements in its periodic reports to the Securities and Exchange Commission (“SEC”), in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about China Online Education’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: China Online Education’s goals and strategies; China Online Education’s expectations regarding demand for and market acceptance of its brand and platform; China Online Education’s ability to retain and increase its student enrollment; China Online Education’s ability to offer new courses; China Online Education’s ability to engage, train and retain new teachers; China Online Education’s future business development, results of operations and financial condition; China Online Education’s ability to maintain and improve infrastructure necessary to operate its education platform; competition in the online education industry in China; the expected growth of, and trends in, the markets for China Online Education’s course offerings in China; relevant government policies and regulations relating to China Online Education’s corporate structure, business and industry; general economic and business condition in China, the Philippines and elsewhere and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in China Online Education’s filings with the SEC. All information provided in this presentation is as of the date of this presentation, and China Online Education does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

Use of Non-GAAP Financial Measures

In evaluating its business, China Online Education considers and uses the following measures defined as non-GAAP financial measures by the SEC as supplemental metrics to review and assess its operating performance: non-GAAP sales and marketing expenses, non-GAAP product development expenses, non-GAAP general and administrative expenses, non-GAAP operating expenses, non-GAAP loss from operations, non-GAAP net loss, non-GAAP net loss attributable to ordinary shareholders, and non-GAAP net loss attributable to ordinary shareholders per share and per ADS. To present each of these non-GAAP measures, the Company excludes share-based compensation expenses. The presentation of these non-GAAP financial measures is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with GAAP. For more information on these non-GAAP financial measures, please see the table captioned “Reconciliations of non-GAAP measures to the most comparable GAAP measures” set forth at the end of the quarterly results press releases.

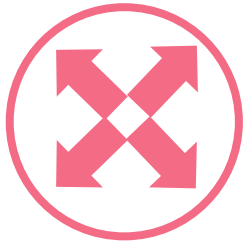
China Online Education believes that these non-GAAP financial measures provide meaningful supplemental information regarding its performance by excluding share-based expenses that may not be indicative of its operating performance from a cash perspective. China Online Education believes that both management and investors benefit from these non-GAAP financial measures in assessing its performance and when planning and forecasting future periods. These non-GAAP financial measures also facilitate management’s internal comparisons to China Online Education’s historical performance. China Online Education computes its non-GAAP financial measures using the same consistent method from quarter to quarter and from period to period. China Online Education believes these non-GAAP financial measures are useful to investors in allowing for greater transparency with respect to supplemental information used by management in its financial and operational decision-making. A limitation of using non-GAAP measures is that these non-GAAP measures exclude share-based compensation expenses that have been and will continue to be for the foreseeable future a significant recurring expense in the China Online Education’s business. Management compensates for these limitations by providing specific information regarding the GAAP amounts excluded from each non-GAAP measure. The accompanying table at the end of the quarterly results press releases provides more details on the reconciliations between GAAP financial measures that are most directly comparable to non-GAAP financial measures.



K-12 mass-market one-on-one gross billings grew **65.9%** year-over-year



Non-tier-one cities made up **69.4%** of our K-12 mass market one-on-one gross billings

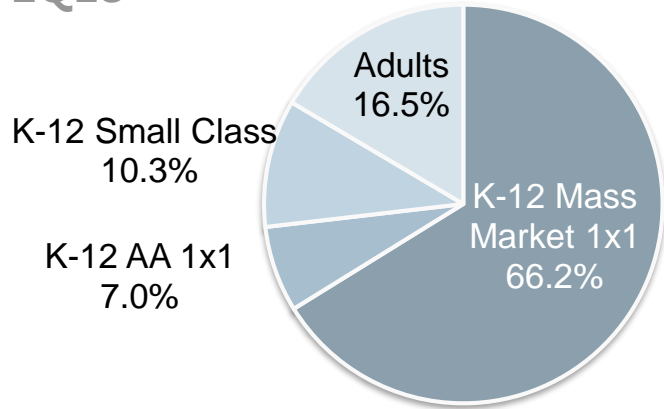


Maintained referral rate at a healthy level

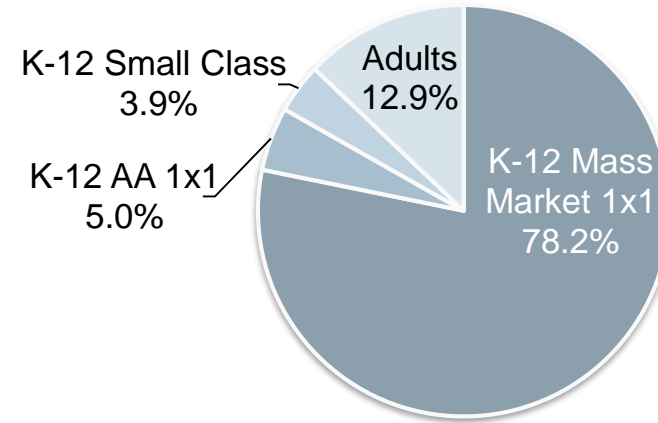


Number of active students increased **18.9%** year-over-year to **210,000**

2Q18



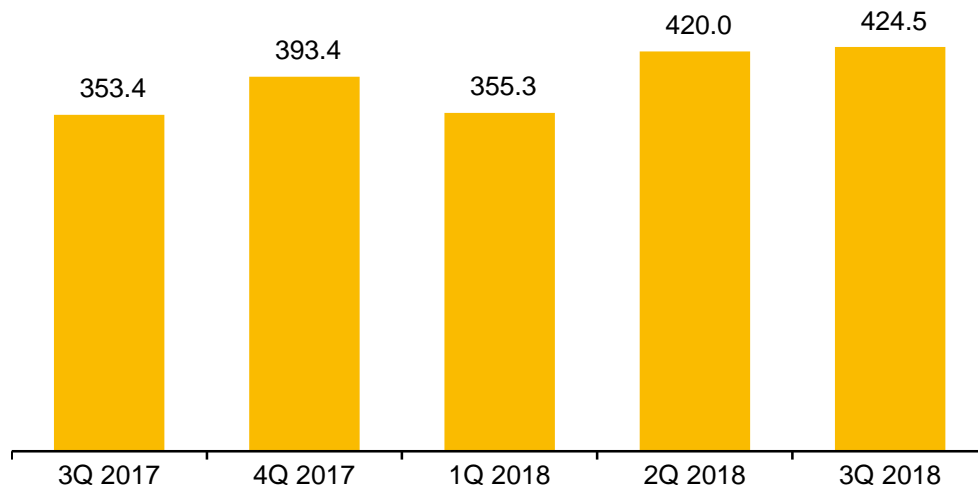
3Q18



Total Gross Billings

(RMB million)

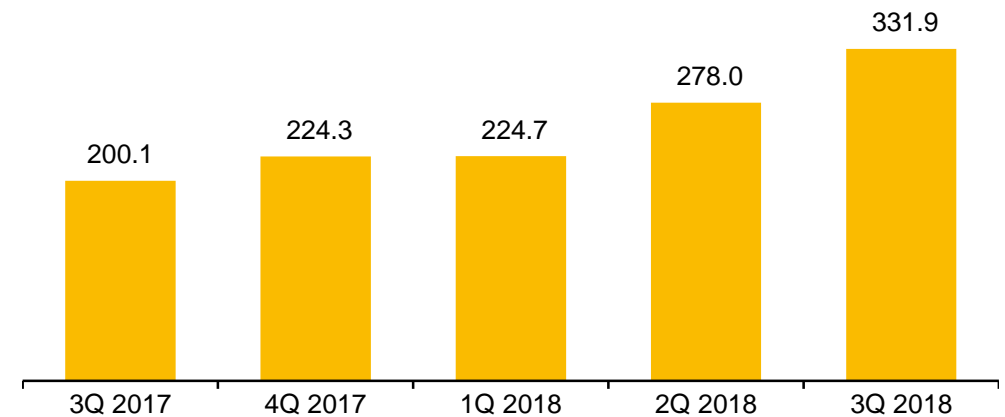
+20% Y/Y



K-12 Mass Market 1x1 Gross Billings

(RMB million)

+66% Y/Y

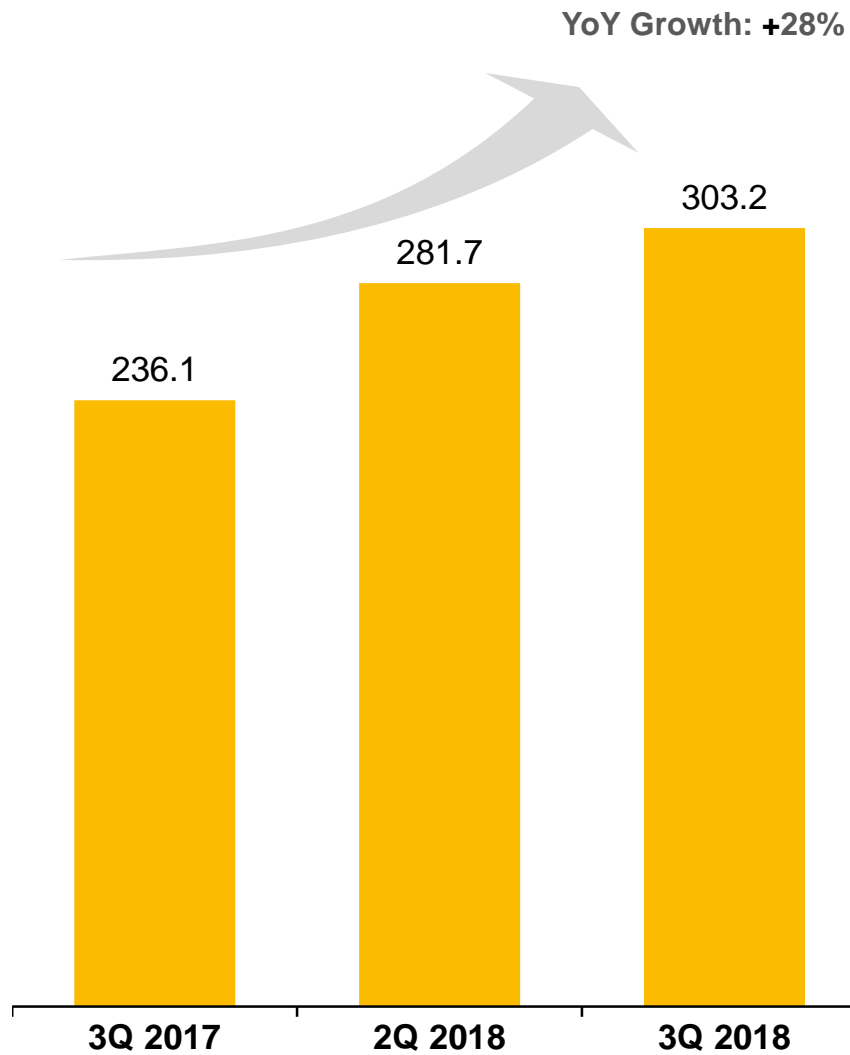


Net Revenues



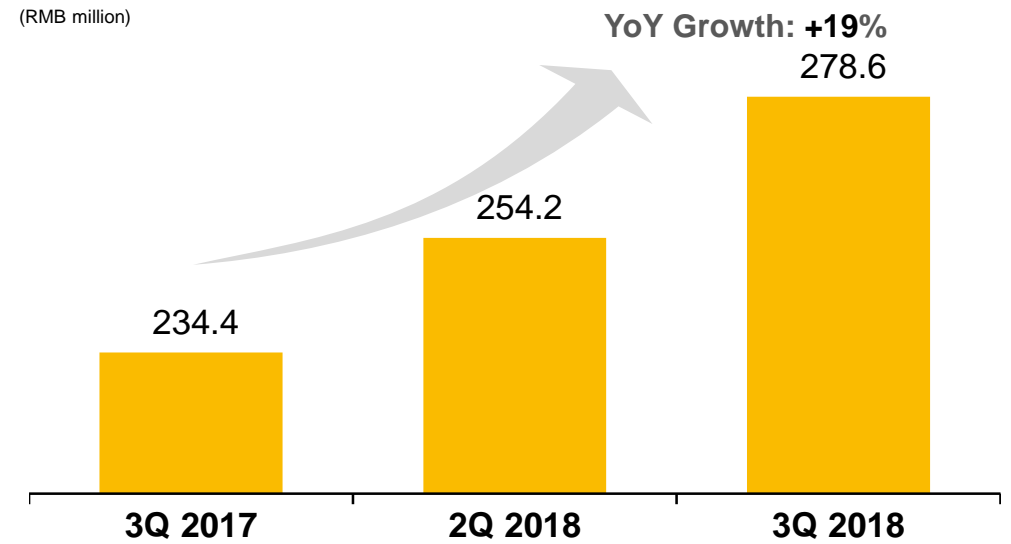
Net Revenues Overall

(RMB million)



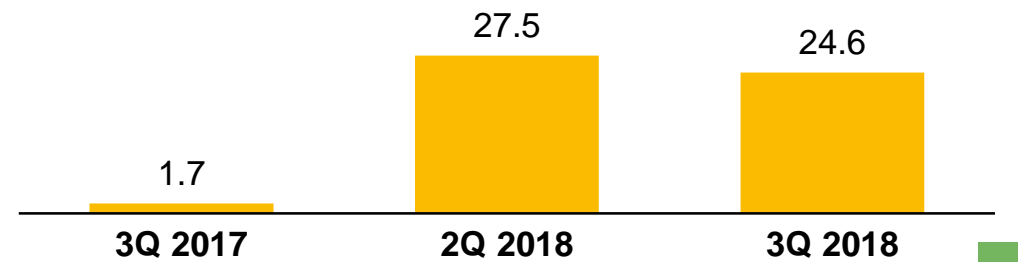
1x1 Net Revenues

(RMB million)



1xN Net Revenues

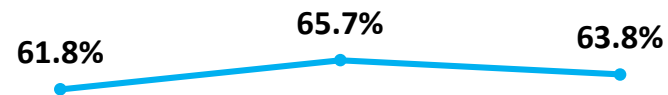
(RMB million)



Gross Margins



Gross Margins

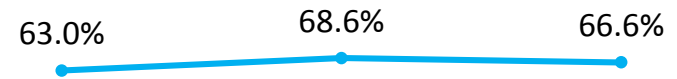


3Q17

2Q18

3Q18

1x1 Gross Margins

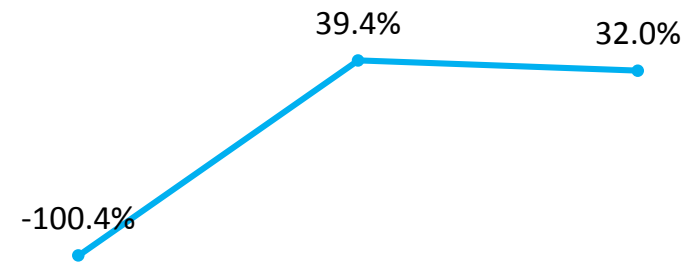


3Q17

2Q18

3Q18

1XN Gross Margins



3Q17

2Q18

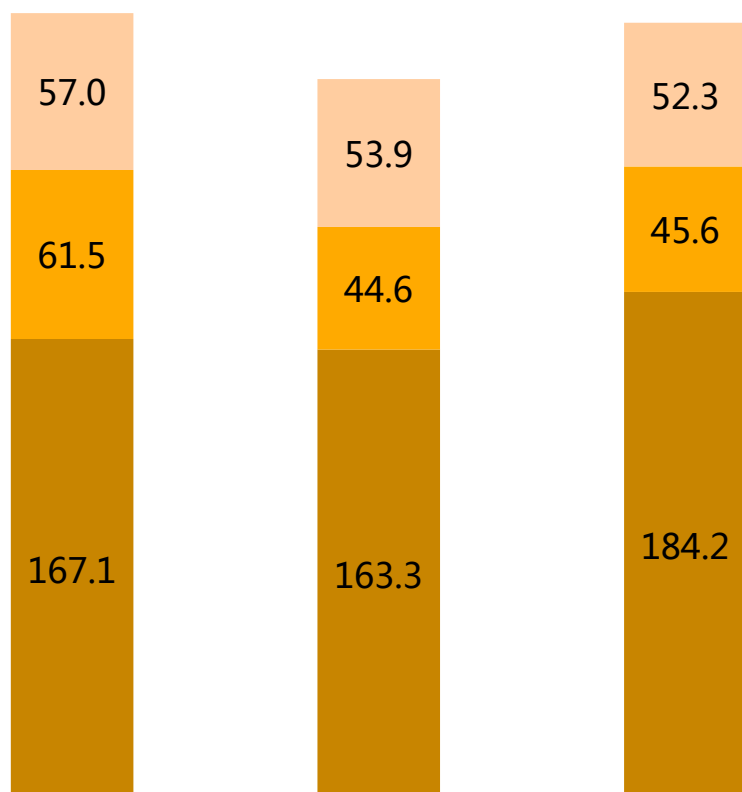
3Q18

Operating Expenses



GAAP

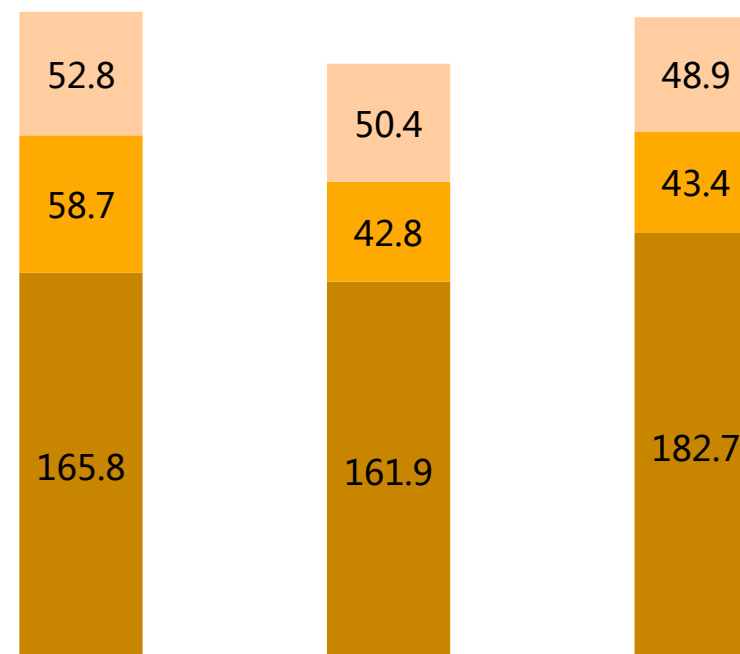
(RMB million)



- General and administrative
- Product development
- Sales and marketing

Non-GAAP

(RMB million)



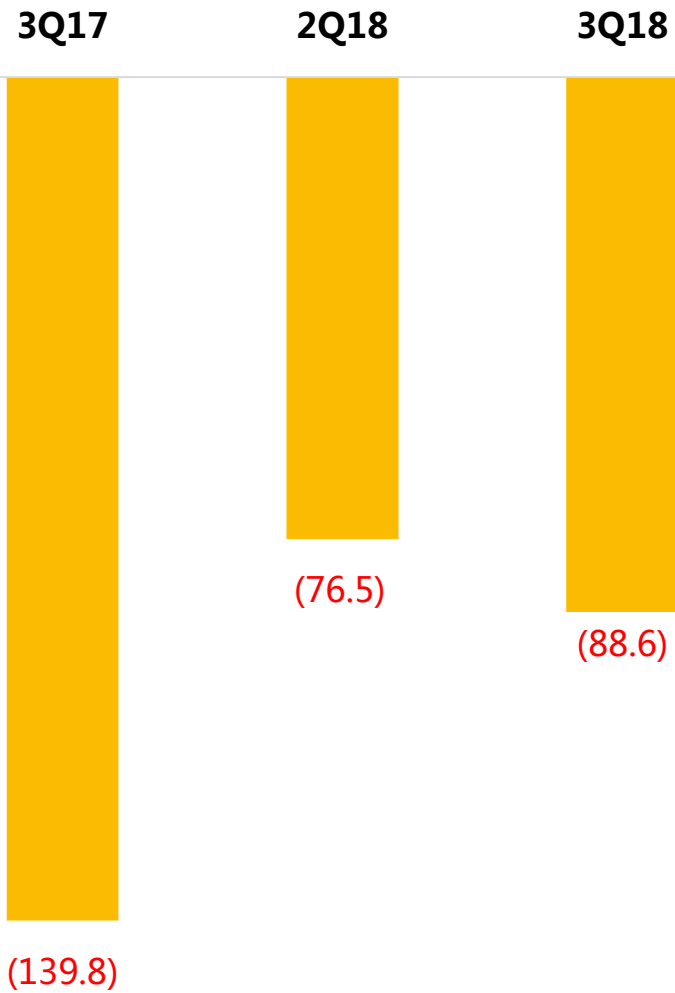
- General and administrative
- Product development
- Sales and marketing

Operating Income (Loss)



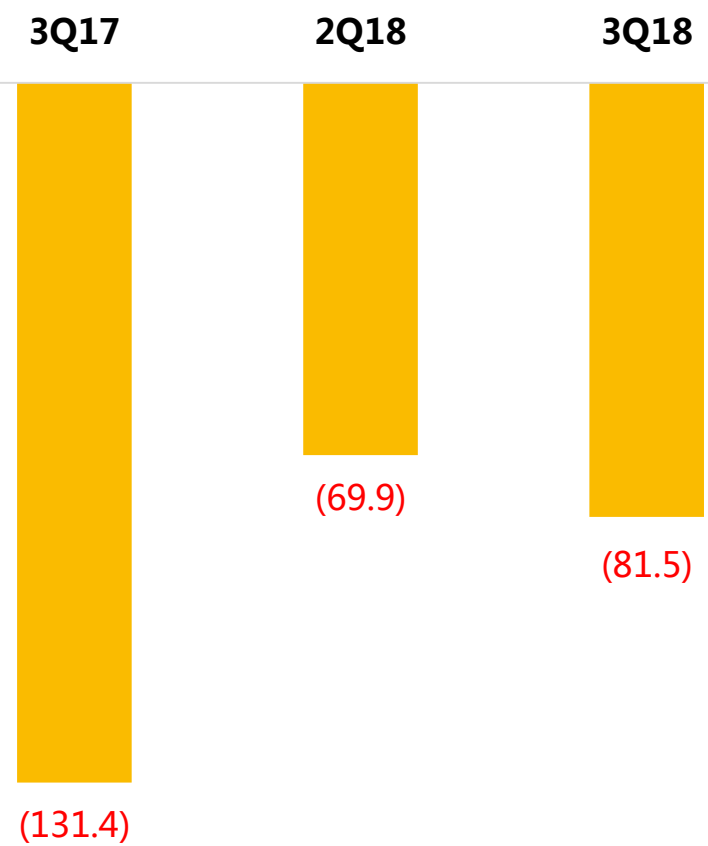
GAAP

(RMB million)



Non-GAAP

(RMB million)

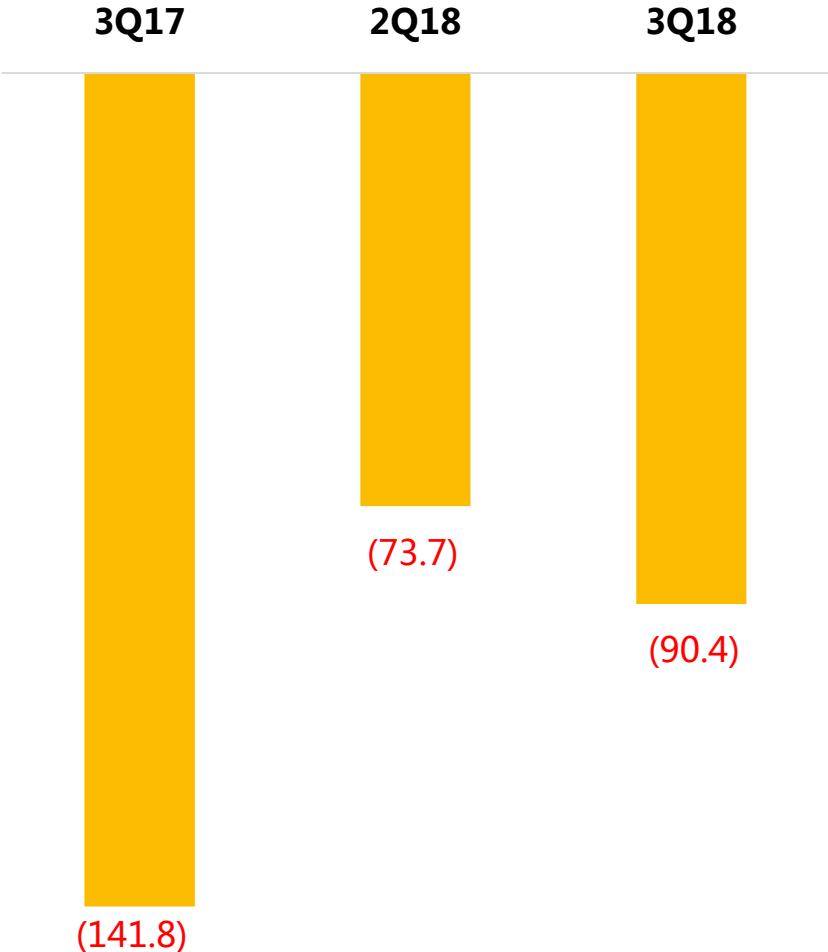


Net Income (Loss)



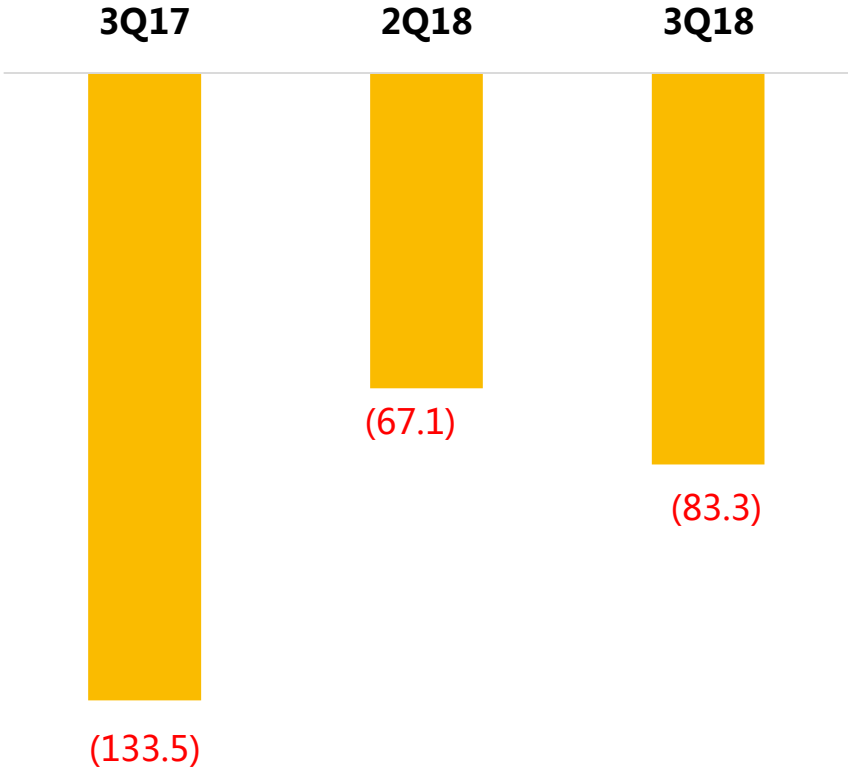
GAAP

(RMB million)



Non-GAAP

(RMB million)

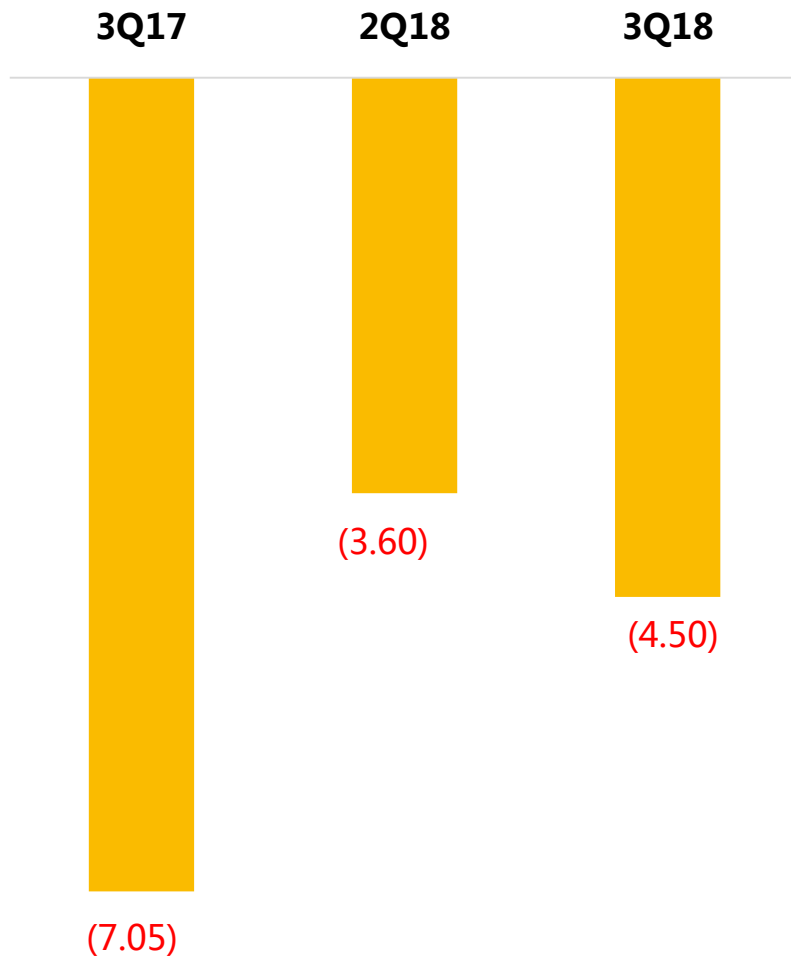


Net Income (Loss) per ADS



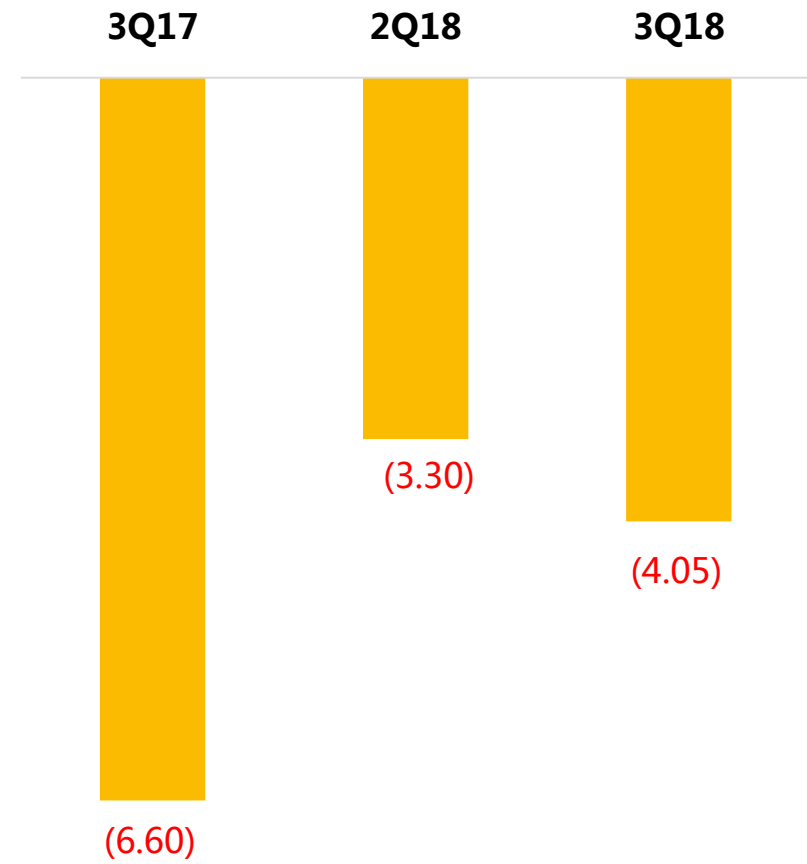
GAAP

(RMB)



Non-GAAP

(RMB)

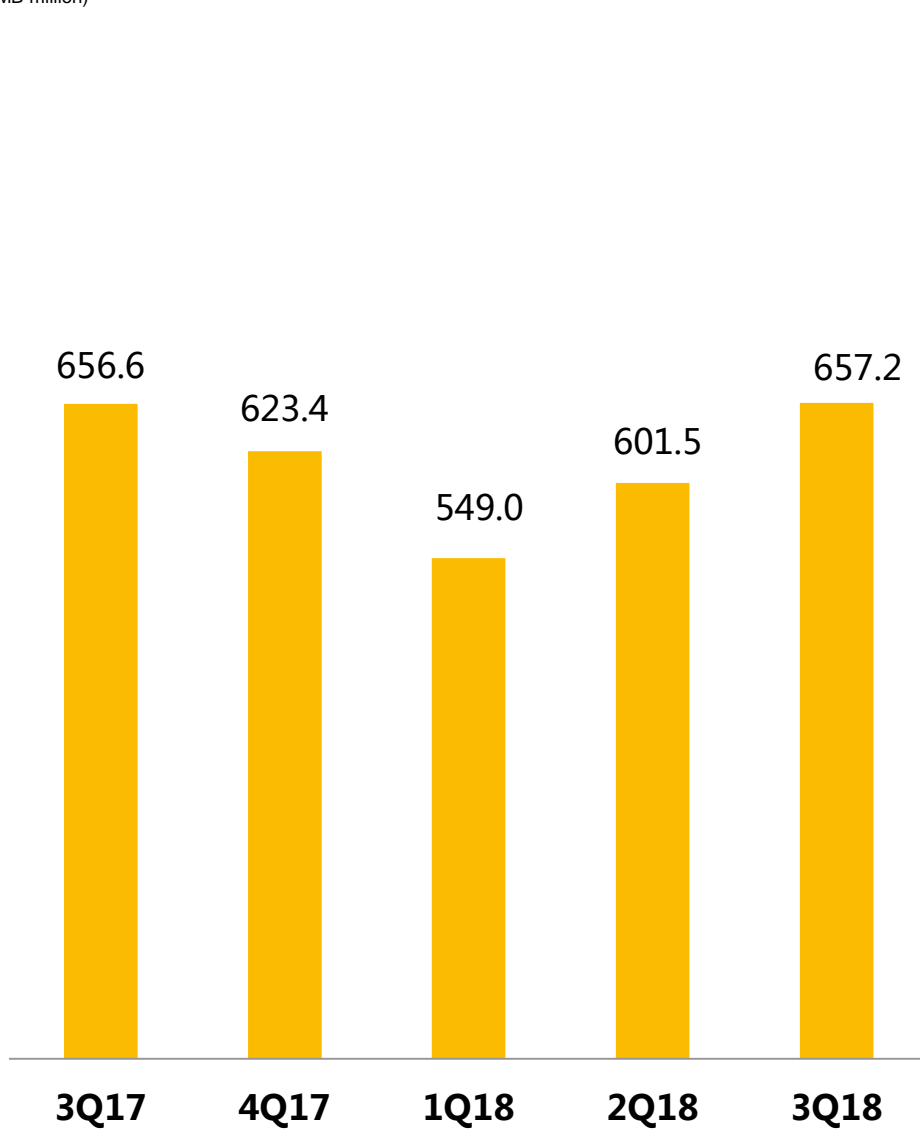


Cash Balance and Deferred Revenues



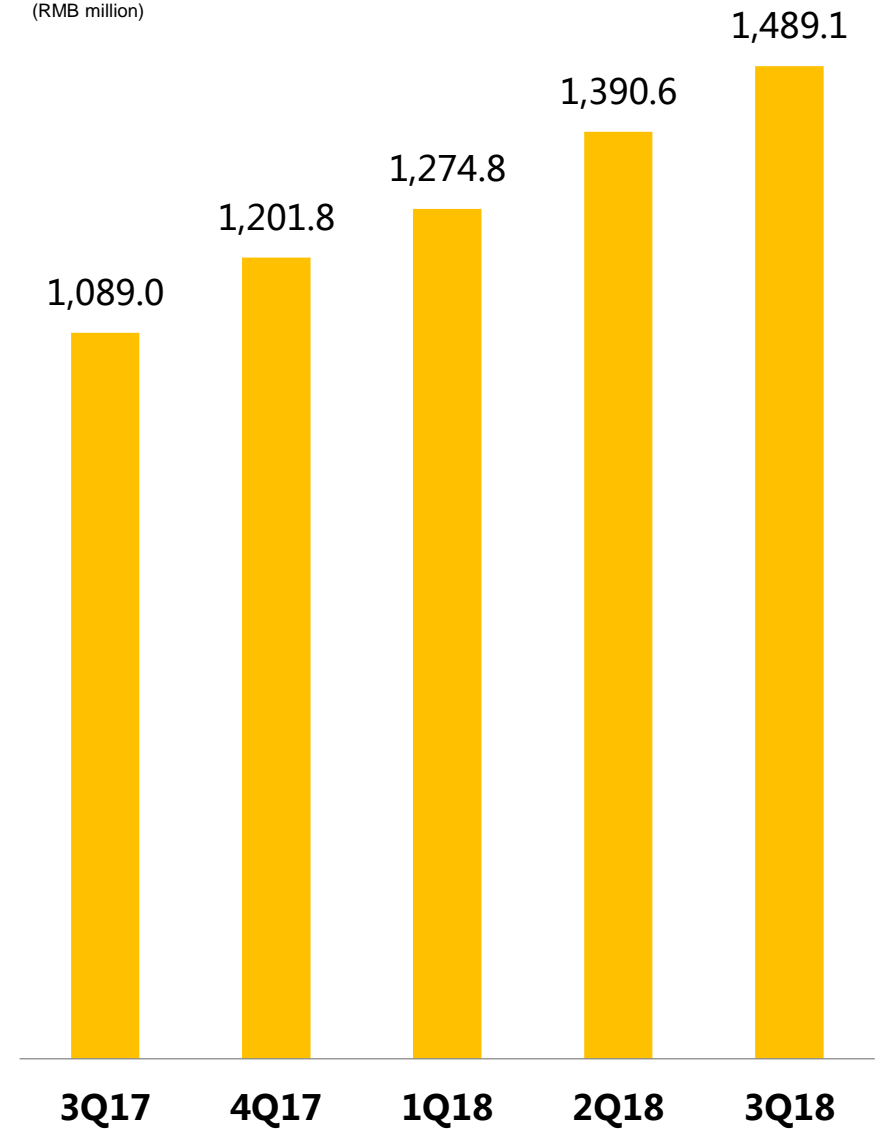
Cash and cash equivalents, Time Deposit and Short-term Investments

(RMB million)



Deferred Revenues

(RMB million)



2018 Q4 Guidance



(RMB million)

<i>RMB millions</i>	4Q17	3Q18	4Q18 Guidance	Y/Y Growth%
Gross Billings	393.4	424.5	481-491	22.3%-24.8%
1 x 1	366.7	407.9	422-432	15.1%-17.8%
1 x N	26.7	16.6	59	121.0%
Net Revenues	260.6	303.2	286-291	9.7%-11.7%