

About iHuman Inc.

iHuman Inc. is a leading provider of tech-powered smart learning products in China that is committed to transforming learning into a fun journey for every child. Benefiting from a deep legacy that combines a strong foundation in edutainment, decades of industry experience with cutting-edge technologies, and an outstanding reputation for original entertainment content, iHuman provides children with unique, interactive, and entertaining experiences to stimulate their natural curiosity and interest in learning. The Company's comprehensive suite of innovative and high-quality products include interactive and self-directed online apps and offline products that cover a broad variety of areas to develop children's creativity and abilities in independent reading, critical thinking, and scientific reasoning and foster their natural interest in traditional Chinese culture. Leveraging advanced technological capabilities, including 3D engines, proprietary edutainment know-how, AI/AR functionality, and big data analysis, iHuman believes it will continue to provide superior learning experiences that are effective and fun for children in China and all over the world through its integrated suite of tech-powered smart learning products.

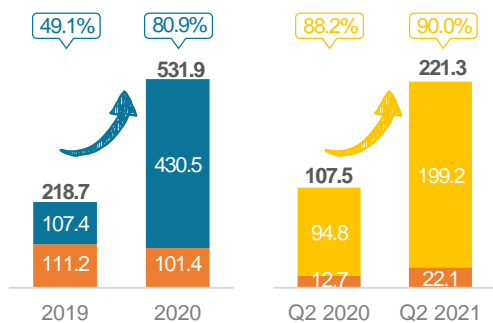
Financial and Operational Performance

■ Online Subscriptions ⁽¹⁾

■ Offline Products and Others ⁽²⁾

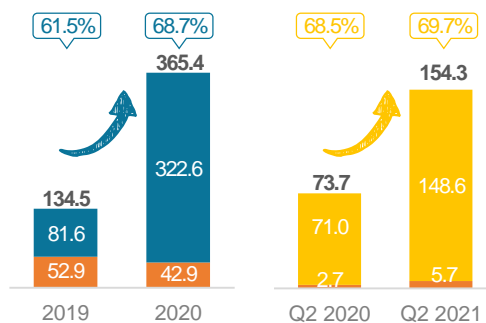
Revenue Growth

Online Subscriptions⁽¹⁾ (RMB million)



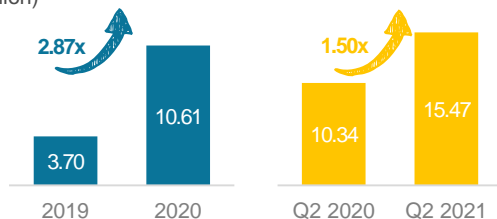
Margin Profiles

Gross Profit and Gross Margin (RMB million)



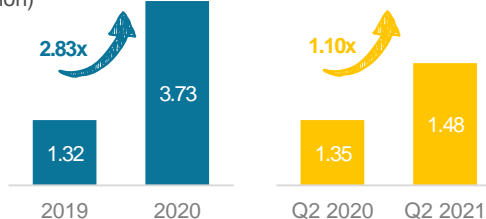
MAUs (for Online Subscriptions) ⁽¹⁾⁽³⁾

(Million)



Paying Users (for Online Subscriptions) ⁽¹⁾⁽⁴⁾

(Million)



1. Refers to online operations of self-directed apps

2. Refers to offline operations of products and others

3. Refers to the monthly average total number of unique mobile devices in 2019, 2020 and for the second quarter in 2020 and 2021, through which each app is accessed at least once in each month

4. Refers to users who paid subscription fees for the premium content on any of apps during each year of 2019, 2020 and for the second quarter in 2020 and 2021

Integrated Suite of Online Apps and Offline Products



Well-established Brand Recognition

Top 1 of the children's category in Apple App Store in China

2020 Digital Publication Selection and Recommendation Plan

2020 Best Co-operated App of the Year

2019 Best New App

2018 Best Apps of the Year

Recent Major Product Updates

- Launched various expansion packs and content updates to existing products
- Remodeled learning path for certain products to optimize interactive functions and user experience

New Products Launched

iHumanpedia

- STEM-related knowledge
- Captivating animated videos
- Dynamic interaction with animated characters
- Knowledge points across four broad themes

-Natural phenomena/ Human body/ Science in life/ Wonderful animals

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