

About iHuman Inc.

iHuman Inc. is a leading provider of tech-powered, intellectual development products in China that is committed to making the child-rearing experience easier for parents and transforming cognitive development into a fun journey for children. Benefiting from a deep legacy that combines over two decades of experience in the parenthood industry, superior original content, advanced high-tech innovation DNA and research & development capabilities with cutting-edge technologies, iHuman empowers parents with tools to make the child-upbringing experience more efficient. iHuman's unique, fun and interactive product offerings stimulate children's natural curiosity and exploration. The Company's comprehensive suite of innovative and high-quality products include self-directed apps, interactive content and smart devices that cover a broad variety of areas to develop children's abilities in speaking, critical thinking, independent reading and creativity, and foster their natural interest in traditional Chinese culture. Leveraging advanced technological capabilities, including 3D engines, AI/AR functionality, and big data analysis on children's behavior & psychology, iHuman believes it will continue to provide superior experience that is efficient and relieving for parents, and effective and fun for children, in China and all over the world, through its integrated suite of tech-powered, intellectual development products.

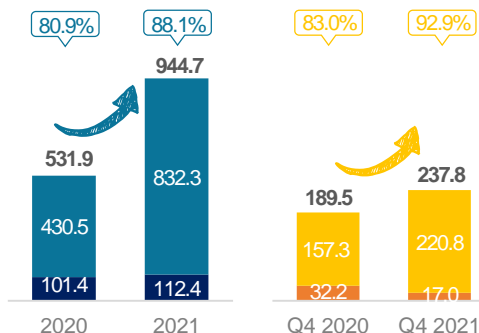
Financial and Operational Performance

■ Online Subscriptions ⁽¹⁾

■ Offline Products and Others ⁽²⁾

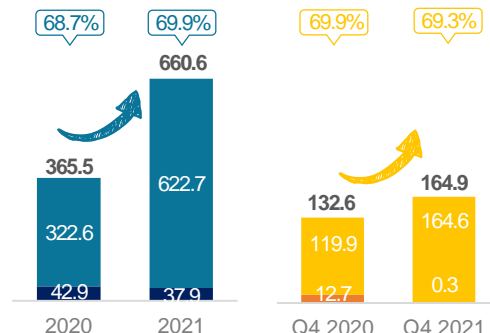
Revenue Growth

Online Subscriptions% (RMB million)



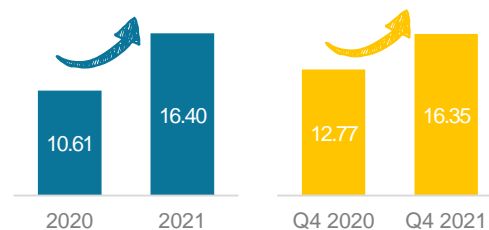
Margin Profiles

Gross Profit and Gross Margin (RMB million)



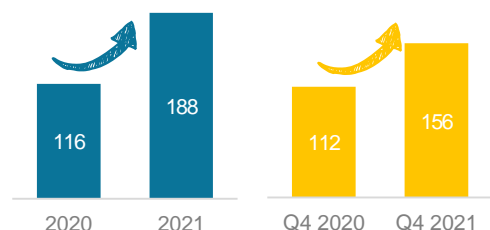
MAUs (for Online Subscriptions) ⁽¹⁾⁽³⁾

(Million)



ARPPU (for Online Subscriptions) ⁽¹⁾⁽⁴⁾

(RMB)



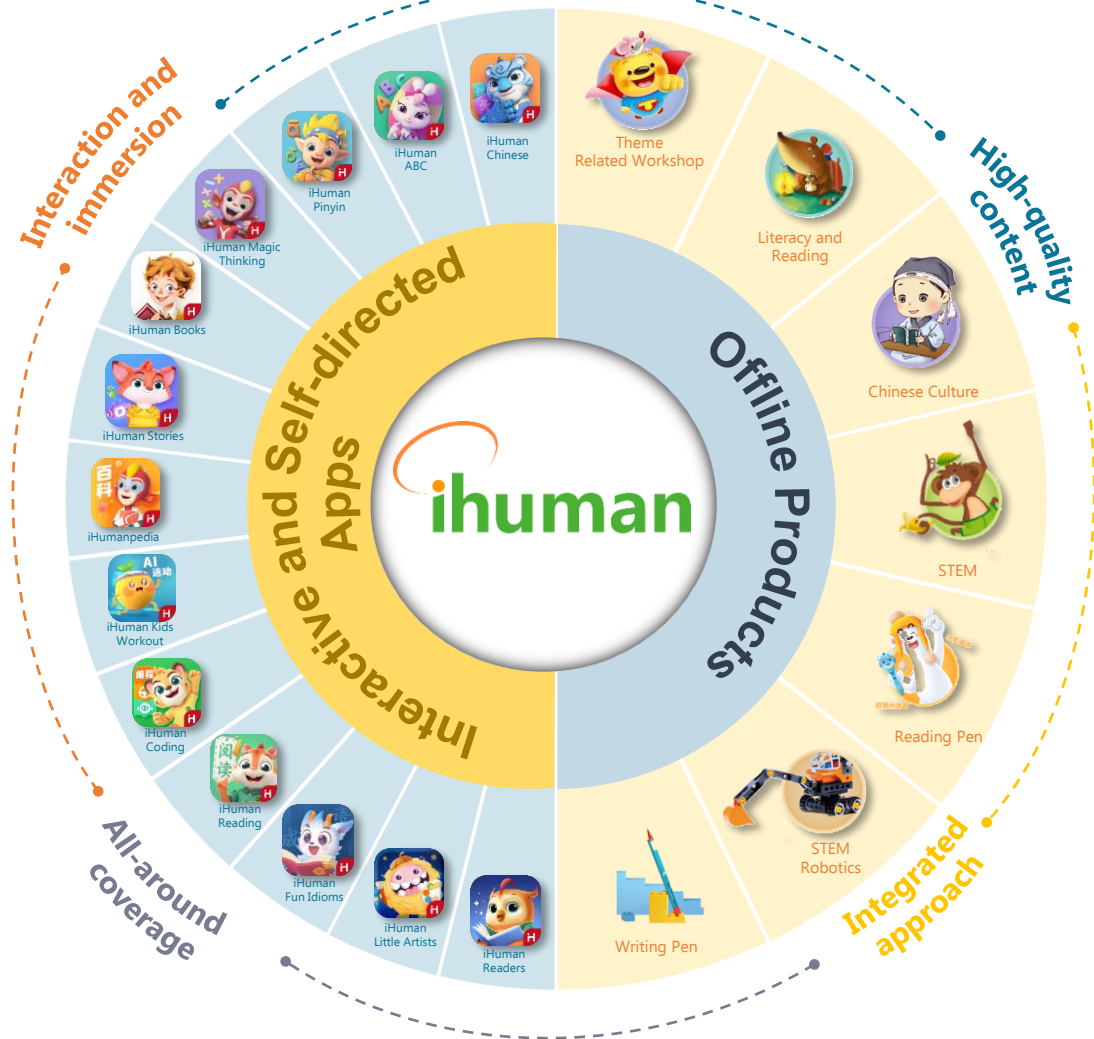
1. Refers to online operations of self-directed apps

2. Refers to offline operations of products and others


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


4. Refers to average online subscriptions revenue per paying user in 2020, 2021 and for the fourth 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

 2021 Best-selling App of the Year

 2021 National Outstanding Audiobooks Publication Project

 2021 MIPC⁽¹⁾ Most-valued App of the Year

(1) Refers to Xiaomi 2021 Global Partner Conference (MIPC)

New Product Highlights



- A coding App specially designed for children and aimed to cultivate their logical thinking and creativity.
- Acquiring knowledge in three steps: watching, mastering, and practicing.



- An art app designed specially for children to develop their artistic vision and hands-on skills.
- iHuman Little Artists contains two modules, "Creative Drawing Board" and "Understanding Art", which allow children to try their hands in drawing and gain a better understanding of famous artworks.

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