

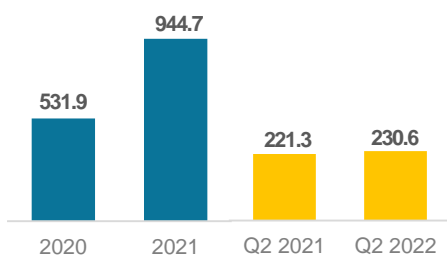
About iHuman Inc.

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

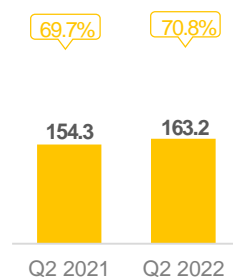
Revenue Growth

(RMB million)



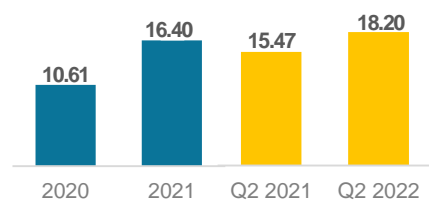
Gross Profit and Gross Margin

(RMB million)



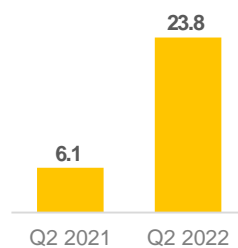
MAUs ⁽¹⁾

(Million)



Non-GAAP Net Income⁽²⁾

(RMB million)



1. Refers to the monthly average of the sum of the MAUs of each of our apps in 2020, 2021 and for the second quarter in 2021 and 2022, which is counted based on the number of unique mobile devices through which such app is accessed at least once in a given month, and duplicate access to different apps is not eliminated from the total MAUs calculation.

2. Non-GAAP net income is calculated as net income, added back share-based compensation expenses of RMB4.2mn in the second quarter in 2021, and RMB 2.0mn in the second quarter in 2022.

Integrated Suite of Online Apps and Offline Products

- Interaction and immersion
- All-around coverage
- High quality content
- Integrated approach



Well-Established Brand Recognition



No.1 under top grossing ranking in the kids category of the Apple App Store in China among iPad users⁽¹⁾



2021 National Outstanding Audiobooks Publication Project



2021 Best-selling App of the Year



2021 MIPC⁽²⁾ Most-valued App of the Year

(1) Refers to iHuman Chinese from October 2nd, 2019 to September 1st, 2022 under top grossing ranking in the kids category of the Apple App Store in China among iPad users, based on the data from Appfigures

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

New Product Launched



iHuman Writing



Logic Pal

- A self-directed Chinese Character Writing app used in conjunction with “iHuman smart writing pen”
- Paper-screen synchronization, error correction, real-time feedback and personalized guidance
- An intelligent learning device designed specially for children
- Delivered in a scientific and entertaining way to better support the development of different thinking skills for children

Recent Major Product Updates



iHumanpedia



iHuman Kids Workout



iHuman Little Artists

- “Universe”: embark on a virtual space journey
- “Insect”: observe, explore & show respect for life
- “Ping Ping Pong Pong”: play like a pro, improves hand-eye coordination & concentration
- “Amazing Martial Club”: be a martial-arts master to punch/kick as one likes
- “Yoga Wall Challenge”: mimic yoga poses to improve speed, flexibility and balance
- “Doodle Pad”: spark children’s creativities in a world of colors

For further information, please contact:

iHuman Inc.
Mr. Justin Zhang
Phone: +86-10-5780-6606
E-mail: ir@ihuman.com

Christensen - China
Mr. Eric Yuan
Phone: +86-13801110739
E-mail: eric.yuan@christensencomms.com

Christensen - US
Ms. Linda Bergkamp
Phone: +1-480-614-3004
E-mail: linda.bergkamp@christensencomms.com

