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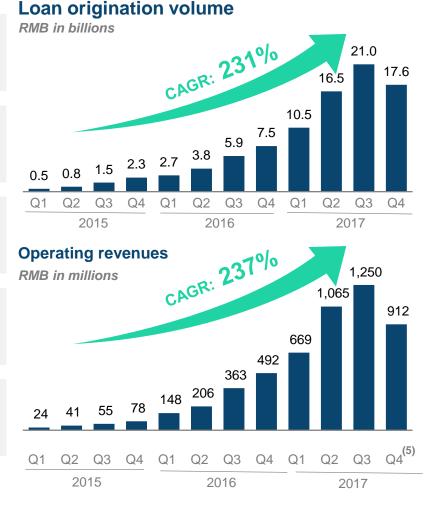
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#1 online consumer finance marketplace in China

- Marketplace business model Driving scalability in the long run
- 10-year operating history **Consistent strategy and continuous innovation**
- **Technology driven** 97.1% of loans processed automatically(1)
- Large user base 65mn registered users⁽²⁾/10.5mn borrowers⁽³⁾
- Strong growth 3.3x y-o-y loan volume growth(4)



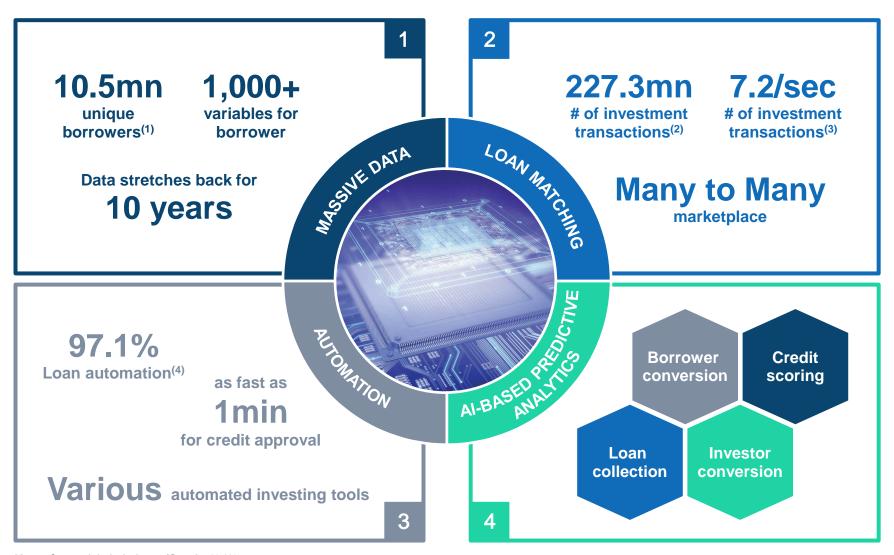
Rank No.1 among China's online consumer finance marketplaces in terms of number of borrowers as of December 31, 2016 and June 30, 2017.

Represents the % of loan applications on the marketplace that go through the automated process. Data for the nine months ended December 31, 2017. (2) As of December 31, 2017.

On a cumulative basis, as of December 31, 2017.

Total origination amount of loans facilitated through our marketplace was RMB65.6bn in the twelve months ended December 31, 2017, a 3.3x growth from RMB19.9bn in the twelve months ended December 31, 2016. Operating revenue for Q4 2017 include a one off provision of RMB107.7 million for expected discretionary payments to investors in investment programs protected by PPDAI's investor reserve funds

Automation powered by big data and proprietary technologies



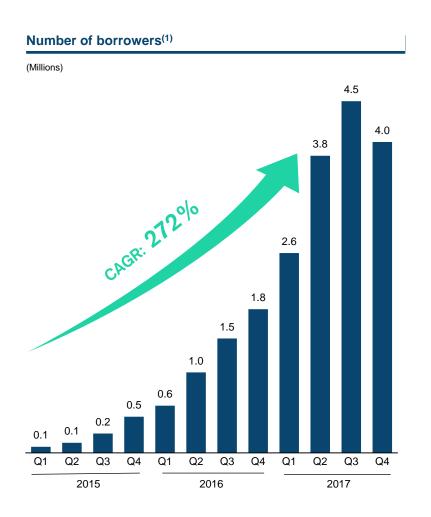
⁽¹⁾ On a cumulative basis, data as of December 31, 2017.

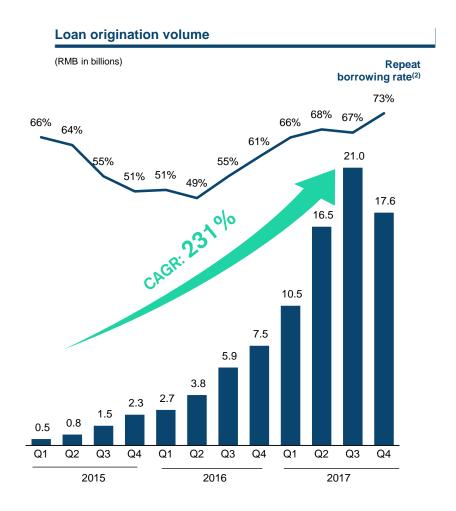
⁽²⁾ Data for the twelve months ended December 31, 2017.

⁽³⁾ Data for the twelve months ended December 31, 2017. Calculated by: (i) number of investment transactions, divided by (ii) number of seconds during the period.

Represents the % of loan applications on the marketplace that go through the automated process. Data for the twelve months ended December 31, 2017.

Rapid borrower growth fuels dynamic transactions and loan volume





⁽¹⁾ (2) Represents number of borrowers whose loans were funded during each period presented.

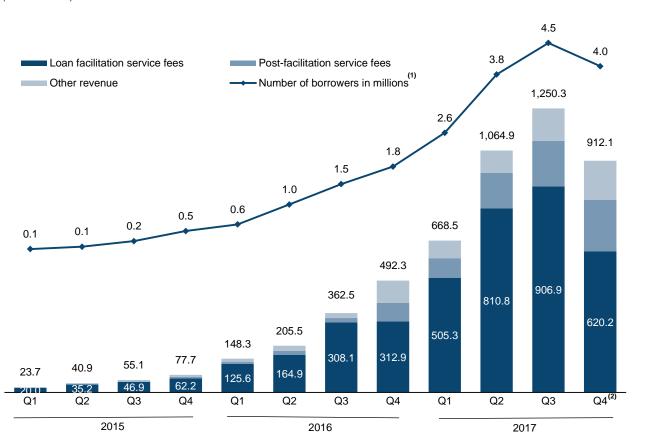
[%] of loan volume generated by repeat borrowers. Repeat borrowers are borrowers who have successfully borrowed on our platform before.



Rapid borrower growth fuels revenues

Total operating revenues and number of borrowers





⁽¹⁾ Represents number of borrowers whose loans were funded during each period presented.

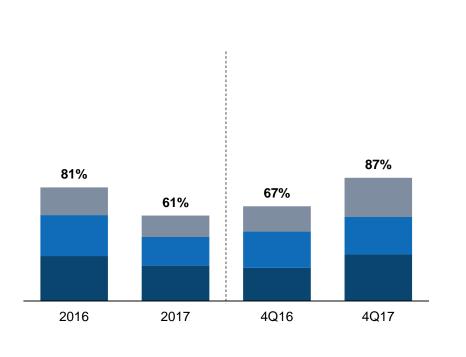
⁽²⁾ Operating revenue for Q4 2017 include a one off provision of RMB107.7 million for expected discretionary payments to investors in investment programs protected by PPDAI's investor reserve funds.

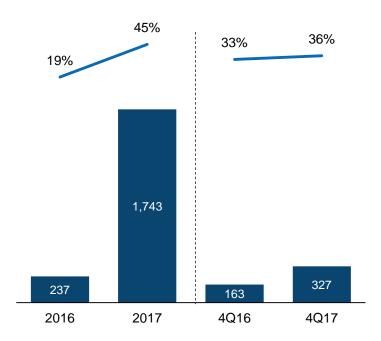
High operating leverage driving profitability

Operating expenses as percentage of net revenue

Non-GAAP adjusted operating income

(RMB in millions)





- General and administrative expensesSales and marketing expenses
- Origination and servicing expenses

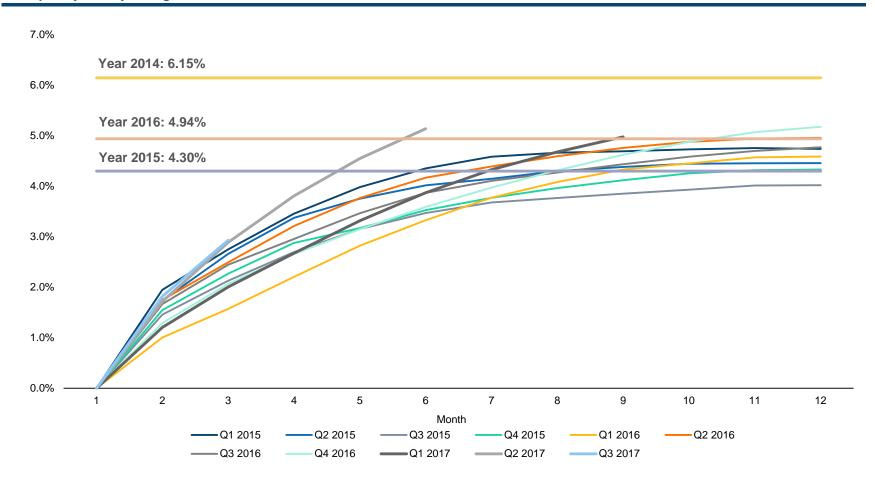
Non-GAAP Adjusted operating income

Non-GAAP Adjusted operating income margin

Non GAAP adjusted operating income, which excludes other income/(expenses) share-based compensation and a one-time provision for expected discretionary payments to investors in investment programs protected by the investor reserve funds from profit/ (loss) before tax, was RMB327.4 million (US\$50.3 million), representing an increase of 100.7% from RMB163.1 million in the same period of 2016.

Cumulative delinquency rates by vintage

Delinquency rate by vintage⁽¹⁾



Note: Data as of December 31, 2017. Represents the historical cumulative 30-day plus past due delinquency rates by loan origination vintage for all continuing loan products.

Vintage is defined as loans facilitated during a specified time period. Delinquency rate by vintage is defined as (i) the total amount of principal for all loans in a vintage that become delinquent, less (ii) the total amount of recovered past due principal for all loans in the same vintage, and divided by (iii) the total amount of initial principal for all loans in such vintage.

Delinquency rate by balance(1)

	Delinquent for				
	15–29 days	30–59 days	60–89 days	90–179 days	
March 31, 2015	0.79%	1.75%	1.10%	2.56%	
June 30, 2015	0.88%	1.06%	0.67%	2.10%	
September 30, 2015	0.67%	0.89%	0.61%	1.33%	
December 31, 2015	0.80%	0.93%	0.51%	1.20%	
March 31, 2016	0.62%	0.93%	0.72%	1.41%	
June 30, 2016	0.82%	1.01%	0.63%	1.34%	
September 30, 2016	0.83%	1.11%	0.80%	1.50%	
December 31, 2016	0.63%	0.91%	0.75%	2.04%	
March 31, 2017	0.57%	0.95%	0.79%	1.64%	
June 30, 2017	0.86%	1.11%	0.79%	1.58%	
September 30, 2017	0.89%	1.40%	1.15%	2.41%	
December 31, 2017	2.27%	2.21%	1.72%	4.19%	

Income statement summary

RMB million	FY2015	FY2016	FY2017	4Q2016	4Q2017
Operating revenues	197	1,209	3,895	492	912
Loan facilitation service fees	164	911	2,843	313	620
Post-facilitation service fees	8	127	669	81	227
Other revenue	25	170	491	99	172
Expected discretionary payment to IRF investors	-	-	(108)	-	(108)
Net revenues	196	1,216	3,881	496	899
% YoY growth	-	521%	219%	-	81%
Operating expenses	(341)	(979)	(2,351)	(333)	(785)
Origination and servicing expenses	(99)	(388)	(974)	(117)	(296)
Sales and marketing expenses	(125)	(353)	(788)	(127)	(239)
General and administrative expenses	(116)	(238)	(589)	(89)	(250)
Operating income ⁽¹⁾	(145)	237	1,529	163	114
Operating income margin ⁽²⁾	(74%)	19%	39%	33%	13%
Other income ⁽³⁾	77	313	(172)	125	(695)
Profit/(Loss) before income tax expenses	(68)	550	1,358	288	(581)
Net income/(loss)	(72)	501	1,083	266	(507)
Net income/(loss) margin ⁽⁴⁾	(37%)	41%	28%	54%	(56%)

⁽¹⁾ (2) Operating income = net revenues - total operating expenses.

(3)

Operating income margin = (net revenues – operating expenses) divided by net revenues

Other income includes (i) Gain from quality assurance fund, (ii) Realized gain from financial guarantee derivatives, (iii) Fair value change of financial guarantee derivatives, (iv) Gain from disposal of a subsidiary, and (v) Other income/(expenses), net.

Net income/(loss) divided by net revenues.

Selected balance sheet items

RMB million	As of Dec 31, 2015	As of Dec 31, 2016	As of Dec 31, 2017
Cash and cash equivalents	92	405	1,891
Restricted cash:	270	803	2,393
Quality assurance fund	53	330	1,059
Investor reserve fund	20	52	175
Cash received from investors or borrowers	176	422	1,159
Cash held as a collateral for short-term bank loans	21	-	-
Short-term investments	34	260	1,959
Quality assurance fund receivable	115	287	1,153
Financial guarantee derivative	21	167	-
Total assets	737	2,147	8,604
Payable to platform customers	176	422	1,114
Quality assurance fund payable	126	474	2,063
Deferred revenue	14	163	265
Financial guarantee derivative	-	-	323
Total liabilities	469	1,375	4,921
Total mezzanine equity	586	1,211	-
Total shareholders' deficit	(317)	(438)	3,682

Selected statements of cash flows items

RMB million	FY2015	FY2016	FY2017	4Q2016	4Q2017
Net cash provided by operating activities	(192)	534	1,864	228	410
Net cash used in investing activities	(132)	(663)	(2,496)	(178)	(921)
Net cash generated in financing activities	338	439	2,133	29	1,702
Effect of exchange rate changes on cash and cash equivalents	-	(2)	(15)	3	(15)
Net increase/(decrease) in cash and cash equivalents	15	312	1,486	82	1,176
Cash and cash equivalent at beginning of year/period	77	92	405	322	715
Cash and cash equivalent at end of year/period	92	405	1,891	405	1,891