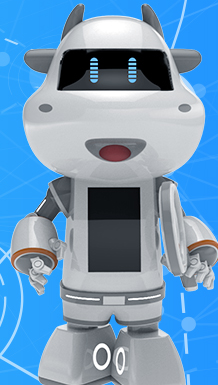


JIANPU.AI

4Q 2017 Earnings Results

March 5, 2018



This presentation contains “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements include but are not limited to our unaudited results for the fourth quarter of 2017, our management quotes and our financial outlook for the first quarter of 2018.

Our forward-looking statements are not historical facts but instead represent only our belief regarding expected results and events, many of which, by their nature, are inherently uncertain and outside of our control. Our actual results and other circumstances may differ, possibly materially, from the anticipated results and events indicated in these forward-looking statements. Announced results for the fourth quarter of 2017 are preliminary, unaudited and subject to audit adjustment. In addition, we may not meet our financial outlook for the first quarter of 2018 and may be unable to grow our business in the manner planned. We may also modify our strategy for growth. In addition, there are other risks and uncertainties that could cause our actual results to differ from what we currently anticipate, including those relating to demand for, and market acceptance of, our solutions and services; our relationships with users, financial service providers and other parties we collaborate with; general economic and business conditions; and assumptions underlying or related to any of the foregoing. For additional information on these and other important factors that could adversely affect our business, financial condition, results of operations and prospects, please see our filings with the U.S. Securities and Exchange Commission.

All information provided in this presentation is as of the date of the presentation. We undertake no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise, after the date of this presentation, except as required by law.

Users



98 MM+
Average MAU¹

88%
Mobile Traffic¹

Financial Product Discovery and Recommendation

89.8 MM
Loan
Applications²

3.2 MM
Credit Card
Volume^{2,3}

306%
Revenue
YoY Growth²

Financial Service Providers



2,700+
Financial
Service
Providers²

230K+
Financial
Products²

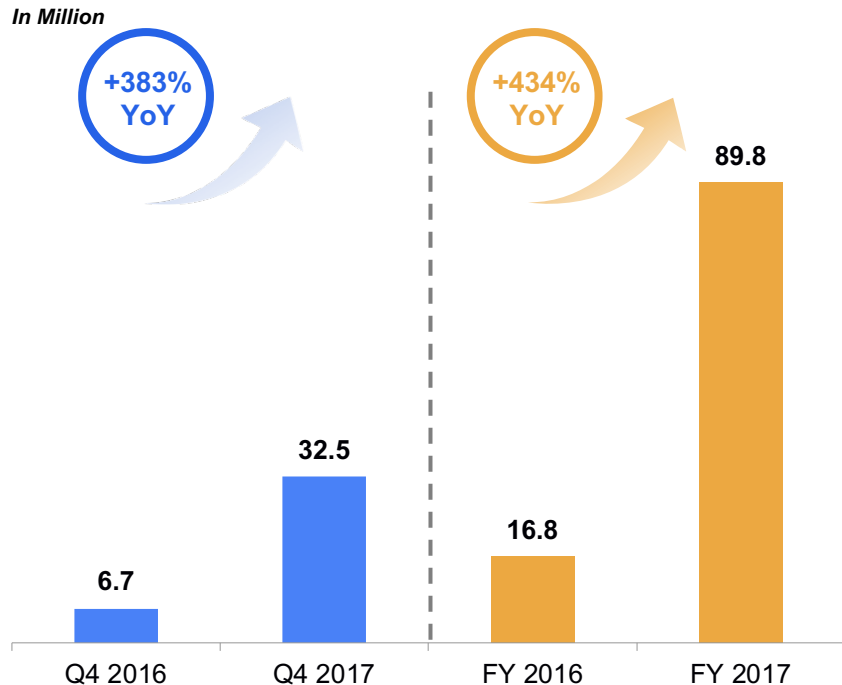
350+
Cities²

¹ In 4Q 2017

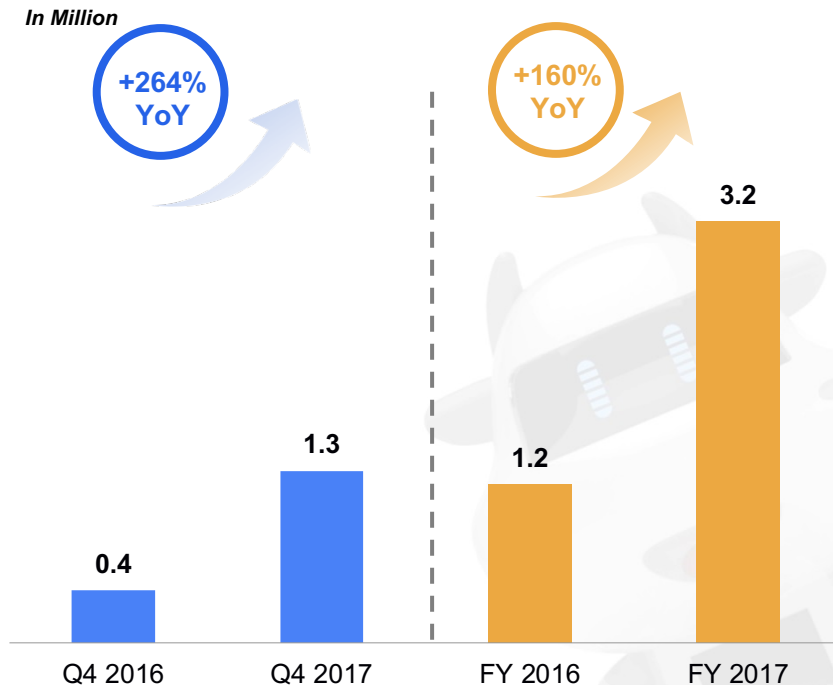
² In 2017

³ Credit card volume which we generate revenues from, including for both recommendation services and advertising and marketing services

Number of Loan Applications¹



Credit Card Volume²

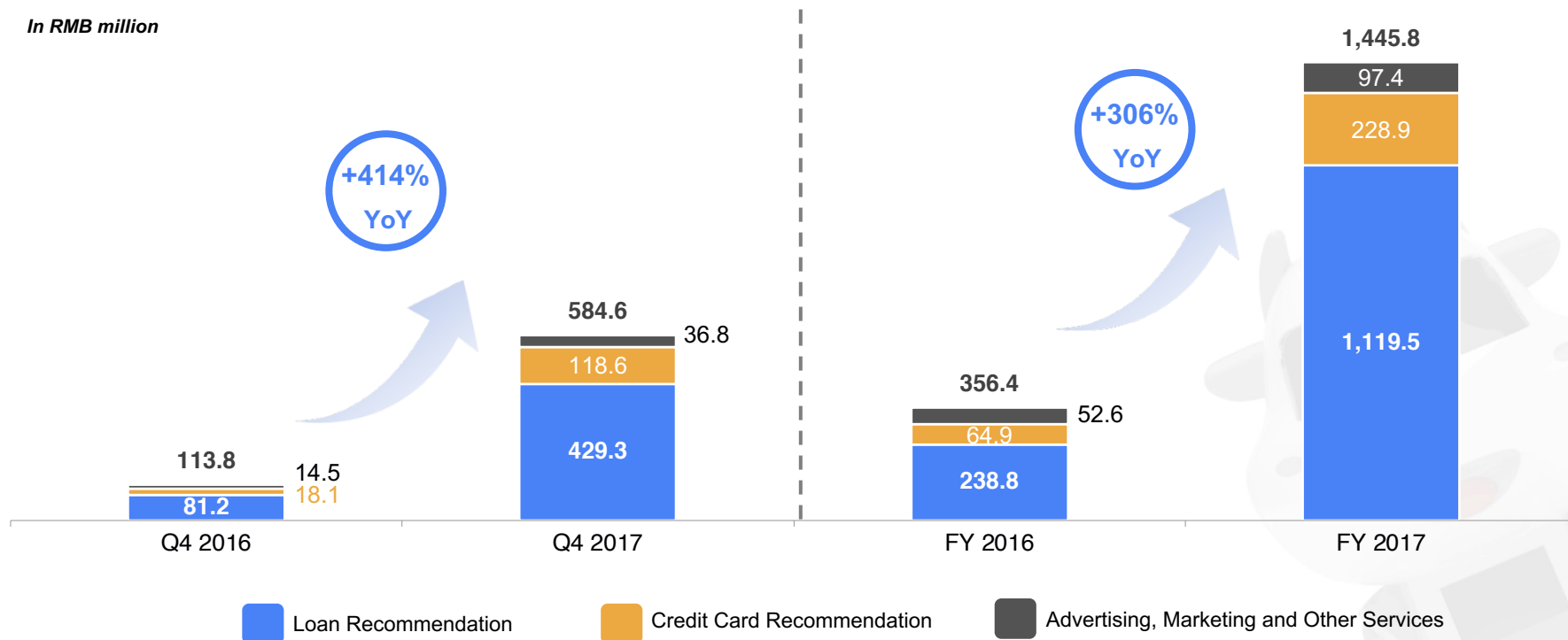


¹ Refers to the number of loan applications which users had submitted via our platform resulting from our loan recommendation services

² Refers to the number of credit cards which we generate revenues from including for both recommendation services and advertising and marketing services

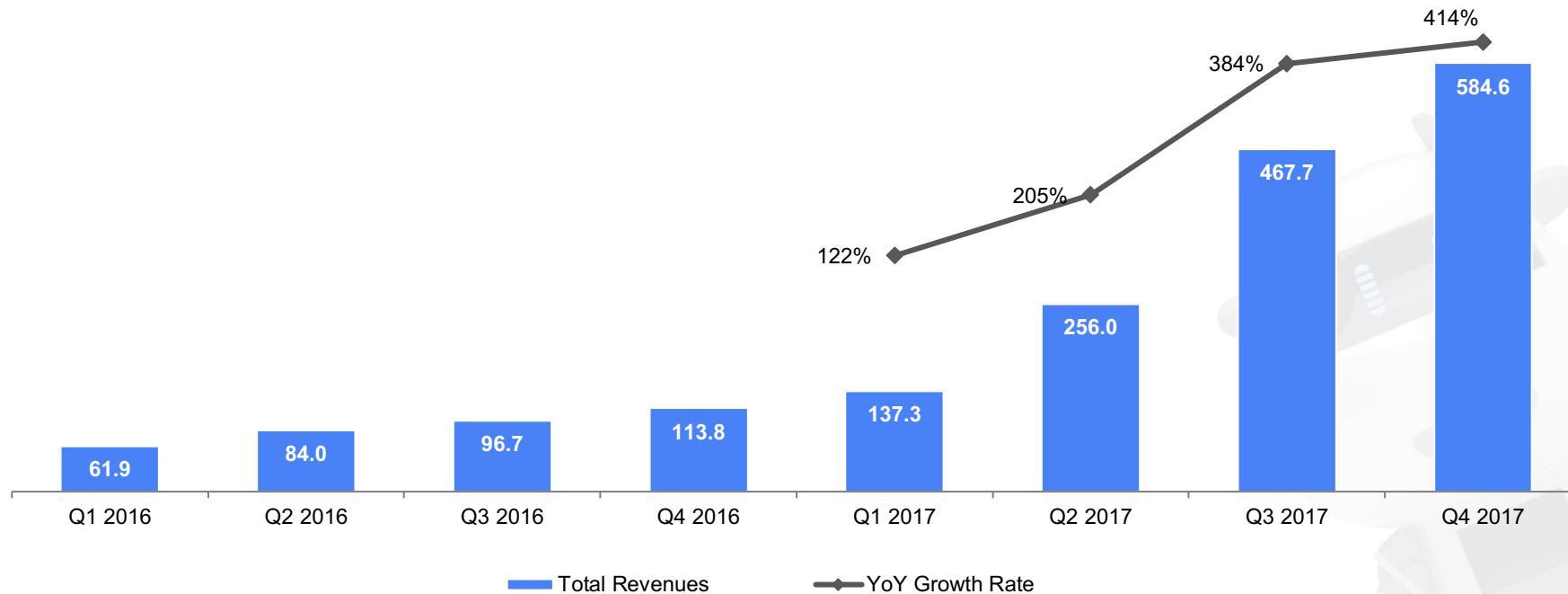
Total Revenue Breakdown

In RMB million



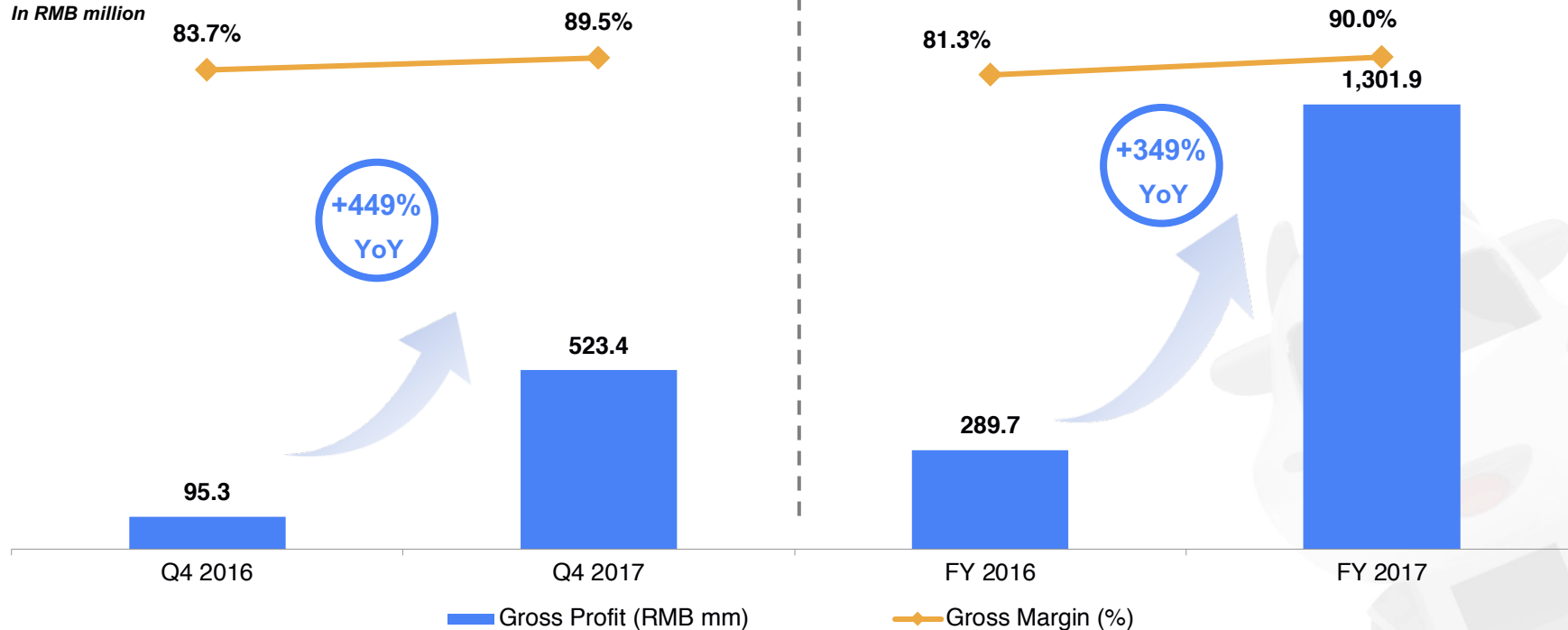
Quarterly Total Revenues and Growth Rates

In RMB million

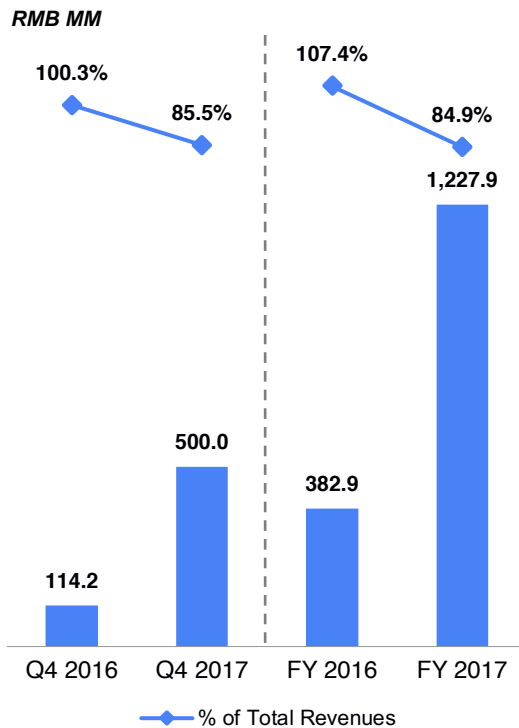


Gross Profit and Gross Margin

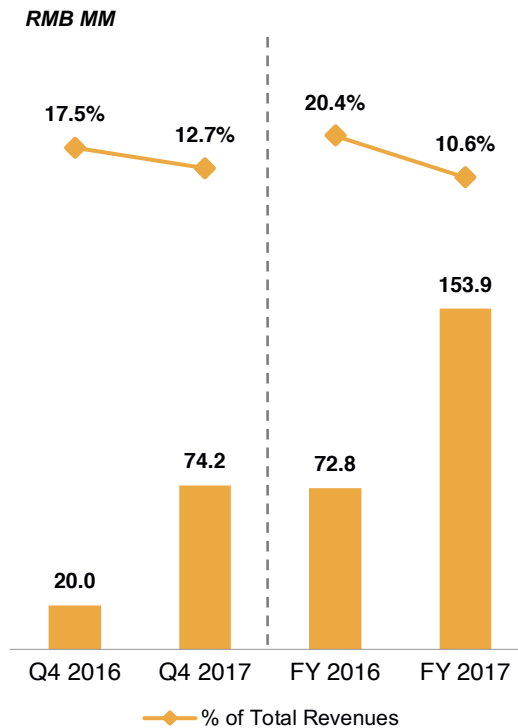
In RMB million



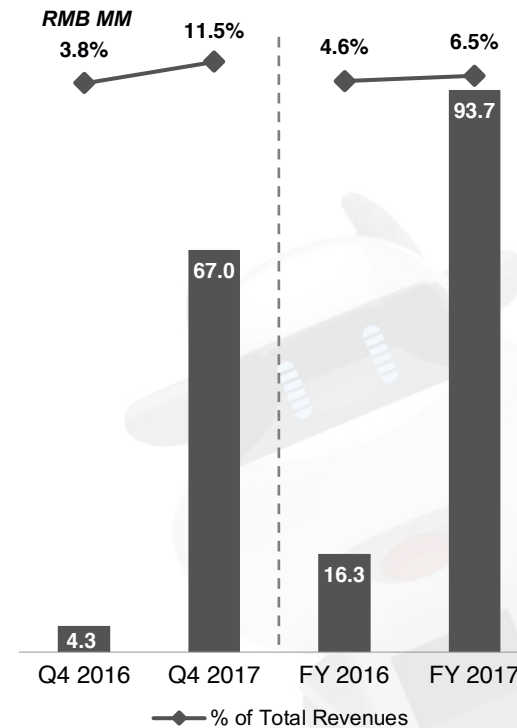
Sales and Marketing Expenses



Research and Development Expenses



General and Administrative Expenses

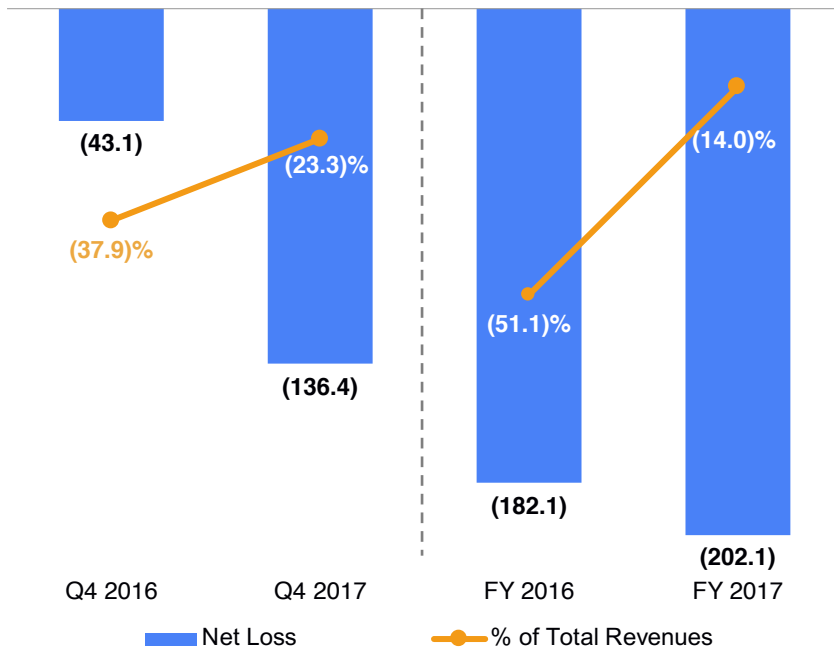


Note: GAAP basis

Quarterly Net Loss and Adjusted Net Loss

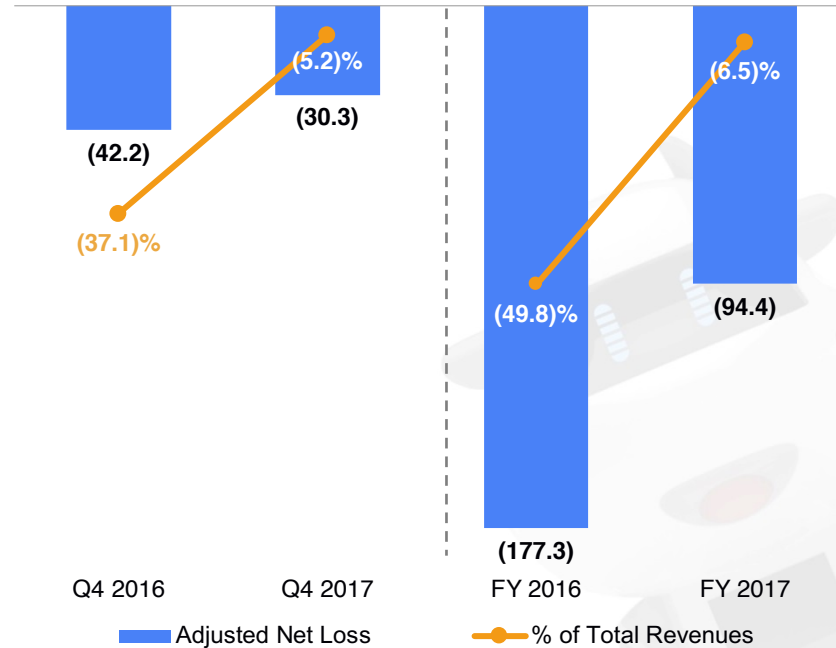
Net Loss

RMB MM %



Adjusted Net Loss¹

RMB MM %



¹ Non-GAAP basis; excluding stock-based compensation expenses.

Appendix



Selected Unaudited Income Statement Data

| (in Millions) | For the Three Months Ended December 31, | | | For the Year Ended December 31, | | |
|---|---|----------------|---------------|---------------------------------|----------------|---------------|
| | 2016 (RMB) | 2017 (RMB) | 2017 (USD) | 2016 (RMB) | 2017 (RMB) | 2017 (USD) |
| Revenues: | | | | | | |
| Loan Recommendation Services | 81.2 | 429.3 | 66.0 | 238.8 | 1,119.5 | 172.1 |
| Credit Cards Recommendation Services | 18.1 | 118.6 | 18.2 | 64.9 | 228.9 | 35.2 |
| Total Recommendation Services | 99.3 | 547.9 | 84.2 | 303.8 | 1,348.4 | 207.2 |
| Advertising, Marketing and Other Services | 14.5 | 36.8 | 5.7 | 52.6 | 97.4 | 15.0 |
| Total Revenues | 113.8 | 584.6 | 89.9 | 356.4 | 1,445.8 | 222.2 |
| Cost of Revenues | (18.5) | (61.3) | (9.4) | (66.7) | (143.8) | (22.1) |
| Gross Profit | 95.3 | 523.4 | 80.4 | 289.7 | 1,301.9 | 200.1 |
| Operating Expenses | | | | | | |
| Sales and Marketing Expenses | (114.2) | (500.0) | (76.9) | (382.9) | (1,227.9) | (188.7) |
| Research and Development Expenses | (20.0) | (74.2) | (11.4) | (72.8) | (153.9) | (23.7) |
| General and Administrative Expenses | (4.3) | (67.0) | (10.3) | (16.3) | (93.7) | (14.4) |
| Loss from Operations | (43.1) | (117.9) | (18.1) | (182.3) | (173.6) | (26.7) |
| Others, Net | 0.1 | - | - | 0.2 | (0.2) | (0.0) |
| Loss Before Income Tax | (43.1) | (117.9) | (18.1) | (182.1) | (173.7) | (26.7) |
| Income Tax Expense | - | (18.5) | (2.9) | - | (28.4) | (4.4) |
| Net Loss | (43.1) | (136.4) | (21.0) | (182.1) | (202.1) | (31.1) |

Note: Assumes USDRMB FX rate of 6.5063.

Selected Unaudited Balance Sheet Data

| (in Millions) | As of 31 Dec 2016 (RMB) | As of 31 Dec 2017 (RMB) | As of 31 Dec 2017 (USD) |
|---|----------------------------|----------------------------|----------------------------|
| Current Assets: | | | |
| - Cash and Cash Equivalents | - | 1,543.8 | 237.3 |
| - Net Accounts Receivable | 57.5 | 182.1 | 28.0 |
| - Amount Due from Related Parties | 21.1 | - | - |
| - Prepayments and Other Current Assets | 50.4 | 161.0 | 24.7 |
| Total Current Assets | 129.1 | 1,886.9 | 290.0 |
| Non-Current Assets: | | | |
| Net Property and Equipment | 4.6 | 19.0 | 2.9 |
| Other Non-current Assets | 0.8 | 7.6 | 1.2 |
| Total Non-Current Assets | 5.4 | 26.6 | 4.1 |
| Total Assets | 134.5 | 1,913.5 | 294.1 |
| Current Liabilities: | | | |
| - Accounts Payable | 32.4 | 177.4 | 27.3 |
| - Advances from Customers | 18.1 | 71.5 | 11.0 |
| - Tax Payable | 1.8 | 17.9 | 2.7 |
| - Amount due to RPT | - | 35.4 | 5.4 |
| - Accrued Expenses and Other Current Liabilities | 29.4 | 72.8 | 11.2 |
| Total Liabilities | 81.9 | 375.0 | 57.6 |
| Total Shareholders' (Deficit) / Equity | 52.6 | 1,538.5 | 236.5 |
| Total Liabilities and Shareholders' (Deficit) / Equity | 134.5 | 1,913.5 | 294.1 |

Note: Assumes USDRMB FX rate of 6.5063.

Selected Unaudited Cash Flow Statement Data

| (in Millions) | For the Three Months Ended December 31, | | | For the Year Ended December 31, | | |
|---|---|----------------|---------------|---------------------------------|----------------|---------------|
| | 2016 (RMB) | 2017 (RMB) | 2017 (USD) | 2016 (RMB) | 2017 (RMB) | 2017 (USD) |
| Net Cash Provided By / (Used In) Operating Activities | (8.2) | 55.2 | 8.5 | (239.1) | (28.1) | (4.3) |
| Net Cash Used In Investing Activities | (1.1) | (9.0) | (1.4) | (4.4) | (18.8) | (2.9) |
| Net Cash Provided By / (Used In) Financing Activities | 9.3 | 1,518.5 | 233.4 | 243.5 | 1,611.9 | 247.7 |
| Effect of exchange rate changes on cash and cash equivalents | - | (21.2) | (3.3) | - | (21.2) | (3.3) |
| Net Increase / (Decrease) in Cash and Cash Equivalents | - | 1,543.5 | 237.2 | - | 1,543.8 | 237.3 |
| Cash and Cash Equivalents at Beginning of the Period | - | 0.3 | 0.1 | - | - | - |
| Cash and Cash Equivalents at End of the Period | - | 1,543.8 | 237.3 | - | 1,543.8 | 237.3 |

Note: Assumes USDRMB FX rate of 6.5063.