

**JIANPU.AI**

# First Quarter 2022 Earnings Results

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June 17, 2022



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 first quarter of 2022, our management quotes and our financial outlook for the second quarter of 2022.

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 first quarter of 2022 are preliminary, unaudited and subject to audit adjustment. In addition, we may not meet our financial outlook for the second quarter of 2022 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.

Q1 2022 VS. Q1 2021

**1** Growing revenue contribution from new business initiatives led to more diversified and balanced revenue structure

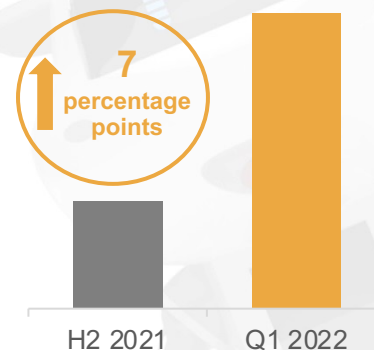
**2** Sustained growth momentum to realize clear efficiency improvements

	22Q1	21Q1
Loan Recommendation Service	22%	19%
Credit Card Recommendation Service	47%	54%
Big Data and System-based Risk Management Services	10%	18%
Advertising and Marketing Services and Other Services	21%	9%

43% ↑  
Total Revenue

248% ↑  
Revenue from Advertising and Marketing Services and Other Services

ROI<sup>1</sup>  
of Recommendation Services, Advertising and Marketing Services



<sup>1</sup> Revenue of recommendation services, advertising and marketing services and other services divided by cost of promotion and acquisition

Q1 2022 VS. Q1 2021

3

Enhanced strategy to empower financial institutions' digital transformation

Exploring different consumption scenarios to drive new traffic acquisition



Establishing strategic corporation with



Financial Institutions



Telecom Operators



Internet/Cloud Platforms



Other Enterprise

4

Continued to execute cost reduction and efficiency optimization initiatives



Operating Loss reduced by

19%



Adjusted Net Loss Margin<sup>1</sup> improved

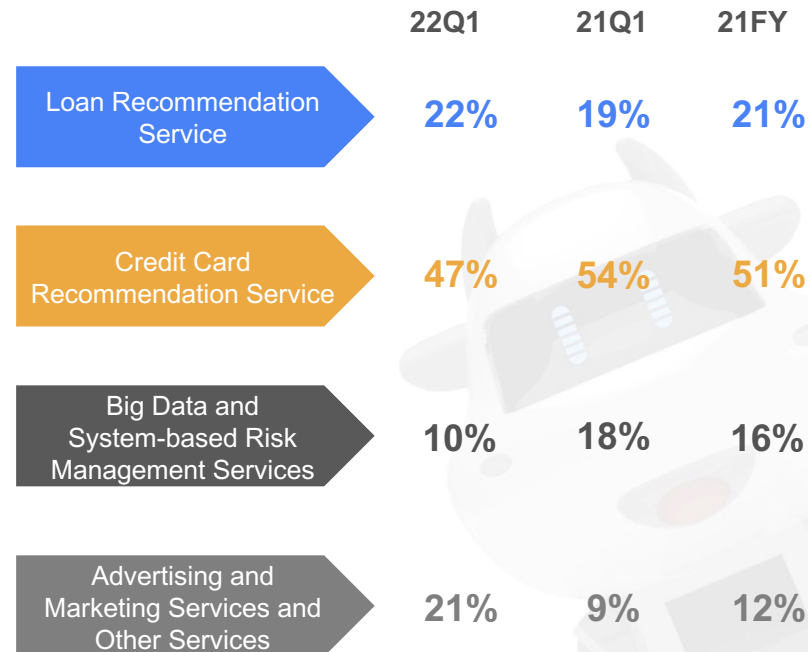
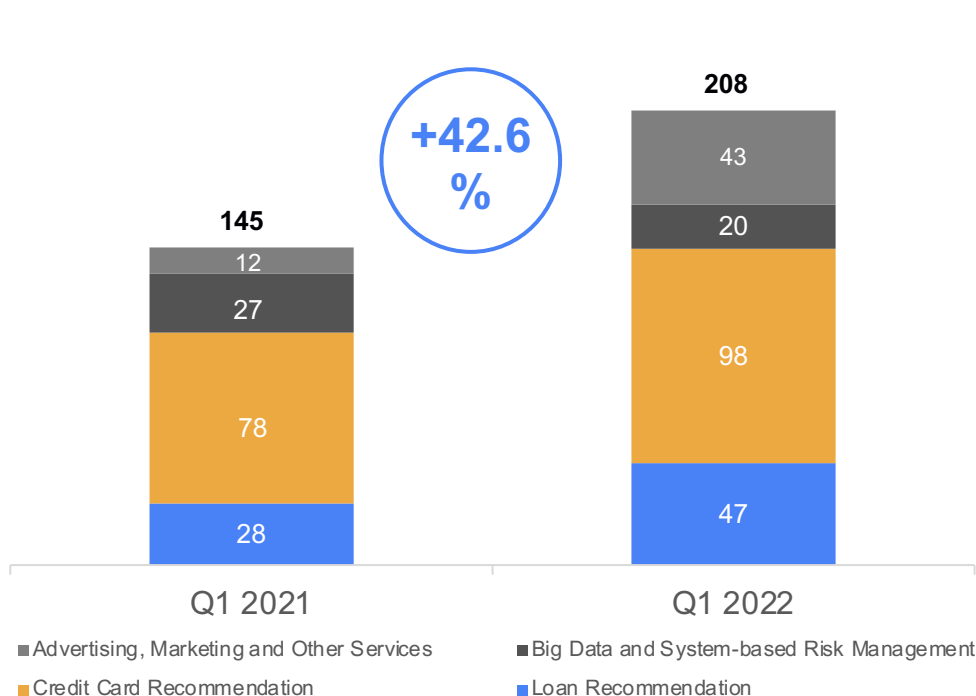
10 percentage points



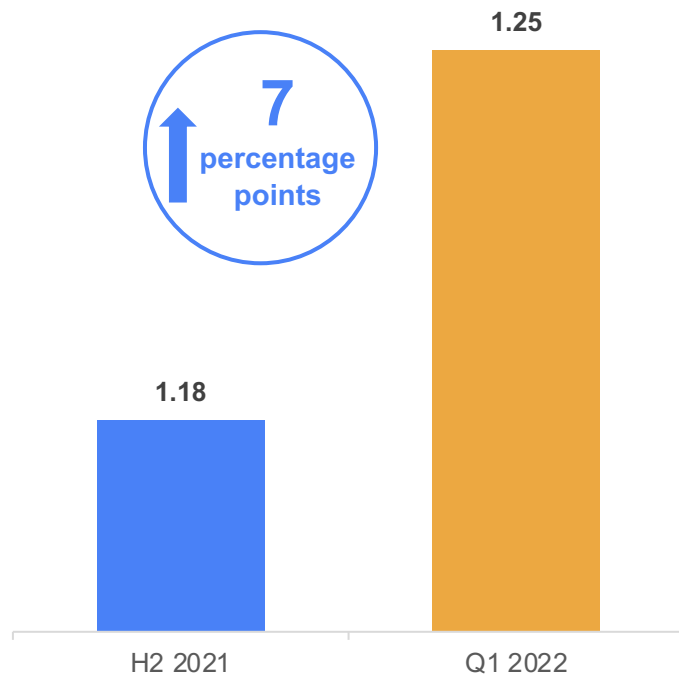
<sup>1</sup> Non-GAAP basis; excluding stock-based compensation expense

## Total Revenue Breakdown

RMB mm



## 2022 Q1 ROI of Recommendation Services, Advertising and Marketing Services and Other Services<sup>1</sup>



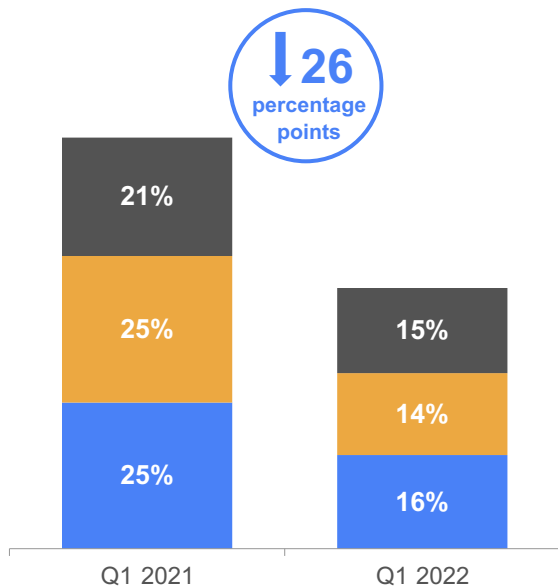
- The social media and partner program has played an increasingly important role in delivering both growth and efficiency.
- ROI of Recommendation Services, Advertising and Marketing Services and Other Services improved 7 percentage points compare the second half of 2021.
- ROI of Recommendation Services improved 7 percentage points compare the second half of 2021.
- ROI of Advertising and Marketing Services and Other Services improved 13 percentage points compare the second half of 2021.

<sup>1</sup> ROI is calculated by the revenue of recommendation services, advertising and marketing services and other services divided by the cost of promotion and acquisition

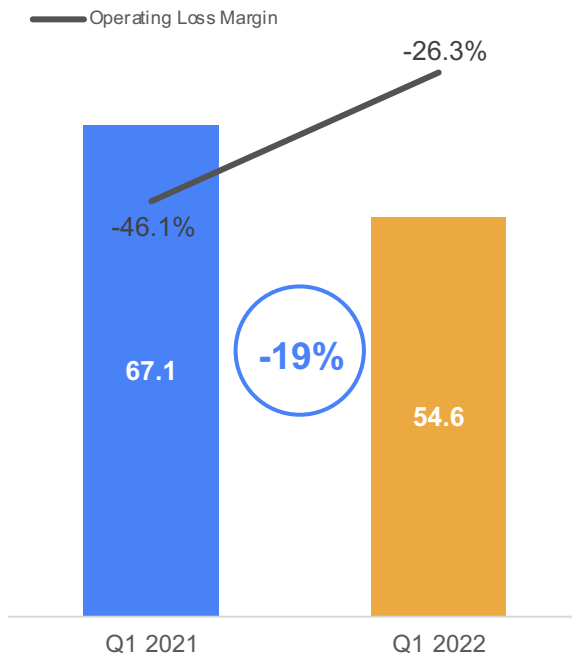
## Expenses as % of Total Revenue and Loss from Operations

RMB mm

### Expenses as % of Total Revenue



### Loss from Operations

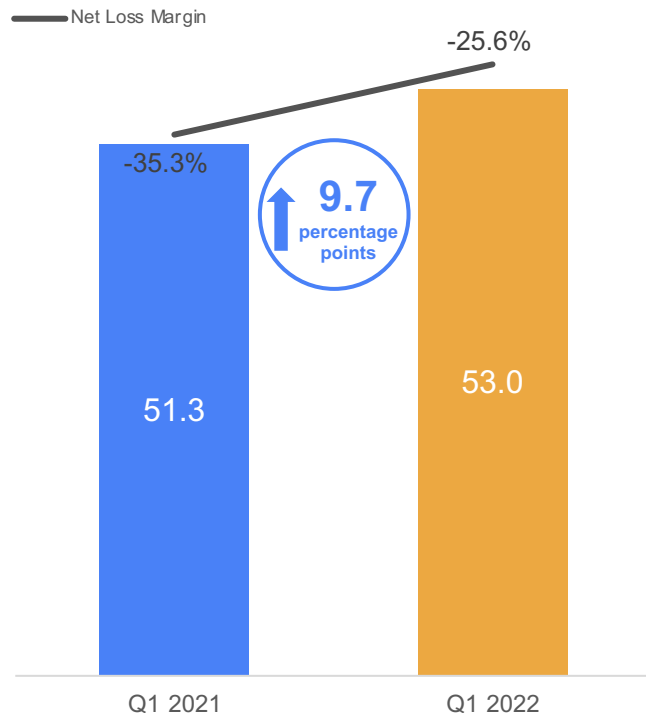


- The company continued to execute cost reduction and efficiency optimization initiatives, resulting in further reduction of cost structure and the productivity optimization of business.
- Total operating expenses as % of revenue in Q1 2022 decreased by 26 percentage points compared with Q1 2021.
- Loss from operations reduced by 19%, attributable to the increase of revenue and the decrease of operating expenses.

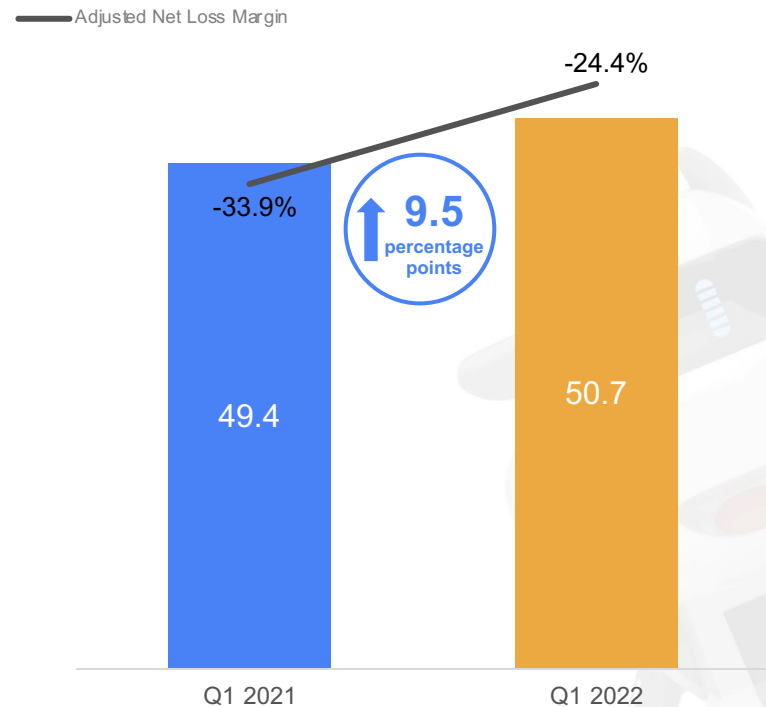
## Net Loss and Adjusted Net Loss<sup>1</sup>

RMB mm

### Net Loss



### Adjusted Net Loss<sup>1</sup>



<sup>1</sup> Non-GAAP basis; excluding stock-based compensation expense, and impairment loss.



# Appendix



# Consolidated Balance Sheet Data

Note: Assumes USD RMB FX rate of 6.3393

**JIANPU.AI**

(in Millions)	As of December 31, 2021 (RMB)	As of March 31, 2022 (RMB)	As of March 31, 2022 (USD)
<b>Current Assets:</b>			
- Cash and cash equivalents	444.9	369.4	58.3
- Time deposits	10.0	10.0	1.6
- Restricted cash, time deposits and investment	234.6	233.6	36.8
- Short-term investments	36.0	35.7	5.6
- Accounts receivable, net	175.2	169.9	26.8
- Amount due from related parties	0.1	0.1	0.02
- Prepayments and other current assets	53.5	63.0	9.9
<b>Total Current Assets</b>	<b>954.3</b>	<b>881.7</b>	<b>139.0</b>
<b>Non-Current Assets:</b>			
- Property and equipment, net	12.6	12.2	1.9
- Intangible assets, net	21.7	21.7	3.4
- Goodwill	10.2	10.2	1.6
- Restricted cash, time deposit and investment	37.3	37.2	5.9
- Other non-current Assets	33.9	34.3	5.5
<b>Total Non-Current Assets</b>	<b>115.7</b>	<b>115.6</b>	<b>18.3</b>
<b>Total Assets</b>	<b>1070.0</b>	<b>997.3</b>	<b>157.3</b>
<b>Current Liabilities:</b>			
- Short-term borrowings	181.9	181.9	28.7
- Accounts Payable	103.8	109.7	17.3
- Advances from Customers	47.2	47.9	7.6
- Tax Payable	14.7	14.3	2.3
- Amount due to related parties	29.3	27.2	4.3
- Accrued expenses and other current liabilities	152.5	128.4	20.2
<b>Total Current Liabilities</b>	<b>529.4</b>	<b>509.4</b>	<b>80.4</b>
Deferred tax liabilities	4.5	4.4	0.7
Other non-current liabilities	13.6	14.6	2.3
<b>Total non-current liabilities</b>	<b>18.1</b>	<b>19.0</b>	<b>3.0</b>
<b>Total Liabilities</b>	<b>547.5</b>	<b>528.4</b>	<b>83.4</b>
<b>Mezzanine equity</b>	<b>1.7</b>	<b>1.8</b>	<b>0.3</b>
<b>Total Shareholders' (Deficit) / Equity</b>	<b>520.8</b>	<b>467.1</b>	<b>73.6</b>
<b>Total Liabilities and Shareholders' (Deficit) / Equity</b>	<b>1070.0</b>	<b>997.3</b>	<b>157.3</b>

# Unaudited Income Statement Data

(in Millions)	For the Three Months Ended March 31,		
	2021 (RMB)	2022 (RMB)	2022 (USD)
<b>Revenues:</b>			
Recommendation Services:			
Loans	28.1	46.6	7.3
Credit Cards	78.2	97.6	15.4
Total Recommendation Services	106.3	144.2	22.7
Big data and system-based risk management services	26.9	20.2	3.2
Advertising, Marketing and Other Services	12.4	43.2	6.8
<b>Total Revenues</b>	<b>145.6</b>	<b>207.6</b>	<b>32.7</b>
Cost of Promotion and Acquisition	(91.6)	(149.5)	(23.6)
Cost of Operation	(17.0)	(18.5)	(2.9)
Total cost of services	(108.6)	(168.0)	(26.5)
Sales and Marketing Expenses	(37.1)	(33.9)	(5.3)
Research and Development Expenses	(36.9)	(29.8)	(4.7)
General and Administrative Expenses	(30.1)	(30.5)	(4.8)
<b>Loss from Operations</b>	<b>(67.1)</b>	<b>(54.6)</b>	<b>(8.6)</b>
Net Interest Income	(1.0)	(1.3)	(0.2)
Others, net	16.7	2.8	0.4
<b>Loss Before Income Tax</b>	<b>(51.4)</b>	<b>(53.1)</b>	<b>(8.4)</b>
Income Tax Benefits	0.2	0.1	0.02
<b>Net Loss</b>	<b>(51.2)</b>	<b>(53.0)</b>	<b>(8.4)</b>
Less: Net Income Attributable to Noncontrolling Interests	(1.4)	(1.3)	(0.2)
<b>Net Income/Loss Attributable to Jianpu's Shareholders</b>	<b>(49.8)</b>	<b>(51.7)</b>	<b>(8.2)</b>

Note: Assumes USD-RMB FX rate of 6.3393