

JIANPU.AI

Second Quarter 2022 Earnings Results

August 23, 2022



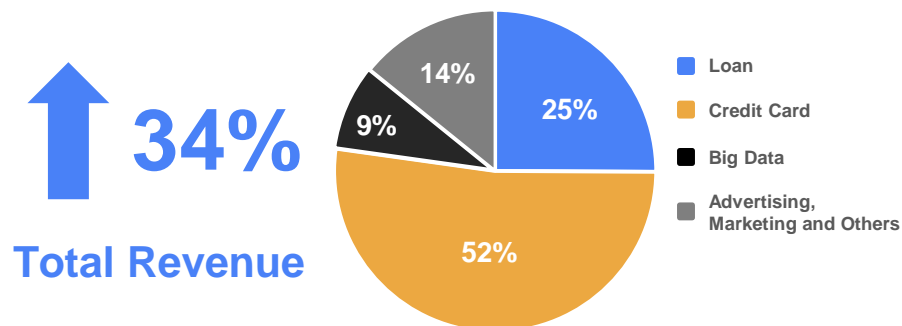
This presentation contains “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements include but are not limited to our unaudited results for the second quarter of 2022, our management quotes and our financial outlook for the third 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 second quarter of 2022 are preliminary, unaudited and subject to audit adjustment. In addition, we may not meet our financial outlook for the third 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.

1 Diversified strategy strengthened business resilience and supported revenue growth

- Driving digital transformation throughout the ecosystem with marketing, user acquisition, data analysis and risk management solutions
- Cooperating with various Financial Service Providers and other customers
- Expanding geographic footprint and business product categories to reduce concentration risk

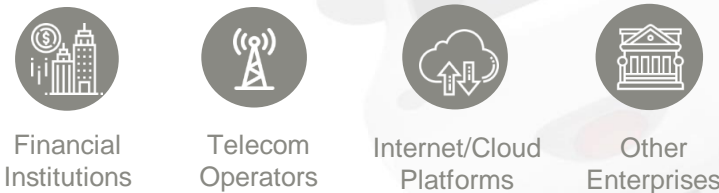


2 Enhanced omnichannel marketing capabilities enabled digital transformation of the FSPs

- Exploring different consumption scenarios to drive new traffic acquisition



- Establishing strategic cooperation with

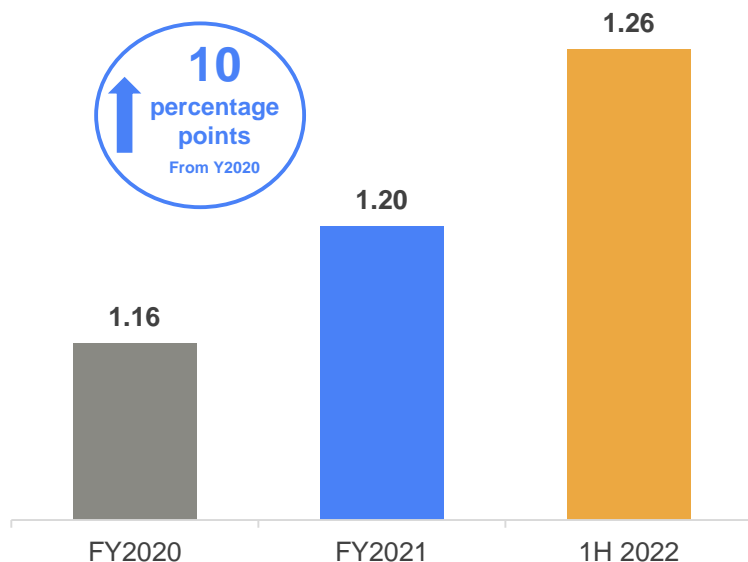


- Establishing strategic cooperation with state-owned bank to market the digital RMB Wallet

3

Sustained growth momentum to realize ongoing efficiency improvements

ROI of Recommendation Services, Advertising and Marketing Services and Other Services¹



Q2 2022 VS. Q2 2021

4

Remained disciplined in cost optimization to further reduce losses



Operating Loss reduced by

48%



Adjusted Net Loss Margin² improved

8 percentage points

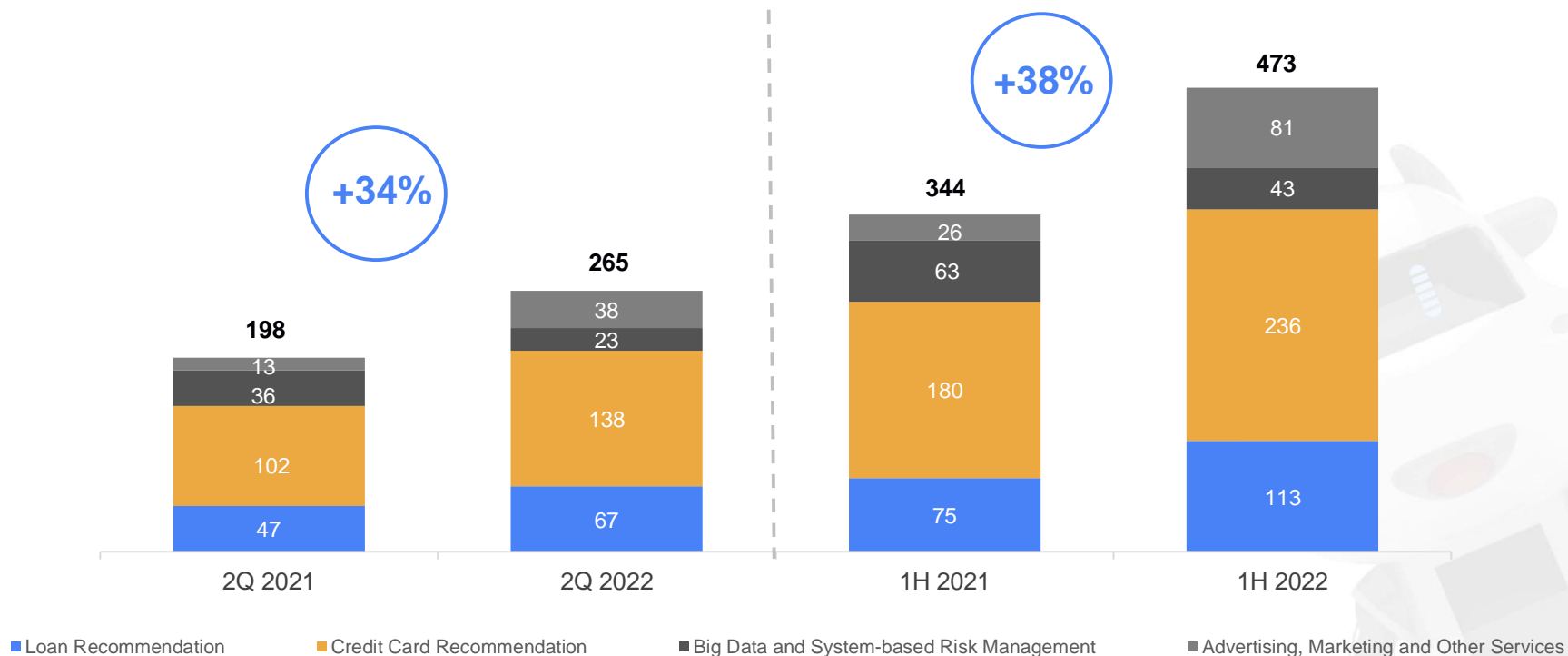


¹ ROI is calculated as revenues from recommendation services, advertising and marketing services and other services divided by cost of promotion and acquisition.

² Non-GAAP basis; excluding stock-based compensation expenses, investment impairment loss and investment gain of deconsolidation of subsidiaries.

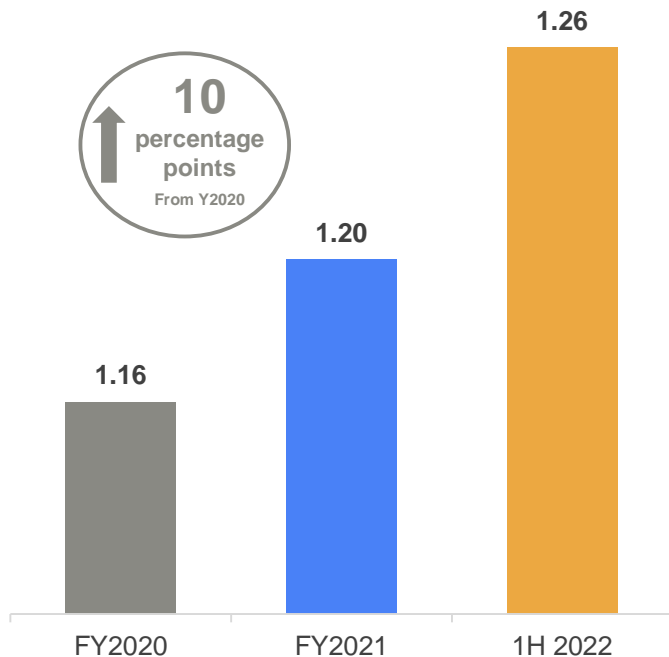
Total Revenue Breakdown

RMB mm



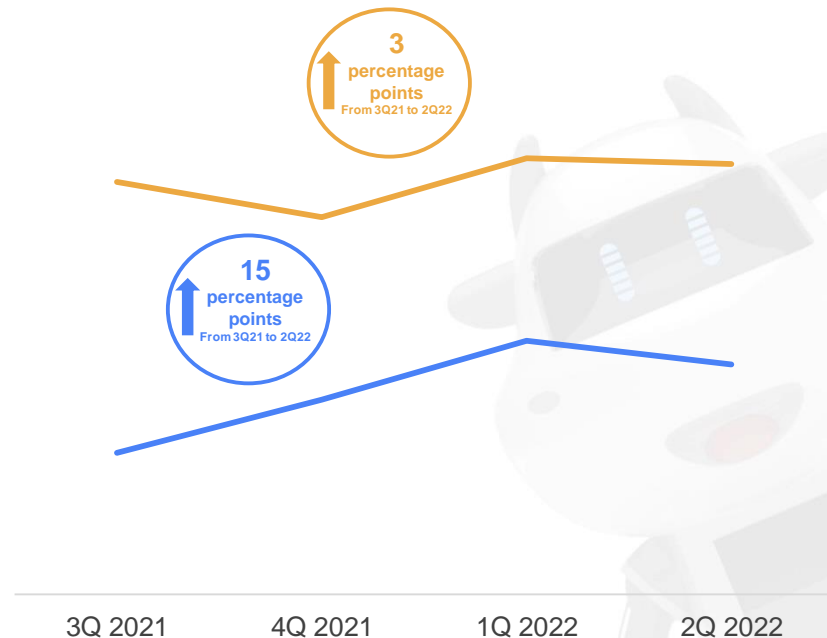
ROI of Recommendation Services, Advertising and Marketing Services and Other Services¹

ROI of Recommendation Services, Advertising and Marketing Services and Other Services



Legend

- Recommendation Services
- Advertising, Marketing and Other Services

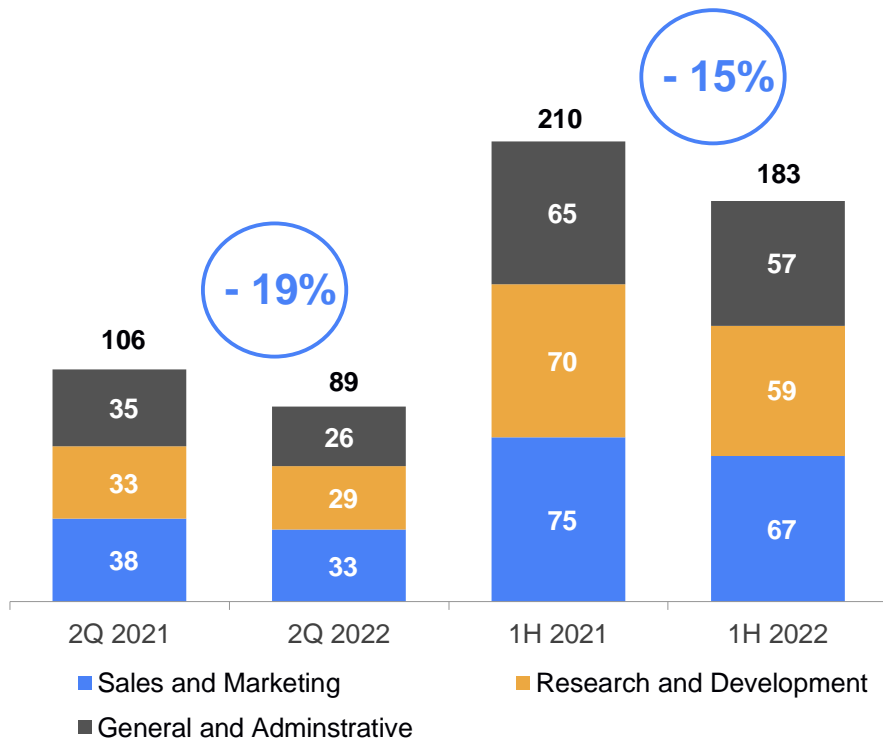


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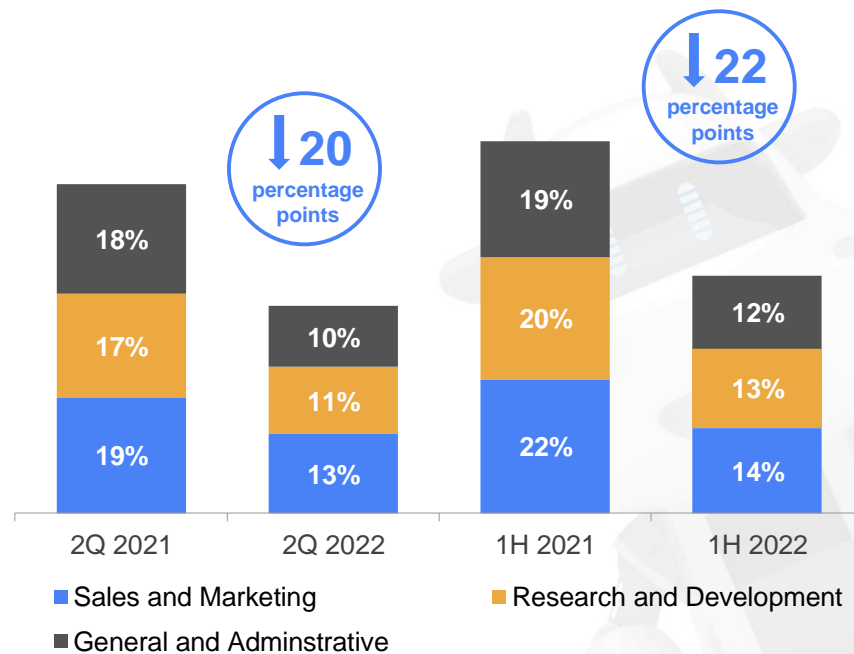
Operating Expenses and Expenses as % of Total Revenue

RMB mm

Operating Expenses



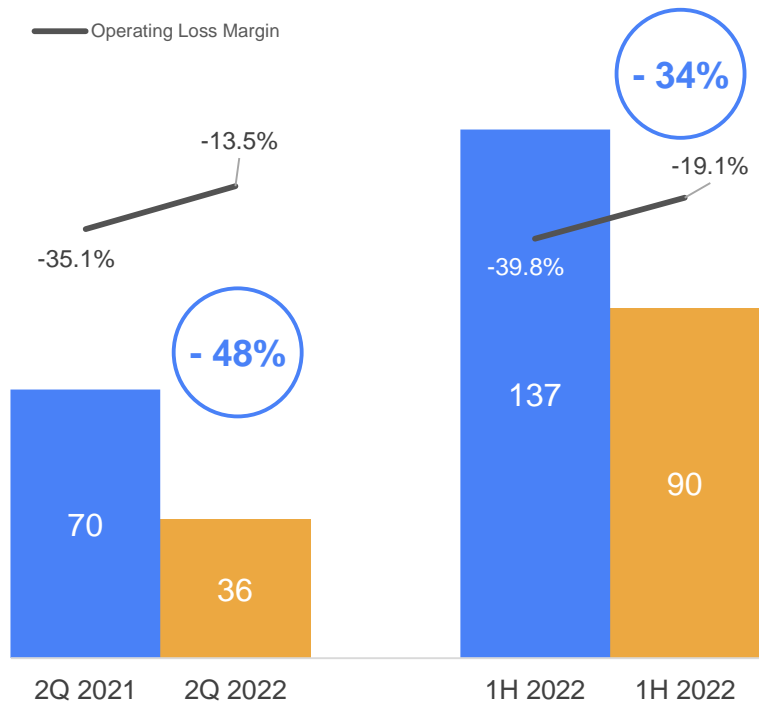
Expenses as % of Total Revenue



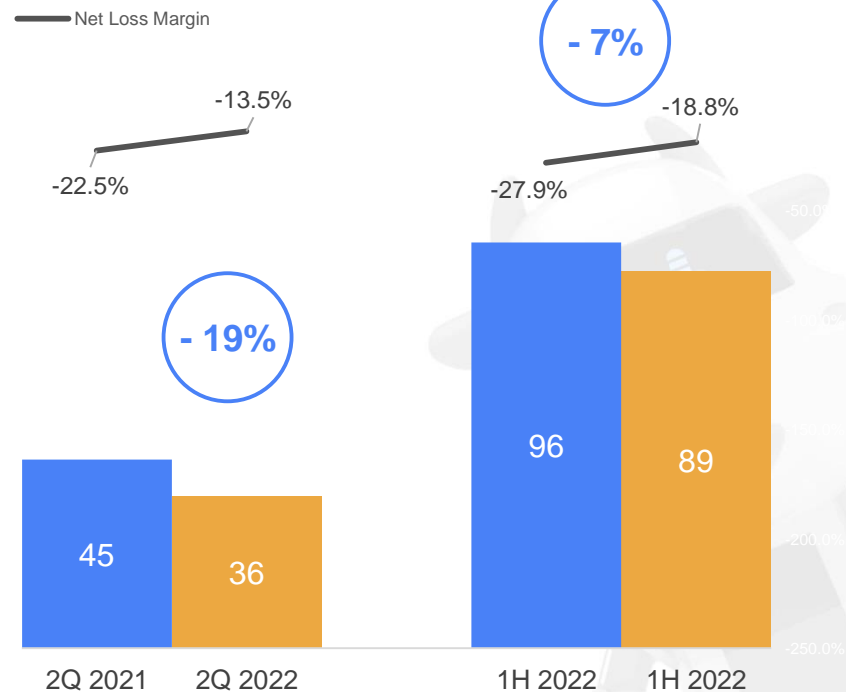
Loss from Operations and Net Loss

RMB mm

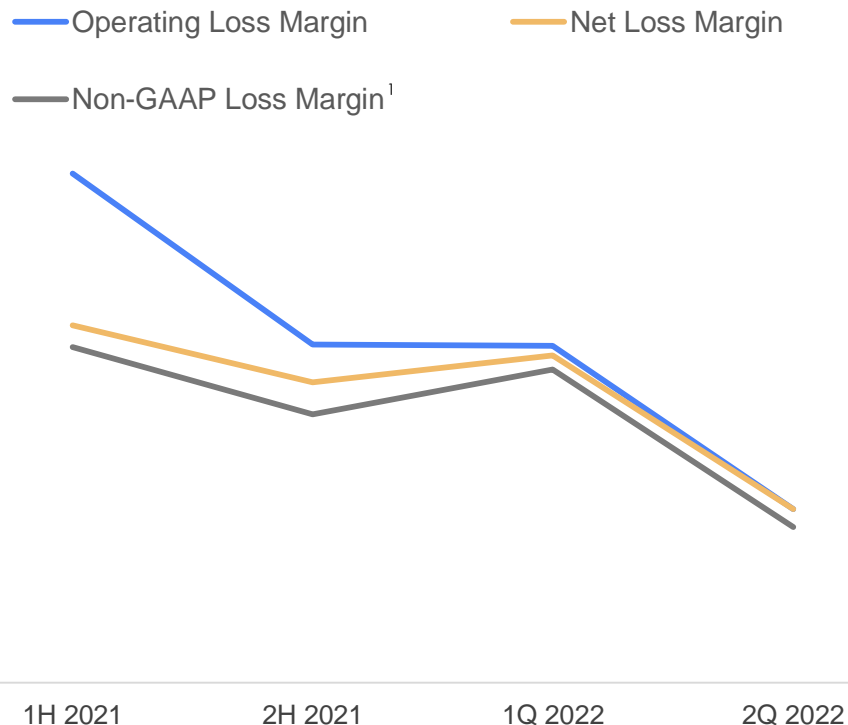
Loss from Operations



Net Loss



Operating, Net and Non-GAAP Loss Margins



- We continued to lead the market as an independent platform and our social media and partner program kept delivering both scale and efficiency, at the same time our efforts to explore channels with consumption scenarios also benefited our overall efficiency gain.
- We continued to execute cost reduction and efficiency optimization initiatives, fine-tuning the cost structure and better utilizing the company's resources, resulting in further reduction of cost structure and the productivity optimization of the business.
- The operating loss margin in 2Q 2022 improved by 26 percentage points compared with the first half of 2021.

¹ Non-GAAP basis; excluding stock-based compensation expenses, investment impairment loss and investment gain of deconsolidation of subsidiaries.

Appendix



Consolidated Balance Sheet Data

Note: Assumes USD RMB FX rate of 6.6981

(in Millions)	As of December 31, 2021 (RMB)	As of June 30, 2022 (RMB)	As of June 30, 2022 (USD)
Current Assets:			
- Cash and cash equivalents	444.9	377.3	56.3
- Time deposits	10.0	-	-
- Restricted cash, time deposits and investment	234.6	257.3	38.4
- Short-term investments	36.0	-	-
- Accounts receivable, net	175.2	201.2	30.0
- Amount due from related parties	0.1	19.2	2.9
- Prepayments and other current assets	53.5	51.4	7.7
Total Current Assets	954.3	906.4	135.3
Non-Current Assets:			
- Property and equipment, net	12.6	12.2	1.8
- Intangible assets, net	21.7	22.3	3.3
- Goodwill	10.2	10.2	1.5
- Restricted cash, time deposit and investment	37.3	38.6	5.8
- Other non-current Assets	33.9	21.0	3.1
Total Non-Current Assets	115.7	104.3	15.5
Total Assets	1070.0	1010.7	150.8
Current Liabilities:			
- Short-term borrowings	181.9	239.7	35.8
- Accounts Payable	103.8	126.7	18.9
- Advances from Customers	47.2	48.2	7.2
- Tax Payable	14.7	9.6	1.4
- Amount due to related parties	29.3	26.5	4.0
- Accrued expenses and other current liabilities	152.5	78.3	11.7
Total Current Liabilities	529.4	529.0	79.0
Deferred tax liabilities	4.5	4.3	0.6
Other non-current liabilities	13.6	13.1	2.0
Total non-current liabilities	18.1	17.4	2.6
Total Liabilities	547.5	546.4	81.6
Mezzanine equity	1.7	10.7	1.6
Total Shareholders' (Deficit) / Equity	520.8	453.6	67.6
Total Liabilities and Shareholders' (Deficit) / Equity	1070.0	1010.7	150.8

Unaudited Income Statement Data

(in Millions)	For the Three Months Ended June 30,			For the Six Months Ended June 30,		
	2021 (RMB)	2022 (RMB)	2022 (USD)	2021 (RMB)	2022 (RMB)	2022 (USD)
Revenues:						
Recommendation Services:						
Loans	47.0	66.5	9.9	75.1	113.1	16.9
Credit Cards	101.6	138.2	20.6	179.8	235.8	35.2
Total Recommendation Services	148.6	204.7	30.5	254.9	348.9	52.1
Big data and system-based risk management services	36.2	22.8	3.4	63.1	43.0	6.4
Advertising, Marketing and Other Services	13.1	37.6	5.6	25.5	80.8	12.1
Total Revenues	197.9	265.1	39.5	343.5	472.7	70.6
Cost of Promotion and Acquisition	(135.6)	(191.8)	(28.6)	(227.2)	(341.3)	(51.0)
Cost of Operation	(26.0)	(20.4)	(3.1)	(43.0)	(38.9)	(5.8)
Total cost of services	(161.6)	(212.2)	(31.7)	(270.2)	(380.2)	(56.8)
Sales and Marketing Expenses	(37.6)	(33.2)	(5.0)	(74.6)	(67.0)	(10.0)
Research and Development Expenses	(33.1)	(29.3)	(4.4)	(70.1)	(59.1)	(8.8)
General and Administrative Expenses	(35.2)	(26.3)	(3.9)	(65.3)	(56.8)	(8.5)
Loss from Operations	(69.6)	(35.9)	(5.5)	(136.7)	(90.4)	(13.5)
Net Interest Expenses	(0.7)	(1.6)	(0.2)	(1.8)	(2.9)	(0.4)
Others, net	25.6	1.4	0.2	42.3	4.2	0.6
Loss Before Income Tax	(44.7)	(36.1)	(5.5)	(96.2)	(89.1)	(13.3)
Income Tax Benefits	0.1	0.1	0.0	0.3	0.2	0.0
Net Loss	(44.6)	(36.0)	(5.5)	(95.9)	(88.9)	(13.3)
Less: Net Loss Attributable to Noncontrolling Interests	(0.5)	(1.1)	(0.2)	(1.8)	(2.4)	(0.4)
Net Loss Attributable to Jianpu Technology Inc.	(44.1)	(34.9)	(5.3)	(94.1)	(86.5)	(12.9)

Note: Assumes USD-RMB FX rate of 6.6981