

**JIANPU.AI**

# Third Quarter 2022 Earnings Results

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December 2, 2022



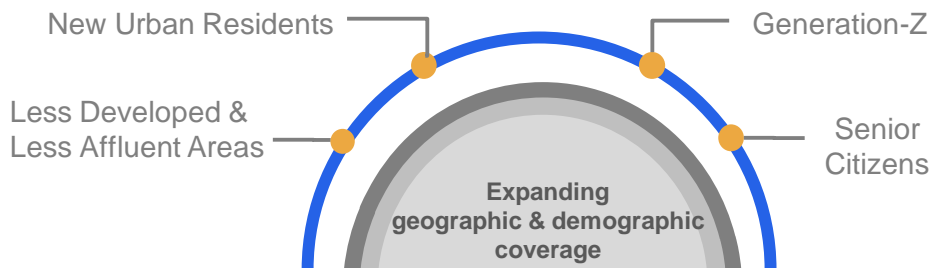
This presentation contains “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements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

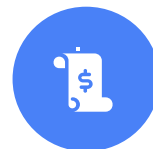
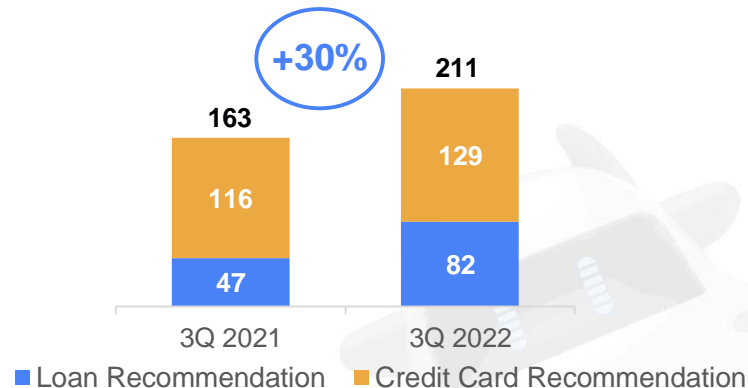
All information provided in this presentation is as of the date of the presentation. We undertake no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise, after the date of this presentation, except as required by law.

**1** Revenue continued to grow at 26% YoY with a balanced and diversified revenue structure

- Expanding geographic and demographic coverage to serve users with financing needs
- Promoting Credit Cards related to Rural Revitalization
- Cooperating with leading banks to explore the DCEP initiatives<sup>1</sup>



Revenue of Recommendation Business



Revenue from Advertising and Marketing Services and Other Services

66%

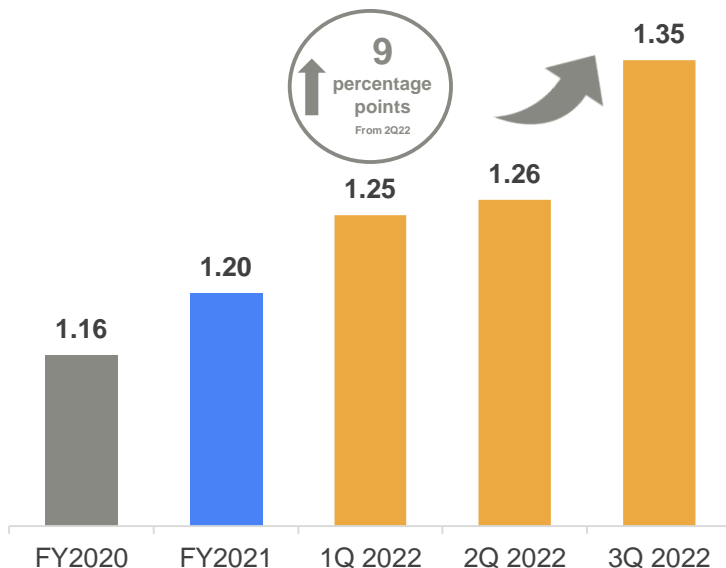


12% contribution to total revenue

<sup>1</sup> DCEP refers to Digital Currency Electronic Payment.

**2** Sustained improvement in efficiency and ROI

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



**3** Ongoing cost optimization measures led to significant margin improvement

Q3 2022 VS. Q3 2021



Adjusted Net Loss reduced by **82%**



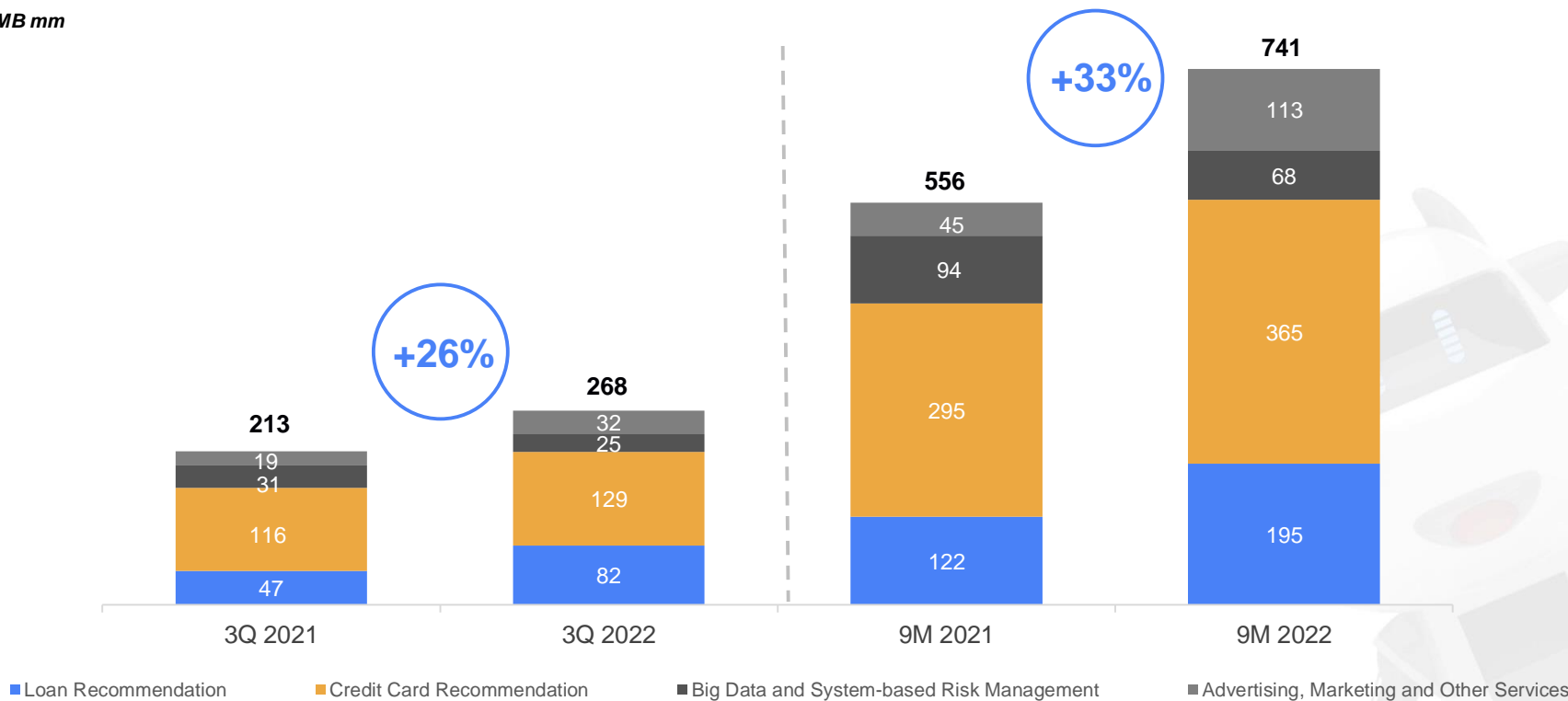
Adjusted Net Loss Margin<sup>2</sup> improved to **3.5%**  
From 23.9% in 3Q21

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

<sup>2</sup> Non-GAAP adjusted net loss represents net loss before share-based compensation expenses, investment impairment loss, impairment of goodwill and intangible assets, investment gain of deconsolidation of subsidiaries and tax effects of above Non-GAAP adjustments.

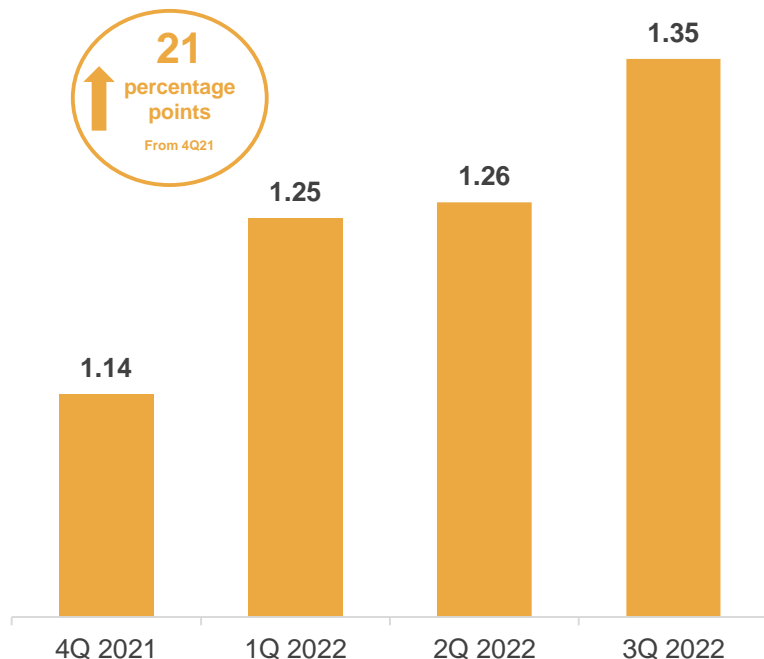
## Total Revenue Breakdown

RMB mm

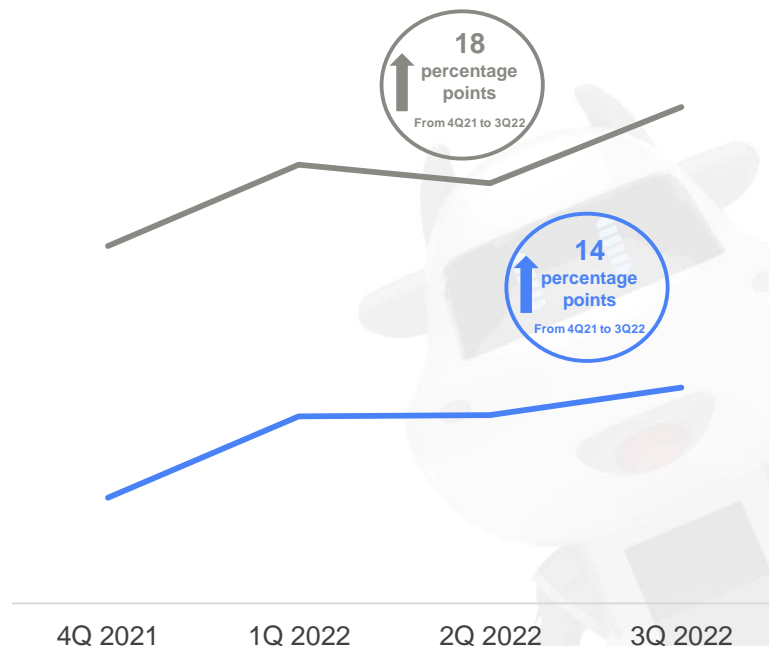


ROI of Recommendation Services, Advertising and Marketing Services and Other Services<sup>1</sup>

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



— Recommendation Services  
— Advertising, Marketing and Other Services

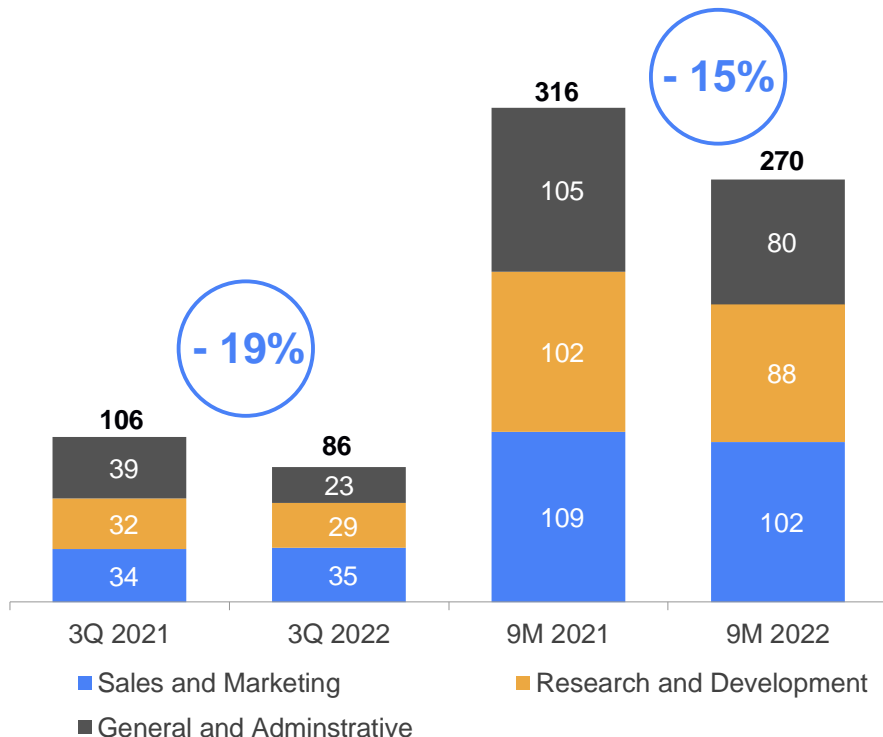


<sup>1</sup> ROI is calculated as revenues from recommendation services, advertising and marketing services and other services divided by cost of promotion and acquisition.

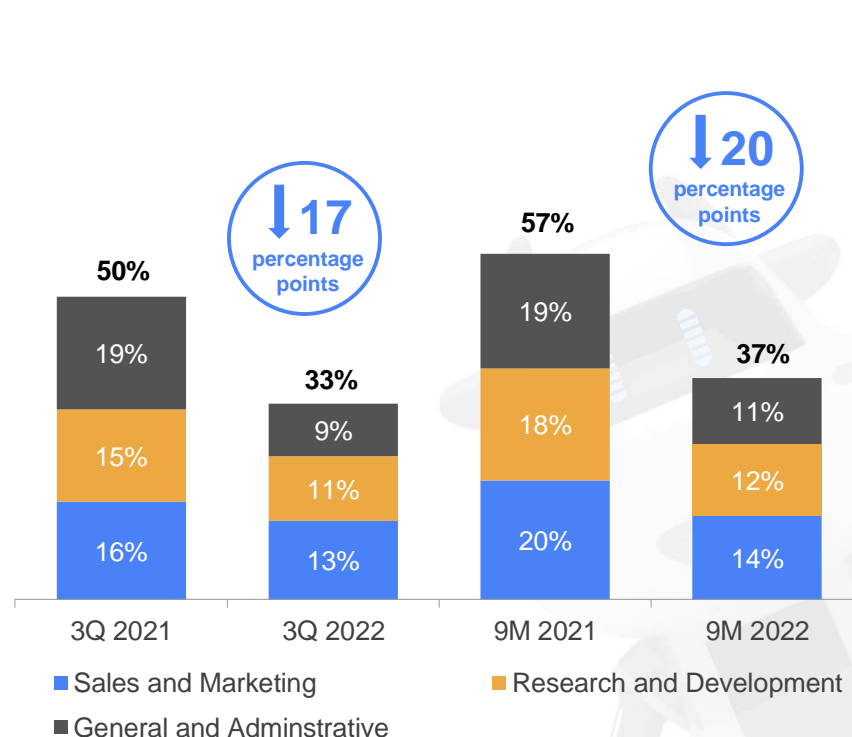
Operating Expenses and Expenses as % of Total Revenue<sup>1</sup>

RMB mm

Operating Expenses



Expenses as % of Total Revenue



<sup>1</sup> Operating expenses and expenses as % of total revenue are calculated as the sum of S&M expenses, R&D expenses and G&A expenses. As% of Total Revenue is calculated as operating expenses divided by total revenues.

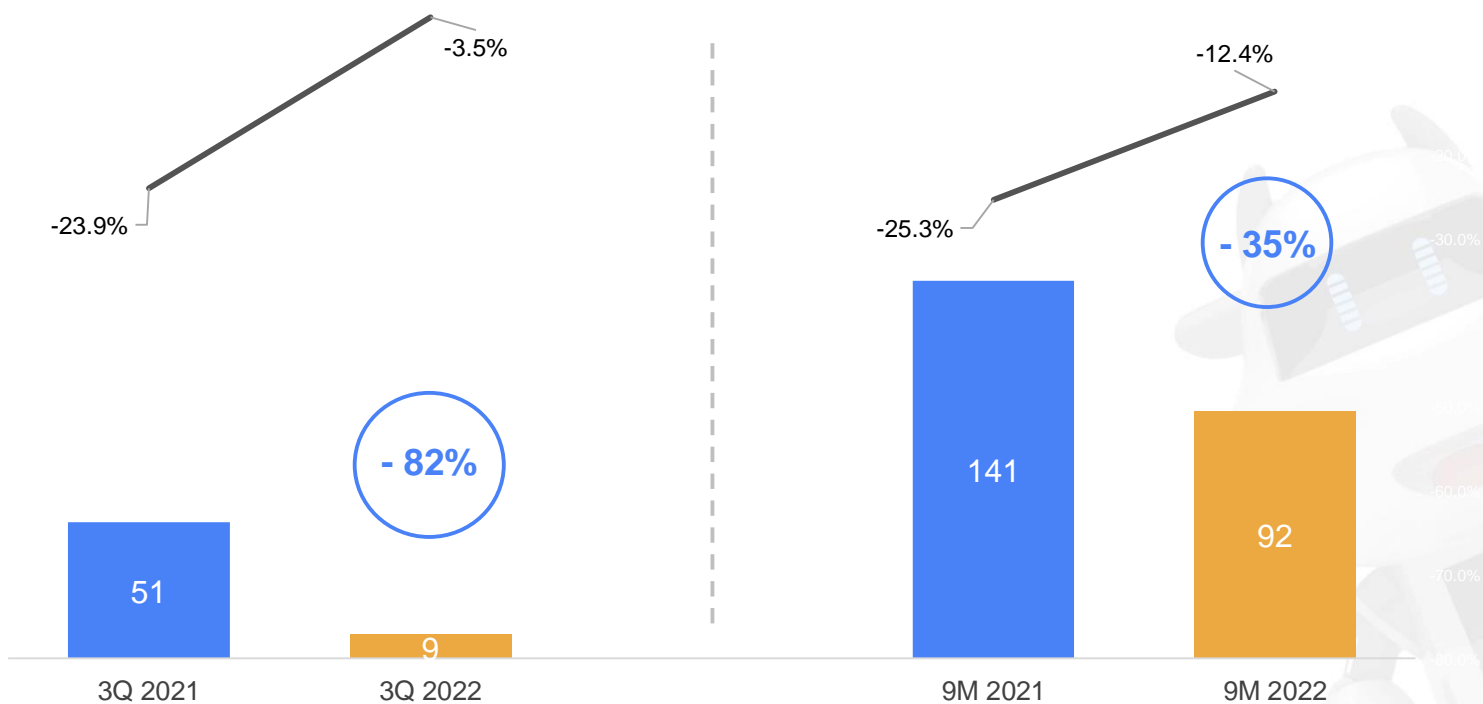
### Adjusted Net Loss and Adjusted Net Loss Margin

RMB mm

Breakeven line

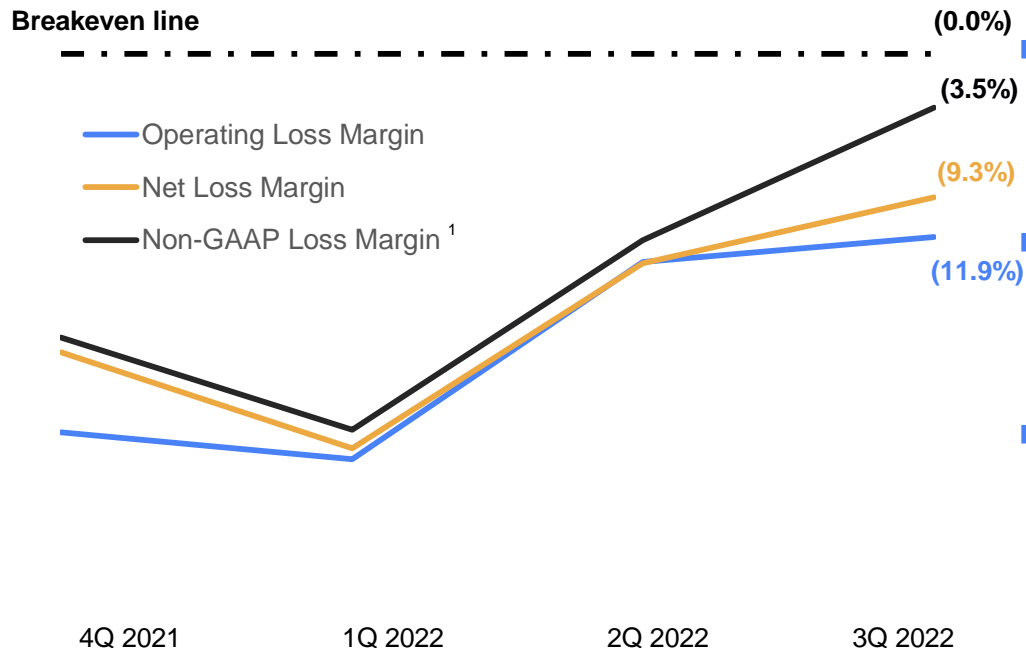
Adjusted Net Loss Margin

(0.0%)





Operating Loss, Net Loss and Non-GAAP Adjusted Net Loss Margins



■ Our operation loss margin, net loss margin and non-GAAP adjusted net loss margin have fallen sharply by 16.6, 18.9 and 20.4 percentage points YoY in 3Q2022, respectively.

■ Our ROI of Recommendation Services, Advertising and Marketing Services and Other Services improved by 15 percentage points in 3Q2022, compared to FY2021.

■ Our strategy of optimizing company resources and streamlining operations has yielded further results through a reduction in the fixed cost base, including office rentals and other overlapped back-office costs and resources.

<sup>1</sup> Non-GAAP adjusted net loss represents net loss before share-based compensation expenses, investment impairment loss, impairment of goodwill and intangible assets, investment gain of deconsolidation of subsidiaries and tax effects of above Non-GAAP adjustments.

# Appendix



# Consolidated Balance Sheet Data

Note: Assumes USD RMB FX rate of 7.1135

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(in Millions)	As of December 31, 2021 (RMB)	As of September 30, 2022 (RMB)	As of September 30, 2022 (USD)
<b>Current Assets:</b>			
- Cash and cash equivalents	444.9	356.9	50.2
- Time deposits	10.0	-	-
- Restricted cash, time deposits and investment	234.6	303.4	42.7
- Short-term investments	36.0	-	-
- Accounts receivable, net	175.2	190.2	26.7
- Amount due from related parties	0.1	0.2	0.02
- Prepayments and other current assets	53.5	57.7	8.1
<b>Total Current Assets</b>	<b>954.3</b>	<b>908.4</b>	<b>127.7</b>
<b>Non-Current Assets:</b>			
- Property and equipment, net	12.6	12.2	1.7
- Intangible assets, net	21.7	19.0	2.7
- Goodwill	10.2	-	-
- Restricted cash, time deposit and investment	37.3	40.2	5.6
- Other non-current Assets	33.9	20.9	2.9
<b>Total Non-Current Assets</b>	<b>115.7</b>	<b>92.2</b>	<b>13.0</b>
<b>Total Assets</b>	<b>1069.9</b>	<b>1000.6</b>	<b>140.7</b>
<b>Current Liabilities:</b>			
- Short-term borrowings	181.9	246.6	34.7
- Accounts Payable	103.8	97.4	13.7
- Advances from Customers	47.2	51.8	7.3
- Tax Payable	14.7	11.5	1.6
- Amount due to related parties	29.3	20.2	2.8
- Accrued expenses and other current liabilities	152.5	80.4	11.3
<b>Total Current Liabilities</b>	<b>529.3</b>	<b>508.0</b>	<b>71.4</b>
Deferred tax liabilities	4.5	3.7	0.5
Other non-current liabilities	13.6	14.1	2.0
<b>Total non-current liabilities</b>	<b>18.2</b>	<b>17.9</b>	<b>2.5</b>
<b>Total Liabilities</b>	<b>547.5</b>	<b>525.9</b>	<b>73.9</b>
<b>Mezzanine equity</b>	<b>1.7</b>	<b>10.7</b>	<b>1.5</b>
<b>Total Shareholders' (Deficit) / Equity</b>	<b>520.8</b>	<b>464.0</b>	<b>65.2</b>
<b>Total Liabilities and Shareholders' (Deficit) / Equity</b>	<b>1069.9</b>	<b>1000.6</b>	<b>140.7</b>

# Unaudited Income Statement Data

(in Millions)	For the Three Months Ended September 30,			For the Nine Months Ended September 30,		
	2021 (RMB)	2022 (RMB)	2022 (USD)	2021 (RMB)	2022 (RMB)	2022 (USD)
<b>Revenues:</b>						
Recommendation Services:						
Loans	46.7	82.1	11.5	121.8	195.2	27.4
Credit Cards	115.7	129.5	18.2	295.5	365.2	51.3
Total Recommendation Services	162.4	211.6	29.7	417.3	560.4	78.8
Big data and system-based risk management services	30.8	25.0	3.5	93.9	68.0	9.6
Advertising, Marketing and Other Services	19.4	32.2	4.5	44.9	113.0	15.9
<b>Total Revenues</b>	<b>212.6</b>	<b>268.8</b>	<b>37.8</b>	<b>556.2</b>	<b>741.4</b>	<b>104.2</b>
Cost of Promotion and Acquisition	(147.6)	(180.2)	(25.3)	(374.9)	(521.5)	(73.3)
Cost of Operation	(20.0)	(21.0)	(3.0)	(62.9)	(59.9)	(8.4)
Total cost of services	(167.6)	(201.2)	(28.3)	(437.8)	(581.4)	(81.7)
Sales and Marketing Expenses	(34.1)	(34.5)	(4.9)	(108.7)	(101.6)	(14.3)
Research and Development Expenses	(32.2)	(28.6)	(4.0)	(102.3)	(87.7)	(12.3)
General and Administrative Expenses	(39.4)	(23.0)	(3.2)	(104.7)	(79.9)	(11.2)
Impairment of goodwill and intangible assets	-	(13.3)	(1.9)	-	(13.3)	(1.9)
<b>Loss from Operations</b>	<b>(60.6)</b>	<b>(31.9)</b>	<b>(4.5)</b>	<b>(197.3)</b>	<b>(122.4)</b>	<b>(17.2)</b>
Net Interest Expenses	(1.3)	(1.2)	(0.2)	(3.0)	(4.1)	(0.6)
Others, net	1.7	7.5	1.1	44.0	11.6	1.6
<b>Loss Before Income Tax</b>	<b>(60.1)</b>	<b>(25.7)</b>	<b>(3.6)</b>	<b>(156.2)</b>	<b>(114.9)</b>	<b>(16.2)</b>
Income Tax Benefits	0.1	0.6	0.1	0.4	0.8	0.1
<b>Net Loss</b>	<b>(60.0)</b>	<b>(25.1)</b>	<b>(3.5)</b>	<b>(155.8)</b>	<b>(114.1)</b>	<b>(16.0)</b>
Less: Net Loss Attributable to Noncontrolling Interests	(1.6)	(7.6)	(1.1)	(3.4)	(10.0)	(1.4)
<b>Net Loss Attributable to Jianpu Technology Inc.</b>	<b>(58.4)</b>	<b>(17.5)</b>	<b>(2.5)</b>	<b>(152.4)</b>	<b>(104.1)</b>	<b>(14.6)</b>

Note: Assumes USD-RMB FX rate of 7.1135