

JIANPU.AI

Fourth Quarter and Fiscal Year 2022 Earnings Results

March 21, 2023



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 2022, our management quotes and our financial outlook for the first quarter of 2023.

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 2022 are preliminary, unaudited and subject to audit adjustment. In addition, we may not meet our financial outlook for the first quarter of 2023 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.

Section I

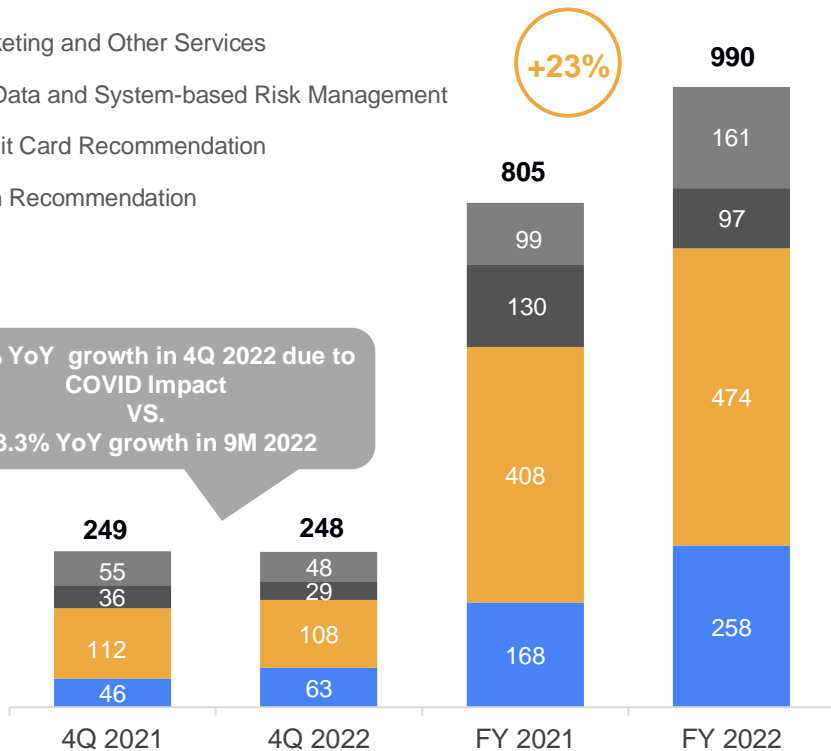
Operational and Financial Highlights



1 Despite the COVID impact, we continued to empower digital transformation and achieved a resilient full-year growth

- Marketing and Other Services
- Big Data and System-based Risk Management
- Credit Card Recommendation
- Loan Recommendation

-0.2% YoY growth in 4Q 2022 due to COVID Impact VS. 33.3% YoY growth in 9M 2022

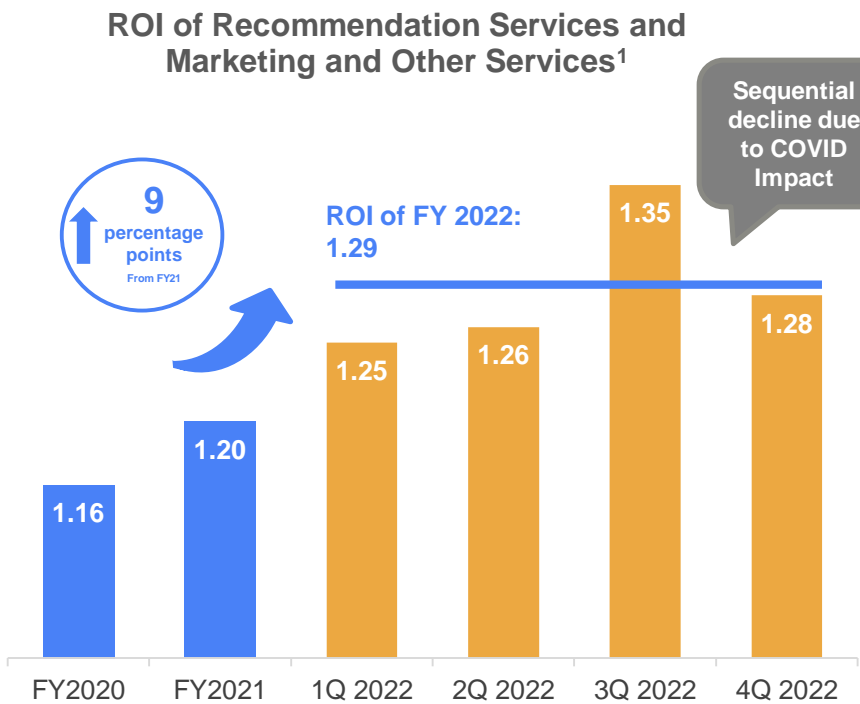


Revenue Contribution	YoY Growth
16%	↑ 62%
10%	↓ 26%
48%	↑ 16%
26%	↑ 54%

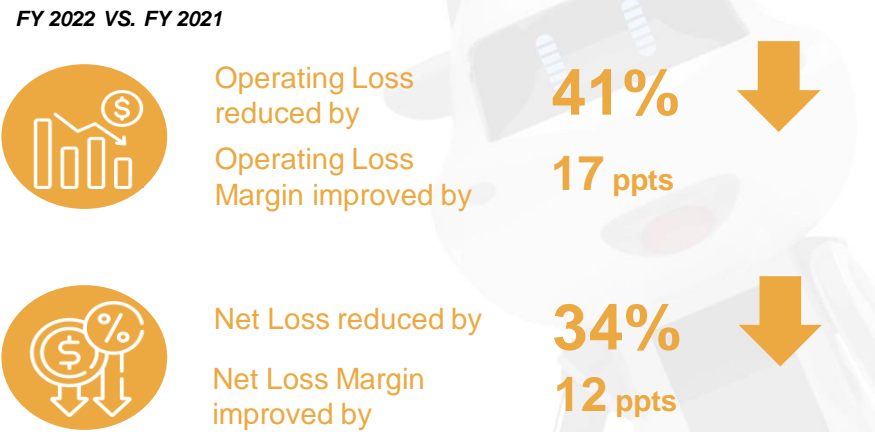
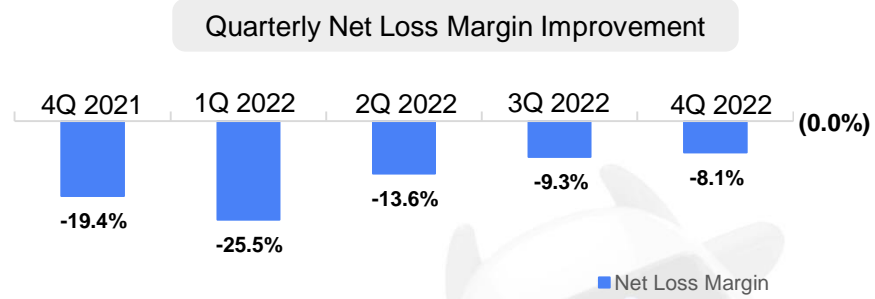
Category expansion into other financial and adjacent categories

Further recovery with geographical and demographical expansion

2 Sustain growth momentum to realize ongoing efficiency improvements



3 Ongoing cost optimization measures led to significant margin improvement



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

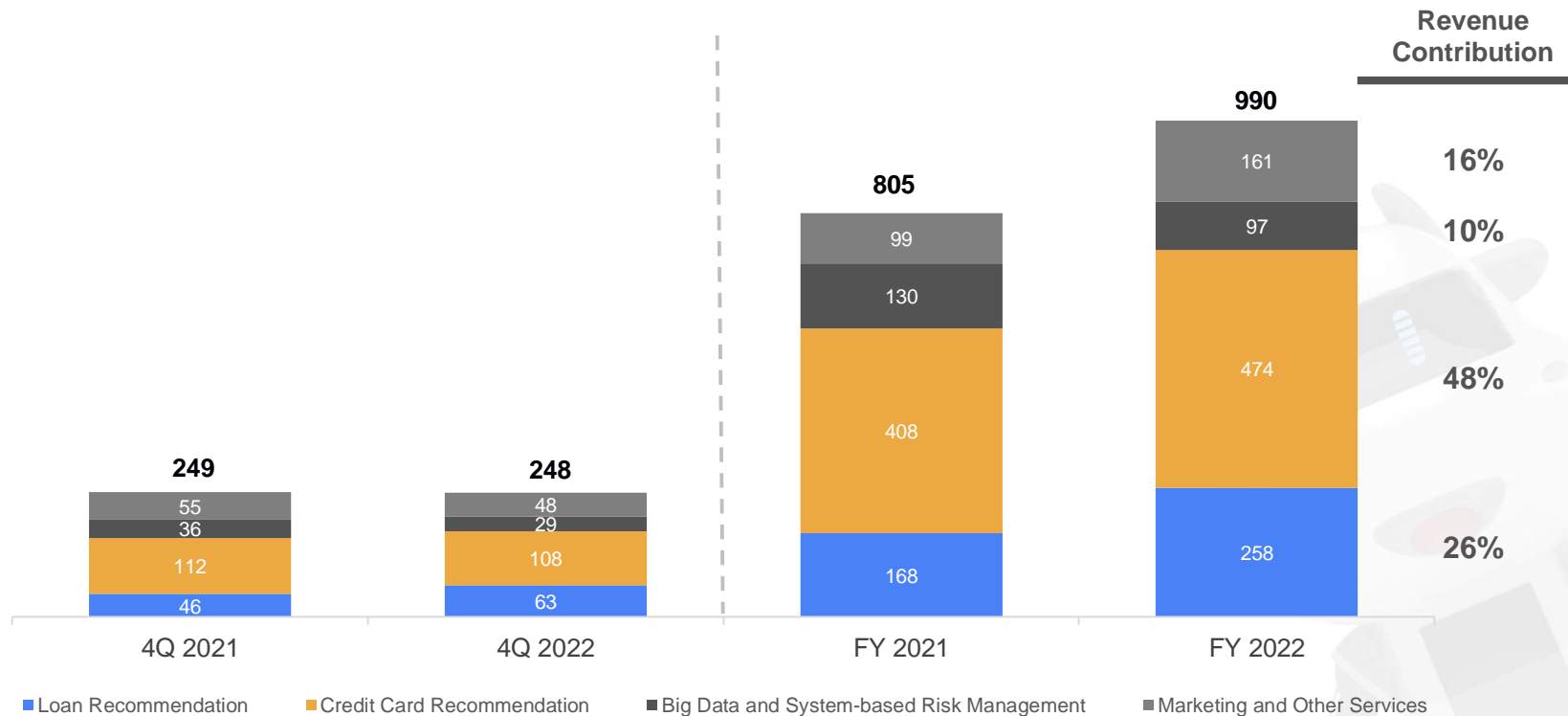
Section II

Financial Details



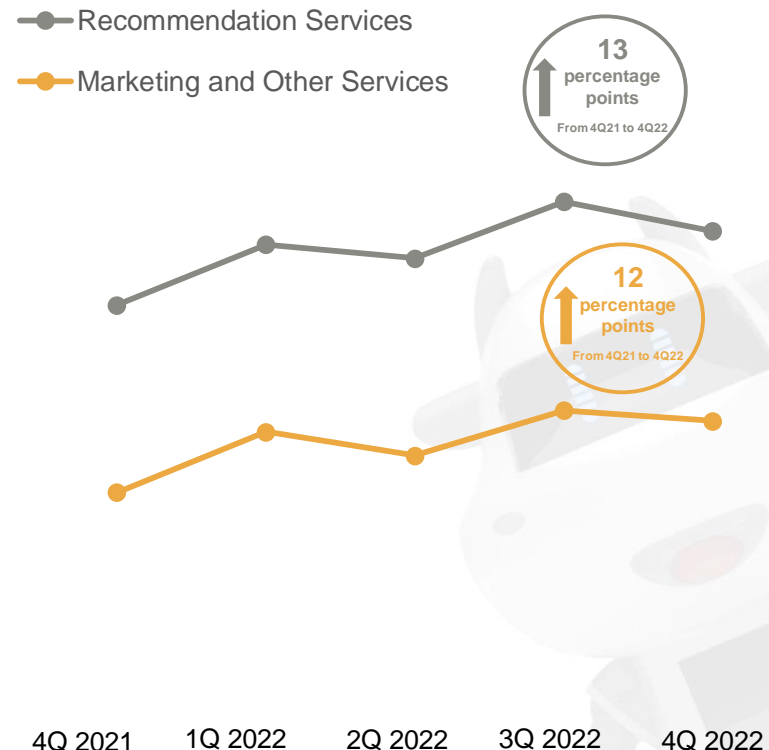
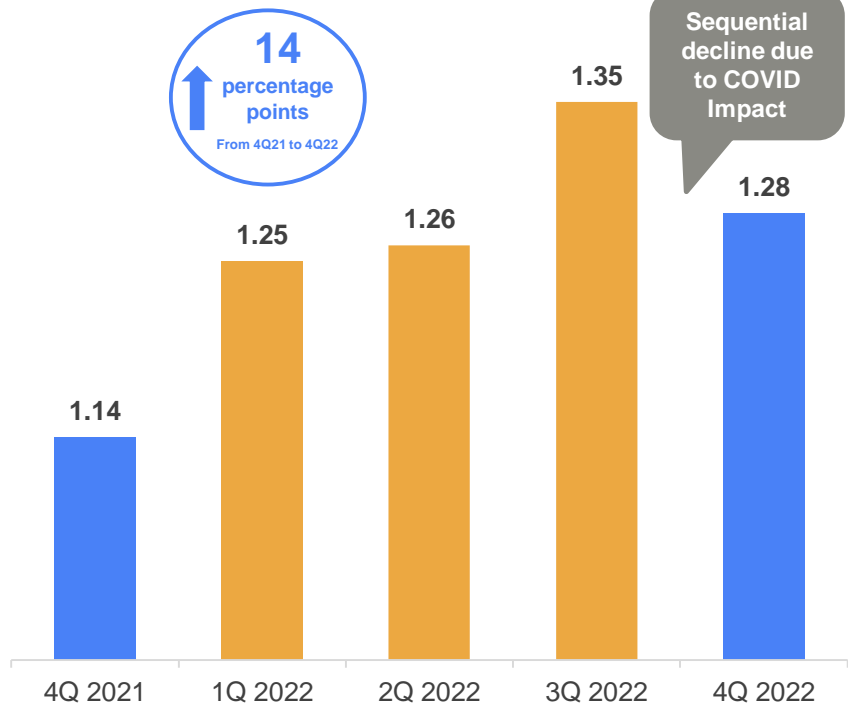
Total Revenue Breakdown

RMB mm



ROI¹ of Recommendation Services and Marketing and Other Services

ROI of Recommendation Services and Marketing and Other Services

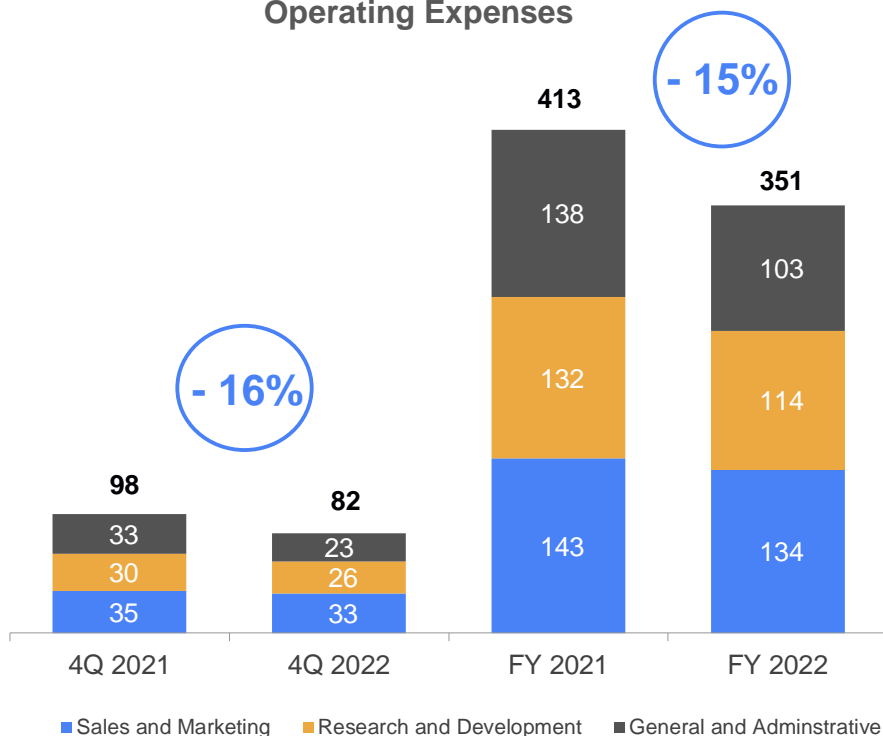


¹ ROI is calculated as revenues from recommendation services and marketing and other services divided by cost of promotion and acquisition.

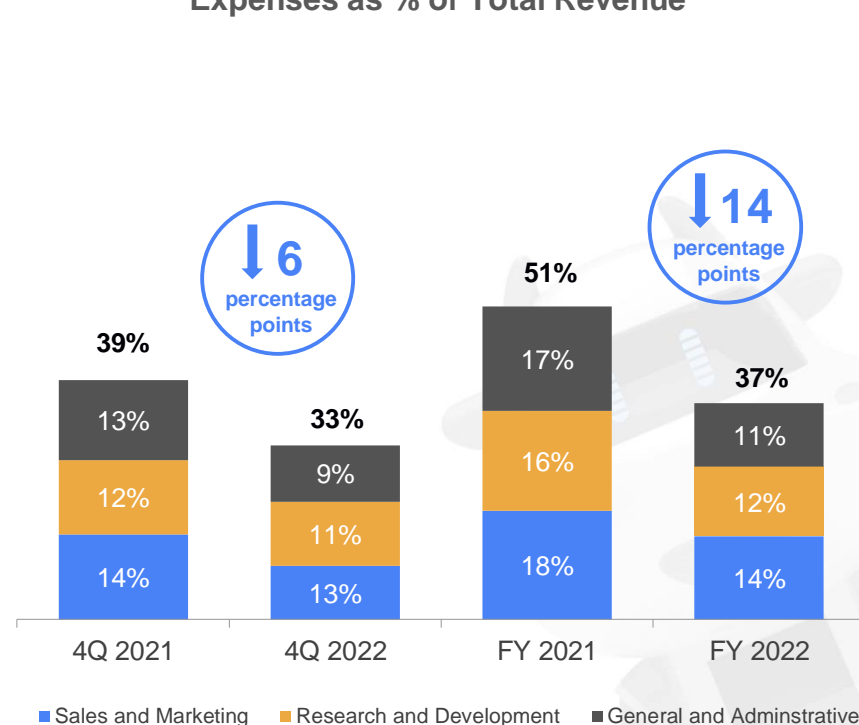
Operating Expenses¹ and Expenses as % of Total Revenue²

RMB mm

Operating Expenses



Expenses as % of Total Revenue



¹ Operating expenses are calculated as the sum of S&M expenses, R&D expenses and G&A expenses.

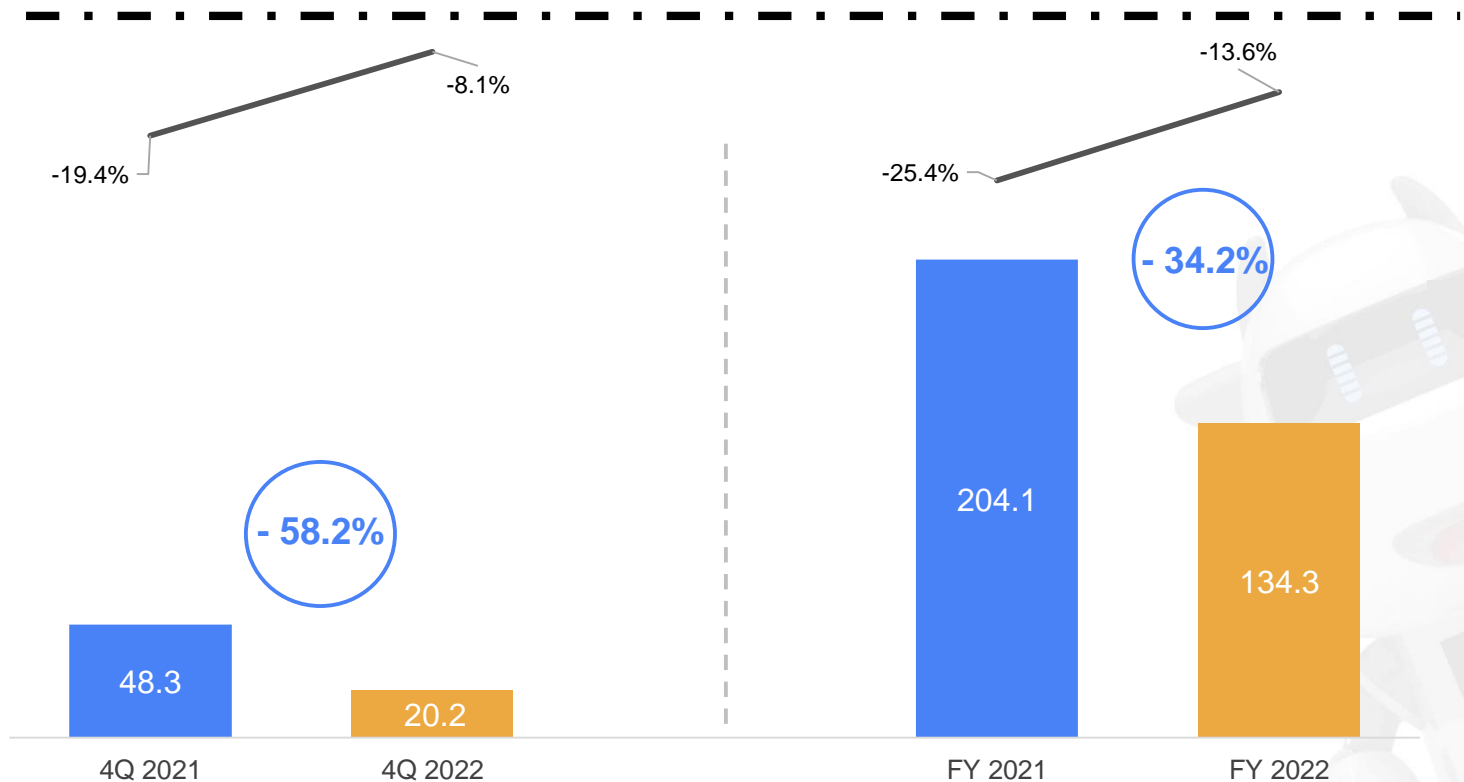
² Expenses as % of Total Revenue is calculated as operating expenses divided by total revenues.

Net Loss and Net Loss Margin

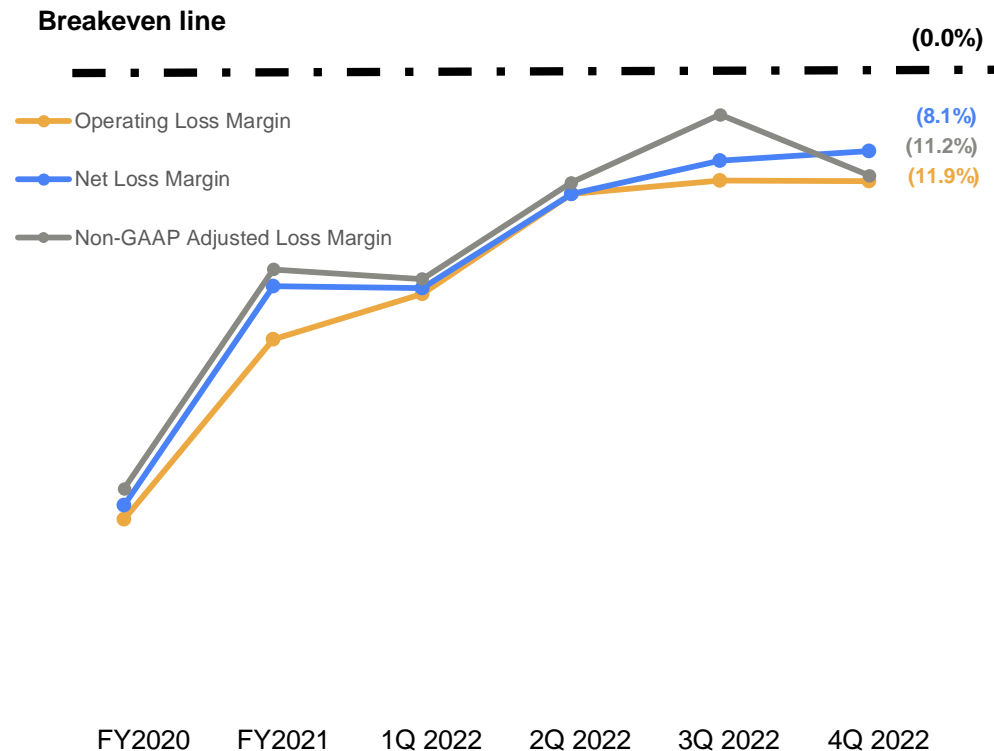
RMB mm

Breakeven line

— Net Loss Margin (0.0%)



Operating Loss Margin, Net Loss Margin and Non-GAAP Adjusted Net Loss Margin¹



■ Our operating loss margin, net loss margin and non-GAAP adjusted net loss margin have significantly year-over-year improved by 12.7, 11.3, and 7.2 percentage points in 4Q2022, respectively.

■ The efficiency gain and margin improvement were mainly contributed by:

➤ Our ROI² of Recommendation Services and Marketing and Other Services year-over-year improved by 14 percentage points in 4Q2022, and 9 percentage points in full year 2022.

➤ The decrease in total operating expenses is driven in part by ongoing fixed cost reductions, including rental, back-office and HR costs, and in part by optimized resource allocation across business lines.

¹ 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. Non-GAAP adjusted net loss margin equals Non-GAAP adjusted net loss divided by total revenues.

² ROI is calculated as revenues from recommendation services and marketing and other services divided by cost of promotion and acquisition.

Appendix



Unaudited Condensed Consolidated Balance Sheet Data



(in Millions)	As of December 31, 2021 (RMB)	As of December 31, 2022 (RMB)	As of December 31, 2022 (USD)
Current Assets:			
- Cash and cash equivalents	444.9	346.5	50.2
- Time deposits	10.0	-	-
- Restricted cash, time deposits and investment	234.6	297.6	43.2
- Short-term investments	36.0	-	-
- Accounts receivable, net	175.2	189.7	27.5
- Amount due from related parties	0.1	-	-
- Prepayments and other current assets	53.5	46.5	6.7
Total Current Assets	954.3	880.5	127.7
Non-Current Assets:			
- Property and equipment, net	12.6	12.6	1.8
- Intangible assets, net	21.7	18.3	2.7
- Goodwill	10.2	-	-
- Restricted cash, time deposit and investment	37.3	40.1	5.8
- Other non-current Assets	33.9	10.8	1.6
Total Non-Current Assets	115.7	81.7	11.9
Total Assets	1069.9	962.3	139.5
Current Liabilities:			
- Short-term borrowings	181.9	253.5	36.8
- Accounts Payable	103.8	96.7	14.0
- Advances from Customers	47.2	46.9	6.8
- Tax Payable	14.7	9.7	1.4
- Amount due to related parties	29.3	13.5	2.0
- Accrued expenses and other current liabilities	152.5	88.9	12.9
Total Current Liabilities	529.3	509.2	73.8
Deferred tax liabilities	4.5	3.6	0.5
Other non-current liabilities	13.6	13.1	1.9
Total non-current liabilities	18.2	16.7	2.4
Total Liabilities	547.5	525.9	76.3
Mezzanine equity	1.7	-	-
Total Shareholders' (Deficit) / Equity	520.8	436.3	63.3
Total Liabilities and Shareholders' (Deficit) / Equity	1069.9	962.3	139.5

Note: Assumes USD-RMB foreign exchange rate of 6.8972, the foreign exchange rate in effect on December 30, 2021 being set forth in the H.10 statistical release of the Board of Governors of the Federal Reserve System. 13

Unaudited Condensed Income Statement Data

(in Millions)	For the Three Months Ended December 31,			For the Year Ended December 31,		
	2021 (RMB)	2022 (RMB)	2022 (USD)	2021 (RMB)	2022 (RMB)	2022 (USD)
Revenues:						
Recommendation Services:						
Loans	45.6	62.9	9.1	167.5	258.1	37.4
Credit Cards	112.3	108.4	15.7	407.8	473.7	68.7
Total Recommendation Services	157.9	171.3	24.8	575.2	731.7	106.1
Big data and system-based risk management services	36.5	28.9	4.2	130.4	96.9	14.1
Marketing and Other Services	54.5	48.0	7.0	99.4	161.0	23.3
Total Revenues	248.9	248.3	36.0	805.0	989.7	143.5
Cost of Promotion and Acquisition	(187.2)	(171.8)	(24.9)	(562.1)	(693.3)	(100.5)
Cost of Operation	(25.1)	(24.1)	(3.5)	(88.0)	(84.0)	(12.2)
Total cost of services	(212.3)	(195.9)	(28.4)	(650.1)	(777.3)	(112.7)
Sales and Marketing Expenses	(34.8)	(32.7)	(4.7)	(143.5)	(134.3)	(19.5)
Research and Development Expenses	(30.2)	(26.3)	(3.8)	(132.4)	(114.0)	(16.5)
General and Administrative Expenses	(32.8)	(23.0)	(3.3)	(137.5)	(102.8)	(14.9)
Impairment of goodwill and intangible assets	-	-	-	-	(13.3)	(1.9)
Loss from Operations	(61.2)	(29.6)	(4.3)	(258.5)	(152.0)	(22.0)
Net Interest Expenses	(1.2)	0.4	0.06	(4.2)	(3.7)	(0.5)
Others, net	14.0	8.7	1.3	58.0	20.3	2.9
Loss Before Income Tax	(48.4)	(20.5)	(3.0)	(204.7)	(135.4)	(19.6)
Income Tax Benefits	0.1	0.08	0.01	0.6	0.9	0.1
Net Loss	(48.3)	(20.4)	(3.0)	(204.1)	(134.5)	(19.5)
Less: Net Income / (Loss) Attributable to Noncontrolling Interests	(0.9)	0.02	0.00	(4.3)	(9.9)	(1.4)
Net Loss Attributable to Jianpu Technology Inc.	(47.4)	(20.5)	(3.0)	(199.8)	(124.5)	(18.1)

Note: Assumes USD-RMB foreign exchange rate of 6.8972, the foreign exchange rate in effect on December 30, 2021 being set forth in the H.10 statistical release of the Board of Governors of the Federal Reserve System.