

JIANPU.AI

Second Quarter 2023 Earnings Results

August 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 second quarter of 2023, our management quotes and our financial outlook for the third 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 second quarter of 2023 are preliminary, unaudited and subject to audit adjustment. In addition, we may not meet our financial outlook for the third 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.

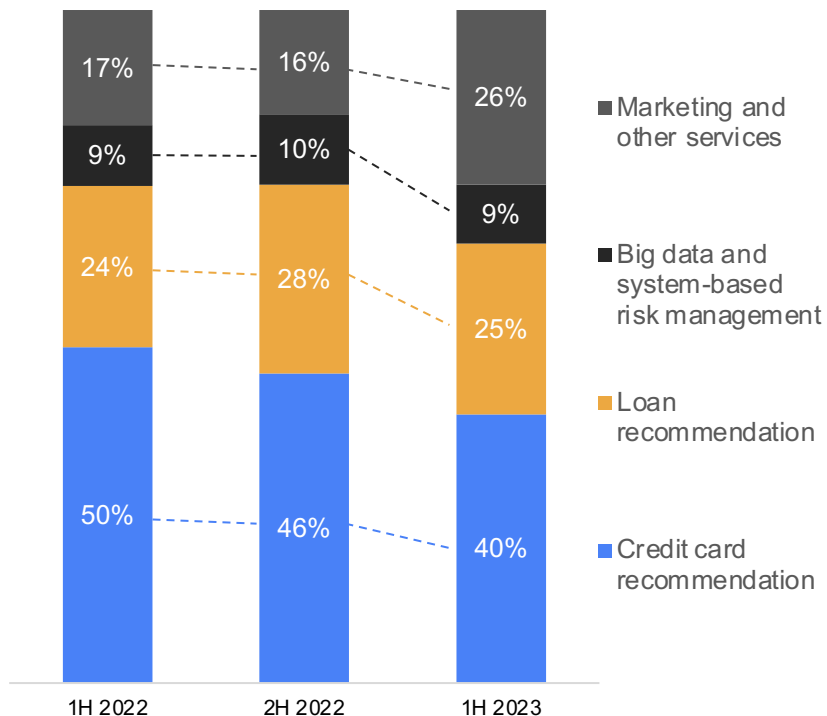
All information provided in this presentation is as of the date of the presentation. We undertake no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise, after the date of this presentation, except as required by law.

Section I

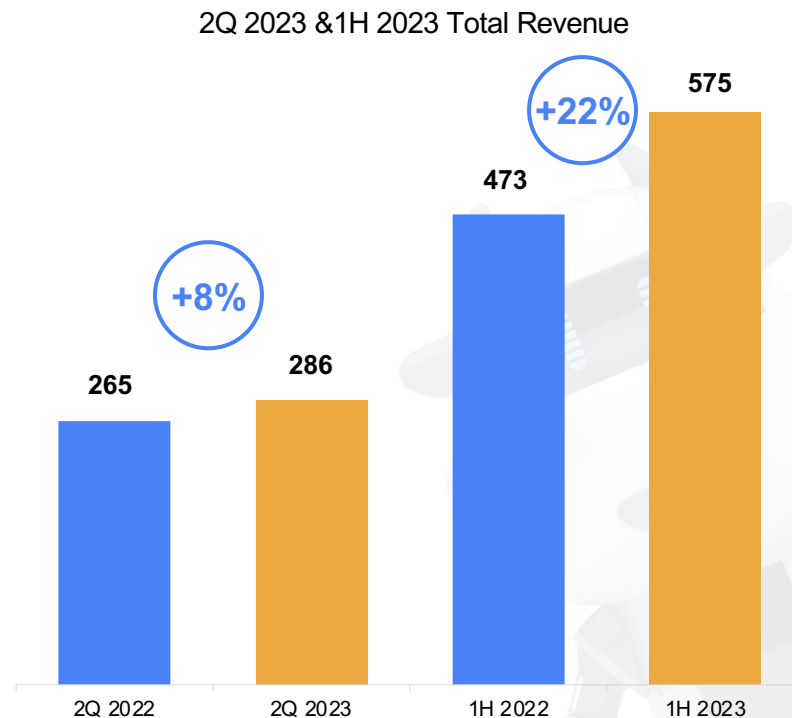
Operational and Financial Highlights



1 More Diversified and Balanced Business Mix...



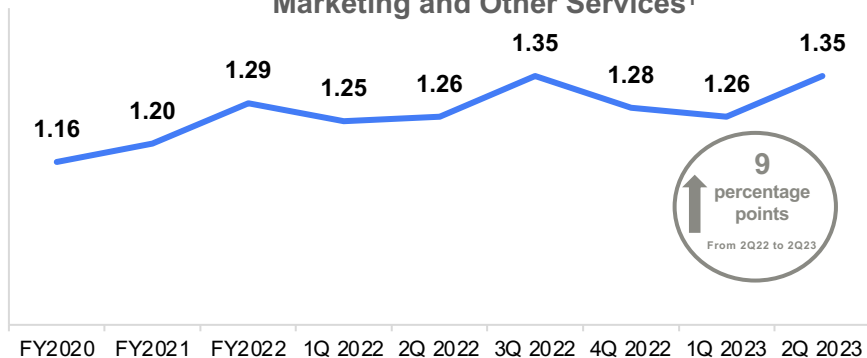
2 Continue to Deliver YoY Revenue Growth Despite Macro Headwinds...



3

And Sustained Improvement in Operational Efficiency

ROI of Recommendation Services and Marketing and Other Services¹



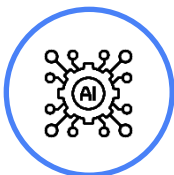
Explored new partnerships and acquisition channels



Optimized product innovation and distribution



Efficiency improvement and cost optimization

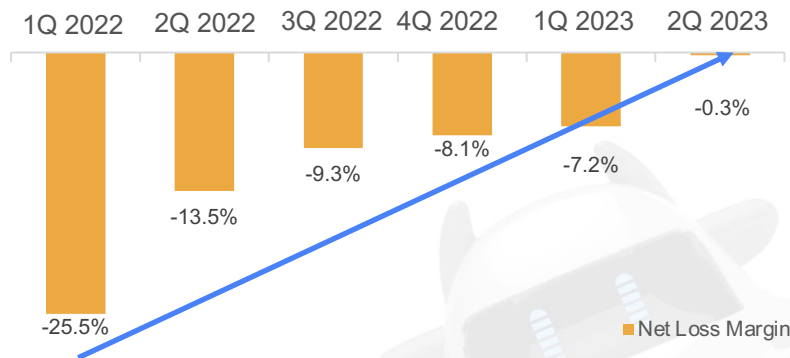


Integrated AI tools into daily operations

4

Led to A Remarkable Quarterly Result of Approaching Breakeven

Quarterly Net Margin Improvement



Q2 2023 VS. Q2 2022



Net Loss Margin improved by

13 ppts



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

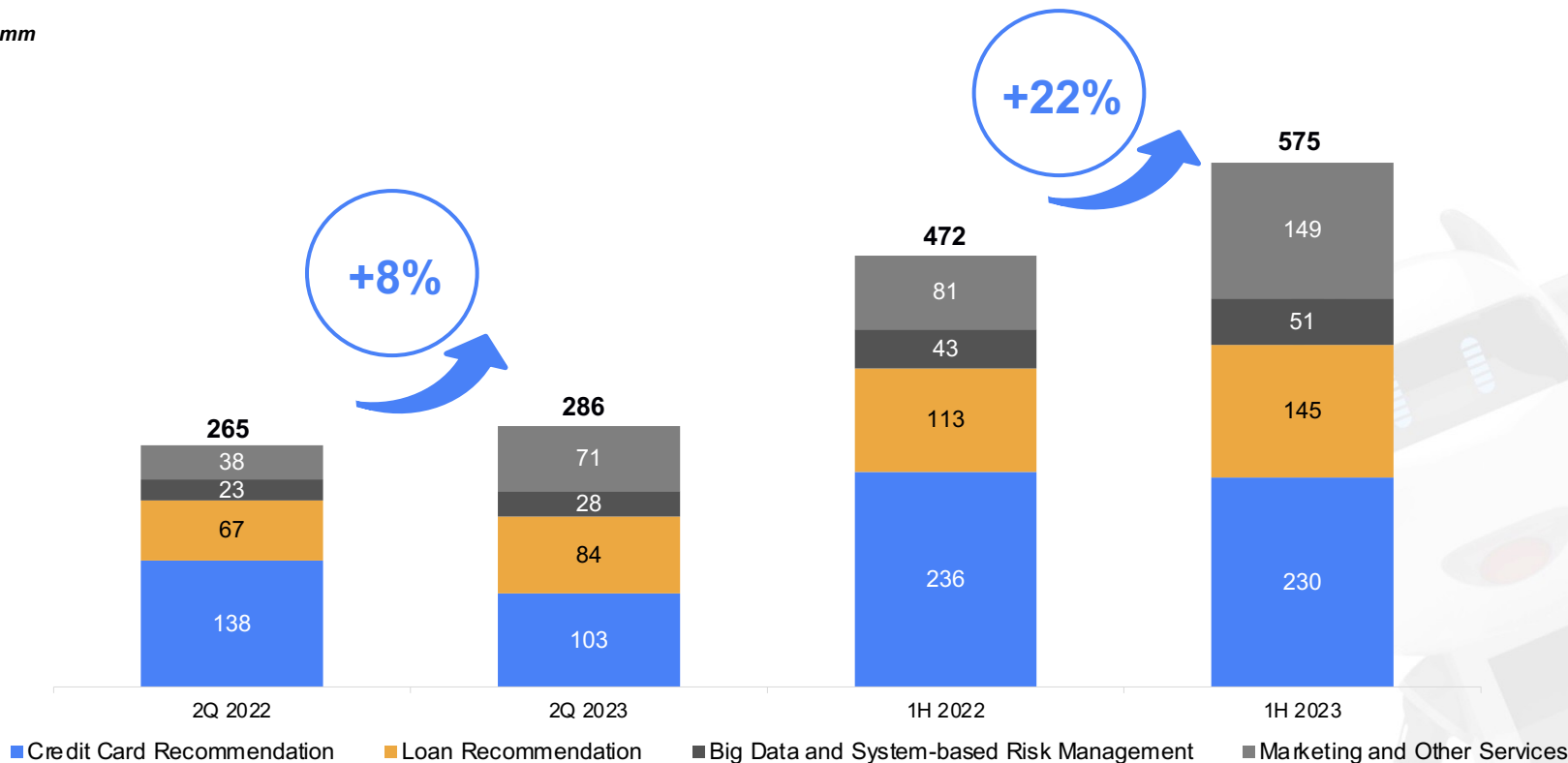
Section II

Financial Details



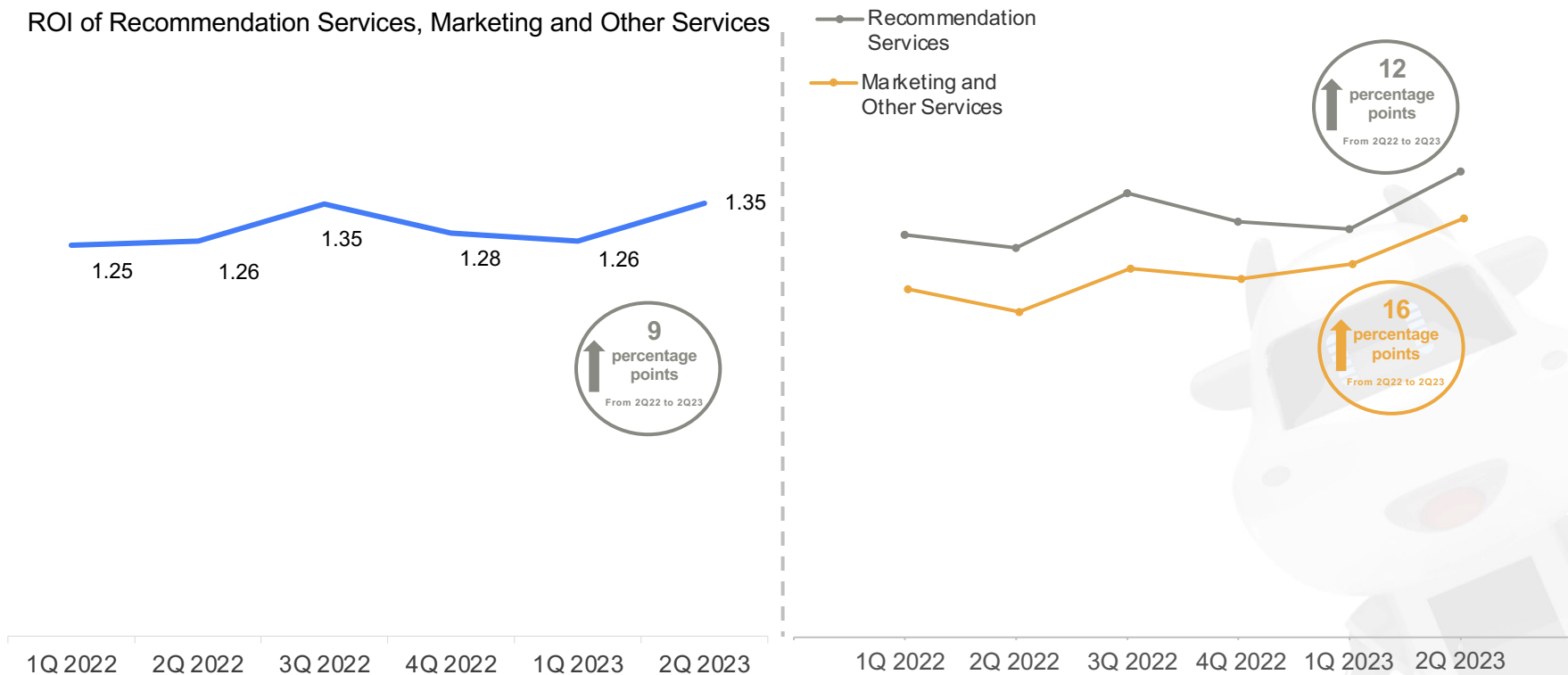
Total Revenue Breakdown

RMB mm



ROI of Recommendation Services, Marketing and Other Services¹

ROI of Recommendation Services, Marketing and Other Services

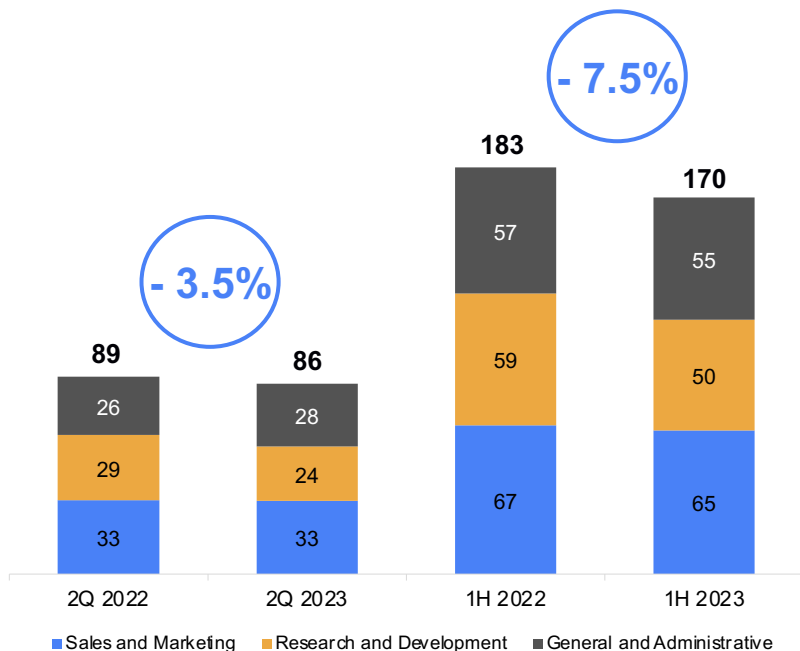


¹ ROI is calculated as revenues from recommendation services, marketing and other services divided by cost of promotion and acquisition.

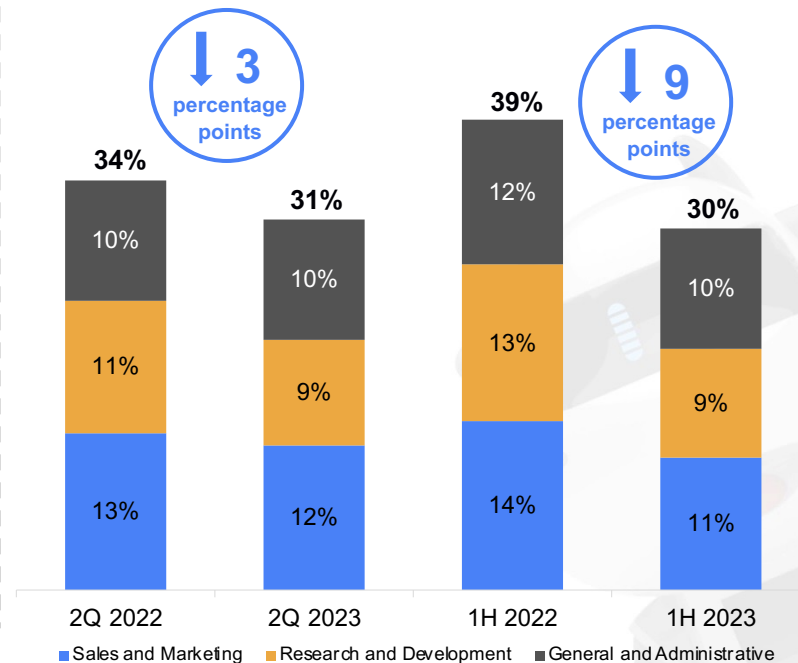
Operating Expenses¹ and Expenses as % of Total Revenue²

RMB mm

Operating Expenses



Expenses as % of Total Revenue



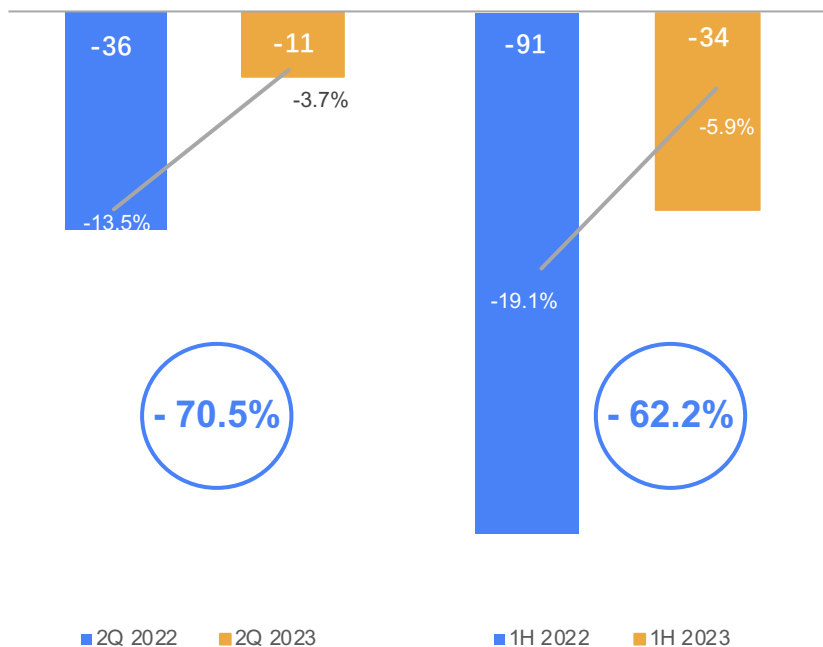
¹ Operating expenses are calculated as the sum of S&M expenses, R&D expenses and G&A expenses.

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

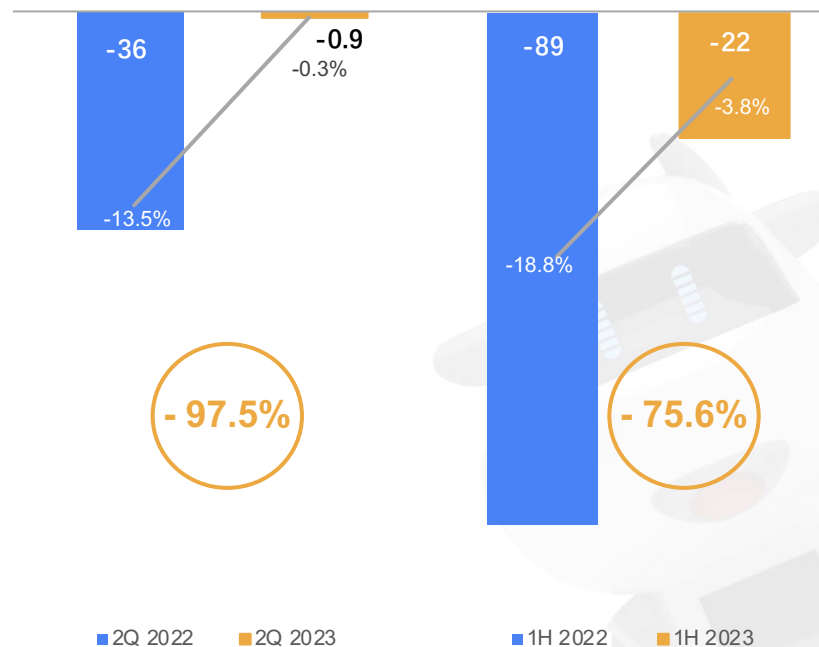
Loss from Operations and Net Loss

RMB mm

Loss from Operations



Net Loss



Appendix



Unaudited Consolidated Balance Sheet Data

Note: Assumes USD RMB FX rate of 7.2513



(in Millions)	As of December 31, 2022 (RMB)	As of June 30, 2023 (RMB)	As of June 30, 2023 (USD)
Current Assets:			
- Cash and cash equivalents	346.5	316.6	43.7
- Restricted time deposits	297.6	308.8	42.6
- Accounts receivable, net	189.7	206.4	28.5
- Amount due from related parties	0.2	0.2	0.02
- Prepayments and other current assets	46.5	42.6	5.9
Total Current Assets	880.5	874.5	120.6
Non-Current Assets:			
- Property and equipment, net	12.6	13.1	1.8
- Intangible assets, net	18.3	19.9	2.7
- Restricted cash and time deposit	40.1	43.1	5.9
- Other non-current Assets	10.8	13.4	1.8
Total Non-Current Assets	81.8	89.5	12.3
Total Assets	962.3	964.0	132.9
Current Liabilities:			
- Short-term borrowings	253.5	253.2	34.9
- Accounts Payable	96.7	125.4	17.3
- Advances from Customers	46.9	45.5	6.3
- Tax Payable	9.7	10.4	1.4
- Amount due to related parties	13.5	10.2	1.4
- Accrued expenses and other current liabilities	88.9	72.2	10.0
Total Current Liabilities	509.2	516.9	71.3
Deferred tax liabilities	3.6	3.5	0.5
Other non-current liabilities	13.1	12.5	1.7
Total non-current liabilities	16.7	16.0	2.2
Total Liabilities	525.9	532.9	73.5
Total Shareholders' Equity	436.4	431.1	59.4
Total Liabilities and Shareholders' / Equity	962.3	964.0	132.9

Note: Assumes USD-RMB foreign exchange rate of 7.2513, the foreign exchange rate in effect on June 30, 2023 being set forth in the H.10 statistical release of the Board of Governors of the Federal Reserve System.

(in Millions)	For the Three Months Ended June 30,			For the Six Months Ended June 30,		
	2022 (RMB)	2023 (RMB)	2023 (USD)	2022 (RMB)	2023 (RMB)	2023 (USD)
Revenues:						
Recommendation Services:						
Loans	66.5	83.8	11.6	113.1	145.5	20.1
Credit Cards	138.2	102.7	14.2	235.8	229.7	31.7
Total Recommendation Services	204.7	186.5	25.7	348.8	375.2	51.7
Big data and system-based risk management services	22.8	28.1	3.9	43.0	50.7	7.0
Marketing and Other Services	37.6	70.9	9.8	80.8	149.0	20.5
Total Revenues	265.1	285.5	39.4	472.6	574.9	79.3
Cost of Promotion and Acquisition	(191.8)	(190.4)	(26.3)	(341.3)	(401.5)	(55.4)
Cost of Operation	(20.4)	(20.0)	(2.8)	(38.9)	(38.4)	(5.3)
Total cost of services	(212.2)	(210.4)	(29.0)	(380.2)	(439.9)	(60.7)
Sales and Marketing Expenses	(33.2)	(32.9)	(4.5)	(67.0)	(64.7)	(8.9)
Research and Development Expenses	(29.3)	(24.4)	(3.4)	(59.1)	(49.7)	(6.9)
General and Administrative Expenses	(26.3)	(28.4)	(3.9)	(56.8)	(54.9)	(7.6)
Loss from Operations	(35.9)	(10.6)	(1.5)	(90.5)	(34.2)	(4.7)
Net Interest Expenses	(1.6)	1.5	0.2	(2.9)	2.0	0.3
Others, net	1.4	8.1	1.1	4.2	10.3	1.4
Loss Before Income Tax	(36.1)	(1.0)	(0.1)	(89.2)	(21.9)	(3.0)
Income Tax Benefits	0.1	0.1	0.01	0.2	0.2	0.02
Net Loss	(35.9)	(0.9)	(0.1)	(89.0)	(21.7)	(3.0)
Less: Net Income / (Loss) Attributable to Noncontrolling Interests	(1.1)	0.2	0.02	(2.4)	(0.5)	(0.1)
Net Loss Attributable to Jianpu Technology Inc.	(34.9)	(1.1)	(0.2)	(86.6)	(21.2)	(2.9)