



Empowering each individual to reach their full potential in their educational and career goals



Ticker	NASDAQ: ATAI	Auditor	KPMG (since IPO)
IPO	January 2008 (Underwriters: Merrill Lynch, Piper Jaffray)	Fiscal Year End	December 31
Recent Stock Price	\$1.07 (as of 3/13/2019)	Market Cap	\$24.5 million (as of 3/13/2019)
ADSs Outstanding	22.9 million	Book Value Per ADS	\$1.75

All information as of 12/31/2018 unless otherwise noted.

INVESTMENT HIGHLIGHTS

Provider of Quality Educational Experiences for Students Throughout China and Abroad

- March 2019 - ATA terminated the acquisition of Beijing Biztour International Travel Service Co., Ltd. and its affiliates (“Beijing Biztour”). Forms a strategic partnership instead.
- August 2018 – Paid US\$6.00 per ADS special cash dividend in connection with closing of sale of ATA Online and its direct shareholding companies (testing services business) to a group of investors for US\$200.0 million
- Recognized leader in innovation in education industry with nearly 20 years of experience in testing technologies and delivery services

Growth Strategy

- Leverage expertise in assessment/education technologies and services, as well as extensive industry relationships, to scale the growth of well-established education enterprises to expand its presence in China and beyond
- Continue exploring M&A opportunities within the education sector
- Continue development of remaining businesses, including K-12 assessment tools and content and partner projects with Nanjing University and Tsinghua University

ATA intends to maintain its Nasdaq listing following the sale of its testing services business.

ATA PROJECT BASED LEARNING (“P B L”)

Preparatory Stage

Preparatory stage offering online learning courses designed to prepare students in necessary skills in an area of their choosing

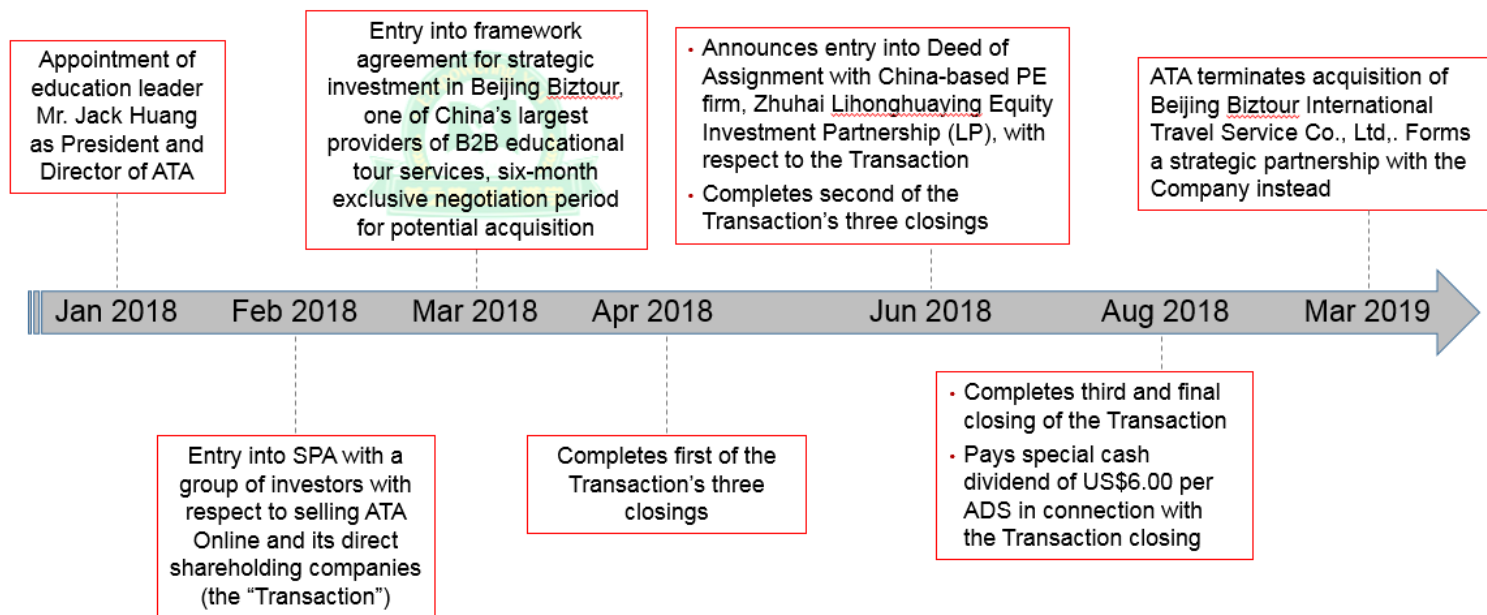
Overseas Stage

Classroom-based learning, and out of school guided-learning tours that allow students to discover and be “hands on” within the specific subject area either as a group and individually

Presentation Stage

Encourage students to showcase their learning and achievement in various forms

TIMELINE OF RECENT CORPORATE EVENTS



ATA'S EXPERIENCED MANAGEMENT TEAM

Kevin Ma, Chairman and CEO of ATA

- Co-founded ATA in 1999
- 20+ years' experience in the IT and IT-related education sectors
- Pioneer in commercializing China's testing industry and an entrepreneur since 1996

Jack Huang, President and Director

- Respected leader with 20+ years of involvement in the international education community
- Served as CEO of Lanxum Education from 2015 to 2017
- Previously worked at global education companies, including Chegg and Pearson

Amy Tung, Chief Financial Officer

- Has served in various financial and operational positions within ATA since 2006, including Acting CFO in 2010
- 20+ years of finance and accounting experience

SUMMARY BALANCE SHEET

	12/31/2017	12/31/2018	12/31/2017	12/31/2018
In 000s	RMB		USD	
Cash and Cash Equivalents	53,478	190,586	\$8,219	\$27,720
Total Current Assets	366,816	213,395	\$56,379	\$31,037
Total Assets	568,441	335,131	\$87,368	\$48,743
Total Current Liabilities	141,766	19,746	\$21,789	\$2,872
Total Liabilities	167,064	19,746	\$25,677	\$2,872
Mezzanine Equity	36,304	39,209	\$5,580	\$5,703
Shareholders' Equity	365,073	276,176	\$56,111	\$40,168
Total Liabilities, Mezzanine Equity & Shareholders' Equity	568,441	335,131	\$87,368	\$48,743

This may contain statements about future events and expectations that constitute forward-looking statements. Forward-looking statements are based on ATA managements' beliefs, assumptions and expectations of future events and economic performance, considering information currently available to management. These statements are not statements of historical fact. Forward-looking statements involve risks and uncertainties that may cause actual results, performance or financial condition to differ materially from the expectations expressed or implied in any forward-looking statement. ATA does not assume any obligation to update or revise forward-looking statements, whether as a result of new information, future events or otherwise. Anyone receiving this is encouraged to review all filings made by the Company with the Securities and Exchange Commission. The information contained herein is being provided for informational purposes only and does not constitute a solicitation to buy or sell any securities. The Equity Group provides investor relations services for ATA and other clients. The Equity Group, its officers or employees may have a position in the securities of these companies or may have received options to acquire such securities.

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