

The logo for 'ata' is rendered in a bold, lowercase, red sans-serif font. It is enclosed within a red square frame that has a thick border and a small gap at the top and bottom, giving it a stylized, open appearance. The background of the slide is a dark, semi-transparent image of a person's hands working on a laptop, with a white horizontal band across the middle containing the text.

ata

TRANSITION YEAR 2017 EARNINGS CALL
(QUARTER ENDED JUNE 30, 2017)
August 10, 2017

Speakers

Mr. Kevin Ma, Chairman and CEO

Ms. Amy Tung, CFO

SAFE HARBOR

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Note: All U.S. dollar amounts in this presentation, relating to the financial results for the three months ended June 30, 2017, are converted from RMB using an exchange rate of 6.7793 RMB:1 USD. All historical conversions are accurate as of the time reported, unless otherwise noted. The Company reports its financial results under U.S. GAAP in RMB, and all percentages calculated in the presentation are based on RMB unless otherwise noted.

OVERVIEW

ATA is China's market leader in advanced testing technologies and related services.

Since 1999, has provided large-scale, computer-based exam services for professional certification and skills assessment in China

Provides technologies for learning institutes/recruiters to improve overall learning/hiring efficiency and effectiveness

ATA estimates approx. 200 million exams are delivered annually in China's testing market.

ATA At-A-Glance

Ticker	NASDAQ: ATAI
IPO	January 2008 (Underwriters: Merrill Lynch, Piper Jaffray)
Auditor	KPMG (since IPO)
Fiscal Year End	March 31 (Transition to December 31)
Recent Stock Price	\$4.68 (as of 8/4/2017)
Market Cap	\$107 million (as of 8/4/2017)
ADSs Outstanding	22.9 million
Book Value Per ADS	\$2.05

All information as of 6/30/2017 unless otherwise noted.



OPERATING AND FINANCIAL HIGHLIGHTS

Amy Tung, Chief Financial Officer

KEY OPERATING HIGHLIGHTS

Delivered 3.6 million billable tests in three months ended 6/30/2017, compared to 2.6 million in prior-year period

Successfully delivered two new computer-based exam titles for Ministry of Human Resources and Social Security

Recently entered into partnership with Tsinghua University for content development and education research

Signed exclusive five-year agreement with ACT, Inc., leading U.S. college entrance assessment organization

Simultaneous, Large-scale Test Delivery

Nationwide network of 3,209 test centers (as of 6/30/2017) covering every province in mainland China



KEY FINANCIAL HIGHLIGHTS

Net revenues of RMB104.1 million, exceeding top end of net revenue guidance range of RMB91.0 million to RMB96.0 million

Gross margin impacted by change in revenue mix, as well as increased share-based compensation expense and licensing fees

Bottom line impacted by RMB10.0 million expenditure related to Tsinghua University academic project

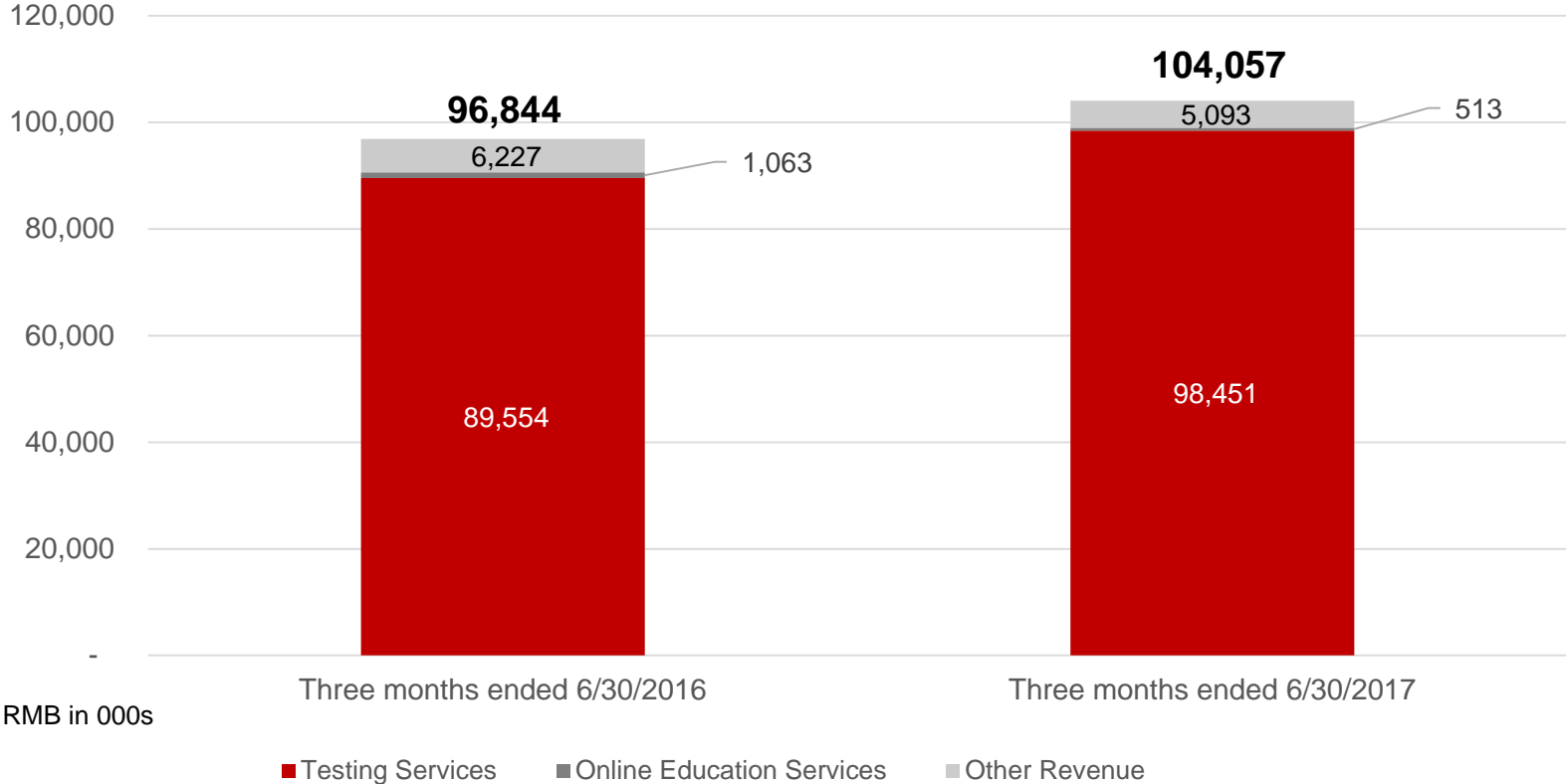
Reiterates net revenue guidance for Nine-Month Transition Period 2017*

*As reported in the Company's fiscal 2017 fourth quarter and year-end financial results press release on 6/1/2017



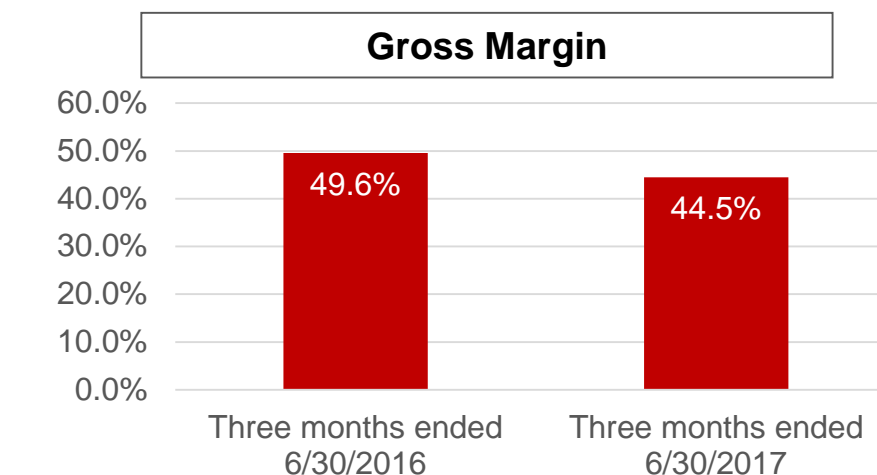
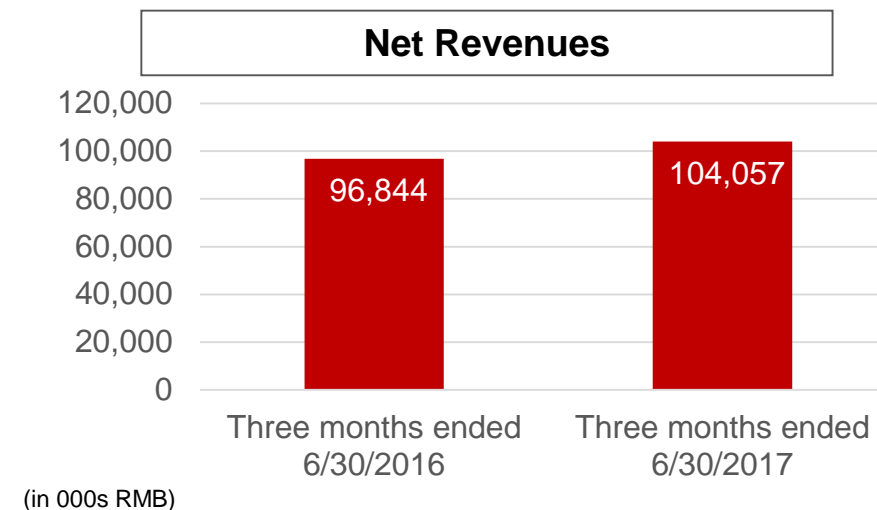
REVENUE BREAKDOWN

- **Testing Services** for ATA's core test delivery services across China, ~94.6% of revenues in the three months ended 6/30/2017
- **Online Education Services** for continued professional development



SUMMARY FINANCIAL RESULTS – JUNE 30, 2017

In 000s except margin and per share data	Three months ended June 30,		Three months ended June 30,	
	2016	2017	2016	2017
	RMB		USD	
Net Revenues	96,844	104,057	\$14,572	\$15,349
Cost of Revenue	48,767	57,714	\$7,338	\$8,513
Gross Profit	48,077	46,344	\$7,234	\$6,836
Gross Margin	49.6%	44.5%	49.6%	44.5%
Operating Expenses	36,855	51,707	\$5,546	\$7,627
Income (Loss) from Operations	11,221	(5,363)	\$1,688	(\$791)
Net Income (Loss) Attributable to ATA Inc.	4,143	(8,460)	\$623	(\$1,248)
Diluted Earnings (Losses) per ADS Attributable to ATA Inc.	0.18	(0.66)	\$0.02	(\$0.10)



FINANCIAL ANALYSIS

RMB in 000s except EPS	FY 2016					FY 2017					Three months ended
	Q1	Q2	Q3	Q4	FY 2016	Q1	Q2	Q3	Q4	FY 2017	6/30/2017
Net Revenues	97,529	53,436	221,438	44,737	417,140	96,844	65,132	273,461	36,949	472,386	104,057
Net Income (Loss) Attributable to ATA Inc.											
GAAP	6,138	(14,069)	49,353	(15,371)	26,051	4,143	(35,578)	75,412	(53,694)	(9,716)	(8,460)
Adjustment											
Share-based Compensation Expense	3,814	1,942	2,001	1,409	9,165	1,039	1,009	1,032	3,878	6,958	5,212
Foreign Currency Exchange (Gain) Loss	59	1,431	12	4	1,506	31	15	30	(3)	73	641
Non-GAAP	10,011	(10,697)	51,366	(13,959)	36,722	5,214	(34,554)	76,474	(49,819)	(2,685)	(2,606)
Diluted Earnings (Losses) Per ADS attributable to ATA Inc.											
GAAP	\$0.04	(\$0.10)	\$0.34	(\$0.10)	\$0.18	\$0.02	(\$0.24)	\$0.48	(\$0.34)	(\$0.06)	(\$0.10)
Non-GAAP	\$0.08	(\$0.08)	\$0.34	(\$0.10)	\$0.24	\$0.04	(\$0.22)	\$0.48	(\$0.32)	(\$0.02)	(\$0.06)

BALANCE SHEET

Balance Sheet Highlights

	3/31/2017	6/30/2017	3/31/2017	6/30/2017
In 000s	RMB		USD	
Cash and Cash Equivalents	222,448	154,071	\$32,318	\$22,727
Total Current Assets	295,945	251,524	\$42,995	\$37,102
Total Assets	519,840	453,099	\$75,523	\$66,836
Total Current Liabilities	103,030	81,445	\$14,968	\$12,014
Total Liabilities	127,383	98,839	\$18,506	\$14,580
Shareholders' Equity	392,457	319,337	\$57,017	\$47,105
Total Liabilities & Shareholders' Equity	519,840	453,099	\$75,523	\$66,836

\$22.7 million in cash and cash equivalents as of 6/30/2017

PROJECTIONS

RMB millions	Guidance for Quarter Ending 9/30/2017		Actual for Quarter Ended 9/30/2016
	Low	High	
Net Revenue	68.0	73.0	65.1

RMB millions	Guidance for Nine Months Ending 12/31/2017		Actual for Nine Months Ended 12/31/2016
	Low	High	
Net Revenue	490.0	510.0	435.4



OUTLOOK FOR NINE-MONTH TRANSITION PERIOD 2017

Kevin Ma, Chairman and CEO

GROWTH STRATEGY

- Strengthen ATA's leadership position in China's testing and assessment market
 - Expand into and build presence in various education markets
 - Explore ways to accelerate growth of core testing business
- Expand existing client relationships
- Establish new business partnerships
- Leverage test data, provide increased value to clients



At ATA Inc.

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