



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

**NASDAQ: ATAI**  
**INVESTOR PRESENTATION**  
**SEPTEMBER 2018**

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Note: All U.S. dollar amounts in this presentation, relating to the financial results for the second quarter ended June 30, 2018, are converted from RMB using an exchange rate of 6.6171 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 focused on providing quality educational experiences for students throughout China and abroad. ATA aims to offer online and other on-campus education programs through an extensive network of global education partners.

Nearly 20 years of experience in testing technologies and delivery services, unrivaled knowledge of China's assessment/education market

Possesses industry relationships with educational institutions and enterprises all over China

Established reputation as a leader in learning technologies committed to providing students with quality educational opportunities

## ATA At-A-Glance

Ticker	NASDAQ: ATAI
IPO	January 2008 (Underwriters: Merrill Lynch, Piper Jaffray)
Auditor	KPMG (since IPO)
Fiscal Year End	December 31
Recent Stock Price	\$2.59 (as of 8/28/2018)
Market Cap	\$59 million (as of 8/28/2018)
ADSs Outstanding	22.9 million
Book Value Per ADS	\$1.51

All information as of 6/30/2018 unless otherwise noted.

# INVESTMENT HIGHLIGHTS

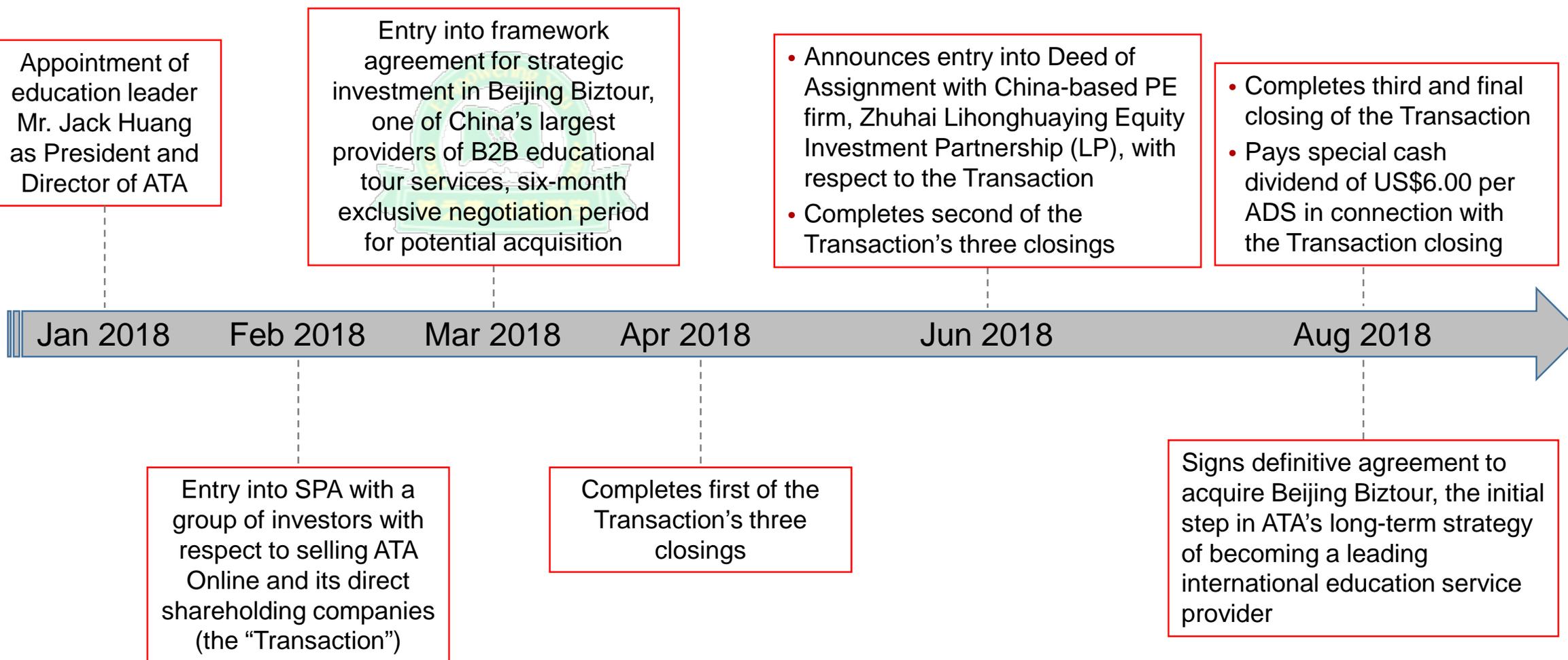
Provider of Quality  
Educational  
Experiences for  
Students in China  
and Abroad

- ATA intends to maintain its Nasdaq listing and its reporting obligations as a SEC-registered public company are unaffected by the sale of its testing services business.
- August 2018 – ATA completed the sale of ATA Online and its direct shareholding companies (testing services business) to a group of investors for US\$200.0 million, paid US\$6.00 per ADS special cash dividend in connection with the transaction closing
- August 2018 – Signed definitive agreement to acquire Beijing Biztour, one of China's largest service providers of B2B international education tours
- Recognized leader in innovation in education industry with nearly 20 years of experience in testing technologies and delivery services

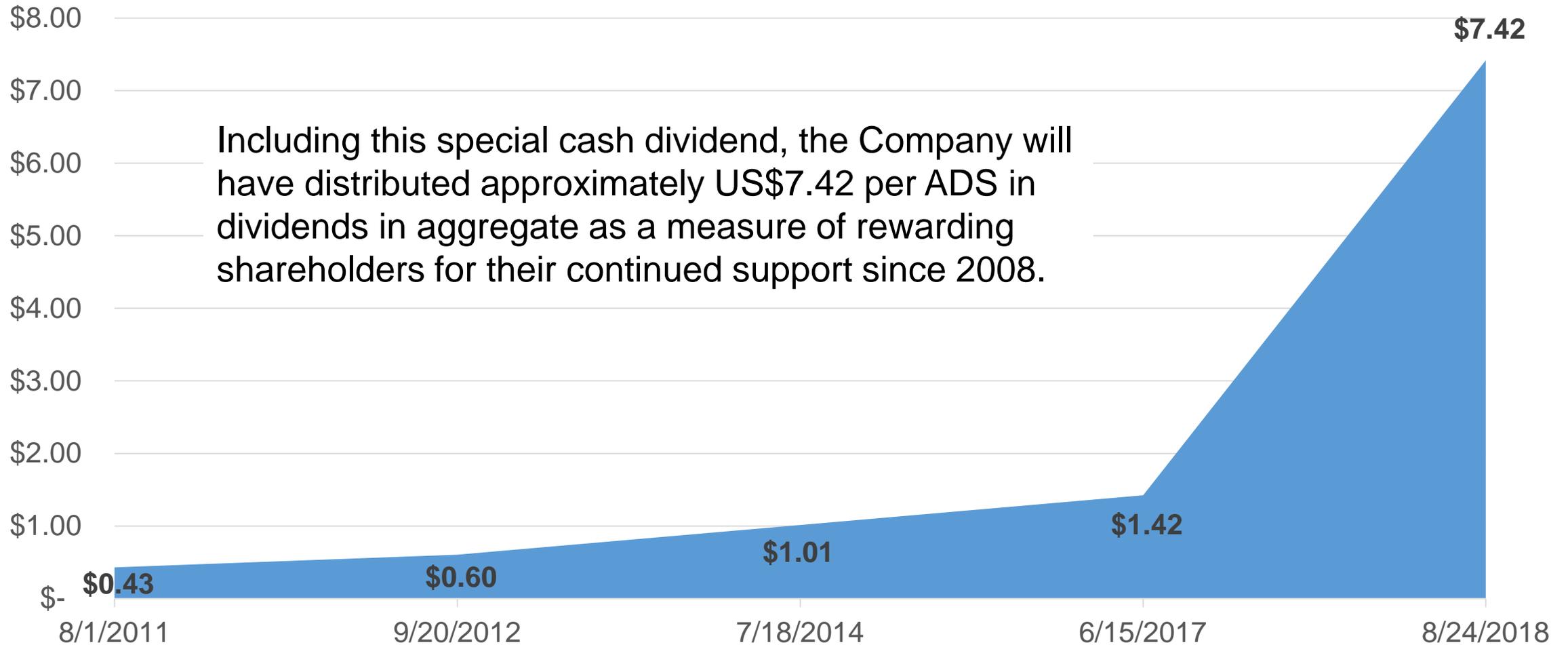
Growth Strategy

- 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 K-12 assessment tools and content, and support partner projects with Nanjing University and Tsinghua University

# TIMELINE OF RECENT CORPORATE EVENTS



# HISTORY OF DIVIDEND RETURNS TO SHAREHOLDERS



# PROVEN MANAGEMENT TEAM W/ EXTENSIVE EXPERIENCE

Kevin Ma	Jack Huang	Amy Tung
Co-founder, Chairman and CEO	President, Director	Chief Financial Officer
<ul style="list-style-type: none"> <li>• 20+ years in IT and IT-related education sectors</li> <li>• Pioneer in commercializing China’s testing industry</li> <li>• Professional entrepreneur since 1996</li> </ul>	<ul style="list-style-type: none"> <li>• 20+ years in international education experience</li> <li>• Served as CEO of Lanxum Education from 2015-2017</li> <li>• Previously worked at globally recognized education companies, including Chegg and Pearson</li> <li>• With ATA since 2018</li> </ul>	<ul style="list-style-type: none"> <li>• 20+ years in finance and accounting experience</li> <li>• Served in a variety of financial and operational positions within ATA since 2006, including Acting CFO in 2010</li> </ul>





# 2018 OUTLOOK & GROWTH STRATEGY

# DETAILS OF ANTICIPATED BEIJING BIZTOUR ACQUISITION

- Under the terms of the definitive agreement, ATA will acquire Beijing Biztour International Travel Service Co., Ltd. (“Beijing Biztour”) for a total purchase price of RMB50.0 million:
  - RMB37.43 million, 50% payable in cash and 50% payable in newly issued shares of ATA
  - RMB12.57 million of incentive stock compensation for staff of Beijing Biztour over a three-year period
  - Share consideration calculated based on pre-dilution valuation of US\$150 million for ATA
- Management of Beijing Biztour is expected to stay on and work with ATA management to grow the business.
- Closing of acquisition expected in Q4 2018

# WHAT IS BEIJING BIZTOUR?



- Beijing Biztour International Travel Service Co., Ltd  
(北京美之旅国际旅行社股份有限公司)
- One of China's largest providers of B2B educational tour services
- Known for international educational study services primarily in the U.S., United Kingdom, and Australia for China-based students
- Serves 7,000+ students each year through its extensive global network of overseas partners
- Over 300 study tour products in 30+ global destinations

# GROWTH STRATEGY

ATA plans to leverage its 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.

- Increase outreach to support a growing population of students seeking learning experiences outside the classroom (educational international travel experiences)
- Continue exploring M&A opportunities within the education sector
- Continue development of K-12 assessment tools and content, and support partner projects with Nanjing University and Tsinghua University





**At ATA Inc.**

Amy Tung, CFO  
+86 (10) 6518 1122 x 5518  
[amytung@atai.net.cn](mailto:amytung@atai.net.cn)

**Investor Relations Counsel:  
The Equity Group**

Carolyn Y. Sohn  
(415) 568-2255  
[csohn@equityny.com](mailto:csohn@equityny.com)

Adam Prior  
(212) 836-9606  
[aprior@equityny.com](mailto:aprior@equityny.com)



# APPENDIX

## Financials

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# KEY FINANCIAL HIGHLIGHTS

As in Q1 2018, business lines to be disposed were reclassified as discontinued operations and presented separately in the consolidated balance sheets and consolidated statements of comprehensive income (loss) in Q2 2018.

Net revenues from continuing operations decreased from RMB1.2 million to RMB77,076 as a result of the adoption of new revenue guidance ASC 606.

Net loss from continuing operations, net of income taxes, was RMB20.2 million, compared to RMB17.4 million in the prior-year period, primarily due to increased G&A expenses.

Net loss from discontinued operations, net of income taxes, was RMB79.5 million, compared to net income of RMB8.6 million in the prior-year period, primarily due to RMB110.8 million income taxes related to the Transaction, offset by approximately RMB28.6 million in net income generated by ATA Online.



# BALANCE SHEET

## Balance Sheet Highlights

	12/31/2017	6/30/2018	12/31/2017	6/30/2018
In 000s	RMB		USD	
<b>Cash and Cash Equivalents</b>	53,478	287,202	\$8,219	\$43,403
<b>Assets Classified as Held for Sale</b>	310,014	848,572	\$47,648	\$128,239
<b>Total Current Assets</b>	366,816	1,158,873	\$56,379	\$175,133
<b>Total Assets</b>	568,442	1,295,958	\$87,368	\$195,850
<b>Liabilities Classified as Held for Sale</b>	111,304	695,737	\$17,107	\$105,142
<b>Total Current Liabilities</b>	141,766	1,004,698	\$21,789	\$151,834
<b>Total Liabilities</b>	167,064	1,028,833	\$25,677	\$155,481
<b>Mezzanine Equity</b>	36,304	37,717	\$5,580	\$5,700
<b>Shareholders' Equity</b>	365,073	229,408	\$56,111	\$34,669
<b>Total Liabilities, Mezzanine Equity &amp; Shareholders' Equity</b>	568,442	1,295,958	\$87,368	\$195,850