Bairong Inc.
6608.HK

A Leading AI & Cloud-based SaaS Provider

2022 Interim Results

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2022H1 Financial and Operating Highlights

Revenue CAGR in last 5 years

46%

Solid Revenue Growth

Revenue	945M	+19%
Gross profit	678M	+17%
Non-IFRS profit	126M	+28%

Strong Client Base Expansion

Total FSP clients	6,000+	
Cumulative paying FSP clients	3,837	+961
Number of key FSP clients	200	+23

Rapid Business Increase

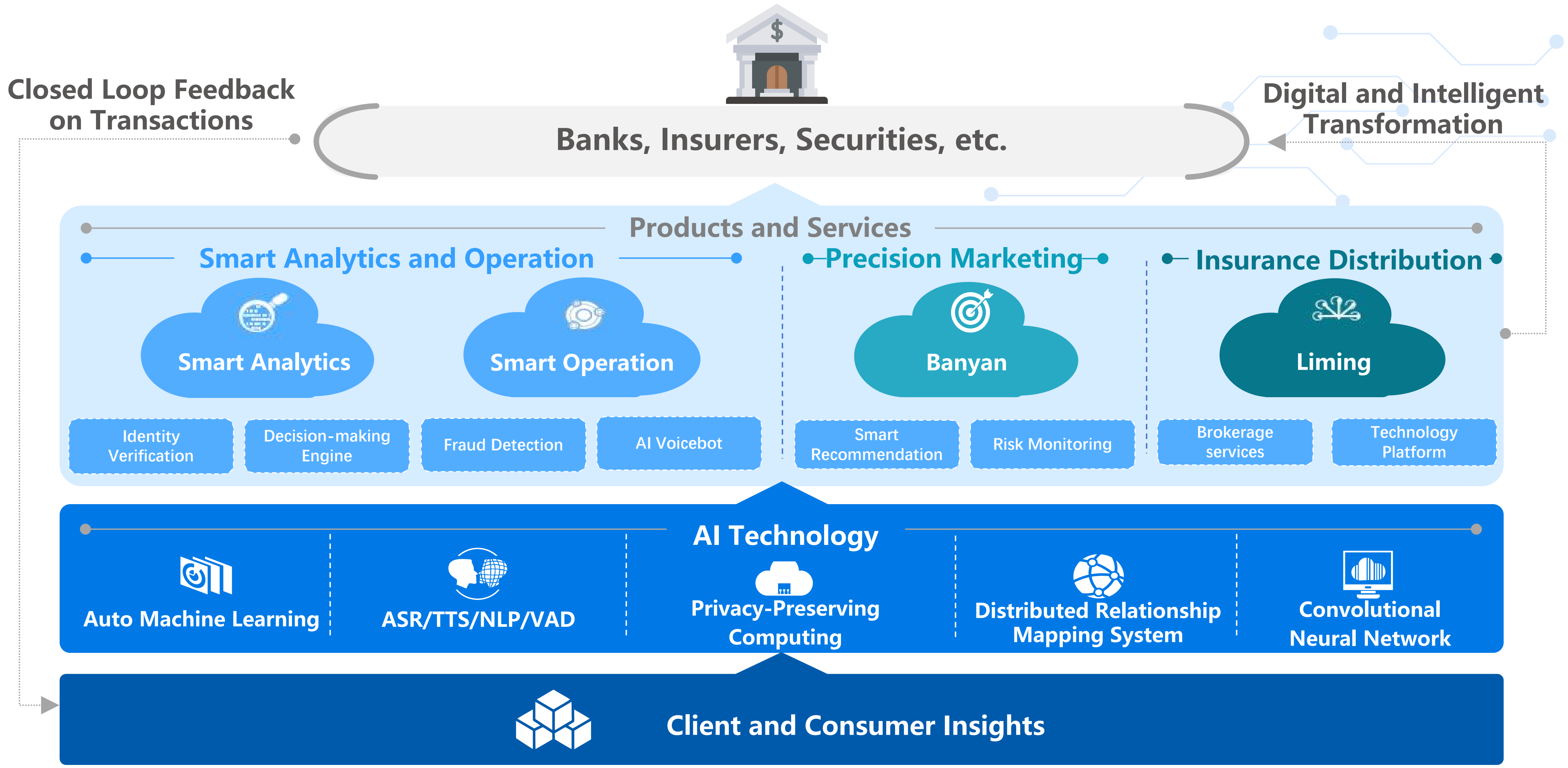
Smart analytics and operation	444M	+46%
Precision marketing	220M	-10%
Insurance distribution	281M	+16%

Deepening Clients' Relationship

ARPU of Key FSP clients	3.86M	+9%
Retention rate of Key FSP clients	94%	+6pct
Net dollar expansion rate of Key FSP clients	118% in 2021	

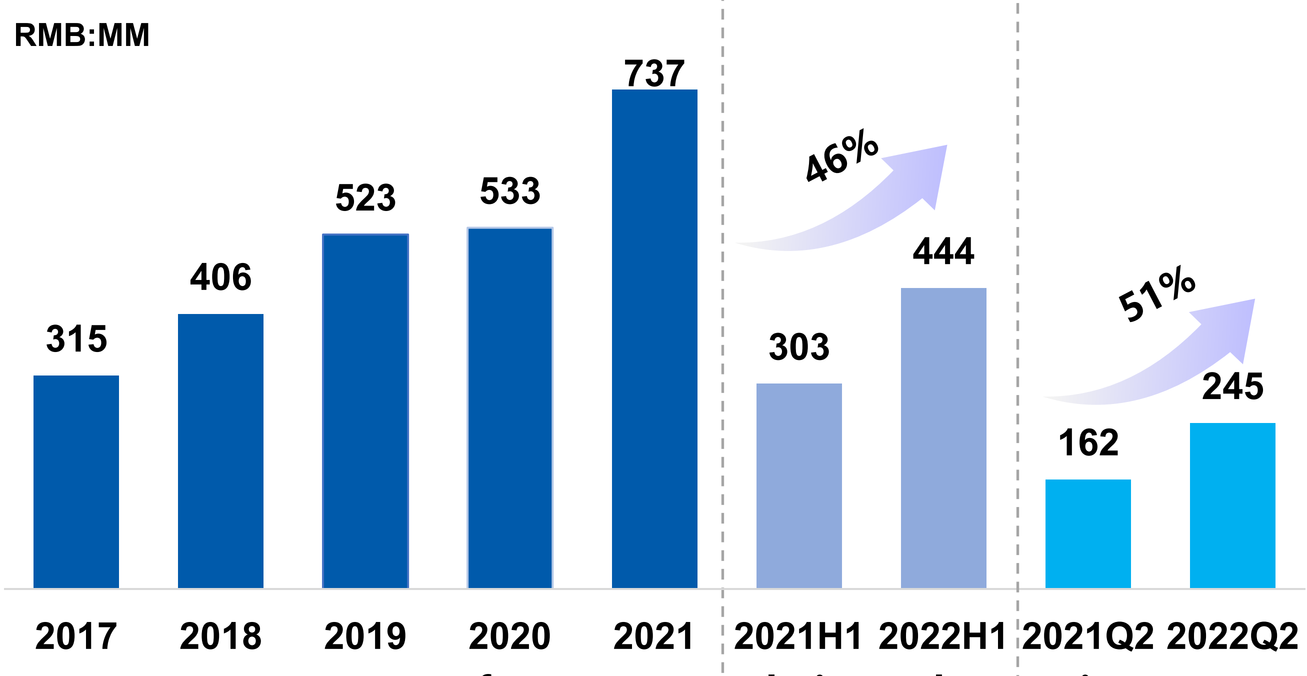
Notes: Key FSP clients: licensed financial institutions that each contributes more than RMB300,000 total revenue in a given period.

AI-Driven Cloud-based SaaS Provider



Increasing Revenue Contribution of Smart Operation

- The revenue from smart analytics and operation services reached RMB444 million in 2022H1, with **46%** YoY increase
- The revenue from smart operation reached RMB97 million, increased by **3X**, which accounts for **22%** of the smart analytics and operation services
- According to Equal Ocean, the smart marketing and operation services in China is expanding rapidly and the market size will exceed **RMB60 billion** by 2026, with CAGR exceeds **40%**

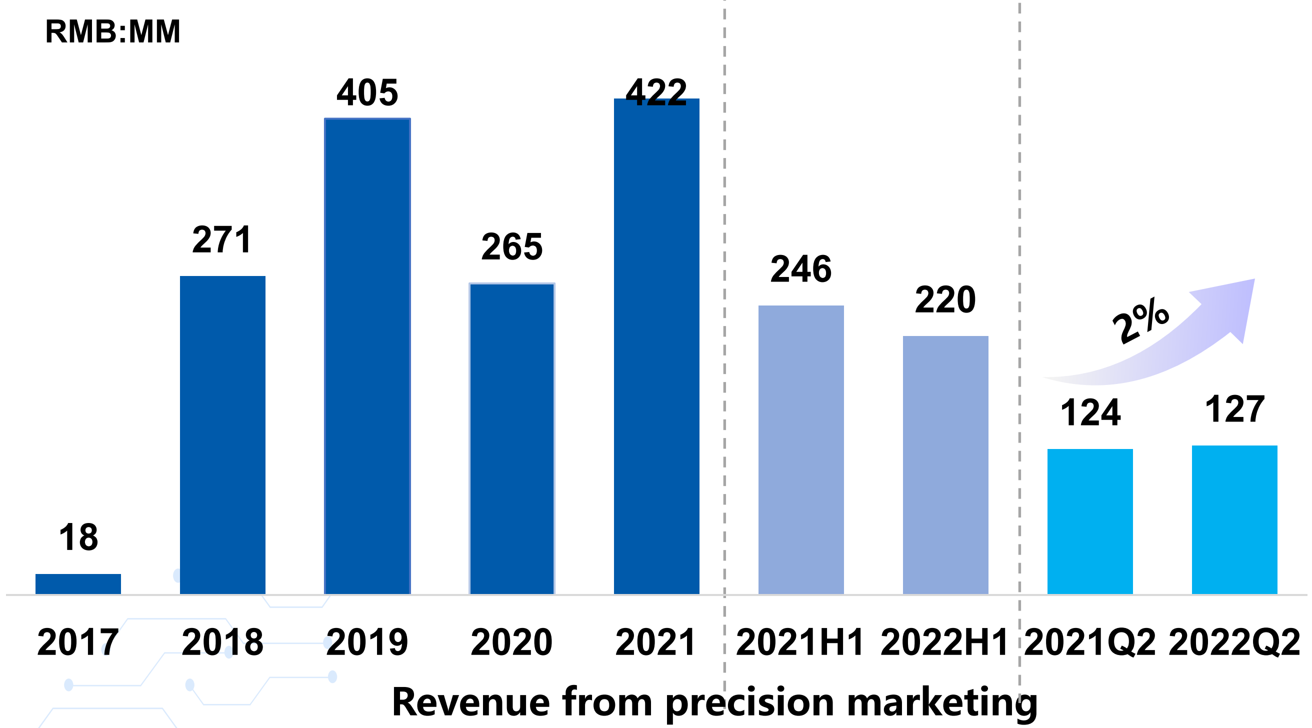


Revenue from smart analytics and operation

	2022H1	2021H1	(%)
Revenue (RMB in million)	444	303	46
Revenue from Key FSP clients (RMB in million)	**365**	**246**	**49**
#of Key FSP clients	**141**	**125**	**13**
APRU of Key FSP clients (RMB in million)	2.59	1.97	**32**
Revenue contribution by Key FSP clients	**82%**	**81%**	**1pct**
Retention rate of Key FSP clients	**94%**	**89%**	**5pct**

Resilient Performance of Precision Marketing

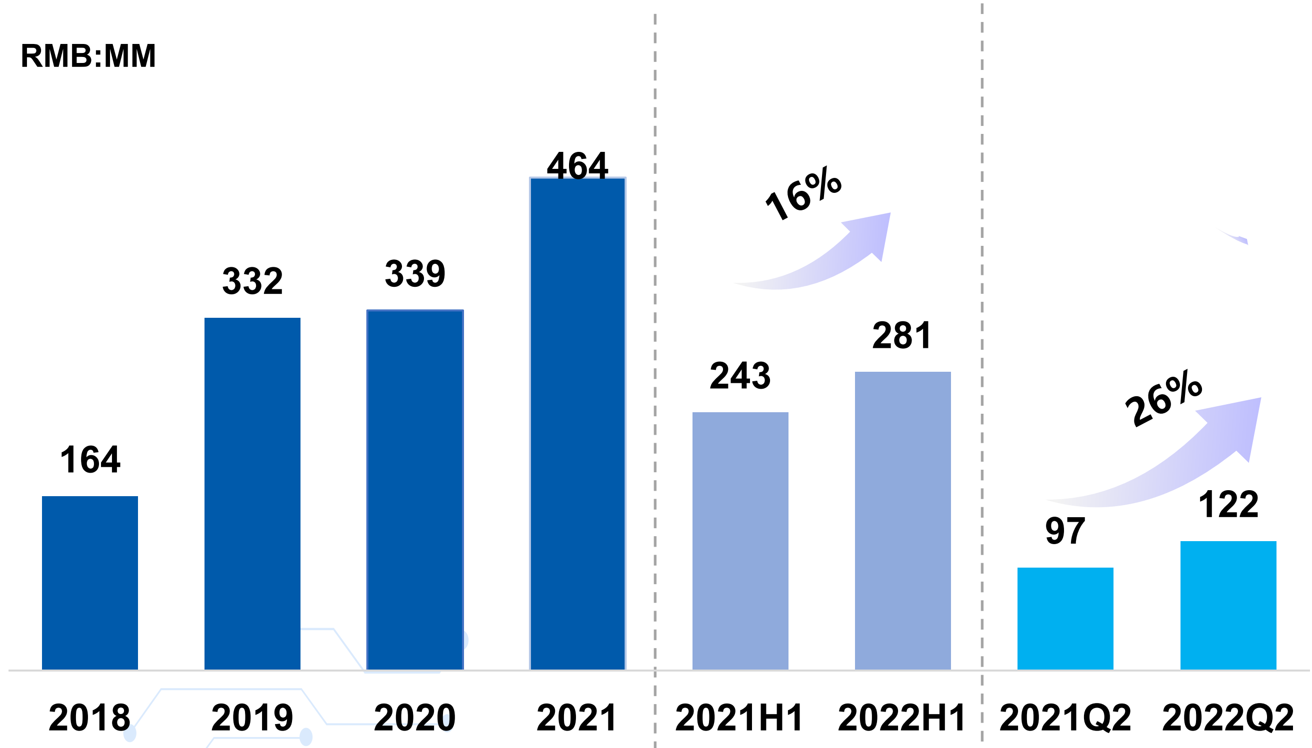
- A high base from 2021H1, pumped by a one-time intensive release of accumulated marketing budget of FSPs
- Compared with 2021H2, revenue from precision marketing services has recovered significantly, increased **36%** in 2022Q2 from the previous quarter
- Loan facilitation volume in 2022H1 reached RMB **8 billion**, and the number of registered users of Banyan App exceeded over **40 million**



	2022H1	2021H1	(%)
Revenue (RMB in million)	220	246	-10
Loan facilitation volume (RMB in million)	8,067	8,037	0.4
Take rate	2.7%	3.1%	-0.4pct

Insurance Distribution Services Outperformed the Market

- The epidemic prevention protocols delay the release of consumer demand for insurance products
- We still managed to grow the revenue of insurance distribution services by **16%** YoY to RMB281 million in 2022H1
- Total premiums in 2022H1 reached **RMB 1 billion**, increased **35%** YoY



Revenue from insurance distribution

(RMB in million)	2022H1	2021H1	(%)
Revenue	281	243	16
Revenue from the first year premiums	231	207	11
First year premiums	534	472	13
Revenue from the renewal premiums	51	36	41
Renewal premiums	471	273	73

➢ Abstract of Financial Statements

RMB in thousands	Six months ended June 30,				
	2022 (Unaudited)	2021 (Unaudited)	2022 YoY	2022 as % of Revenue	2021 as % of Revenue
Revenues					
Smart analytics and operation services	443,522	302,792	46%	47%	38%
Precision marketing services	220,331	245,694	-10%	23%	31%
Insurance distribution services	281,328	242,987	16%	30%	31%
Total revenues	**945,181**	**791,473**	**19%**	**100%**	**100%**
Cost of sales	(267,600)	(214,200)	25%	28%	27%
Gross profit	**677,581**	**577,273**	**17%**	**72%**	**73%**
Research and development expenses	(159,946)	(114,070)	40%	17%	14%
General and administrative expenses	(132,532)	(124,164)	7%	14%	16%
Sales and marketing expenses	(388,436)	(237,752)	63%	41%	30%
Profit from operations	**92,013**	**68,838**	**34%**	**10%**	**9%**
Changes in fair value of redeemable convertible preferred shares	-	(3,697,294)	-	-	-
Profit/(loss) before taxation	**89,516**	**(3,629,771)**	**-**	**9%**	**-**
Profit/(loss) for the period	**93,370**	**(3,638,882)**	**-**	**10%**	**-**
Non-IFRS profit for the period	**125,912**	**98,751**	**28%**	**13%**	**12%**
Non-IFRS EBITDA	**168,417**	**149,057**	**13%**	**18%**	**19%**

RMB in thousands	As of June 30,2022	As of December 31,2021			
Cash, cash equivalents and financial assets	**3,660,537**	**3,950,433**	-	-	-

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Q&A

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Thank you!

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