



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

Ticker	NASDAQ: AACG	Fiscal Year End	December 31
IPO	January 2008 (Underwriters: Merrill Lynch, Piper Jaffray)	ADSs Outstanding	31.4 million
Recent Stock Price	\$0.879 (as of 11/30/2023)	Book Value Per ADS	\$0.45
Market Cap	\$27.6 million (as of 11/30/2023)		

All information as of 9/30/2023 unless otherwise noted.

INVESTMENT HIGHLIGHTS

Provider of Quality Art & Creative Studies Education and Research-based Learning Experiences for Students in China and Abroad

- An opportunity to take advantage of China's continued increased demand for creative learning experiences domestically and internationally
- Successfully navigated the global pandemic environment in 2020-22, fully resumed in-person delivery of services since the beginning of 2023 when China withdrew both domestic and international COVID-related restrictions, hosted overseas programs in summer 2023 for the first time since 2020
- Exceptional management with a history of shareholder friendliness
- Recognized leader in innovation in education industry with 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
- Leverage technologies and increase outreach to support a growing population of students seeking creativity and arts learning experiences
- Continue exploring M&A opportunities within the education sector

ABOUT ATA CREATIVITY GLOBAL (ACG)

- www.acgedu.cn
- ACG is a leading provider of educational services for students in China interested in applying for overseas art study
- 21 campus locations in 20 cities throughout China
- Offers diverse and customizable art and music study abroad programming
- Has expanded its careers to more than 60 sub-divisions such as art, design, architecture, film and television, and music



ECONOMICS OF ACG'S BUSINESS

ACG has three major lines of business:

Portfolio Training

- Revenue driven by # of credit hours
- List price of RMB1,000-2,000/credit hour (discounts vary)



Research-based Learning

Revenue driven by # of students and unit price of programs in terms of program categories

Overseas Study Counselling Services

Revenue driven by # of students and price of programs

- 1,093 students took part in ACG's programs in Third Quarter 2023 (vs. 1,106 in the prior-year period).
- ACG delivered 44,723 credit hours of portfolio training in Third Quarter 2023 (vs. 36,031 in the prior-year period).
- Of the applications submitted for 2023 enrollment, ACG students have received over 2,100 offers from overseas institutions such as MIT, Harvard, University of Oxford, as well as Parsons School of Design, Rhode Island School of Design, and Royal College of Art. The Company expects this number to increase for 2024 enrollment given an increase in anticipated student applications.

PROVEN MANAGEMENT TEAM WITH EXTENSIVE EXPERIENCE

Kevin Ma

Co-founder, Chairman and CEO

- 20+ years in IT and IT-related education sectors
- Pioneer in commercializing China's testing industry
- Professional entrepreneur since 1996

Jun Zhang

President, Director

- 20+ years of experience in art and creativity education
- Pioneer in industrialization of international art and creativity education in China
- Served as head or expert of several design and arts programs

Ruobai Sima

Chief Financial Officer

- 15+ years in finance/accounting, financial planning and execution at public and private companies in the financial, automotive and travel industries
- Served as CFO at various automotive services companies from 2016 to 2022, served as the financial director for Bitauto Holdings from 2015-16

SUMMARY BALANCE SHEET

	12/31/2022	9/30/2023	12/31/2022	9/30/2023
In 000s	RMB		USD	
Cash and Cash Equivalents	54,980	65,506	\$7,971	\$8,978
Total Current Assets	65,263	75,467	\$9,462	\$10,344
Total Assets	474,465	466,257	\$68,791	\$63,906
Total Current Liabilities	292,543	337,806	\$42,415	\$46,300
Total Liabilities	330,951	362,740	\$47,983	\$49,718
Shareholders' Equity	143,514	103,517	\$20,808	\$14,188
Total Liabilities and Shareholders' Equity	474,465	466,257	\$68,791	\$63,906

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