



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

Ticker	NASDAQ: AACG	Auditor	KPMG (since IPO)
IPO	January 2008 (Underwriters: Merrill Lynch, Piper Jaffray)	Fiscal Year End	December 31
Recent Stock Price	\$2.86 (as of 8/9/2021)	ADSs Outstanding	31.4 million
Market Cap	\$89.7 million (as of 8/9/2021)	Book Value Per ADS	\$1.09

All information as of 6/30/2021 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 domestic and international creative learning experiences domestically and internationally
- Successfully navigated the global pandemic environment in 2020, anticipates a gradual recovery in 2021 as public health situation in various countries stabilizes
- 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
- 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

In July 2021, China issued a set of guidelines aiming to ease the burden of excessive homework and after-school tutoring for students receiving compulsory education (the “Guidelines”).

ACG does not anticipate its operations will be materially impacted by the Guidelines because:

- Our focus is on creative arts education and experiential learning. The Guidelines are focused on academic tutoring services for elementary and junior high school students.
- We are not an after-school tutoring institution.
- ACG is a leading provider of educational services for students in China interested in applying for overseas art study
- 21 campus locations covering 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
- Price varies by program/service category, ranging from RMB15,000-RMB60,000

Overseas Study Counselling Services

Revenue driven by # of students and price of programs

- 2,015 new students took part in ACG's programs in 1H 2021 (vs. 1,453 in 2020).
- ACG conducted over 56,300 hours of portfolio training in 1H 2021 (vs. 54,300 in 1H 2020).
- Of the applications submitted in 2020, ACG students received approx. 2,600 offers from overseas institutions (vs. approximately 3,600 offers received in 2019). YoY decline was primarily due to fewer applications submitted when compared with the prior-year period as a result of the COVID-19 environment.

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

Amy Tung

Chief Financial Officer

- 20+ years in finance and accounting experience
- Served in a variety of financial and operational positions within ACG since 2006, including Acting CFO in 2010

SUMMARY BALANCE SHEET

	12/31/2020	6/30/2021	12/31/2020	6/30/2021
In 000s	RMB		USD	
Cash and Cash Equivalents	112,723	91,365	\$17,276	\$14,151
Total Current Assets	120,940	98,050	\$18,535	\$15,186
Total Assets	575,621	547,116	\$88,218	\$84,737
Total Current Liabilities	274,884	281,440	\$42,128	\$43,590
Total Liabilities	327,875	326,864	\$50,249	\$50,625
Mezzanine Equity	48,498	-	\$7,433	-
Shareholders' Equity	199,248	220,252	\$30,536	\$34,112
Total Liabilities, Mezzanine Equity & Shareholders' Equity	575,621	547,116	\$88,218	\$84,737

This may contain statements about future events and expectations that constitute forward-looking statements. Forward-looking statements are based on ACG 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. ACG 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 ACG 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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