



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	\$1.15 (as of 11/10/2020)	ADSs Outstanding	31.4 million
Market Cap	\$36.1 million (as of 11/10/2020)	Book Value Per ADS	\$1.22

All information as of 9/30/2020 unless otherwise noted.

INVESTMENT HIGHLIGHTS

Provider of Quality Art & Creative Studies Education and Travel Experiences for Students in China and Abroad

- Aug 2018 – Completed sale of ATA Online and its direct shareholding companies (testing services business) for US\$200.0 million, paid US\$6.00 per ADS special cash dividend
- 2H 2019 – Acquired Beijing Huanqiuyimeng Education Consultation Corp. (“Huanqiuyimeng” or “HQYM”) and changed corporate name to ATA Creativity Global, ticker symbol to AACG to reflect Company’s new direction
- May 2020 – Board approves up to US\$1.0 million share repurchase program
- 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)

- HQYM acquisition was the first major step forward in ACG’s long-term objective of becoming a leading international education service provider
- Special focus on rapidly expanding art education market
- www.acgedu.cn
- ACG is a leading provider of educational services for students in China interested in applying for overseas art study
- 22 campus locations covering 21 cities throughout China
- Offers diverse and customizable art and music study abroad programming
- Has expanded its careers to more than 60 subdivisions such as art, design, architecture, film and television, and music



ACG has three major lines of business:

Portfolio Training

- Revenue driven by # of credit hours
- List price of RMB1,000-1,200/hour (discounts vary)



Educational Travel

- Revenue driven by # of students
- Price varies by location and duration of tour, typically ranging from RMB30,000-RMB60,000

Overseas Study Counseling Services

Revenue driven by # of students

- 3,300+ new students took part in ACG's programs in 2019 (vs. 2,700+ in 2018).
- ACG conducted 165,000+ hours of portfolio training in 2019, up 18% from 2018.
- Of the applications submitted in 2019, ACG students received approx. 3,600 offers from overseas institutions (vs. approximately 3,000 offers received in 2018).

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

	12/31/2019	9/30/2020	12/31/2019	9/30/2020
In 000s	RMB		USD	
Cash and Cash Equivalents	154,198	111,864	\$22,149	\$16,476
Total Current Assets	183,560	132,485	\$26,367	\$19,513
Total Assets	676,090	619,678	\$97,115	\$91,269
Total Current Liabilities	264,816	267,351	\$38,038	\$39,377
Total Liabilities	325,558	312,356	\$46,764	\$46,005
Mezzanine Equity	44,896	47,567	\$6,449	\$7,006
Shareholders' Equity	305,635	259,756	\$43,902	\$38,258
Total Liabilities, Mezzanine Equity & Shareholders' Equity	676,090	619,678	\$97,115	\$91,269

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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