



Speakers

Mr. Cheng-Yaw Sun, CEO and Director

Mr. Benson Tsang, CFO

ATA

FY 2014 Fourth Quarter and Year-end Conference Call

May 30, 2014

SAFE HARBOR

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- All statements other than statements of historical fact in this presentation are forward-looking statements, including but not limited to, the Company's ability to raise additional capital to finance the Company's activities; the effectiveness, profitability, and the marketability of its services; the Company's ability to protect its proprietary information; general economic and business conditions; the volatility of the Company's operating results and financial condition; the Company's ability to attract or retain qualified senior management personnel and research and development staff; and other risks detailed in the Company's filings with the Securities and Exchange Commission. Although we believe our expectations expressed in such forward-looking statements are reasonable, we cannot assure you that they will be realized. Investors are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the anticipated results, and therefore we refer you to a more detailed discussion of the risks and uncertainties in the Company's filings with the Securities & Exchange Commission.

Note: All U.S. dollar amounts in this presentation, relating to the Company's most recent quarter and year ended March 31, 2014, financial results, are converted from RMB using an exchange rate of 6.2164 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.

ATA – A TESTED AND TRUE LEADER

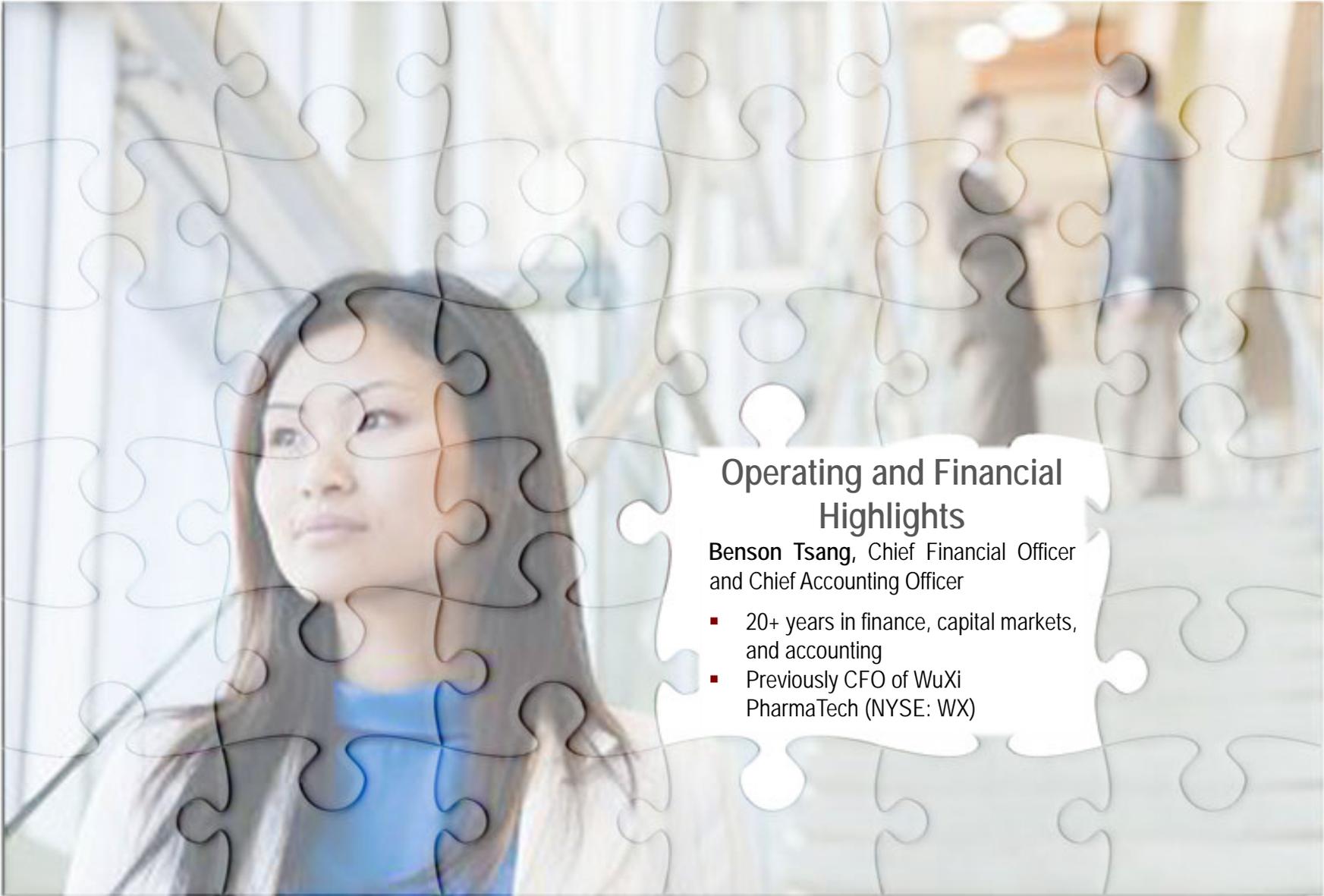
- ATA Inc. is China's market leader of computer-based testing and related services.
- Track record of administering millions of tests a year without a single incidence of security breach
- Proprietary testing technology being used in 161 countries
- Nationwide network of over 3,000 test centers



ATA At-A-Glance

Ticker	NASDAQ: ATAI
IPO	January 2008 (Underwriters: Merrill Lynch, Piper Jaffray)
Auditor	KPMG (since IPO)
Fiscal Year End	March 31
Recent Stock Price	\$4.99 (as of 5/27/2014)
Market Cap	\$113 million (as of 5/27/2014)
ADSs Outstanding	22.6 million
Book Value Per ADS	\$2.93

All information as of 3/31/2014 unless otherwise noted.



Operating and Financial Highlights

Benson Tsang, Chief Financial Officer and Chief Accounting Officer

- 20+ years in finance, capital markets, and accounting
- Previously CFO of WuXi PharmaTech (NYSE: WX)

KEY OPERATING HIGHLIGHTS FOR FY 2014

Delivered 9.4 million billable tests in Fiscal Year 2014, YoY increase of 7.6%

Successfully delivered over 1.5 million exams across China, Hong Kong and Macau SARs for the second consecutive computer-based National Unified CPA Exam in October 2013

Signed various corporations as new HR Select clients, resulting in exam volume growth

Signed contract with Cambridge for use of MTS technology to administer Cambridge English Junior Exam worldwide

Acquisition of private education technology company Xing Wei, revitalizing and elevating ATA to become a professional assessment/education technology company

Simultaneous, Large-scale Test Delivery

- Nationwide network of 3,048 test centers (as of 3/31/2014) covers every province in mainland China
- No competitor with comparable network size in China
- Each test center requires an average 3 to 6 months to develop



KEY FINANCIAL HIGHLIGHTS

Exceeded Fourth Quarter 2014 net revenue guidance, due to higher revenues from traditional testing services business

Gross margin for FY 2014 improvement due to revenue contributions from past contract with Microsoft and decrease in average monitoring costs from FY 2013

Private sector revenues grew 24.2% year over year to RMB109.9 million in FY 2014

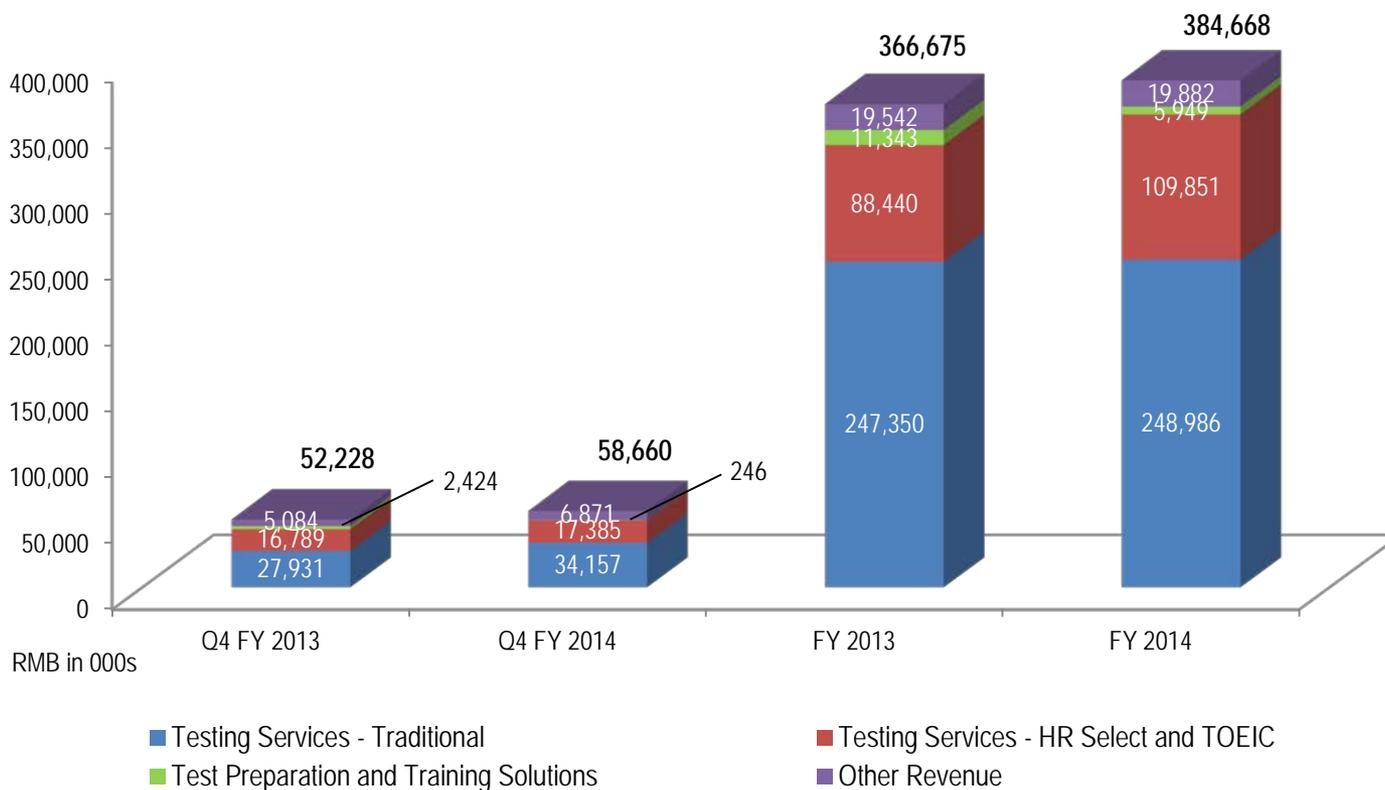
Exceeded previously revised net revenue guidance for FY 2014, met non-GAAP net income guidance for FY 2014*

*As reported in the Company's fiscal 2014 third quarter financial results press release on 2/24/2014



REVENUE BREAKDOWN

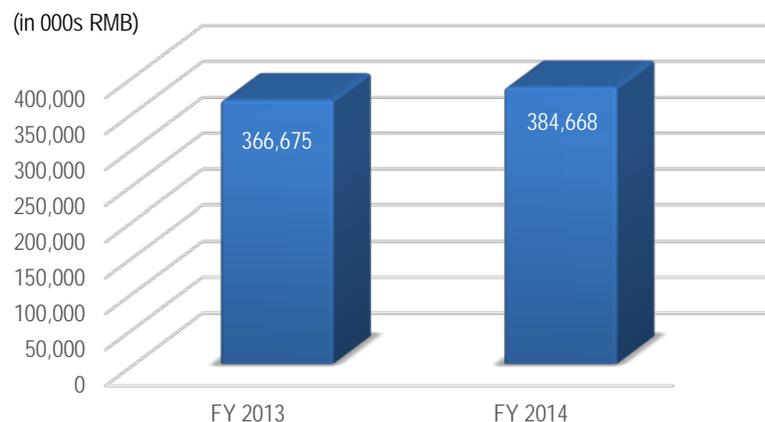
- **Testing Services** is ATA's core business, offering simultaneous computer-based testing across all of China—about 87.9% of revenues in Q4 FY 2014.
 - Private sector business (HR Select and TOEIC) included under this category
- **Test Preparation & Training Solutions** for continued professional development, as well as for English language education



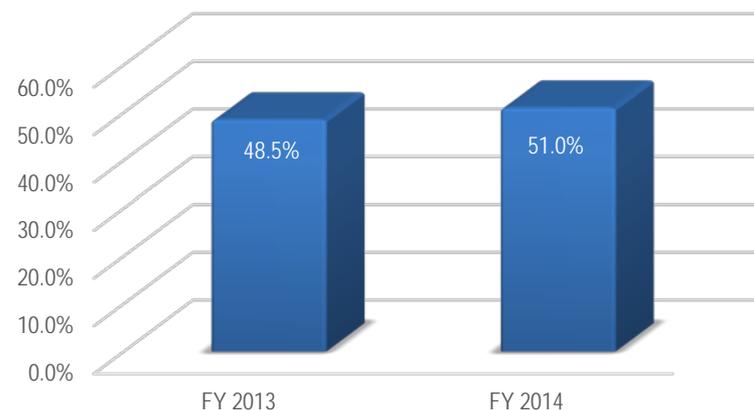
SUMMARY FINANCIAL RESULTS – FISCAL YEAR

In 000s except margin and per share data	FY 2013	FY 2014	FY 2013	FY 2014
	RMB		USD	
Net Revenues	366,675	384,668	\$59,038	\$61,880
Cost of Revenue	188,832	188,480	\$30,403	\$30,320
Gross Profit	177,844	196,188	\$28,635	\$31,560
Gross Margin	48.5%	51.0%	48.5%	51.0%
Operating Expenses	150,830	154,809	\$24,286	\$24,903
Income from Operations	27,013	41,379	\$4,349	\$6,656
Net Income	23,208	27,276	\$3,737	\$4,388
Diluted Earnings Per ADS	1.00	1.18	\$0.16	\$0.20

Fiscal Year Net Revenues



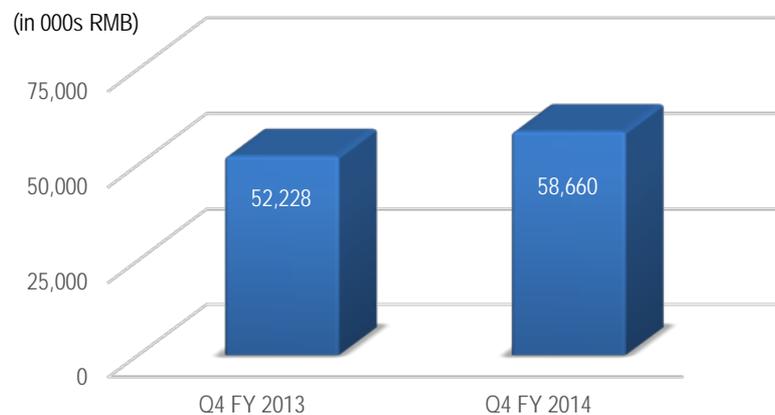
Fiscal Year Gross Margin



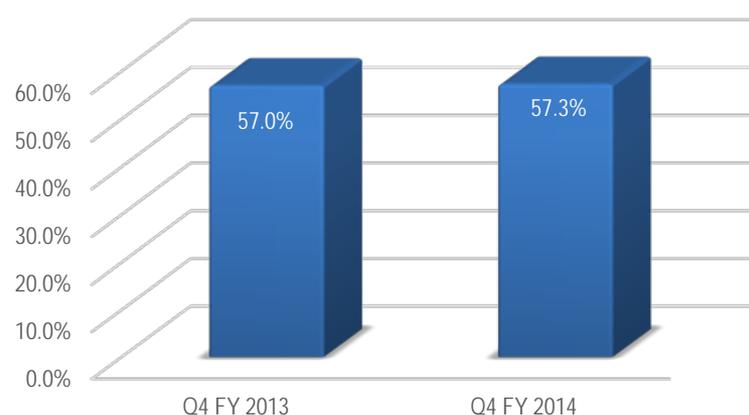
SUMMARY FINANCIAL RESULTS – FOURTH QUARTER

In 000s except margin and per share data	Q4 FY 2013	Q4 FY 2014	Q4 FY 2013	Q4 FY 2014
	RMB		USD	
Net Revenues	52,228	58,660	\$8,409	\$9,436
Cost of Revenue	22,437	25,061	\$3,612	\$4,031
Gross Profit	29,791	33,599	\$4,797	\$5,405
Gross Margin	57.0%	57.3%	57.0%	57.3%
Operating Expenses	37,215	35,944	\$5,992	\$5,782
Loss from Operations	(7,424)	(2,346)	(\$1,195)	(\$377)
Net Loss	(6,122)	(13,390)	(\$986)	(\$2,154)
Diluted Losses Per ADS	(0.28)	(0.60)	(\$0.04)	(\$0.10)

Fourth Quarter Net Revenues



Fourth Quarter Gross Margin



FINANCIAL ANALYSIS – NON-GAAP

RMB in 000s except EPS	FY 2012					FY 2013					FY 2014				
	Q1	Q2	Q3	Q4	FY 2012	Q1	Q2	Q3	Q4	FY 2013	Q1	Q2	Q3	Q4	FY 2014
Net Revenues	77,616	70,394	143,604	60,471	352,085	88,261	46,754	179,432	52,228	366,675	92,066	45,089	188,853	58,660	384,668
Net Income (Loss)															
GAAP	13,045	1,443	38,058	3,295	55,841	5,264	(9,087)	33,153	(6,122)	23,208	9,409	(4,320)	35,578	(13,390)	27,276
Adjustment															
Share-based Compensation Expense	1,957	4,076	3,635	2,596	12,264	3,936	2,818	2,794	3,325	12,874	1,791	1,671	3,574	3,498	10,535
Foreign Currency Exchange (Gain) Loss	(1,837)	(967)	(877)	48	(3,633)	469	(351)	(157)	(37)	(77)	(125)	(92)	(68)	334	49
Non-GAAP	13,165	4,552	40,816	5,939	64,472	9,669	(6,620)	35,790	(2,834)	36,005	11,075	(2,741)	39,084	(9,558)	37,861
Diluted Earnings (Losses) Per ADS															
GAAP	\$0.08	\$0.00	\$0.26	\$0.02	\$0.38	\$0.04	(\$0.06)	\$0.24	(\$0.04)	\$0.16	\$0.06	(\$0.03)	\$0.25	(\$0.10)	\$0.20
Non-GAAP	\$0.08	\$0.02	\$0.28	\$0.04	\$0.44	\$0.06	(\$0.04)	\$0.26	(\$0.02)	\$0.26	\$0.08	(\$0.02)	\$0.28	(\$0.06)	\$0.26

STRONG BALANCE SHEET

Balance Sheet Highlights

	3/31/2013	3/31/2014	3/31/2013	3/31/2014
In 000s	RMB		USD	
Cash	290,030	311,947	\$46,698	\$50,181
Total Current Assets	354,770	398,093	\$57,121	\$64,039
Total Assets	457,818	491,237	\$73,713	\$79,023
Total Current Liabilities	79,568	77,149	\$12,811	\$12,411
Total Liabilities	82,271	79,345	\$13,246	\$12,764
Shareholders' Equity	375,548	411,892	\$60,467	\$66,259
Total Liabilities & Shareholders' Equity	457,818	491,237	\$73,713	\$79,023

\$50.2 million in cash and no long-term debt at 3/31/2014

Announced special dividend of US\$0.41 per ADS

PROJECTIONS – FIRST QUARTER 2015 AND FISCAL YEAR 2015

RMB millions	Guidance for Q1 FY 2015 (ending 6/30/2014)		Q1 FY 2014 Actual
	Low	High	
Net Revenue	74.0	84.0	92.1

RMB millions	Guidance for FY 2015		FY 2014 Actual
	Low	High	
Net Revenue	385.0	405.0	384.7
Non-GAAP Net Income	28.0	38.0	37.9

A photograph of three business professionals (two men and one woman) in a meeting, looking at a laptop screen. The image is overlaid with a pattern of interlocking puzzle pieces. A white puzzle piece in the foreground contains text.

Outlook for FY 2015

Cheng-Yaw Sun, CEO and Director

- 30+ years experience in corporate management and operations in the high tech industry
- Served as chairman of ALi Corporation, hiSoft Technology

GROWTH STRATEGY

- Strengthen ATA's leadership position in China's testing and assessment market
- Expand existing business partnerships
- Market MTS technology
- Invest up to RMB30.0 million for ATA's longer-term growth



At ATA Inc.

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China's leading provider of advanced testing technologies and related services