



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

|                           |   |                           |                  |
|---------------------------|---|---------------------------|------------------|
| <b>Ticker</b>             | NASDAQ: AACG  | <b>Auditor</b>            | KPMG (since IPO) |
| <b>IPO</b>                | January 2008 (Underwriters: Merrill Lynch, Piper Jaffray) | <b>Fiscal Year End</b>    | December 31      |
| <b>Recent Stock Price</b> | \$2.83 (as of 5/11/2021)                                  | <b>ADSs Outstanding</b>   | 31.4 million     |
| <b>Market Cap</b>         | \$88.8 million (as of 5/11/2021)                          | <b>Book Value Per ADS</b> | \$0.87           |

All information as of 3/31/2021 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 (ACG acquired Beijing Huanqiuyimeng Education Consultation Corp. (“Huanqiuyimeng” or “HQYM”), a leading provider of educational services for students and young professionals in China interested in overseas art study, in 2H 2019)
- 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)

- 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](http://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 sub-divisions 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)



## 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

- 3,800+ new students took part in ACG's programs in 2020 (vs. 3,300+ in 2019).
- ACG conducted nearly 144,000 hours of portfolio training in 2020 (vs. 166,500 in 2019).
- 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

|   | 12/31/2020 | 3/31/2021 | 12/31/2020 | 3/31/2021 |
|---|------------|-----------|------------|-----------|
| In 000s   | RMB        |           | USD        |           |
| <b>Cash and Cash Equivalents</b>                                      | 112,723    | 95,572    | \$17,276   | \$14,587  |
| <b>Total Current Assets</b>   | 120,940    | 104,407   | \$18,535   | \$15,936  |
| <b>Total Assets</b>   | 575,621    | 554,813   | \$88,218   | \$84,681  |
| <b>Total Current Liabilities</b>                                      | 274,884    | 277,798   | \$42,128   | \$42,400  |
| <b>Total Liabilities</b>  | 327,875    | 326,921   | \$50,249   | \$49,898  |
| <b>Mezzanine Equity</b>   | 48,498     | 49,427    | \$7,433    | \$7,544   |
| <b>Shareholders' Equity</b>   | 199,248    | 178,465   | \$30,536   | \$27,239  |
| <b>Total Liabilities, Mezzanine Equity &amp; Shareholders' Equity</b> | 575,621    | 554,813   | \$88,218   | \$84,681  |

*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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