

The logo for 'ata' is rendered in a bold, lowercase, red sans-serif font. It is enclosed within a thick red square border that has a slightly irregular, hand-drawn appearance. The background of the slide is a dark, semi-transparent image of a person's hands working on a laptop, with a white horizontal band across the middle containing the text.

ata

2018 THIRD QUARTER EARNINGS CALL

November 8, 2018

Speakers

Mr. Kevin Ma, Chairman and CEO

Mr. Jack Huang, President

Ms. Amy Tung, CFO

SAFE HARBOR

- This presentation was developed by ATA and is intended to be used solely in connection with ATA's earnings call for the third quarter ended September 30, 2018. This presentation is not to be construed as an offer to sell or the solicitation of an offer to buy the Company's securities. This presentation is based upon information available to the public, as well as other information from sources which management believes to be reliable, but is not guaranteed by the Company as being accurate nor does it purport to be complete. The forward-looking statements contained in this presentation are made only of this date, and ATA is under no obligation to revise or update these forward-looking statements.
- This presentation may contain forward-looking statements, and management may make additional forward-looking statements in response to your questions. Such written and oral disclosures are made pursuant to the Safe Harbor provision of the Private Securities Litigation Reform Act of 1995.
- All statements other than statements of historical fact in this presentation are forward-looking statements, including but not limited to the Transaction, ATA's future growth and results of operations, ATA's plans for mergers and acquisitions generally, the anticipated benefits to ATA's expansion efforts into the international education studies market, the anticipated acquisition of Beijing Biztour, and the ability of ATA and Beijing Biztour to cooperate effectively and to introduce offerings and build partnerships; 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 financial results for the third quarter ended September 30, 2018, are converted from RMB using an exchange rate of 6.8680 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.

OVERVIEW

ATA is focused on providing quality educational experiences for students throughout China and abroad. ATA aims to offer online and on-campus education programs through a network of global education partners.

Nearly 20 years of experience in testing technologies and delivery services, unrivaled knowledge of China's assessment/education market

Possesses industry relationships with educational institutions and enterprises all over China

Established reputation in learning technologies, committed to providing students with quality educational opportunities

ATA At-A-Glance

Ticker	NASDAQ: ATAI
IPO	January 2008 (Underwriters: Merrill Lynch, Piper Jaffray)
Auditor	KPMG (since IPO)
Fiscal Year End	December 31
Recent Stock Price	\$1.19 (as of 11/6/2018)
Market Cap	\$27 million (as of 11/6/2018)
ADSs Outstanding	22.9 million
Book Value Per ADS	\$1.87

All information as of 9/30/2018 unless otherwise noted.



2018 THIRD QUARTER HIGHLIGHTS

Amy Tung, Chief Financial Officer

KEY FINANCIAL HIGHLIGHTS

Total net revenues decreased from RMB2.1 million to RMB1.1 million as a result of the adoption of new revenue guidance ASC 606.

Loss from continuing operations, net of income taxes, improved to RMB1.5 million, compared to a loss of RMB14.5 million in the prior-year period.

Gain from disposal of discontinued operations, net of income taxes, was RMB1.0 billion for Q3 2018, as a result of the closing of the ATA Online transaction.

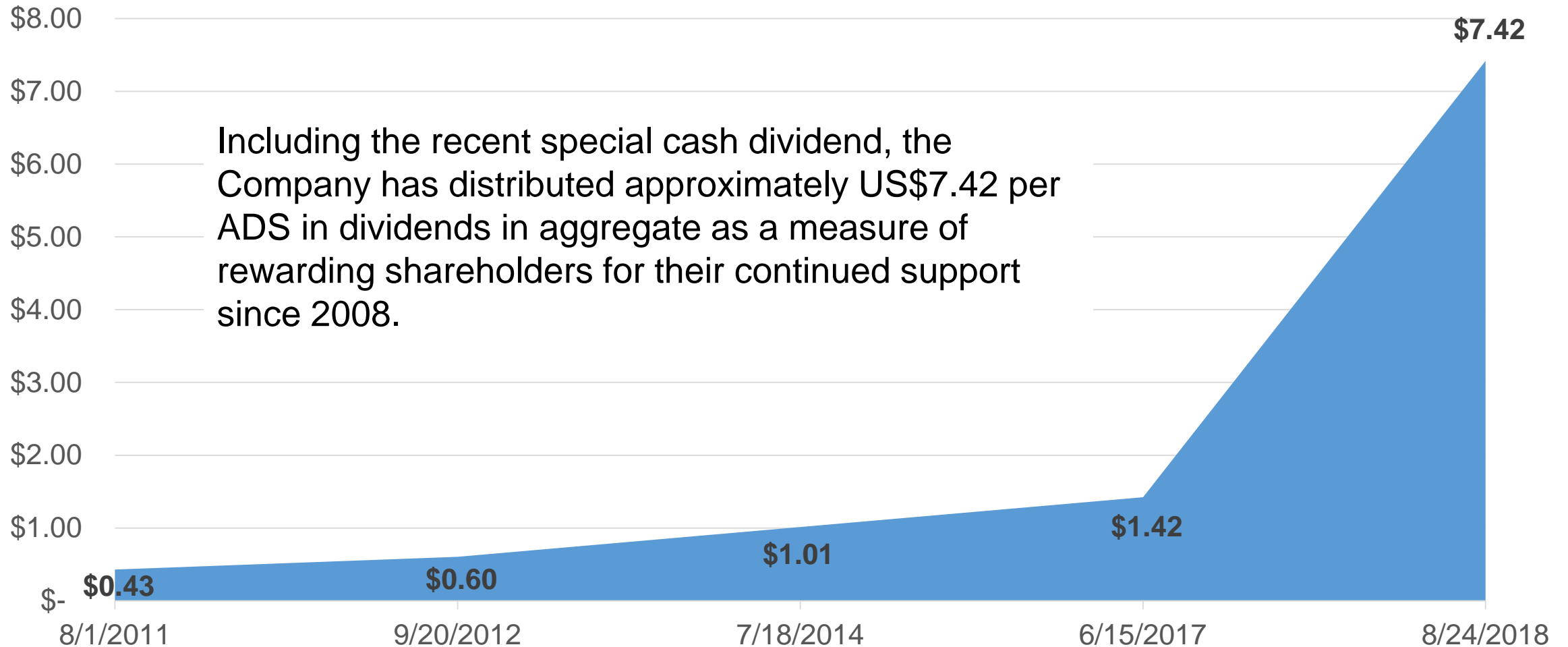
Net income was RMB1.0 billion, compared to a net loss of RMB16.5 million in the prior-year period, primarily due to the RMB1.0 billion gain from the disposal of discontinued operations, net of income taxes.



Due to the closing of the ATA Online transaction, balance sheet items related to disposed business lines will no longer be consolidated into ATA's financial statements as of September 30, 2018. For the periods presented in this presentation, results of discontinued operations, less applicable income taxes, pertaining to the time period prior to the disposal date are reported as two separate components of income (loss) on the consolidated statements of comprehensive income (loss):

- 1) Loss from operations of discontinued operations, net of income taxes, and ;
- 2) Gain from disposal of discontinued operations, net of income taxes.

HISTORY OF DIVIDEND RETURNS TO SHAREHOLDERS



BALANCE SHEET

Balance Sheet Highlights

	12/31/2017	9/30/2018	12/31/2017	9/30/2018
In 000s				
		RMB		USD
Cash and Cash Equivalents	53,478	214,312	\$8,219	\$31,204
Total Current Assets	366,816	234,275	\$56,379	\$34,111
Total Assets	568,441	366,486	\$87,368	\$53,361
Total Current Liabilities	141,766	33,821	\$21,789	\$4,924
Total Liabilities	167,064	34,497	\$25,677	\$5,023
Mezzanine Equity	36,304	38,455	\$5,580	\$5,599
Shareholders' Equity	365,073	293,534	\$56,111	\$42,739
Total Liabilities, Mezzanine Equity & Shareholders' Equity	568,441	366,486	\$87,368	\$53,361

\$31.2 million in cash and cash equivalents as of 9/30/2018

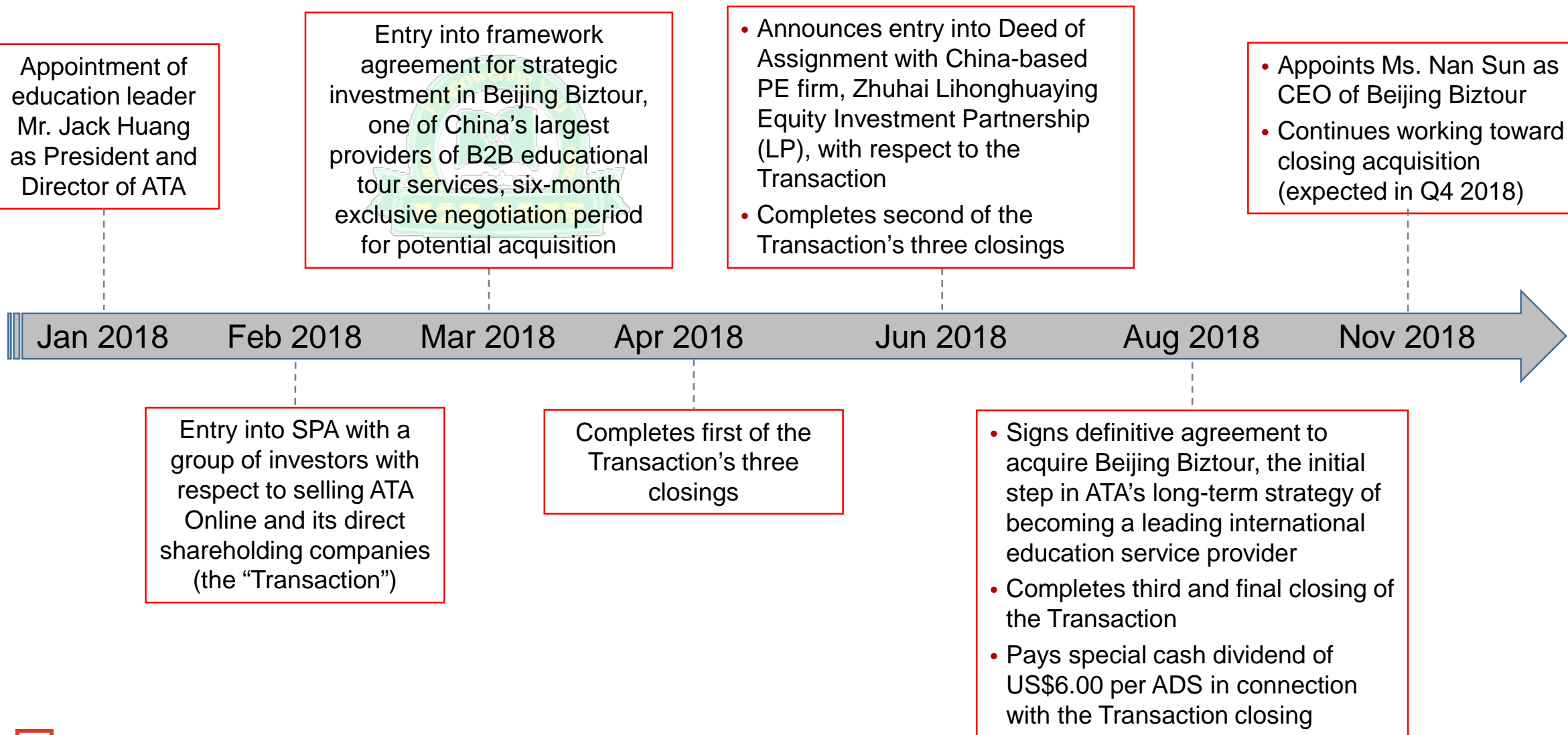


OUTLOOK & GROWTH STRATEGY

Kevin Ma, Chairman and CEO

Jack Huang, President

TIMELINE OF RECENT CORPORATE EVENTS



DETAILS OF ANTICIPATED BEIJING BIZTOUR ACQUISITION

- Under the terms of the definitive agreement, ATA will acquire Beijing Biztour International Travel Service Co., Ltd. (“Beijing Biztour”) for a total purchase price of RMB50.0 million:
 - RMB37.43 million, 50% payable in cash and 50% payable in newly issued shares of ATA
 - RMB12.57 million of incentive stock compensation for staff of Beijing Biztour over a three-year period
 - Share consideration calculated based on pre-dilution valuation of US\$150 million for ATA
- Management of Beijing Biztour is expected to stay on and work with ATA management on growing the business.
- Closing of acquisition expected in Q4 2018

WHAT IS BEIJING BIZTOUR?



- Beijing Biztour International Travel Service Co., Ltd
(北京美之旅国际旅行社股份有限公司)
- One of China's largest providers of B2B educational tour services
- Known for international educational study tour services primarily in the U.S., United Kingdom, and Australia for China-based students
- Serves 7,000+ students each year through its extensive global network of overseas partners
- Over 300 study tour products in 30+ global destinations

夏冬令营

线路搜索

住宿类型: 请选择

目的地: 请选择

出发月份: 请选择

营地类型: 请选择

出发口岸: 全国联运

搜索

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国际插班营 艺术交流营 体育训练营 国际公寓营

GROWTH STRATEGY

ATA plans to leverage its 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 learning experiences outside the classroom (educational international travel experiences)
- Continue exploring M&A opportunities within the education sector
- Continue development of K-12 assessment tools and content, and support partner projects with Nanjing University and Tsinghua University





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