



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



<b>Ticker</b>	NASDAQ: ATAI	<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>	\$2.23 (as of 8/12/2019)	<b>Market Cap</b>	\$52.7 million (as of 8/12/2019)
<b>ADSs Outstanding</b>	23.6 million	<b>Book Value Per ADS</b>	\$1.54

All information as of 6/30/2019 unless otherwise noted.

## INVESTMENT HIGHLIGHTS

### Provider of Fully Integrated Educational Experiences for Students Throughout China and Abroad

- August 2018 – Paid US\$6.00 per ADS special cash dividend in connection with closing of sale of ATA Online and its direct shareholding companies (testing services business) for US\$200.0 million
- August 2019 – Closed acquisition of 87.46% equity interest in Beijing Huanquiymeng Education Consultation Corp. (“ACG”), working to close remaining 12.54% equity interest in ACG with remaining minority shareholders (expect completion before end of Q3 2019)
- Recognized leader in innovation in education industry with nearly 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 learning experiences outside the classroom
- Continue exploring M&A opportunities within the education sector

## ACG BACKGROUND

- Acquisition of ACG is the first major step forward in ATA's long-term objective of becoming a leading international education service provider
- Special focus on rapidly expanding art education market

[www.acgorg.net](http://www.acgorg.net)

- ACG is a leading provider of educational services for students in China interested in applying for overseas art study
- Commenced business in international art education in 2006
- Acquired entity established in 2012
- 23 campus locations covering 21 cities throughout China
- Offers diverse and customizable art and music study abroad programming
- ACG has expanded its careers to more than 60 subdivisions such as art, design, architecture, film and television, and music



# 2018-19 TIMELINE OF CORPORATE EVOLUTION

March 2018

- Company begins exploring options that would fulfill ATA's long-term strategy of becoming a leading international education service provider

August 2018

- Third and final closing of the Transaction with respect to selling ATA Online and its direct shareholding companies
- Pays special cash dividend of US\$6.00 per ADS in connection with the Transaction closing

November 2018

- Begins exploring Project Based Learning opportunities focused on hands-on teaching, experiential learning and demonstrating learned skills and acquired knowledge

2019 and Beyond

- April 2019 – Signs Framework Agreements for proposed acquisition of ACG
- August 2019 – Closes acquisition of 87.46% equity interest in ACG
- Company moving forward with strategy of creating a fully-immersive educational experience for students

## ATA'S EXPERIENCED MANAGEMENT TEAM

**Kevin Ma**, Chairman and CEO of ATA

- Co-founded ATA in 1999
- 20+ years' experience in the IT and IT-related education sectors
- Pioneer in commercializing China's testing industry and an entrepreneur since 1996

**Jun Zhang**, President and 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

- Has served in various financial and operational positions within ATA since 2006, including Acting CFO in 2010
- 20+ years of finance and accounting experience

## SUMMARY BALANCE SHEET

In 000s	12/31/2018		6/30/2019	
	RMB		USD	
<b>Cash and Cash Equivalents</b>	190,586	131,630	\$27,720	\$19,174
<b>Total Current Assets</b>	213,395	180,274	\$31,037	\$26,260
<b>Total Assets</b>	335,139	310,057	\$48,744	\$45,165
<b>Total Current Liabilities</b>	19,746	19,291	\$2,872	\$2,810
<b>Total Liabilities</b>	19,746	20,270	\$2,872	\$2,953
<b>Mezzanine Equity</b>	39,209	40,734	\$5,703	\$5,933
<b>Shareholders' Equity</b>	276,184	249,053	\$40,169	\$36,279
<b>Total Liabilities, Mezzanine Equity &amp; Shareholders' Equity</b>	335,139	310,057	\$48,744	\$45,165

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