

The logo for ATA, featuring the lowercase letters 'ata' in a bold, red, sans-serif font. The letters are enclosed within a red square frame 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 FOURTH QUARTER AND YEAR END EARNINGS CALL  
March 14, 2019

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 fourth quarter ended December 31, 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 the sale of its former subsidiary ATA Online (Beijing) Education Technology Co, Ltd. ("ATA Online") (the "Transaction"), ATA's future growth and results of operations; ATA's plans for mergers and acquisitions generally; ATA's plan and anticipated benefits to develop international education services, carry out new business, launch PBL and new programs; ATA's cooperation with Beijing Biztour; and ATA's subsequent business activities.
- 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 December 31, 2018, are converted from RMB using an exchange rate of 6.8755 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 offering a fully integrated educational experience 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	\$1.07 (as of 3/13/2019)
Market Cap	\$24.5 million (as of 3/13/2019)
ADSs Outstanding	22.9 million
Book Value Per ADS	\$1.75

All information as of 12/31/2018 unless otherwise noted.



# **2018 FOURTH QUARTER HIGHLIGHTS**

Amy Tung, Chief Financial Officer

# KEY FINANCIAL HIGHLIGHTS

Total net revenues decreased from RMB2.1 million to RMB0.2 million as a result of the adoption of new revenue guidance ASC 606.

Loss from continuing operations, net of income taxes, improved to RMB25.9 million, compared to a loss of RMB39.7 million in the prior period.



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 since the completion date of the Transaction. 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) as applicable:

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

# BALANCE SHEET

## Balance Sheet Highlights

	12/31/2017	12/31/2018	12/31/2017	12/31/2018
In 000s	RMB		USD	
<b>Cash and Cash Equivalents</b>	53,478	190,586	\$8,219	\$27,720
<b>Total Current Assets</b>	366,816	213,395	\$56,379	\$31,037
<b>Total Assets</b>	568,441	335,131	\$87,368	\$48,743
<b>Total Current Liabilities</b>	141,766	19,746	\$21,789	\$2,872
<b>Total Liabilities</b>	167,064	19,746	\$25,677	\$2,872
<b>Mezzanine Equity</b>	36,304	39,209	\$5,580	\$5,703
<b>Shareholders' Equity</b>	365,073	276,176	\$56,111	\$40,168
<b>Total Liabilities, Mezzanine Equity &amp; Shareholders' Equity</b>	568,441	335,131	\$87,368	\$48,743

**USD\$27.7 million in cash and cash equivalents as of 12/31/2018**

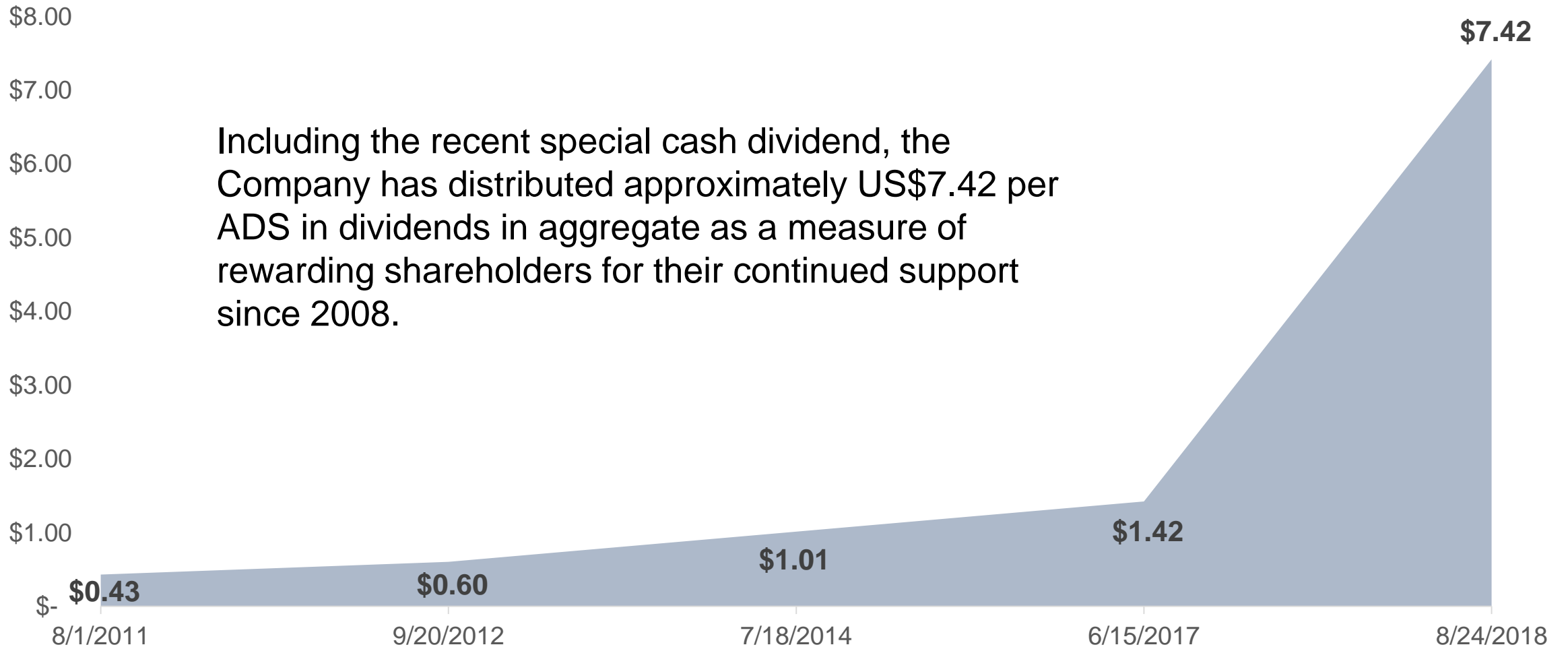


# **OUTLOOK & GROWTH STRATEGY**

Kevin Ma, Chairman and CEO

Jack Huang, President

# HISTORY OF DIVIDEND RETURNS TO SHAREHOLDERS





# 2018 TIMELINE OF CORPORATE EVOLUTION

March 2018

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

August 2018

- Signs definitive agreement to acquire Beijing Biztour
- 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

- Appoints Ms. Nan Sun as CEO of Project Based Learning Business

2019 and Beyond

- Terminates acquisition of Beijing Biztour due to the seller not satisfying closing conditions
- Company moving forward with strategy of creating a fully-immersive educational experience for students

# THE BEIJING BIZTOUR ACQUISITION

- In March 2019, ATA terminated the acquisition of Beijing Biztour International Travel Service Co., Ltd. and its affiliates (“Beijing Biztour”)
- Beijing Biztour and the shareholders of Beijing Biztour (the “Sellers”) did not satisfy certain closing conditions for such acquisition
- As previously disclosed, the original deadline for closing had been extended to afford the Sellers opportunity to satisfy the conditions

# NEXT STEPS: MOVING FORWARD WITH GROWTH STRATEGY

- While the acquisition is terminated, both parties have agreed to form a strategic partnership utilizing mutual strengths and resources, in particularly ATA's new product vision of adopting PBL (Project Based Learning) concepts coupled with tailored online learning courses to transform conventional study tour experiences to allow students to experience, discover, learn and achieve through ATA's new product offerings.
- No restrictions on ATA to conduct any international study tour business
- ATA may subsequently employ many of the employees of Beijing Biztour
- ATA will not owe any cash or stock to Beijing Biztour and the Sellers

# GROWTH STRATEGY: CREATING AN IMMERSIVE EXPERIENCE

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.

- The Company intends to perfect a fully immersive educational experience integrating:
  - Online Education
  - Travel
  - Tailored teaching to fulfill specific goals for students
- Increase outreach to support a growing population of students seeking learning experiences outside the classroom



# WHAT IS ATA PROJECT BASED LEARNING? “P B L”

## Preparatory Stage

Preparatory stage offering online learning courses designed to prepare students in necessary skills in an area of their choosing



## Overseas Stage

Classroom-based learning, and out of school guided-learning tours that allow students to discover and be “hands on” within the specific subject area either as a group and individually



## Presentation Stage

Encourage students to showcase their learning and achievement in various forms





**At ATA Inc.**

Amy Tung, CFO  
+86 (10) 6518 1133 x 5518  
[amytung@atai.net.cn](mailto:amytung@atai.net.cn)

**Investor Relations Counsel:  
The Equity Group Inc.**

Katherine Yao (China)  
+86 (10) 6587 6435  
[kyao@equityny.com](mailto:kyao@equityny.com)

Adam Prior (U.S.)  
(212) 836-9606  
[aprior@equityny.com](mailto:aprior@equityny.com)