



Speakers

Mr. Kevin Ma, Chairman and CEO
Mr. Walter Wang, President
Mr. Benson Tsang, CFO



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Note: All U.S. dollar amounts in this presentation, relating to the Company's most recent financial results, are converted from RMB using an exchange rate of 6.5483 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
- Financials
- Outlook for Fiscal Year 2012



ATA At-A-Glance			
Ticker	NASDAQ: ATAI	Fiscal Year End	March 31
IPO	January 2008 (Underwriters: Merrill Lynch, Piper Jaffray)	Auditor	KPMG (since IPO)
Recent Stock Price	\$12.62 (as of 6/1/2011)	Market Cap	\$281 million (as of 6/1/2011)
ADSs Outstanding	22.3 million	Book Value Per ADS	\$2.49
Industry/Business	Computer-based testing across multiple industries in China	Test Centers	2,018
Headquarters	Beijing, China	Employees	488

All information as of 3/31/2011 unless otherwise noted.

Leader with Unparalleled Track Record in China's Growing Computer-based Testing Market

- Since its inception in 1999, ATA has delivered more than 31 million billable tests for its large customer base. The Company is the leader in the testing and testing services market.
- Unmatched quality with no incidents of security breach
- Focused on high-growth employment, academic, training, and professional certification markets
 - Proprietary, scalable test delivery technologies provide large-scale testing capabilities that are simultaneous, consistent, secure, and cost-effective.
- Daily capacity of approximately 1 million tests
 - In a single March 2011 weekend, delivered approx. 654,000 tests for Chinese government's Securities Regulations Examination.



Client	FY2011 Revenue (in 000s RMB)	% Total Revenue	FY2010 Revenue (in 000s RMB)	% Total Revenue	With ATA Since
Securities Association of China	115,742	38.1%	82,243	33.6%	2003
China Banking Association	51,681	17.0%	49,453	20.2%	2006
Ministry of Human Resources and Social Security	20,091	6.6%	11,843	4.8%	1999
China Futures Association	10,095	3.3%	7,854	3.2%	2002
Others	106,295	35.0%	93,639	38.2%	
Total	303,904	100%	245,032	100%	

“Sticky” Relationships with Top-tier Clients

中国证券业协会
The Securities Association of China

Client since 2003



PRC Ministry of
Human Resources
and Social Security

Client since 1999

中国期货业协会
China Futures Association

Client since 2002

中国银行业协会
CHINA BANKING ASSOCIATION

Client since 2006

Globally Recognized Customers



HUAWEI



VOLVO



accenture
埃森哲



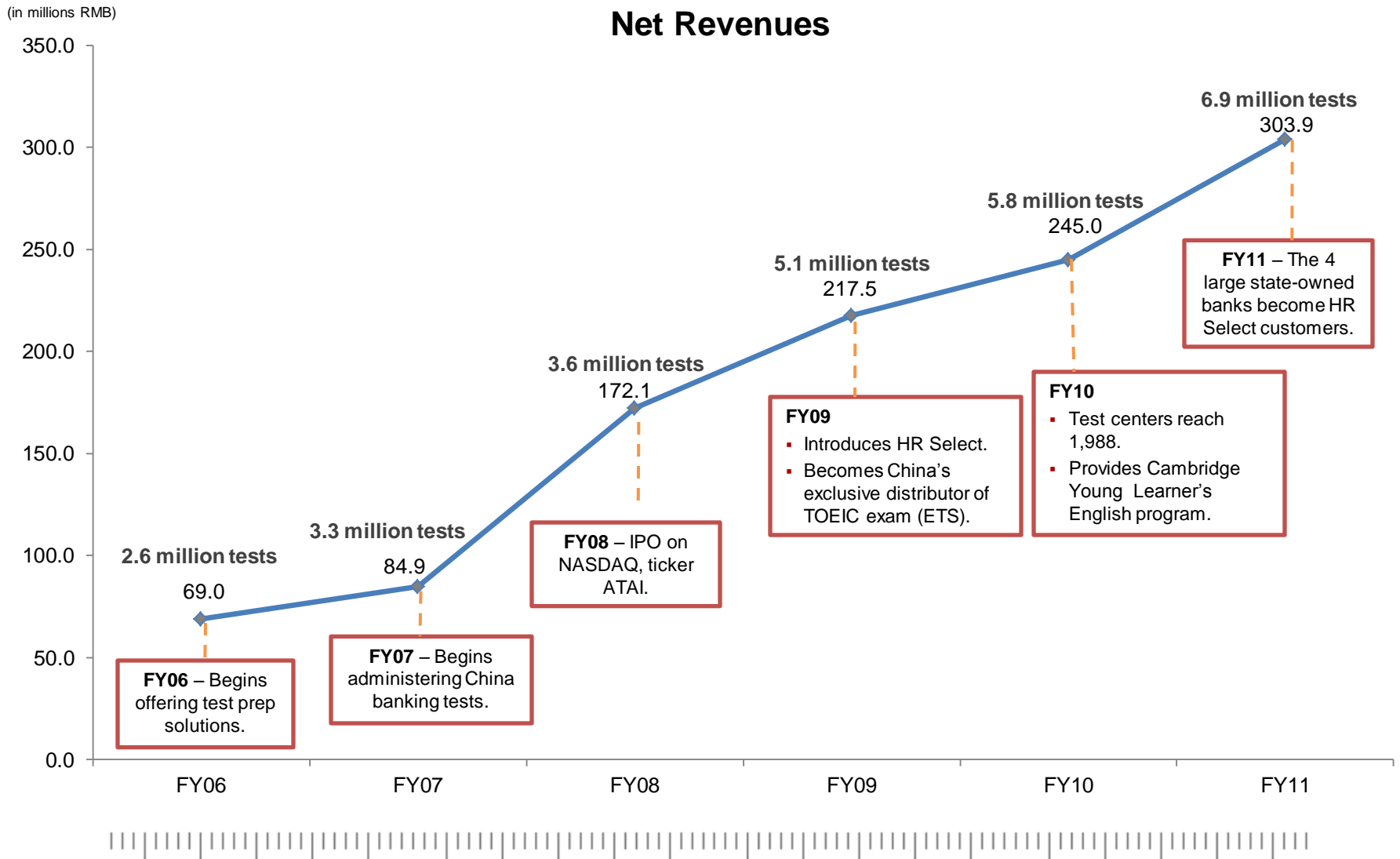
SIEMENS



Deloitte.

ERICSSON

Canon



Tests Delivered

- Company delivered 6.9 million billable tests in FY 2011, an increase of 19.9% from FY 2010

Strong Fourth Quarter and Year-end Results

- Double-digit % improvement in net revenues, margin expansion, and a return to profitability for FY 2011
- Improvements in net revenue and gross margin, significant decreases in operating and net loss during the Company's seasonably weaker FY 2011 fourth quarter
- Beat consensus estimates for both the quarter and year

Recent Accomplishments

- On May 14, a free pilot of the National Security Guard Qualification Test was held in Shaanxi province for the first time, taking place in four cities including Xi'an, Yulin, Ankang and Xianyang.

- **Testing Services** segment is ATA's core business—about 80% of revenues in FY2011.
 - Tests to help license & certify professionals / qualify technical, production, and service workers
 - HR Select
 - Test of English for International Communication (TOEIC)

- **Online test preparation and training** segment for continued professional development, as well as for English language education
 - PRC Securities Regulations Examination (Securities Association of China)
 - Futures
 - Cambridge Young Learner's English



Financials



Summary Financial Results – FY 2011 vs. Market Consensus



USD millions except per share data	FY 2011 Actual	Market Consensus*	
Net Revenues	\$46.4	\$44.2	
Gross Profit	\$23.6	\$22.7	
Net Income	\$3.0	\$1.4	
Diluted EPS per common share	\$0.07	\$0.03	

* As of the most recent February 2011 analyst reports

**Company has exceeded consensus quarterly estimates
for each of the past 4 quarters**

ATA's Covering Analysts

- Adele Mao, OLP Global
- Ella Ji, Oppenheimer & Co.
- Mark A. Marostica, Piper Jaffray



Summary Financial Results – Fourth Quarter

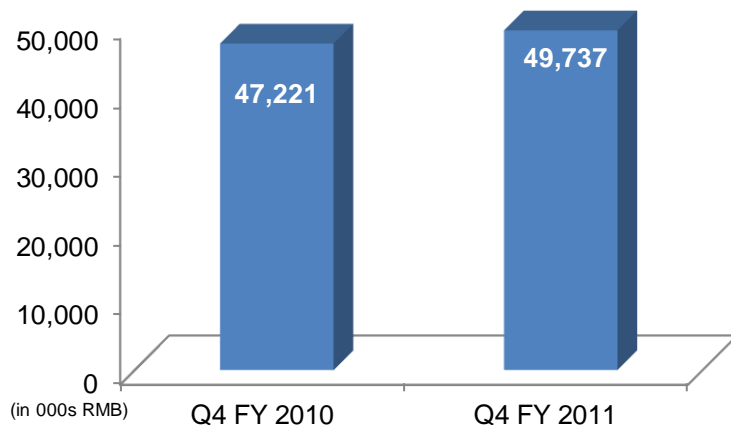


In 000s except margin and per share data	Q4 FY 2010	Q4 FY 2010	Q4 FY 2011	Q4 FY 2011
	RMB	USD	RMB	USD
Net Revenues	47,221	\$6,918	49,737	\$7,595
Cost of Revenue	29,961	\$4,389	27,359	\$4,178
Gross Profit	17,260*	\$2,529*	22,378	\$3,417
Gross Margin	36.6%	36.6%	45.0%	45.0%
Operating Expenses	55,299**	\$8,102**	30,452	\$4,650
Loss from Operations	(38,039)	(\$5,573)	(8,074)	(\$1,233)
Net Loss	(38,121)	(\$5,585)	(5,591)	(\$854)
Diluted Loss Per Common Share	(0.86)	(\$0.13)	(0.13)	(\$0.02)

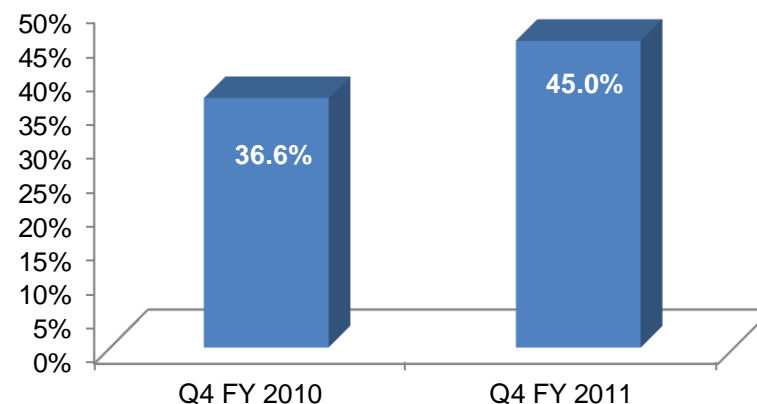
* Impacted by an impairment of the prepaid royalty fee related to the Company's partnership with Microsoft.

** Includes one-time bad debt provision related to the Company's NTET tutorial platform.

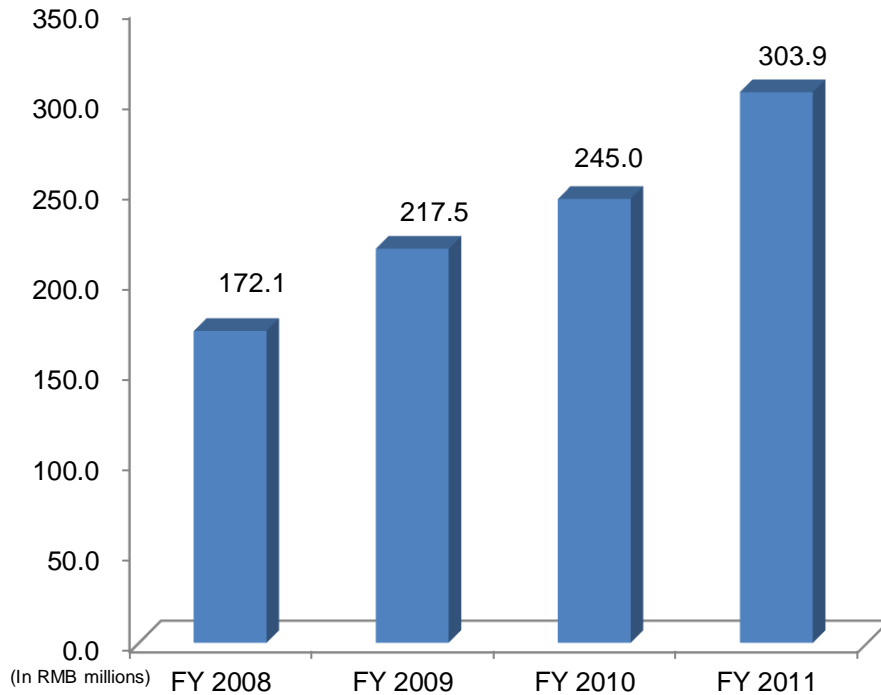
Fourth Quarter Net Revenue



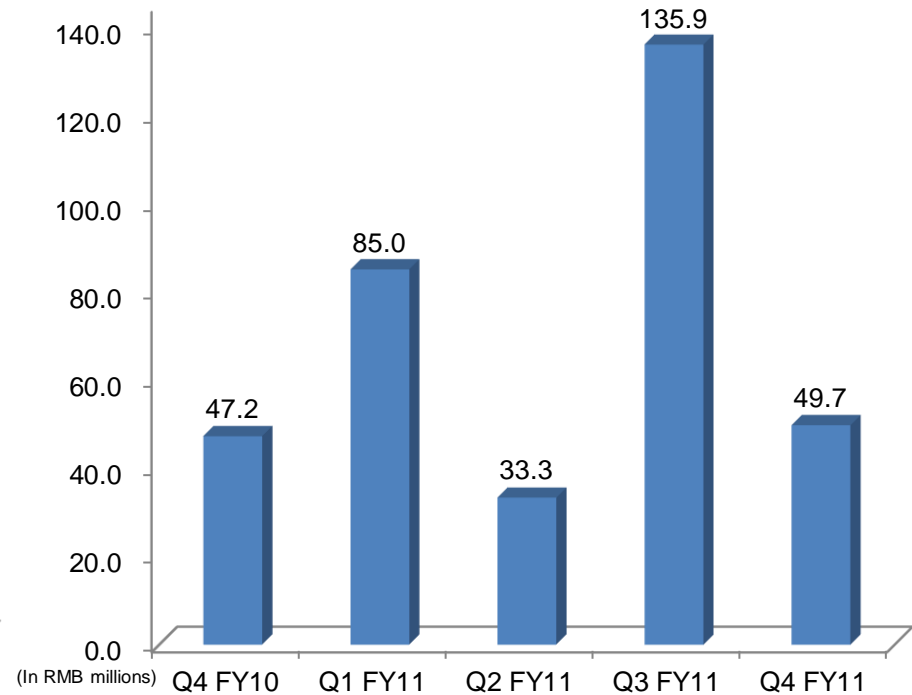
Fourth Quarter Gross Margin



Revenues by Year

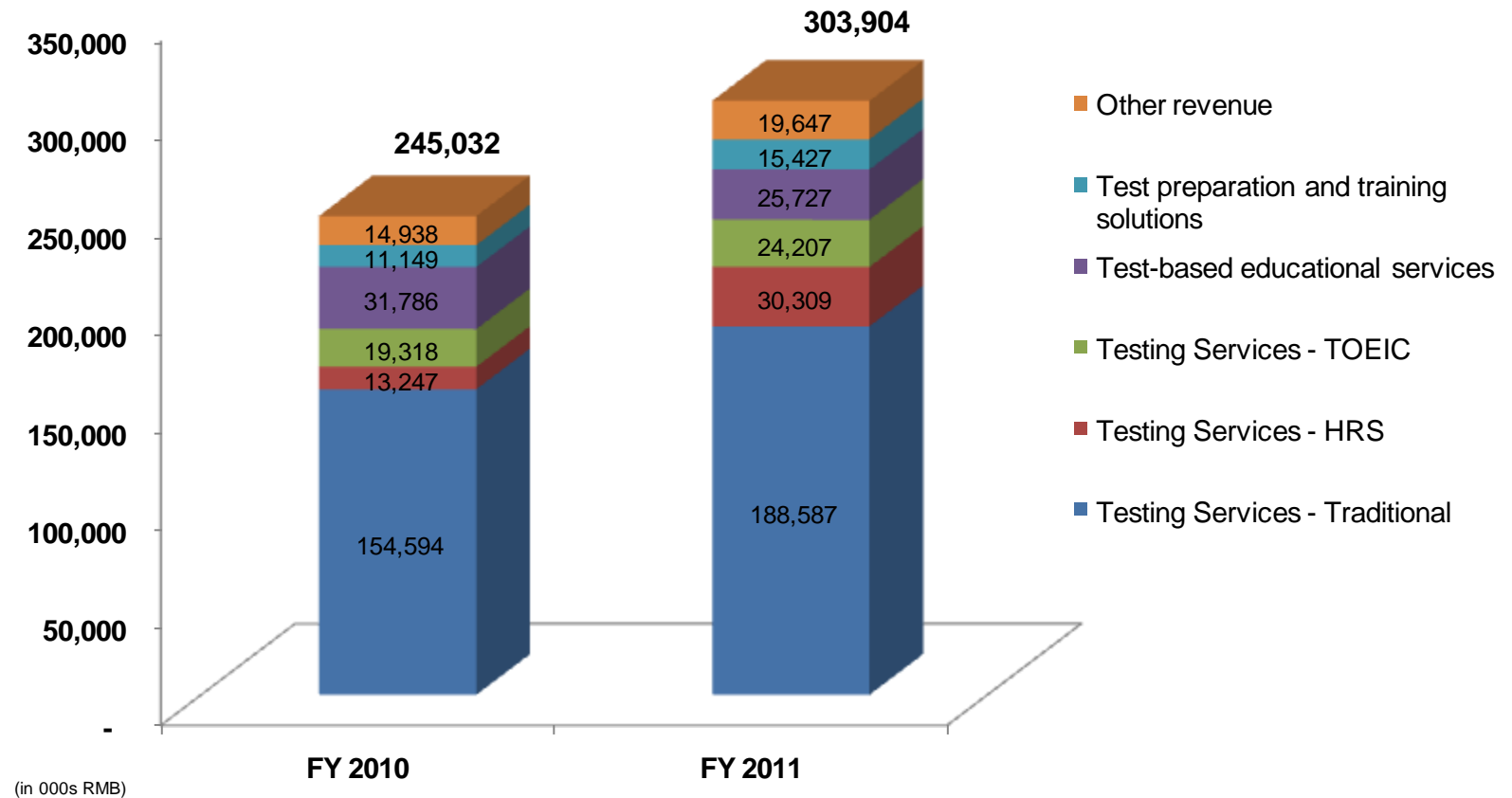


Revenues by Quarter



- Quarterly seasonal pattern – fiscal Q1 and Q3 typically have higher net revenues than Q2 and Q4 because tests from which ATA derives substantial revenues are mostly delivered during these quarters

FY 2011 Revenue Breakdown by Segment



Summary Financial Results – Fiscal Year

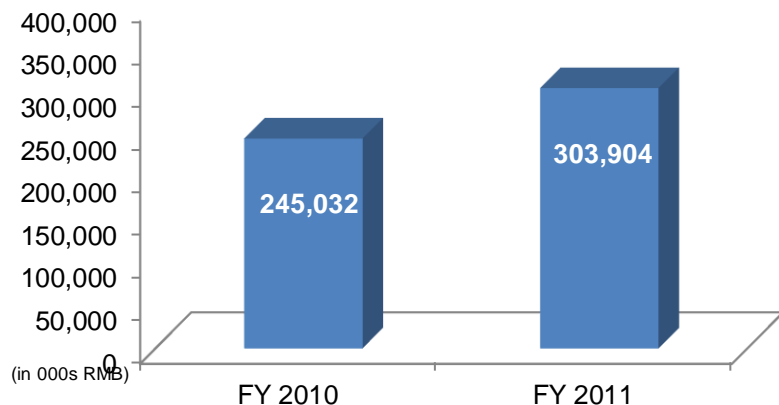


In 000s except margin and per share data	FY 2010	FY 2010	FY 2011	FY 2011
	RMB	USD	RMB	USD
Net Revenues	245,032	\$35,898	303,904	\$46,410
Cost of Revenue	129,535	\$18,977	149,216	\$22,787
Gross Profit	115,497*	\$16,921*	154,688	\$23,623
Gross Margin	47.1%	47.1%	50.9%	50.9%
Operating Expenses	145,552**	\$21,324**	133,796	\$20,432
Income (Loss) from Operations	(30,055)	(\$4,403)	20,892	\$3,191
Net Income (Loss)	(35,350)	(\$5,179)	19,754	\$3,017
Diluted Income (Loss) Per Common Share	(0.79)	(\$0.12)	0.44	\$0.07

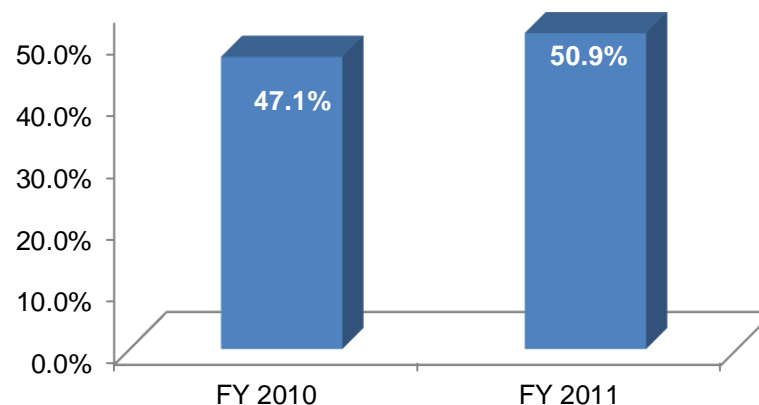
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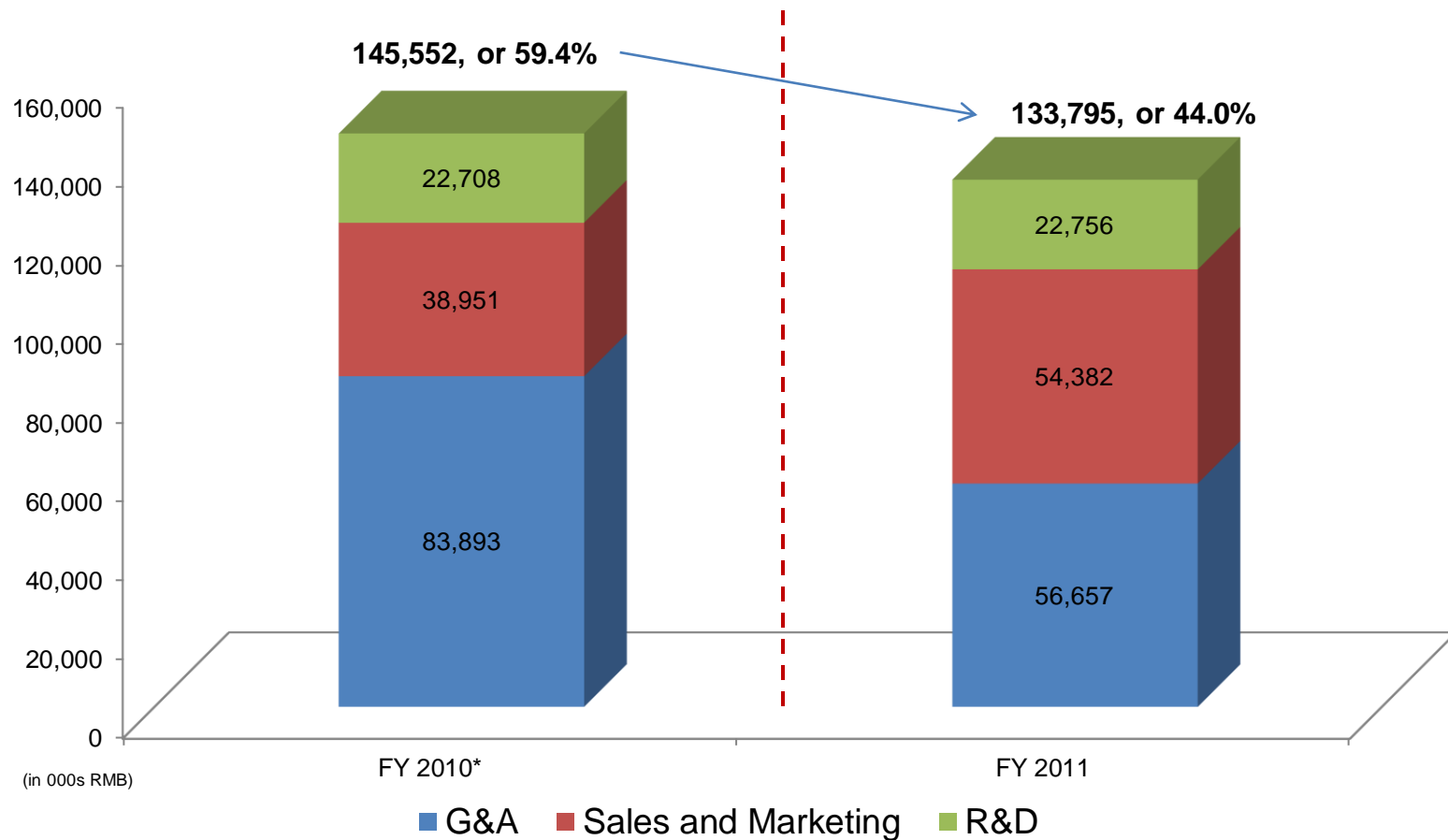
Fiscal Year Net Revenue



Fiscal Year Gross Margin



Scalable business model – **operating costs** declining as a percentage of revenues



* Includes a one-time RMB23.7 million bad debt provision related to the Company's NTET tutorial platform, representing 16.3% of the operating cost in FY 2010.

Balance Sheet Highlights				
	3/31/2010	3/31/2010	3/31/2011	3/31/2011
In 000s	RMB	USD	RMB	USD
Cash and Cash Equivalents	213,874	\$31,333	268,058	\$40,936
Total Current Assets	309,074	\$45,280	325,491	\$49,706
Total Assets	428,503	\$62,777	435,447	\$66,498
Total Current Liabilities	78,223	\$11,460	67,448	\$10,300
Total Liabilities	83,028	\$12,164	71,384	\$10,901
Shareholders' Equity	345,475	\$50,613	364,063	\$55,597
Total Liabilities & Shareholders' Equity	428,503	\$62,777	435,447	\$66,498



Outlook for FY 2012




- Cover more industries, which will enable ATA to add new test titles and better serve test candidates
- Further engage in proactive sales and marketing efforts, e.g. market to different sectors of candidates
- Organic growth of the testing industry

ATA aims to advance quality and equity in education and employment by providing access to fair and valid assessment exams to individuals of China's growing population

Leverage Database of Test Takers

ATA delivered around 6.9 million billable tests in FY2011

Geographic Expansion



New Test Titles in New/Existing Industries

Form International Partnerships

ATA is the exclusive distributor of TOEIC in China, which is an exam owned by ETS, a global leader in test delivery

(in millions RMB)	Guidance	
	Low	High
Revenue	395	415
Net Income	40	45

- Continue to attract new test takers to existing tests while simultaneously developing new titles
- Improved levels of profitability from HR Select and TOEIC
- Implement larger scale tests, such as Security Guard Certification Test
- Concentrate on generating free cash flow and strengthening financial position



At ATA Inc.

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