

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

2019 FIRST QUARTER EARNINGS CALL

May 13, 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 first quarter ended March 31, 2019. 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.
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- All statements other than statements of historical fact in this presentation are forward-looking statements, including but not limited to 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, and launch PBL and new programs; ATA's proposed acquisition of Beijing Huanqiuyimeng Education Consultation Corp. ("ACG"); 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 first quarter ended March 31, 2019, are converted from RMB using an exchange rate of 6.7112 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, on-campus, and other 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 | \$2.35 (as of 5/10/2019) |
| Market Cap | \$55.5 million (as of 5/10/2019) |
| ADSs Outstanding | 23.6 million |
| Book Value Per ADS | \$1.65 |

All information as of 3/31/2019 unless otherwise noted.



2019 FIRST QUARTER HIGHLIGHTS

Amy Tung, Chief Financial Officer

KEY FINANCIAL HIGHLIGHTS

Total net revenues increased to RMB1.6 million from RMB0.1 million as a result of ATA's development and expansion of K-12 education assessment services into other parts of China.

Loss from continuing operations, net of income taxes was RMB14.3 million, compared to RMB15.0 million in the prior-year period.

Net loss from continuing operations attributable to ATA Inc. was RMB12.9 million, compared to a net loss of RMB14.6 million in the prior-year period.



BALANCE SHEET

Balance Sheet Highlights

| | 12/31/2018 | 3/31/2019 | 12/31/2018 | 3/31/2019 |
|--|------------|-----------|------------|-----------|
| In 000s | RMB | | USD | |
| Cash and Cash Equivalents | 190,586 | 168,673 | \$27,720 | \$25,133 |
| Total Current Assets | 213,395 | 197,701 | \$31,037 | \$29,458 |
| Total Assets | 335,139 | 327,432 | \$48,744 | \$48,789 |
| Total Current Liabilities | 19,746 | 25,459 | \$2,872 | \$3,794 |
| Total Liabilities | 19,746 | 25,459 | \$2,872 | \$3,794 |
| Mezzanine Equity | 39,209 | 39,960 | \$5,703 | \$5,954 |
| Shareholders' Equity | 276,184 | 262,013 | \$40,169 | \$39,041 |
| Total Liabilities, Mezzanine Equity & Shareholders' Equity | 335,139 | 327,432 | \$48,744 | \$48,789 |

USD\$25.1 million in cash and cash equivalents as of 3/31/2019

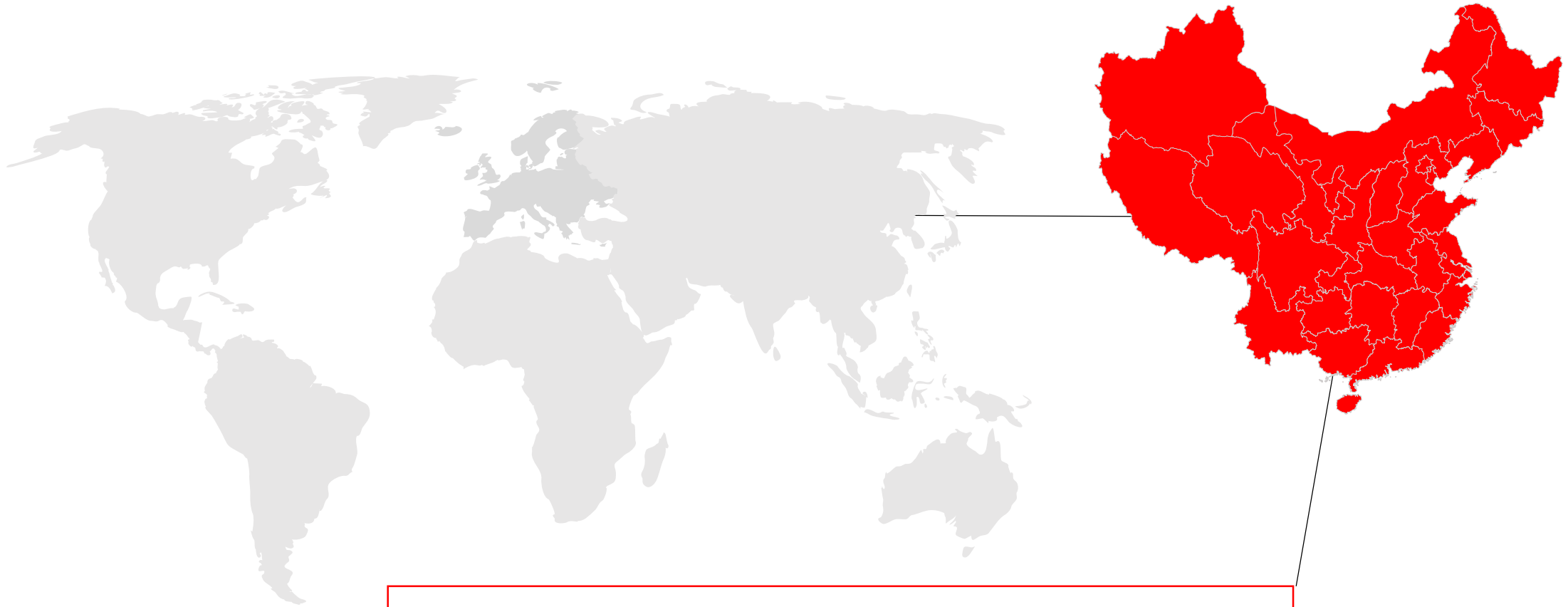


OUTLOOK & GROWTH STRATEGY

Kevin Ma, Chairman and CEO

Jack Huang, President

STRATEGIC VISION: IMMERSIVE INTERNATIONAL STUDY



**Taking Advantage of Rapidly Growing
International Study Market in China**

PROJECT BASED LEARNING (PBL)

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 or individually



Presentation Stage

Encourage students to showcase their learning and achievement in various forms



OVERSEAS ART STUDY

- ATA announced Framework Agreements with Beijing Huanqiuyimeng Education Consultation Corp. (“ACG”) and certain of its shareholders for a proposed acquisition of ACG
- ACG is a leading provider of educational services for students in China interested in applying for overseas art study.

The International Art Education Market

#1 Source of International Students and Sends the Largest Number of Students Overseas for Study

662,100 Chinese Students Pursued Study Abroad Opportunities in 2018

More than 3.5x Total Students in 2008 Pursuing International Study



Source: Ministry of Education of the People's Republic of China

ACG BACKGROUND

- www.acgorg.net
- 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 sub-divisions such as art, design, architecture, film and television, and music.
- ACG is a leading provider of educational services for students in China interested in applying for overseas art study.



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
- 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





At ATA Inc.

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