

趣店 Qudian

Management Presentation

March 2020

Disclaimer



This presentation contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "may," "will," "expect," "anticipate," "aim," "estimate," "intend," "plan," "believe," "potential," "continue," "is/are likely to" or other similar expressions. Such statements are based upon management's current expectations and current market and operating conditions, and relate to events that involve known or unknown risks, uncertainties and other factors, all of which are difficult to predict and many of which are beyond the Company's control, which may cause the Company's actual results, performance or achievements to differ materially from those in the forward-looking statements. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the U.S. Securities and Exchange Commission. The Company does not undertake any obligation to update any forward-looking statement as a result of new information, future events or otherwise, except as required under law.

In addition to U.S. GAAP financials, this presentation includes adjusted net income, a Non-GAAP financial measure. This Non-GAAP financial measure is not defined under U.S. GAAP and is not presented in accordance with U.S. GAAP. The Non-GAAP measure has limitations as an analytical tool and you should not consider it in isolation or as a substitute for an analysis of the Company's results under U.S. GAAP. There are a number of limitations related to the use of the Non-GAAP financial measure versus its nearest GAAP equivalent. First, adjusted net income is not a substitute for net income or other consolidated statements of operations data prepared in accordance with U.S. GAAP. Second, other companies may calculate such Non-GAAP financial measure differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of the Non-GAAP financial measure as a tool for comparison. Finally, the Non-GAAP financial measure does not reflect the impact of share-based compensation expenses, which have been and may continue to be incurred in the Company's business. See the Appendix for reconciliation between adjusted net income to the most directly comparable financial measures calculated and presented in accordance with U.S. GAAP, which is net income.

Focused on Serving the Massive Underbanked



Large credit transactions

- PBOC credit record
- Traditional mortgage, auto loans, size RMB50k+
- **APR 3.5-18%**



Mainly served by

- Banks
- Leading technology conglomerates

Mid credit transactions

- Key contributors of banks' credit card overdrafts interest income
- **APR 18-25**%



Mainly served by

- Banks & consumer finance
- Leading technology conglomerates

Micro credit transactions

- Lack of traditional credit metrics
- APR \leq 36%



Mainly served by

Other online lending platforms



Our Tech-driven Business Model



Leading Innovations in Fintech

Distributed Clearing Technology



Big-data Credit-tech



App & H5 based Seamless User Interface

Monetization of Technology

Open Platform









Full suite tech infrastructure support



Zero credit risk & low operational cost

Small Credit Facilitation





Credit facilitation services



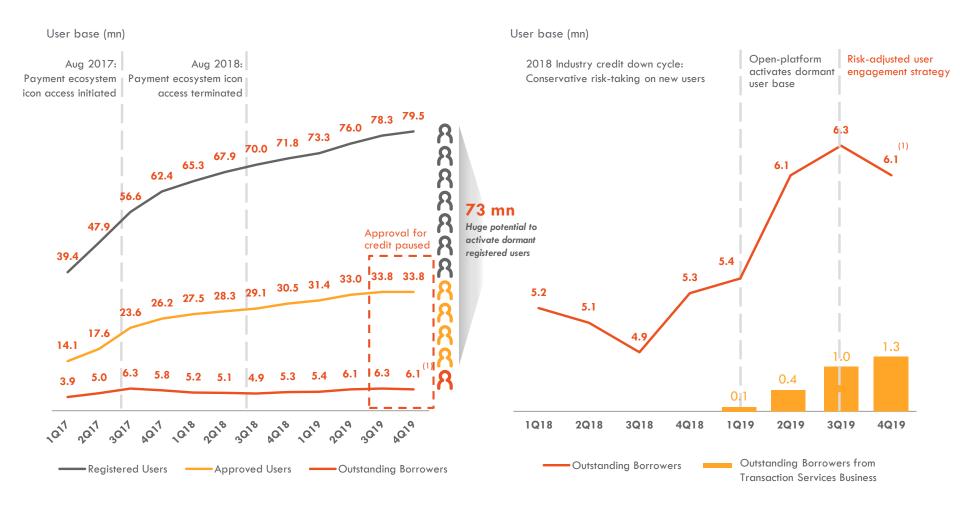
Trained and tested tech infrastructure



Credit underwriting services

Risk-adjusted User Engagement Strategy







1. Overview of Open Platform

4Q19 Segment Highlights





1.3mn cumulative number of

borrowers referred to funding partners/financial service providers

As of Dec 31, 2019



17 F.I. funding partners

As of Dec 31, 2019



RMB649mn revenue generated(1)

QoQ decreased by 35%

During 4Q19



RMB8.0bn total amount of transactions

QoQ decreased by 20%

During 4Q19



<4.8% M1+ delinquency rate⁽²⁾

For loans generated in 4Q2018 through Dec 31, 2019



13.8 Months loan tenure

RMB12.4k loan balance per borrower

During 4Q19





Credit Solution-as-a-Service



Distributed Traffic Ecosystem



Massive Proprietary User Base



Open Platform

Our Open Platform: A Full-service Solution



Standard Referral Model

VS

Our Open-Platform Full-service Solution for F.I.s

Customer Sourcing & Engagement



Larger User Base



CPA/CPS/CPC⁽¹⁾
Revenue Model

Customer Sourcing & Engagement

Technology Solution

Call Center Services

Billing & Clearing Services

Enhancement on Risk Analytics



Existing 79.5mn User Base



Data Analytics based on RMB268bn+ Transactions

000

8880

Repayment and Late

Payment Billing Services



Plug-in Risk Management Tools for Independent Credit Decisions



Real-time Micro Syndication Technology



Billing and Customer Services Call Center



Digital Fund Disbursement



LU

Distributed Traffic

Eco-system

Compliant Collection Services



Repayment Clearing across Multiple Funding Partners for Single Borrower



Multiple, Independent Risk Management for Micro Syndication Consortium



Data Analytics based on RMB268bn+ Transactions



2. Overview of Small Credit Facilitation

4Q19 Segment Highlights





33.8mn users with approved credit

As of Dec 31, 2019



RMB9.4bn total amount of transactions

QoQ decreased by 36%

During 4Q19



6.0mn outstanding borrowers⁽¹⁾

As of Dec 31, 2019



RMB22.6bn outstanding loans⁽²⁾

QoQ decreased by 13%

As of Dec 31, 2019



<5.6% M1+ delinquency rate⁽³⁾

<3.2% M6+ charge-off rate⁽⁴⁾

For loans generated in 4Q16 through Dec 31, 2019



10.9 Months loan tenure

RMB3,792 loan balance per borrower

During 4Q19









Notes

1) Borrowers who have loans outstanding as of Dec 31, 2019, including outstanding borrowers from loan book business only

(2) Includes off and on balance sheet loans directly or indirectly funded by our institutional funding partners or our own capital, net of cumulative write-offs and it does not include auto loans from Dabai Auto business and loans from transaction services business

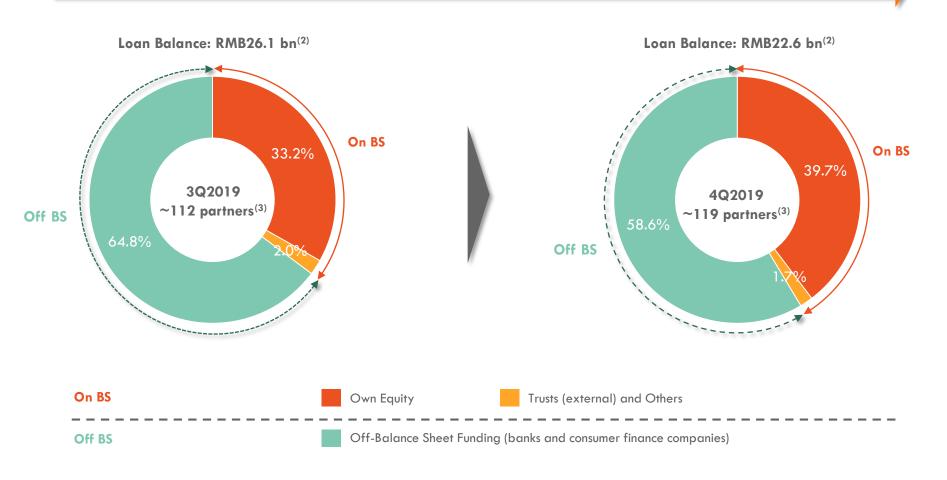
M1+ delinquency rate by vintage is defined as the total balance of outstanding principal of a vintage for which any installment payment is over 30 calendar days past due as of a particular date (adjusted to reflect total amount of recovered past due payments for principal, before charge-offs), divided by the total initial principal in such vintage

M6+ charge-off rate is defined as the total off + on outstanding principal balance of the loans that are charged off during a specified period, divided by the total initial principal of the loans originated in such vintage

Agile Risk-adjusted Capital Structure

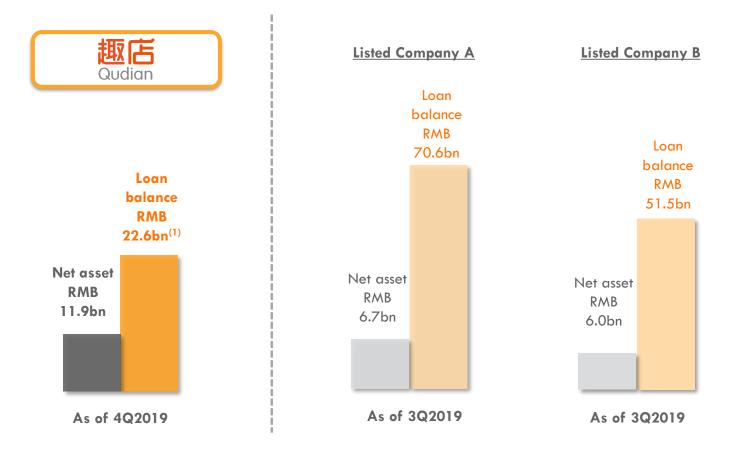


Continue to de-leverage off-BS loan balance during credit down-cycle (1)



Loan Book at Stable and Healthy Leverage





Leverage Ratio⁽²⁾ 1.9x 10.5x 8.6x



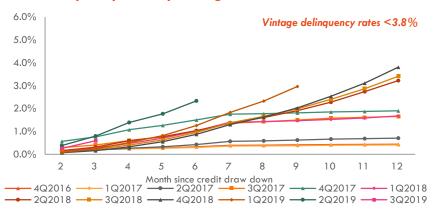
3. Disclosure of Risk Metrics

Credit Performance Managed within Targets

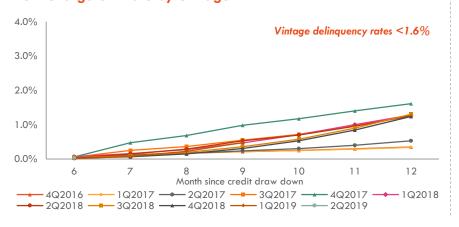


Only Include Current Receivables at Risk

M1+ Delinquency Rate by Vintage⁽¹⁾

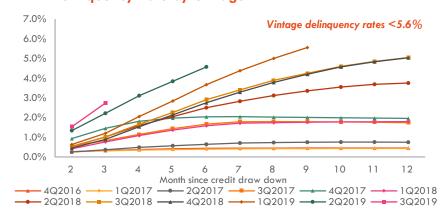


M6+ Charge-off Rate by Vintage⁽³⁾

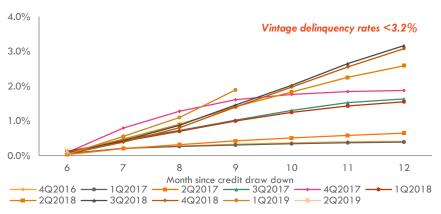


Include Total Potential Receivables at Risk

M1+ Delinquency Rate by Vintage⁽²⁾



M6+ Charge-off Rate by Vintage⁽⁴⁾



(3)

Current receivables at risk M1+ delinquency rate by vintage refers to, with respect to on- and off-balance sheet transactions facilitated during a specified time period, the actual outstanding principal balance of the transactions that are delinquent for more than 30 days during such period, divided by the total initial principal of the transactions facilitated in such vintage

Total potential receivables at risk M1+ delinquency rate by vintage refers to, with respect to on- and off-balance sheet transactions facilitated during a specified time period, the total potential outstanding principal balance of the transactions that are delinquent for more than 30 days during such period, divided by the total initial principal of the transactions facilitated in such vintage

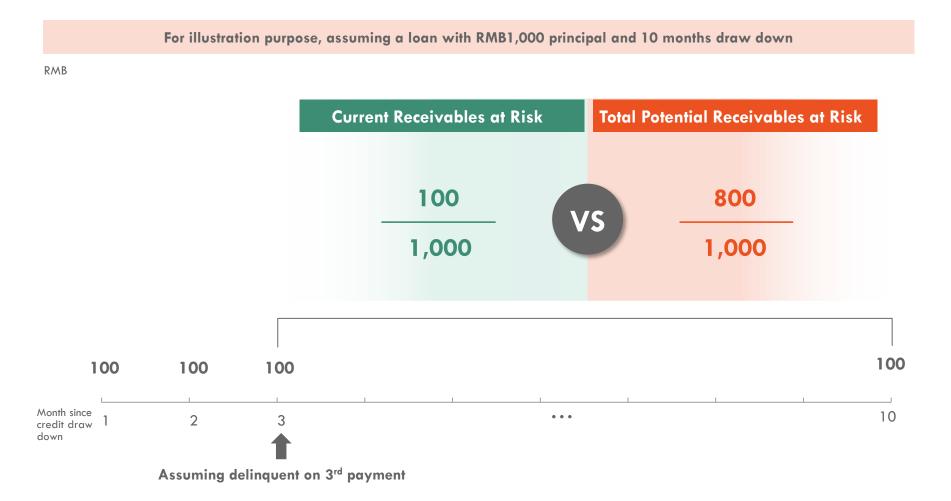
Current receivables at risk vintage charge-off rate refers to, with respect to on- and off-balance sheet transactions facilitated during a specified time period, actual outstanding principal balance of the transactions that are delinquent for more than 180 days during such period, divided by the total initial principal of the transactions facilitated in such vintage

4) Total potential receivables at risk vintage charge-off rate refers to, with respect to on- and off-balance sheet transactions facilitated during a specified time period, the total potential outstanding principal balance of the transactions that are delinquent for more than 180 days during such period, divided by the total initial principal of the transactions facilitated in such vintage

Notes: (1)

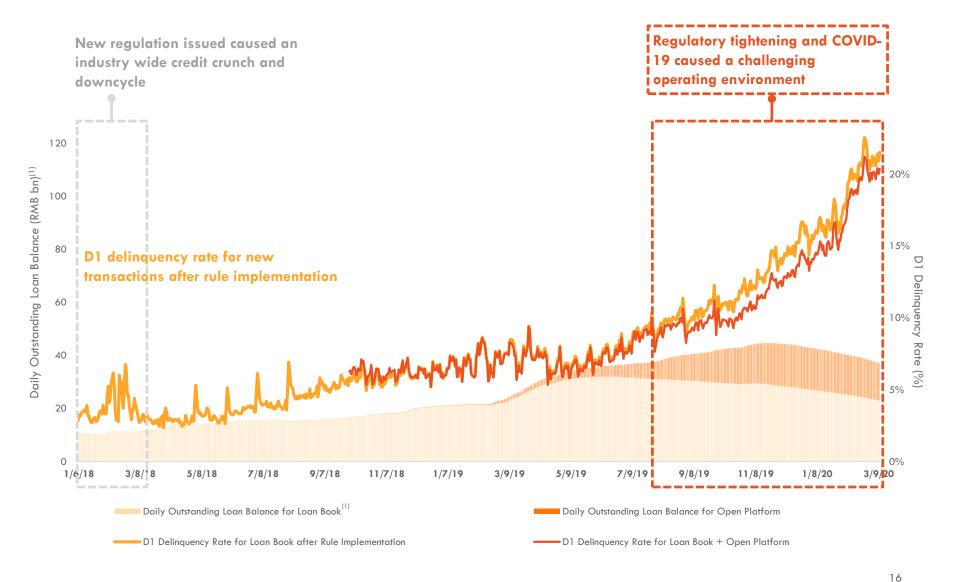
Delinquency Rate Measurement Comparison





Optimized Risk Model to Quickly React to Credit Cycle and **De-risk Our Loan Book**



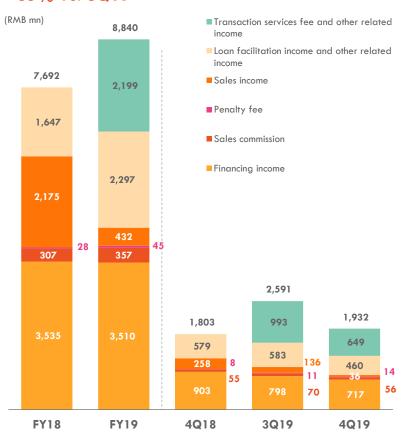




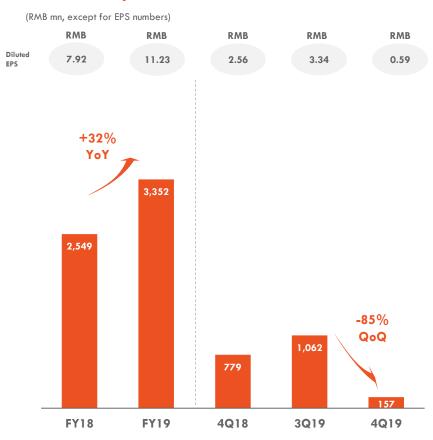
Financial Highlights



4Q19 Open Platform Revenue Decreased by ~35% vs. 3Q19



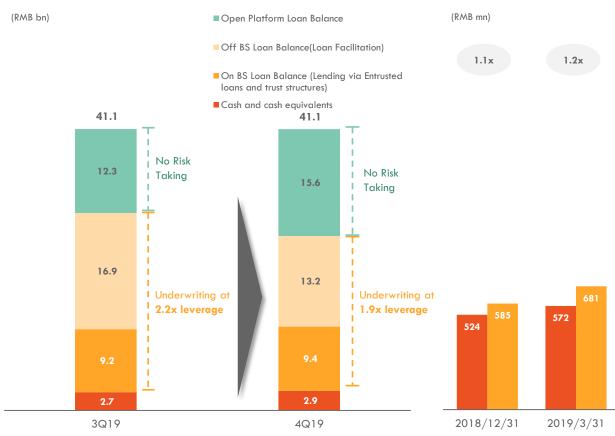
4Q19 Non-GAAP Net Income RMB157mn Decreased by 85% vs. 3Q19⁽¹⁾



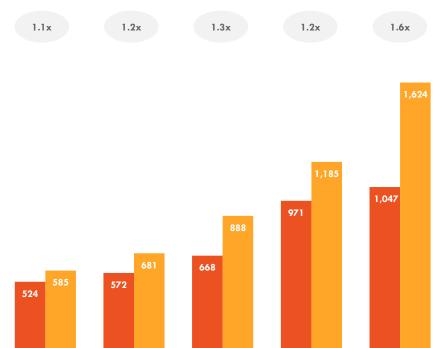
Financial Highlights (Cont'd)



Lower-risk Capital Structure



M1+ Delinquency Coverage Ratio⁽¹⁾⁽²⁾



2019/6/30 On-balance sheet M1+ delinquent principal and financing service fee receivables

2019/9/30

■Balance of allowance for principal and financing service fee receivables

Notes:

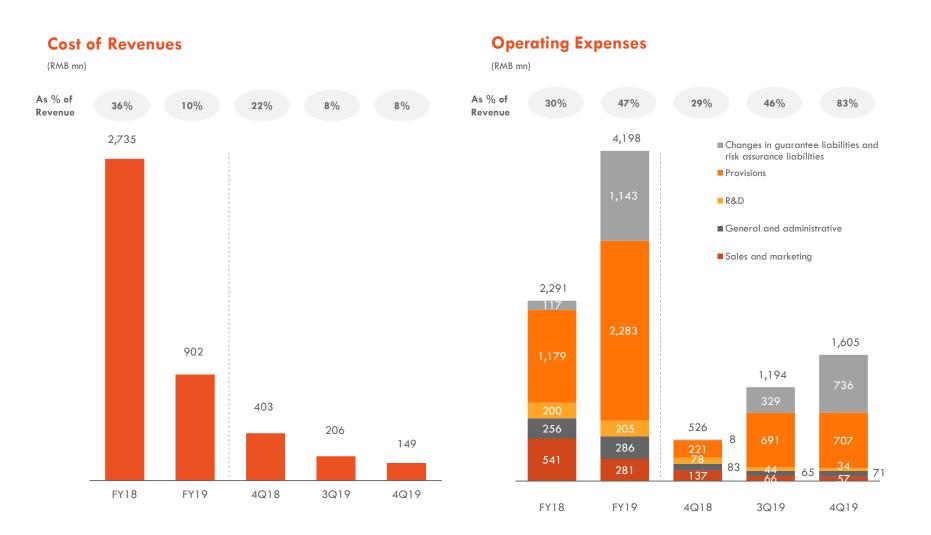
2019/12/31

Defined as the balance of allowance for principal and financing service fee receivables at the end of a period, divided by the total balance of outstanding principal and financing service fee receivables for on-balance sheet transactions for which any installment payment was more than 30 calendar days past due as of the end of such period, excluding charged-off amounts. The amount charged-off has been fully covered by allowance provided by the Company

Includes on-balance sheet M1+ delinquent principal and financing service fee receivables

Financial Highlights (Cont'd)







Unaudited Income Statements



	For the Year Ended		For the Three Months Ended		
	31-Dec-18	31-Dec-19	31-Dec-18	30-Sep-19	31-Dec-19
(in millions, except for EPS numbers)	RMB	RMB	RMB	RMB	RMB
Financing income	3,535	3,510	903	798	<i>717</i>
Sales commission fee	307	357	55	70	56
Sales income	2,175	432	258	136	36
Penalty fees	28	45	8	11	14
Loan facilitation income and other related income ⁽¹⁾	1 , 647	2,297	579	583	460
Transaction services fee and other related income	-	2,199	-	993	649
Total revenues	7,692	8,840	1,803	2,591	1,932
Operating cost and expenses:					
Cost of revenues	(2,735)	(902)	(403)	(206)	(149)
Sales and marketing	(541)	(281)	(137)	(66)	(57)
General and administrative	(256)	(286)	(83)	(65)	(71)
Research and development	(200)	(205)	(78)	(44)	(34)
Changes in guarantee liabilities and risk assurance liabilities ⁽²⁾	(117)	(1,143)	(8)	(329)	(736)
Provision for receivables and other assets	(1,179)	(2,283)	(221)	(691)	(707)
Total operating cost and expenses	(5,027)	(5,099)	(929)	(1,401)	(1,754)
Other operating income	24	109	12	29	50
Income from operations	2,689	3,849	886	1,220	227
Net income before income taxes	2,649	3,891	844	1,228	219
Income tax expenses	(158)	(626)	(77)	(185)	(91)
Net income	2,491	3,264	768	1,043	128
Basic EPS	7.82	11.72	2.54	3.74	0.50
Diluted EPS	7.74	10.94	2.52	3.29	0.49
Add: share-based compensation expenses	58	87	11	18	29
Non-GAAP net income	2,549	3,352	779	1,062	1 <i>57</i>
Basic EPS	8.00	12.03	2.58	3.80	0.62
Diluted EPS	7.92	11.23	2.56	3.34	0.59

Unaudited Balance Sheets



As	of

	31-Dec-17	31-Dec-18	30-Sep-19	31-Dec-19
(in millions)	RMB	RMB	RMB	RMB
Cash and cash equivalents	6,832	2,501	2,656	2,861
Restricted cash ⁽¹⁾	2,253	340	745	1,258
Time deposits	-	-	237	231
Short-term loan principal and financing service fee receivables	8,759	8,418	8,023	7,895
Short-term finance lease receivables	9	509	426	398
Short-term contract assets	-	903	2,908	2,742
Other current assets	482	1,818	1,792	1,639
Long-term finance lease receivables	18	649	332	240
Long-term contract assets	-	16	272	274
Total assets	19,380	16,253	18,695	18,667
Short-term borrowings and interest payables	7,979	3,860	778	1,050
Long-term borrowings and interest payables	510	413	278	-
Total liabilities	9,840	5,433	6,956	6,743
Total shareholders' equity	9,540	10,821	11,739	11,924
Total liabilities and shareholders' equity	19,380	16,253	18,695	18,667

Revenue Recognition Policy



Items	Definition	Revenue Recognition Policy
Transaction Services Fee and Other Related Income	Transaction services income and traffic referral service income from open platform	Recognized when Funding Partner provides the funds to the borrower
2 Loan Facilitation Income and Other Related Income	Income from off balance sheet loan book business (credit facilitation arrangements with various Funding Partners)	Recognized when providing loan facilitation services to Funding Partners net of estimated provision
3 Sales Income	For vehicle sales, revenue from the buyer for the sale of the vehicle	Recognized on a gross basis net of value-added tax when the title of the vehicle is transferred to the buyer
Penalty Fee	Borrowers and lessees penalty fees for late installment payments	The penalty fees are recognized on a cash basis, which coincides with the penalty fees being probable not to be reversed
5 Sales Commission	Margin from merchandise installment credit services	Sales commission fees are recognized and recorded net of the related cost on delivery date
6 Financing Income	Income from on balance sheet loans (entrusted loans and trust structures)	Recorded as financing income using the effective interest method

Shareholding Structure



