



NIU 小牛电动

March 2019



OUR MISSION

To redefine urban mobility and make life better.

OUR VISION

To become the #1 brand for urban mobility,
powered by design and technology.

NIU

/niːu/ 

1. Founded in 2014, world's **leading** provider of **smart urban mobility solutions**
2. **Largest** lithium-ion battery-powered e-scooters company in China and a **leader** in Europe⁽¹⁾
3. **First lifestyle brand** for urban mobility in China⁽¹⁾
4. Over **640,000** smart e-scooters sold globally as of Dec 31, 2018

(1) According to CIC.

Well-Designed Smart E-Scooters



Series

N

M

U



Design language

Modern and minimal

Cool and fresh

Ultra-compact and ultra-light



Riding experience

Comfortable

Agile

Superlight

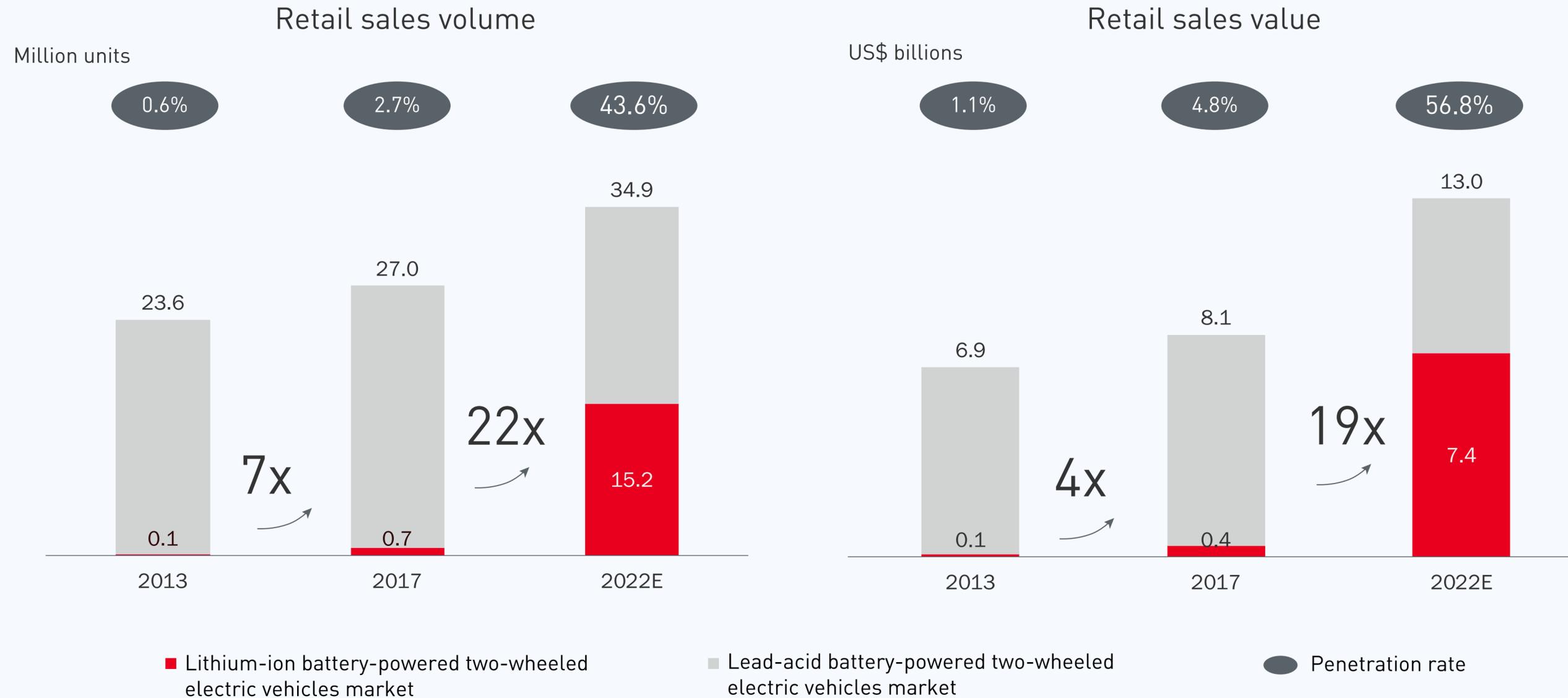


Our NIU Brand

TECHNOLOGY
STYLE
FREEDOM

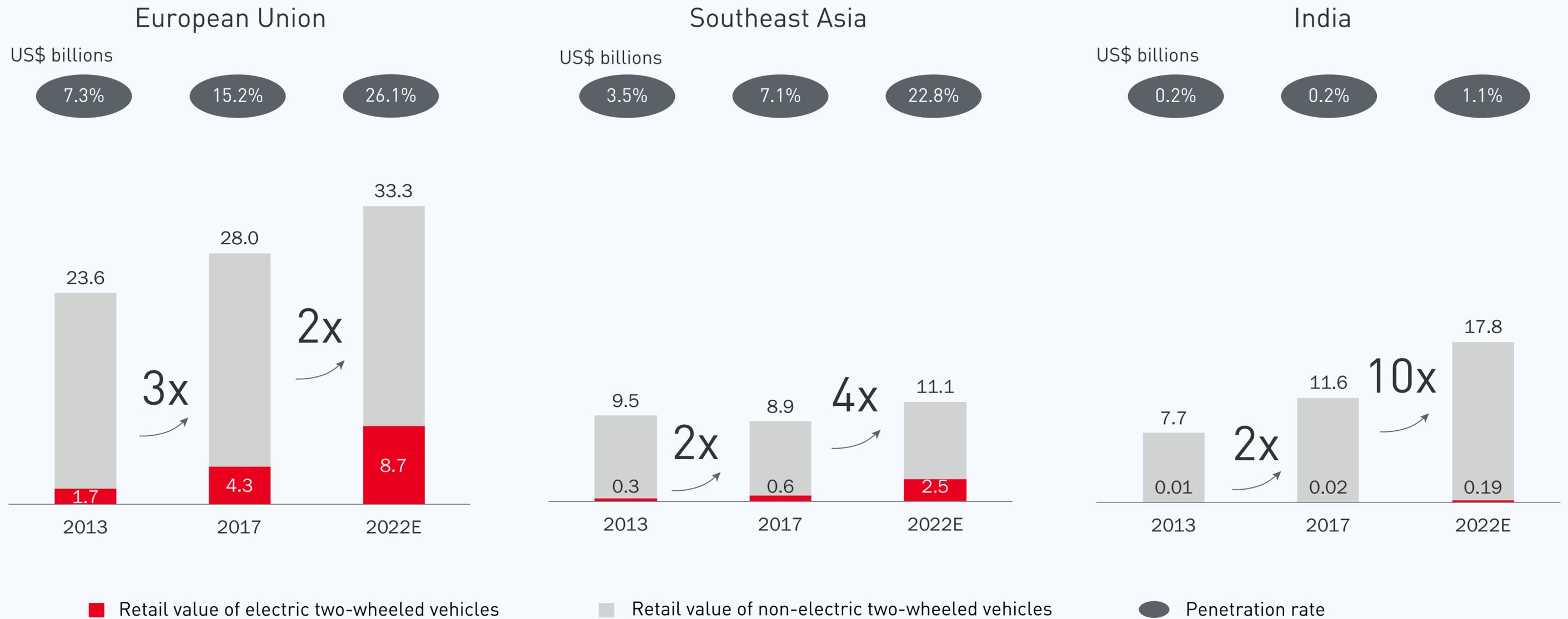


China's Addressable Market is Large and Expected to Accelerate



Source: CIC.

Huge Potential in Other Markets Globally



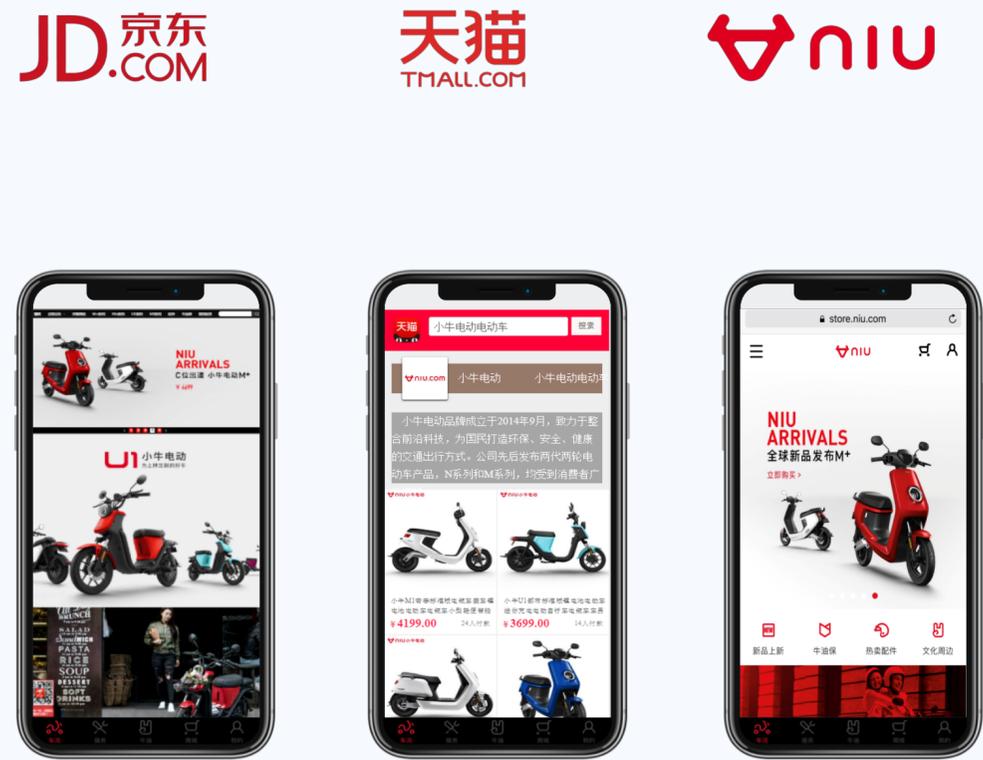
Source: CIC.

Our Established Global Footprint



Data as of December 31, 2018.

Omnichannel Retail Model



Data as of December 31, 2018.

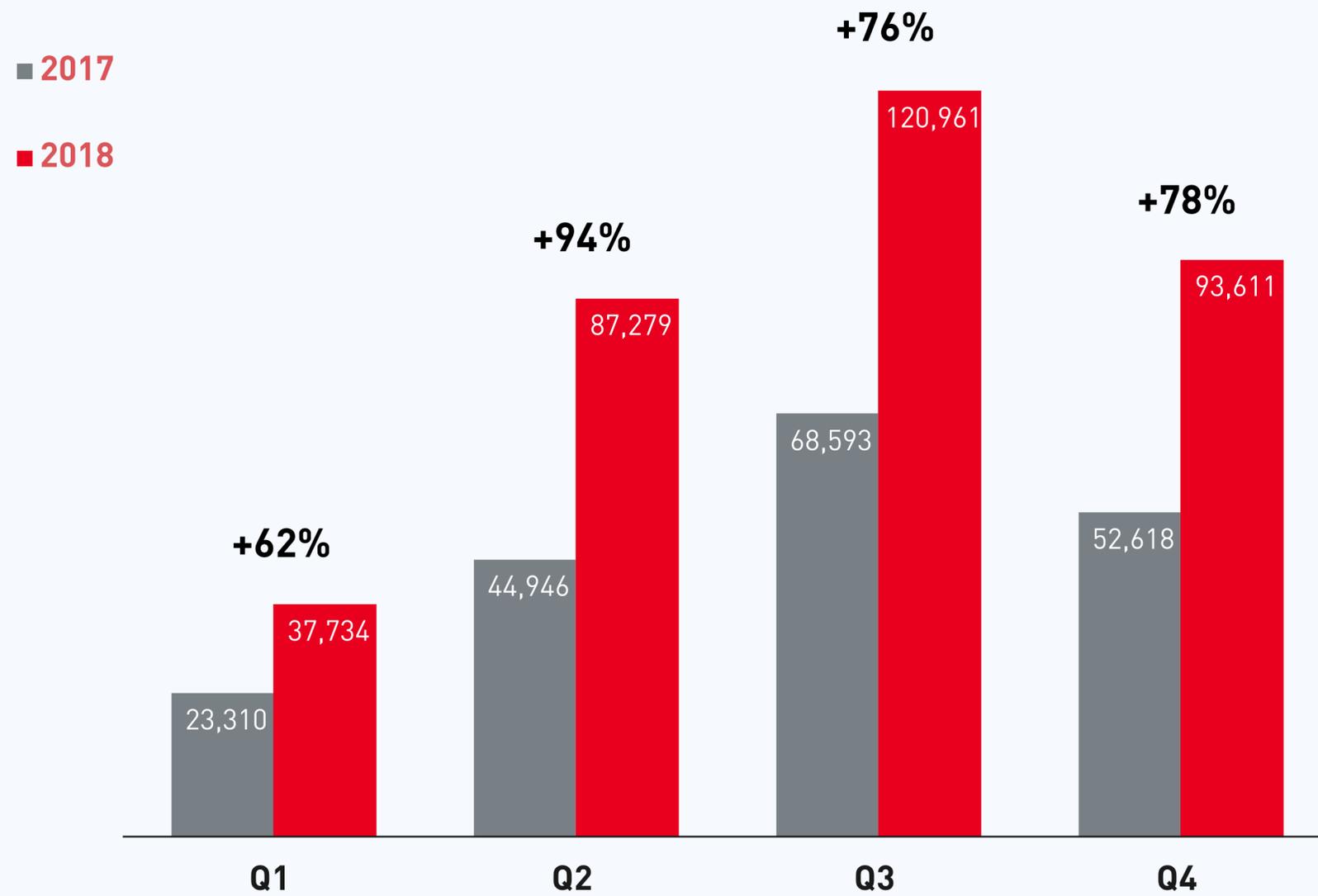


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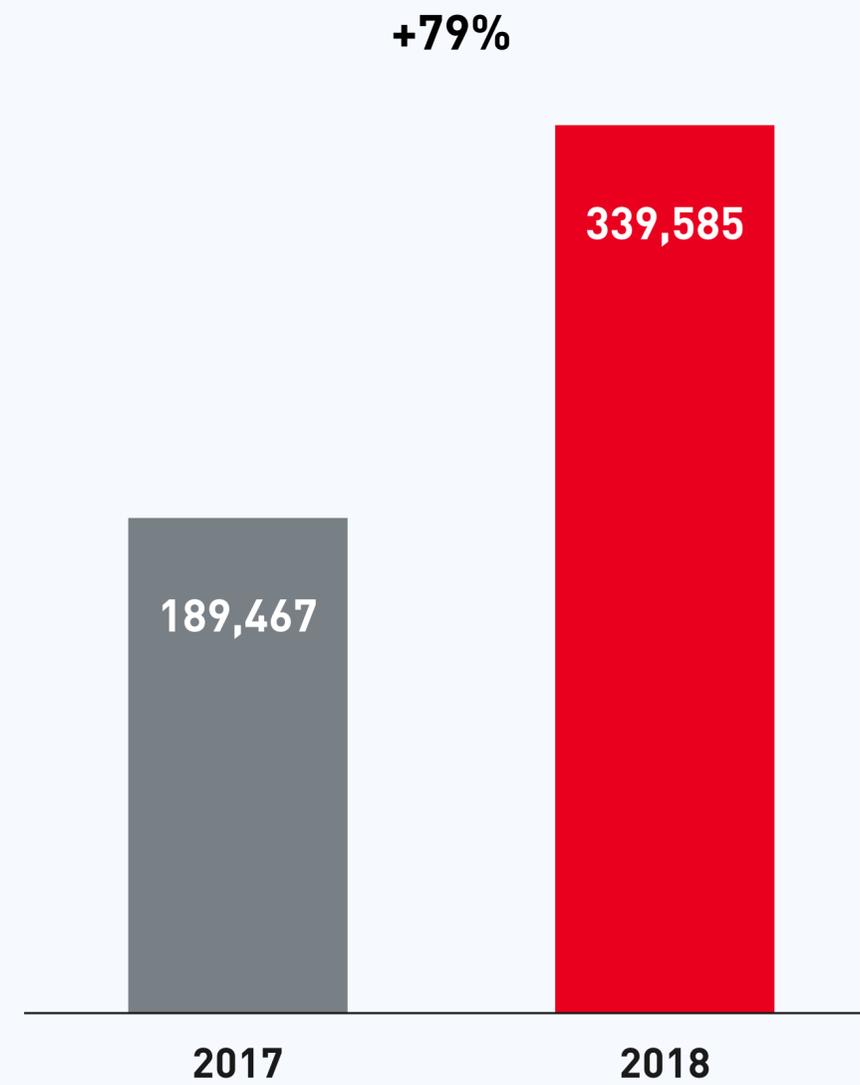
Financial Highlights

Strong Volume Growth

Quarterly E-scooter Sales Volume (units) (y-o-y growth %)

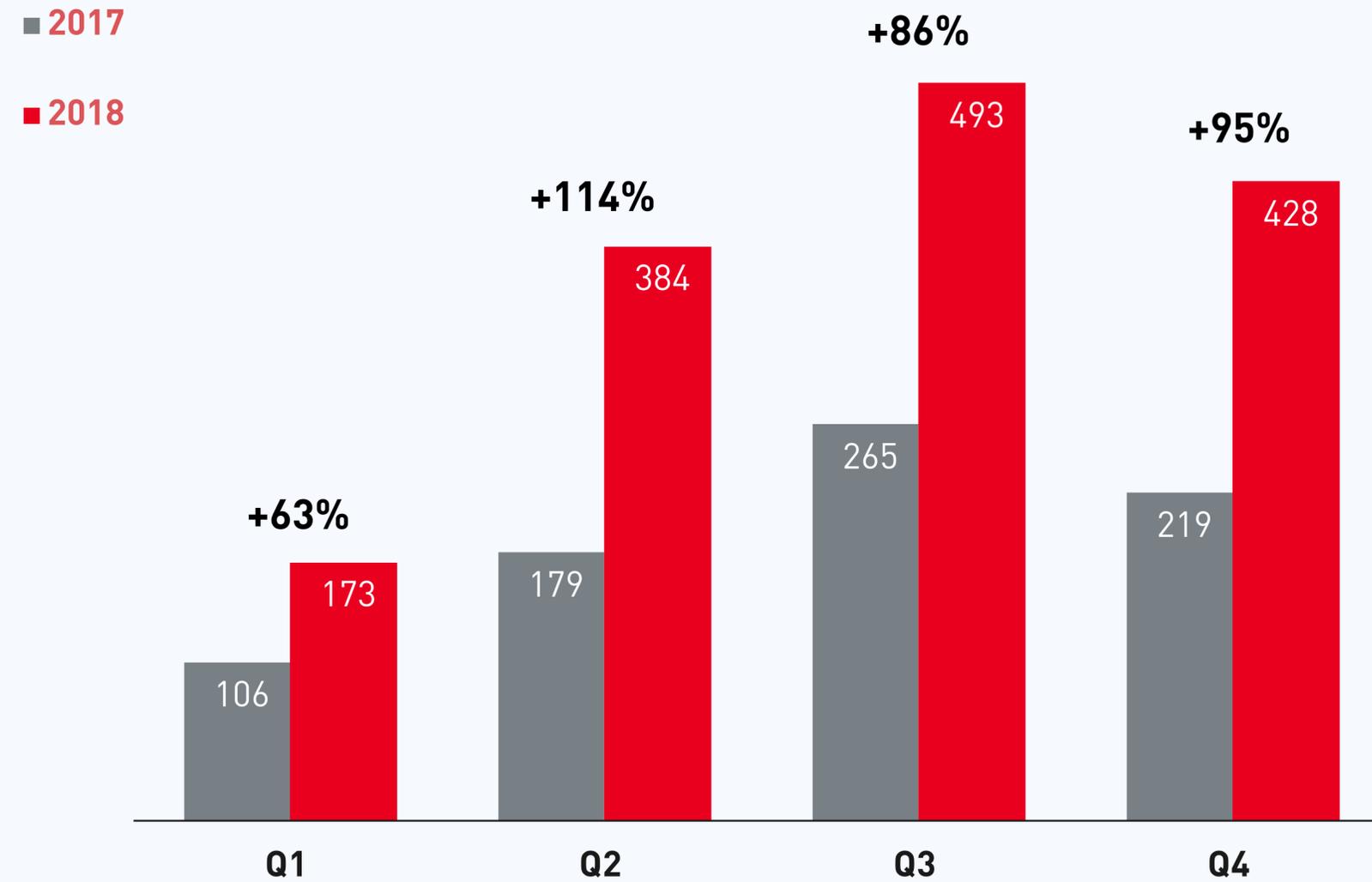


Full Year E-scooter Sales Volume (units) (growth %)

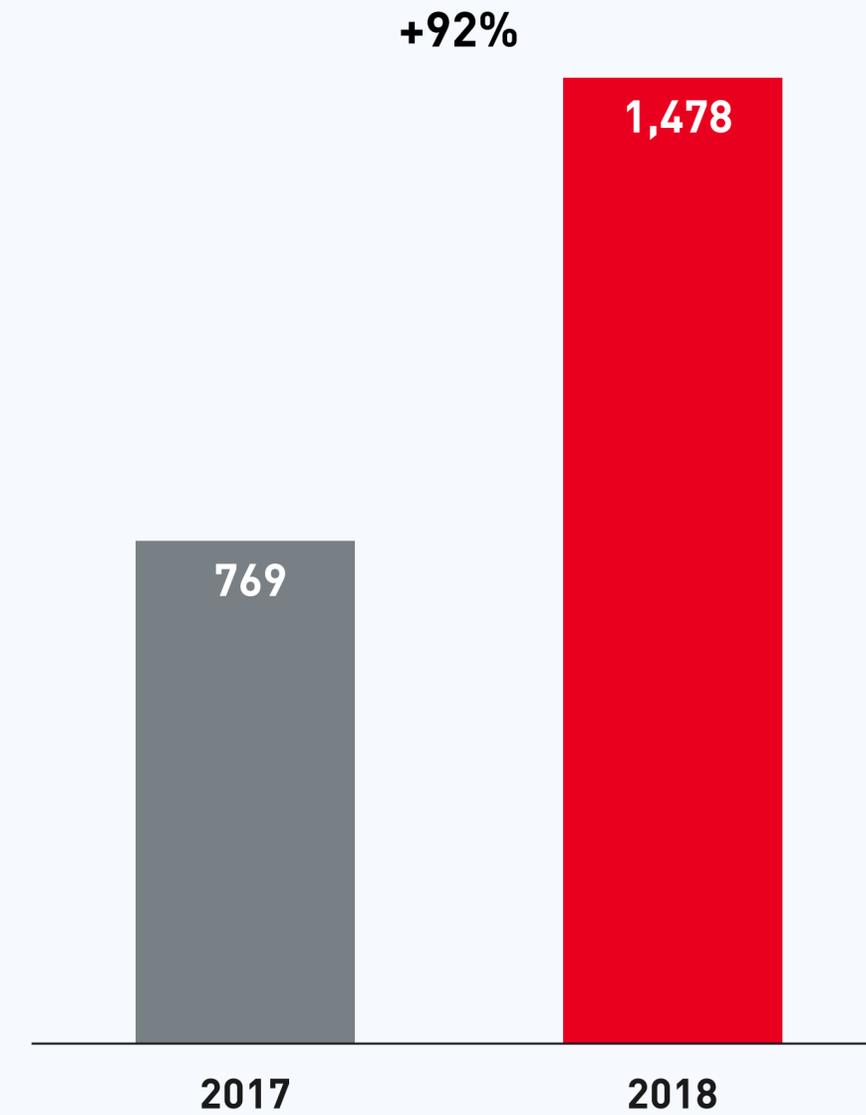


Robust Revenue Growth

Quarterly Net Revenue (RMB millions) (y-o-y growth %)

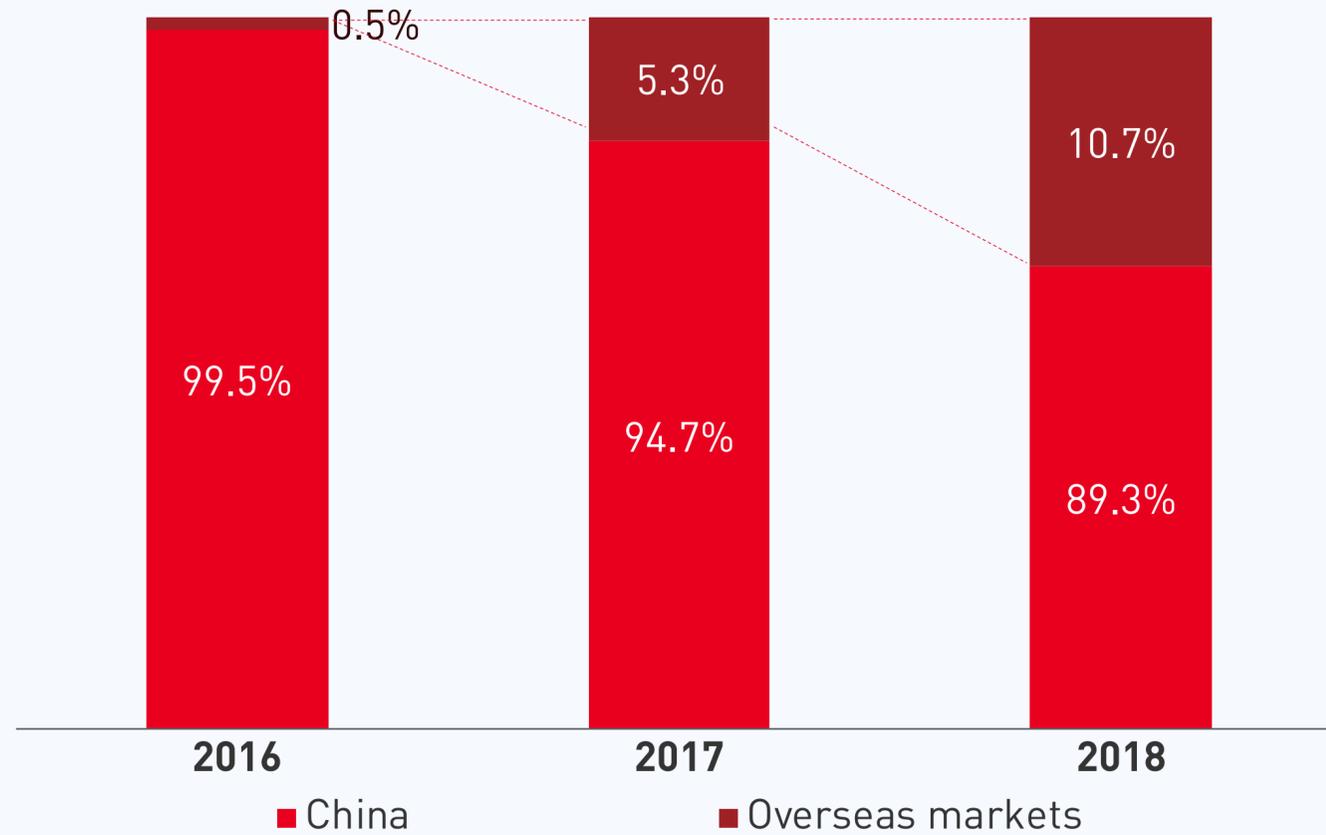


Full Year Net Revenue (RMB millions) (growth %)

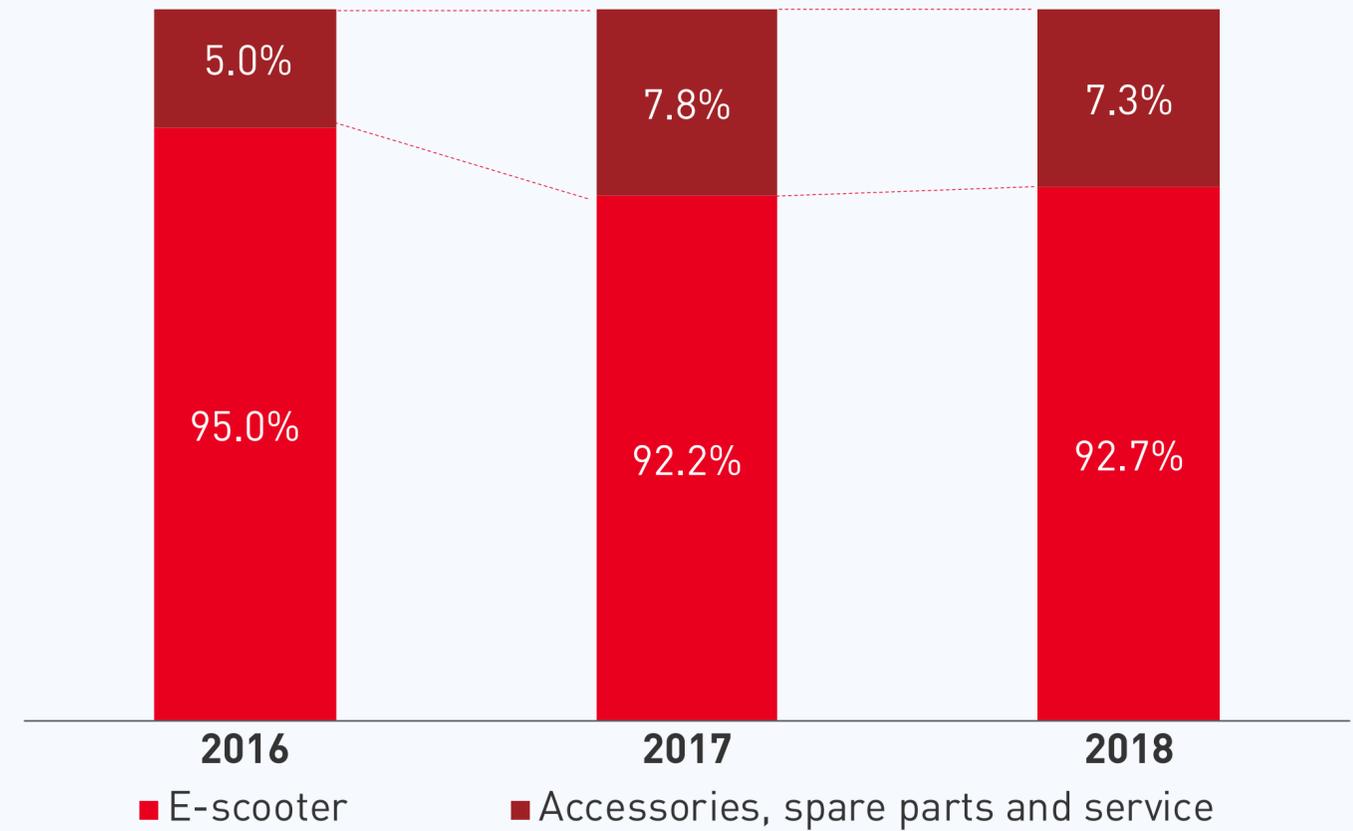


Diversifying Revenue Base

Scooter Net Revenue Breakdown by Geography

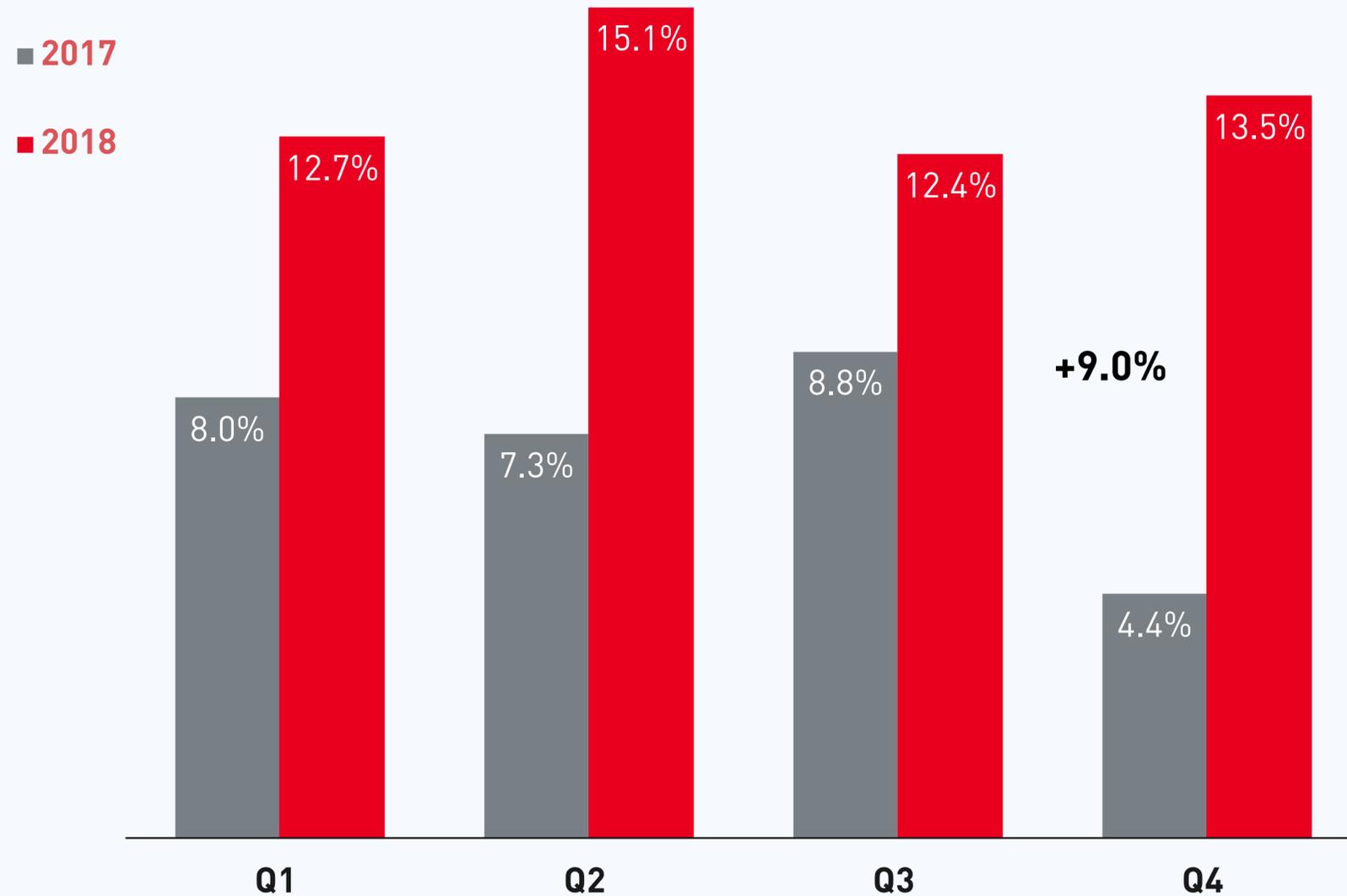


Net Revenue Breakdown by Product

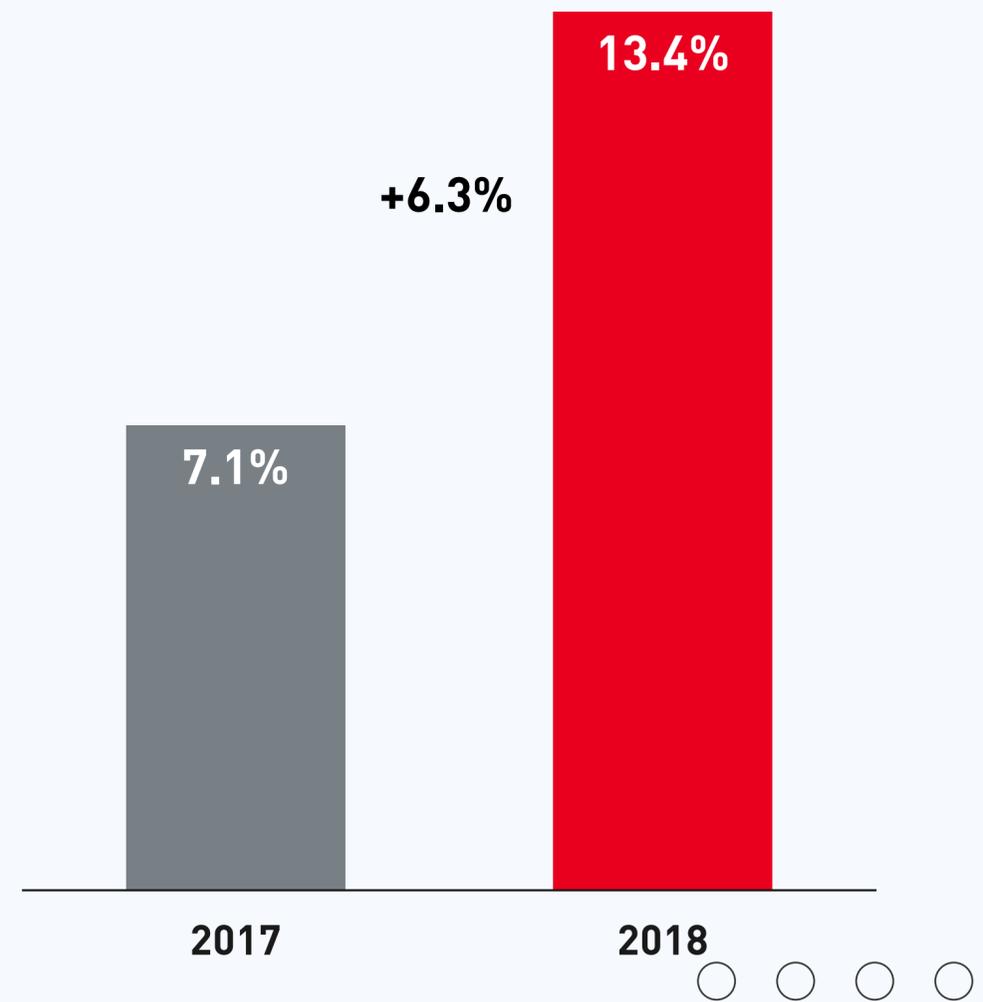


Improved Gross Margin

Quarterly Gross Margin (as % of net revenue)

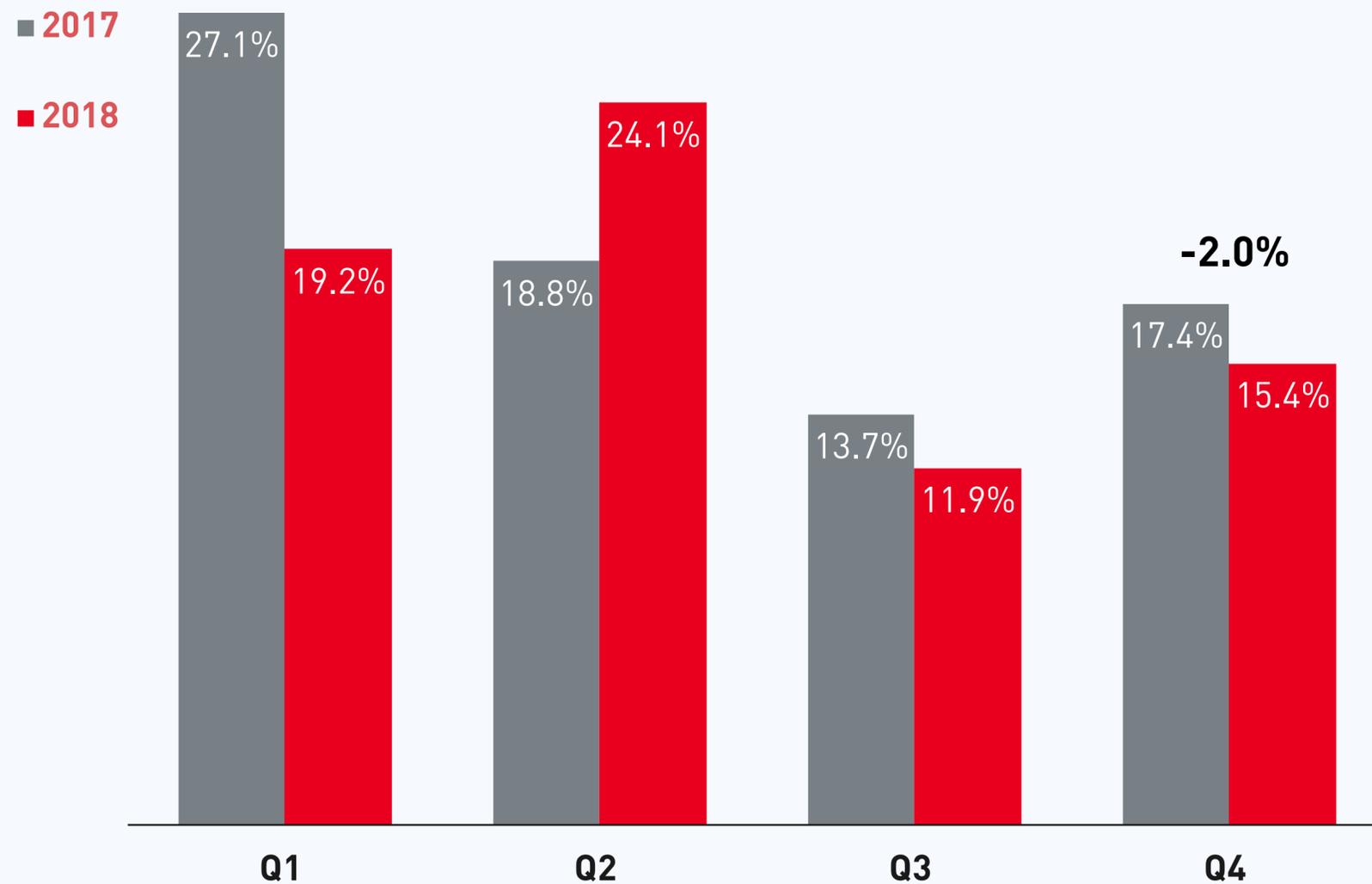


Full Year Gross Margin (as % of net revenue)

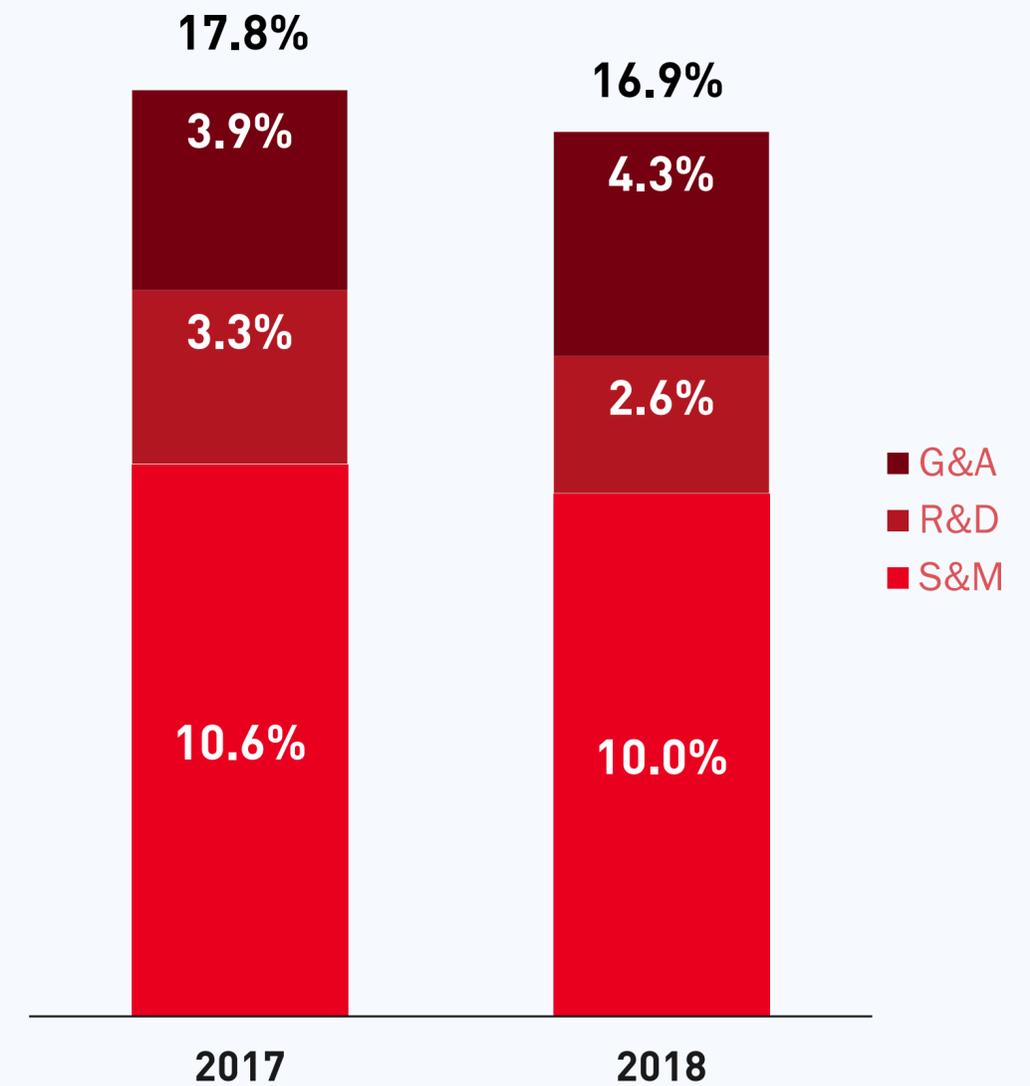


Enhanced Operating Leverage

Quarterly Operating Expenses excluding share-based compensation expenses (as % of net revenue)



Full Year Operating Expenses excluding SBC expenses (as % of net revenue)



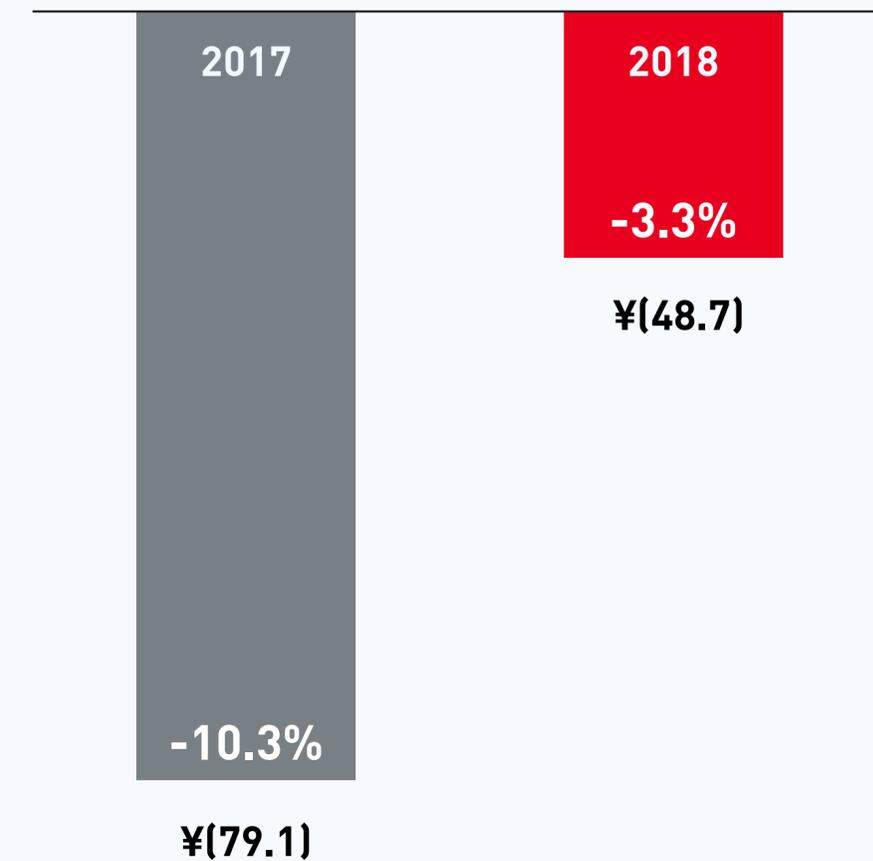
Improved Adjusted Net Margin

Quarterly Adjusted Net Loss Margin and Adjusted Net Loss⁽¹⁾
(as % of net revenue), (RMB million)

■ 2017 ■ 2018



Full Year Adjusted Net Loss Margin and Adjusted Net Loss⁽¹⁾
(as % of net revenue), (RMB million)



(1) Adjusted net loss margin is defined as net loss excluding share-based compensation expenses and change in fair value of a convertible loan, divided by net revenue

**A NIU WAY
FORWARD**

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