



NIU 小牛电动

November 2018



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
3. **First lifestyle brand** for urban mobility in China
4. Over **550,000** smart e-scooters sold globally as of Sep 30 2018

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



The M-Series is the only urban mobility product that has won all seven major international design awards in the past 20 years

Our NIU Brand

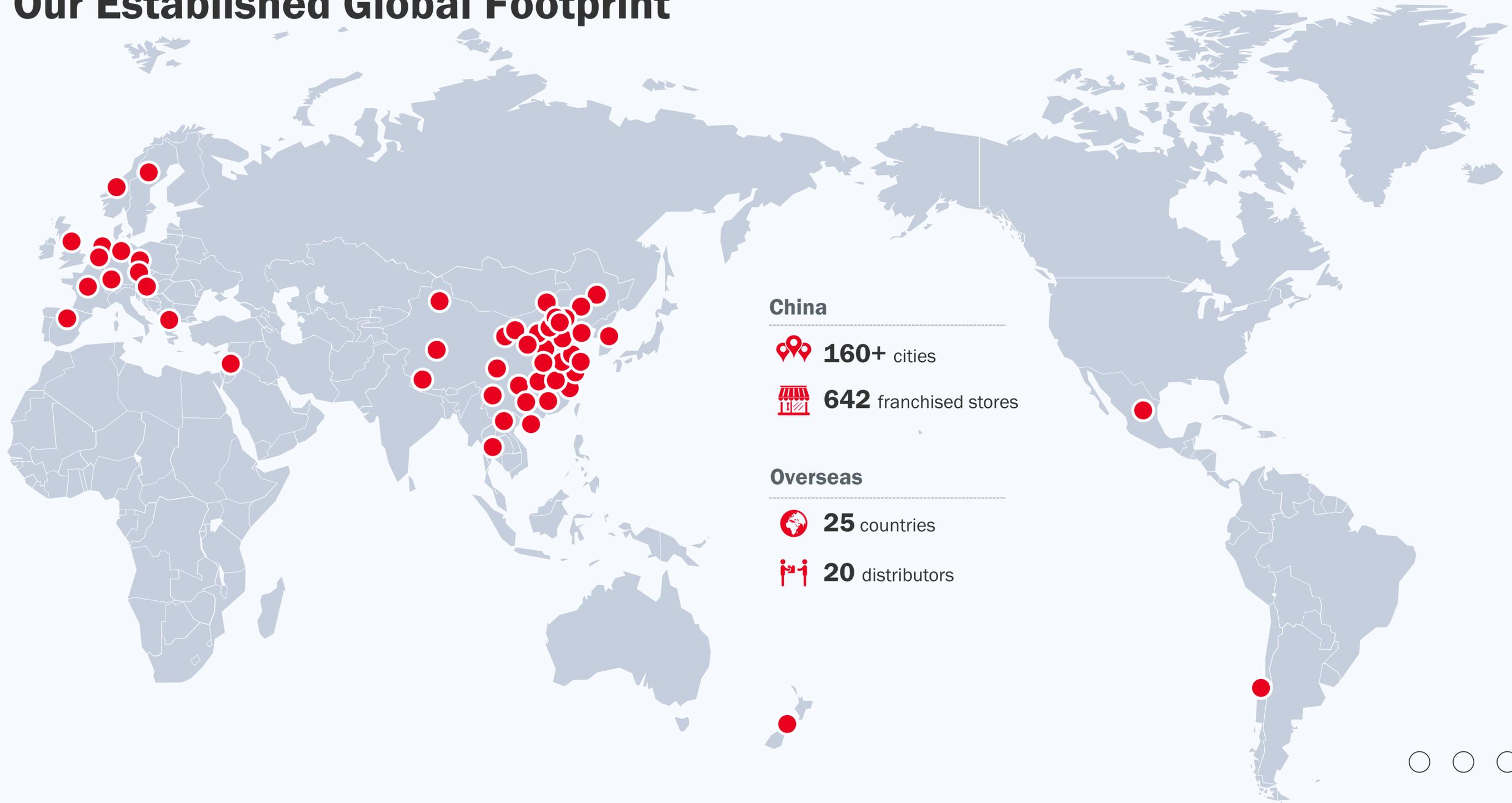
TECHNOLOGY

STYLE

FREEDOM



Our Established Global Footprint



China

 **160+** cities

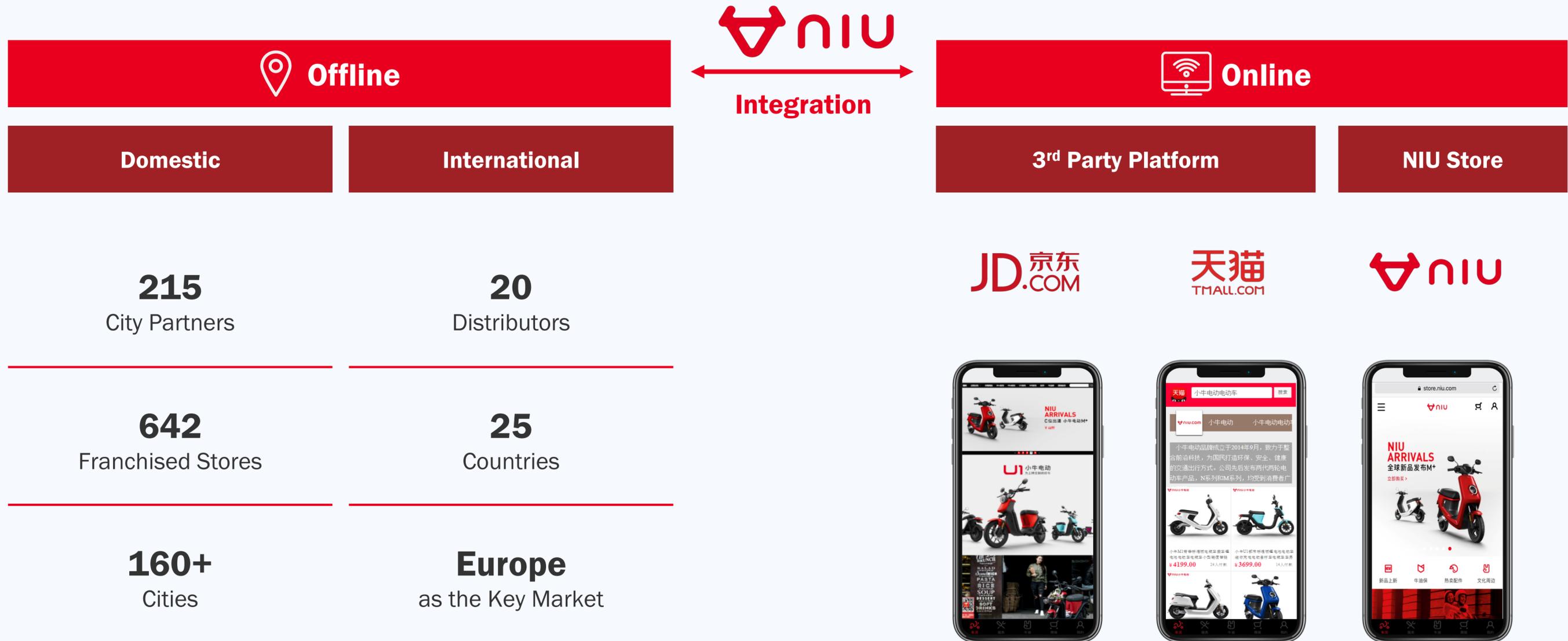
 **642** franchised stores

Overseas

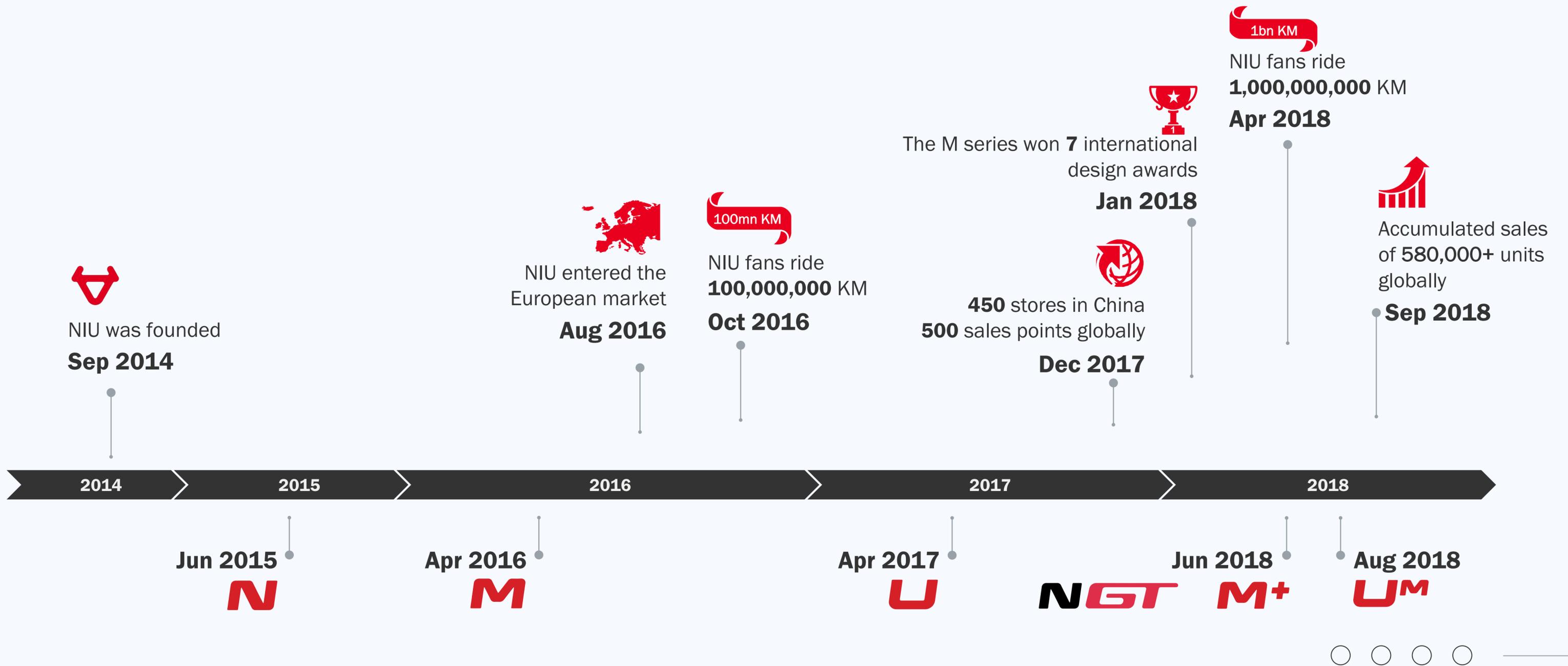
 **25** countries

 **20** distributors

Omnichannel Retail Model



Key Milestones



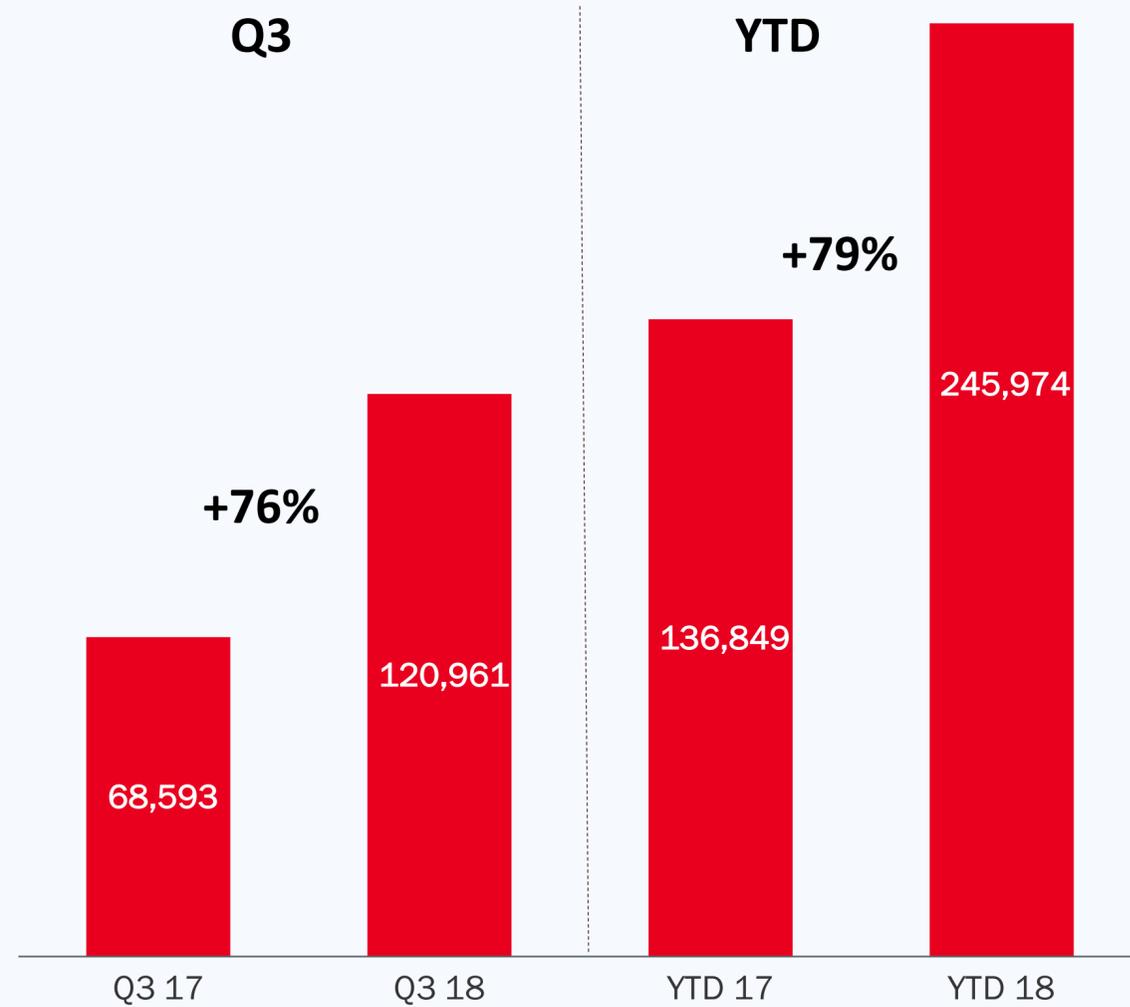


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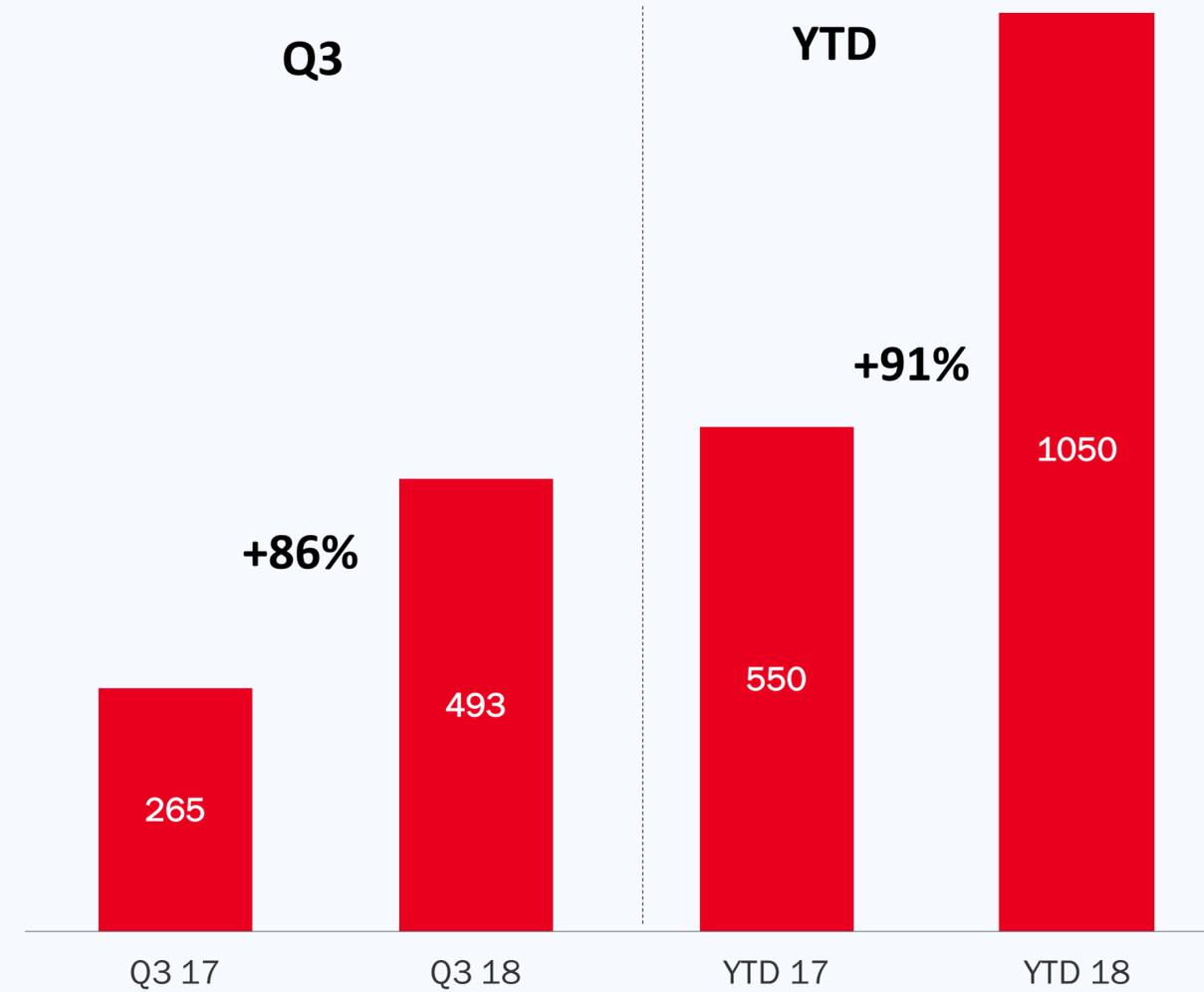
Financial Highlights

Strong Volume and Revenue Growth

E-scooter Sales volume

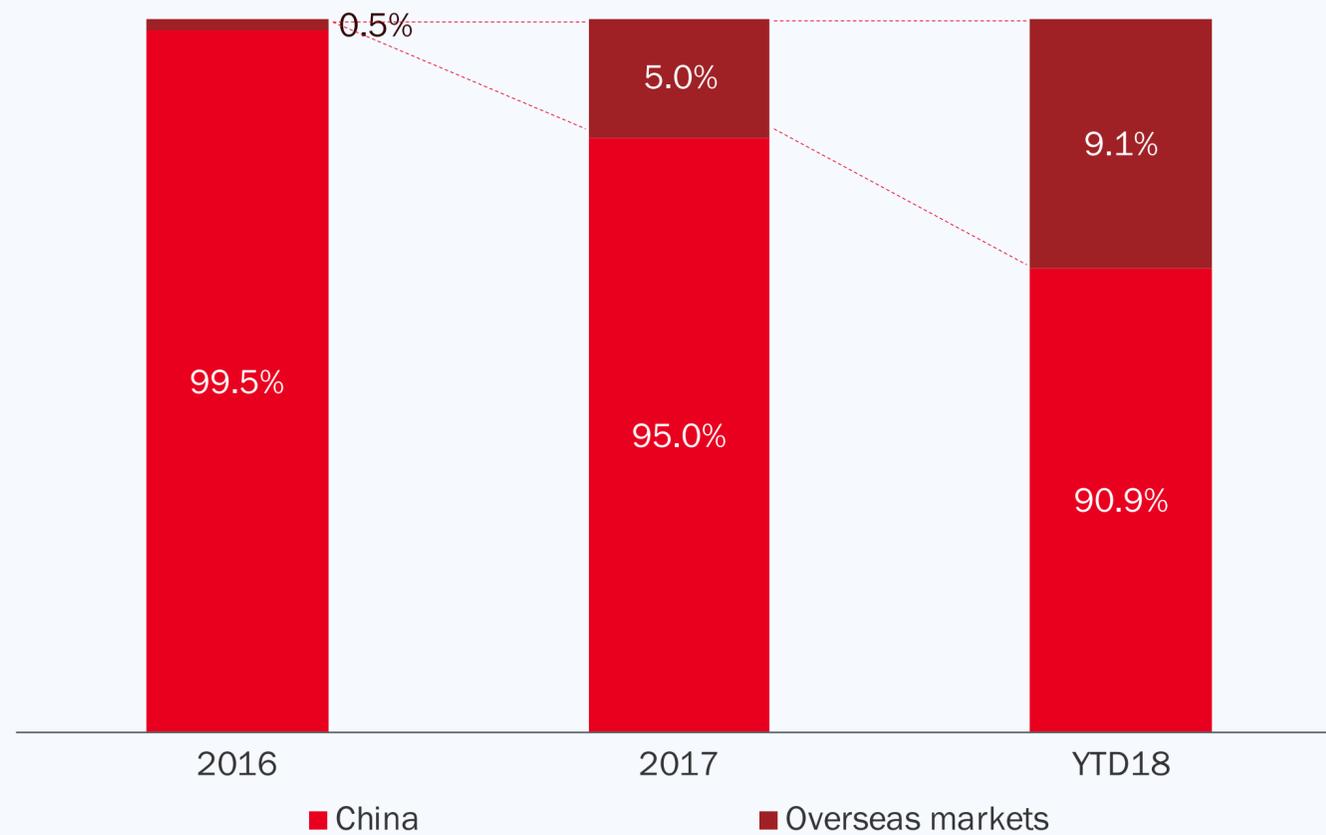


Net Revenue
(RMB millions)

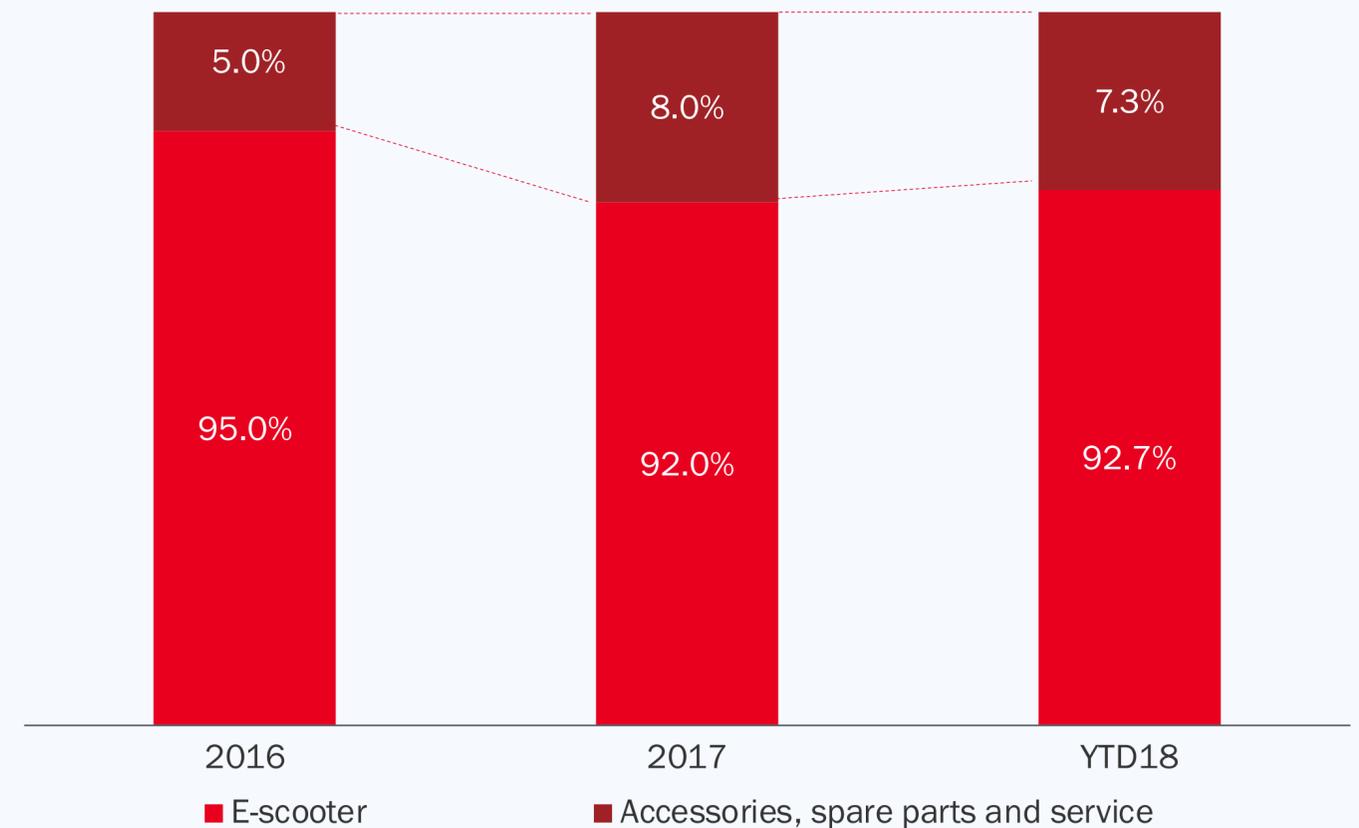


Diversifying Revenue Base

Revenue Breakdown by Geography



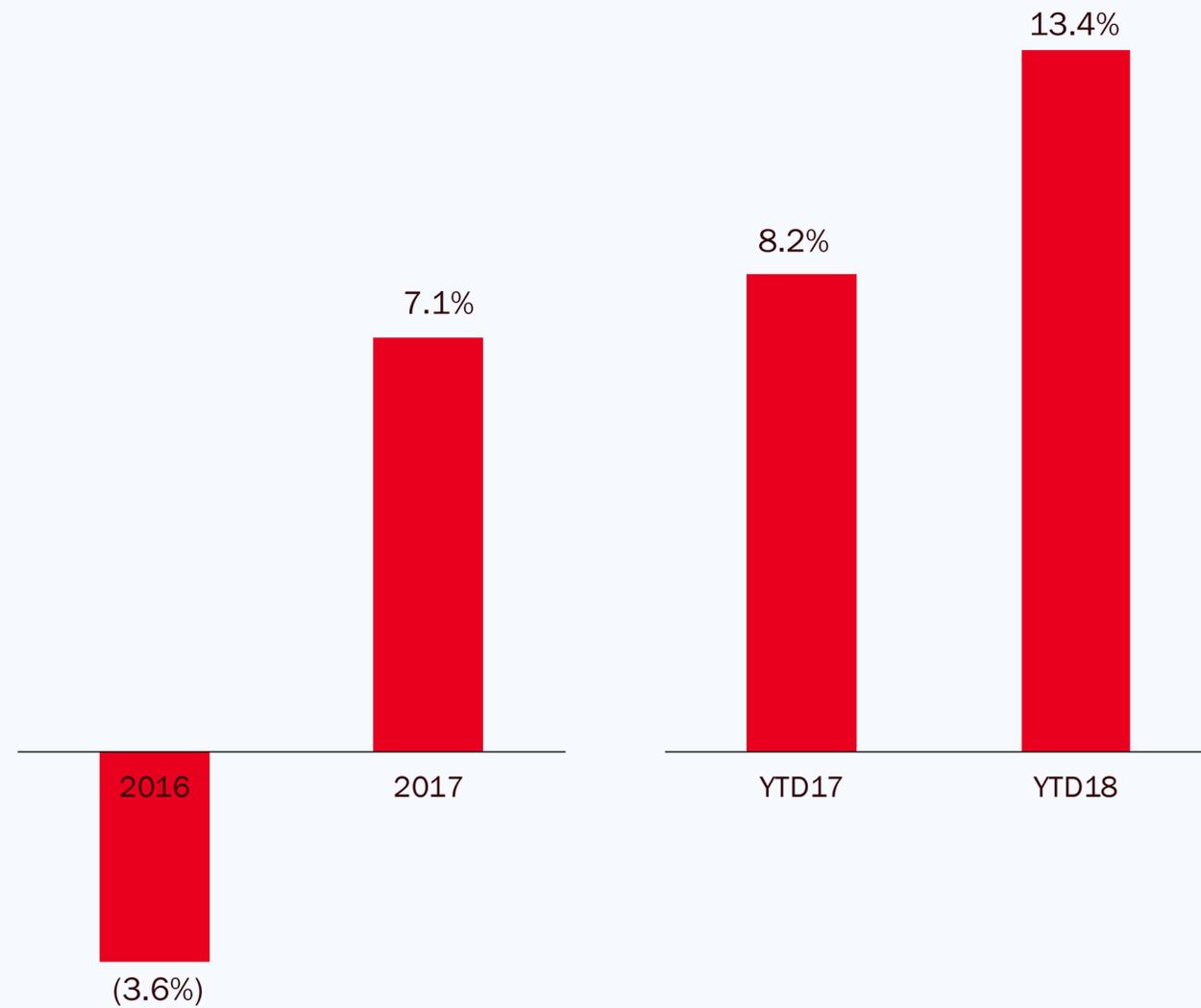
Revenue Breakdown by Business Segment



Financial Highlights

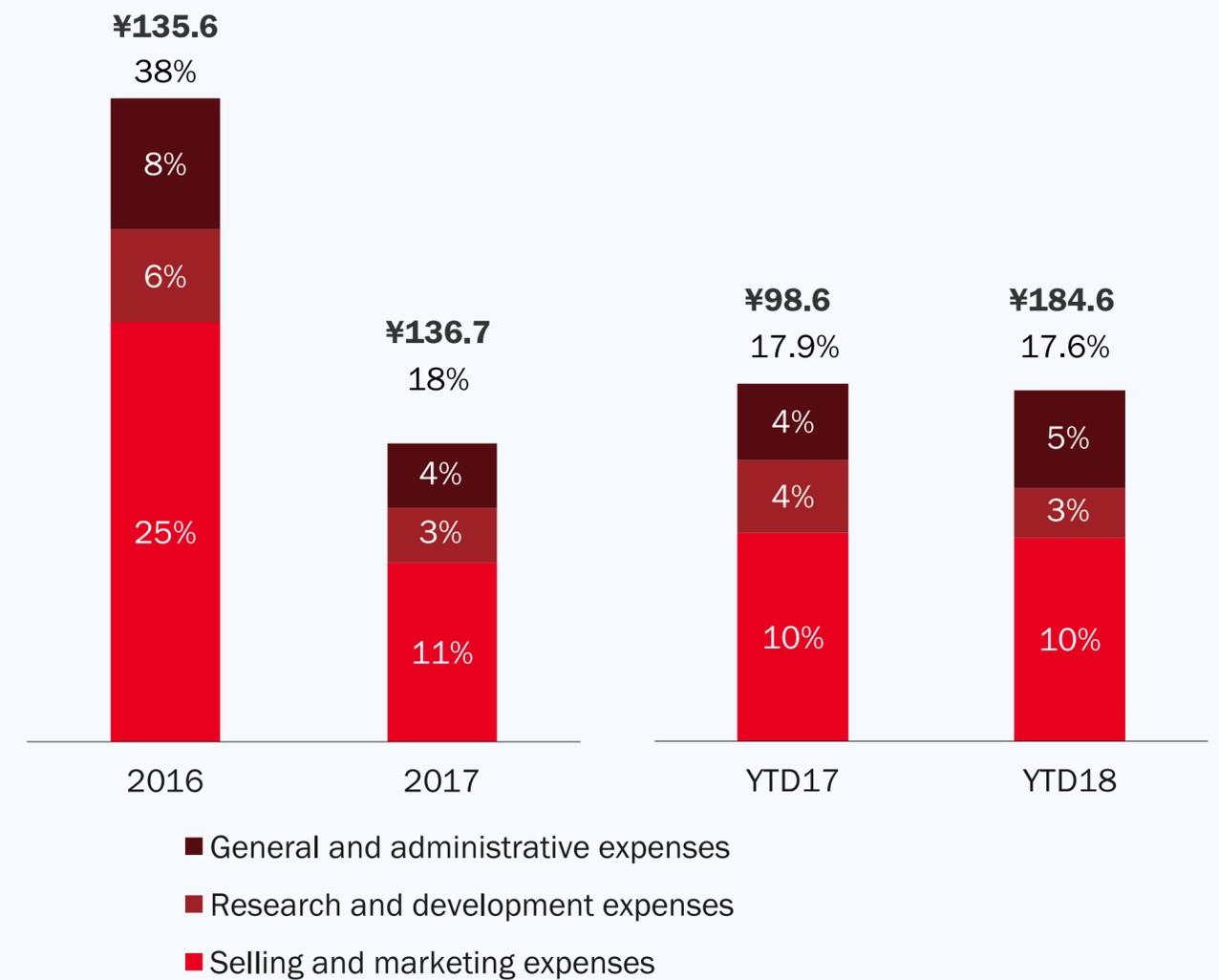
Improved Gross Margin

Gross Margin
(as % of net revenue)



Enhanced Operating Leverage

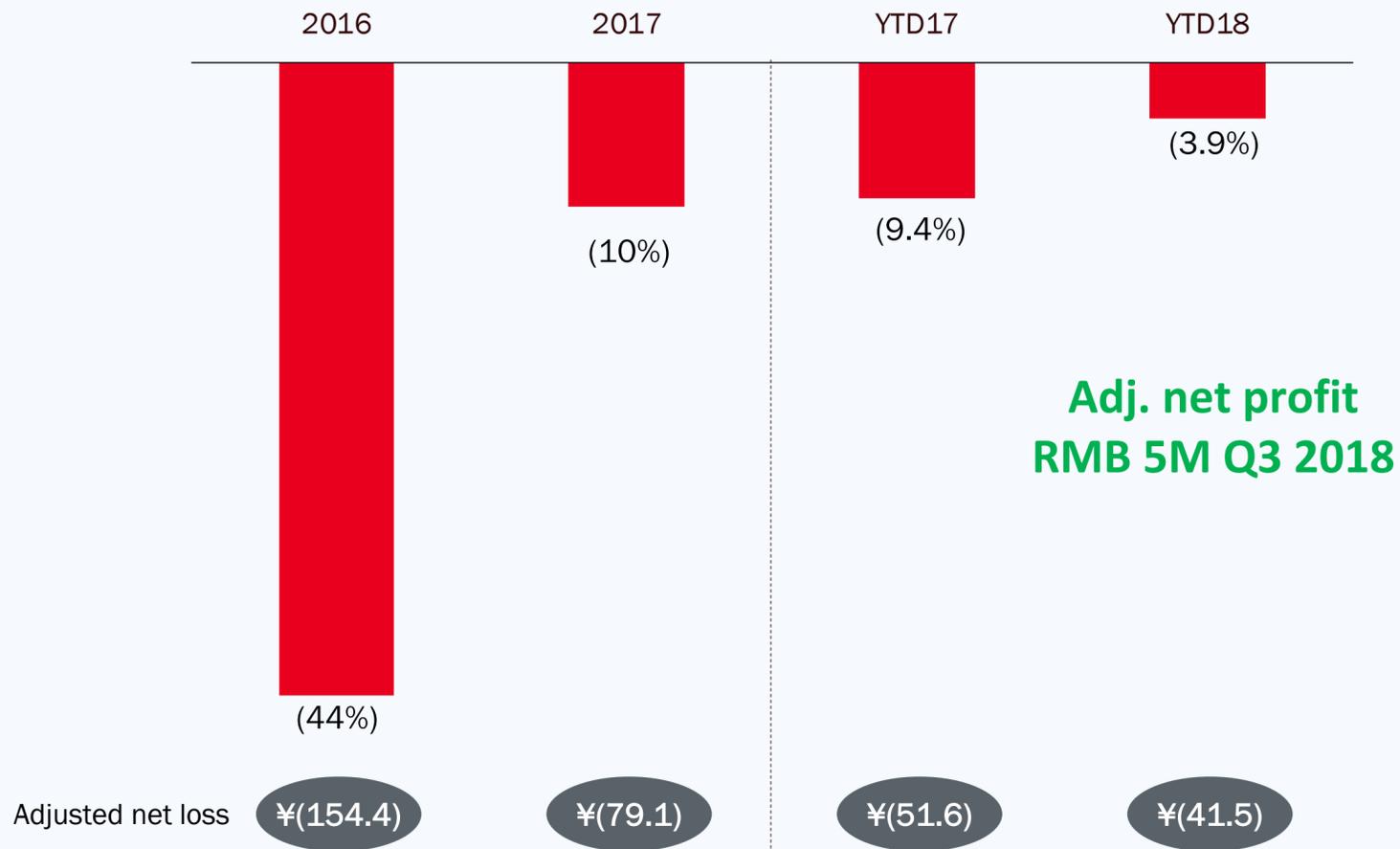
Operating Expenses excluding share based compensation expenses
(RMB millions) (as % of net revenue)



Financial Highlights

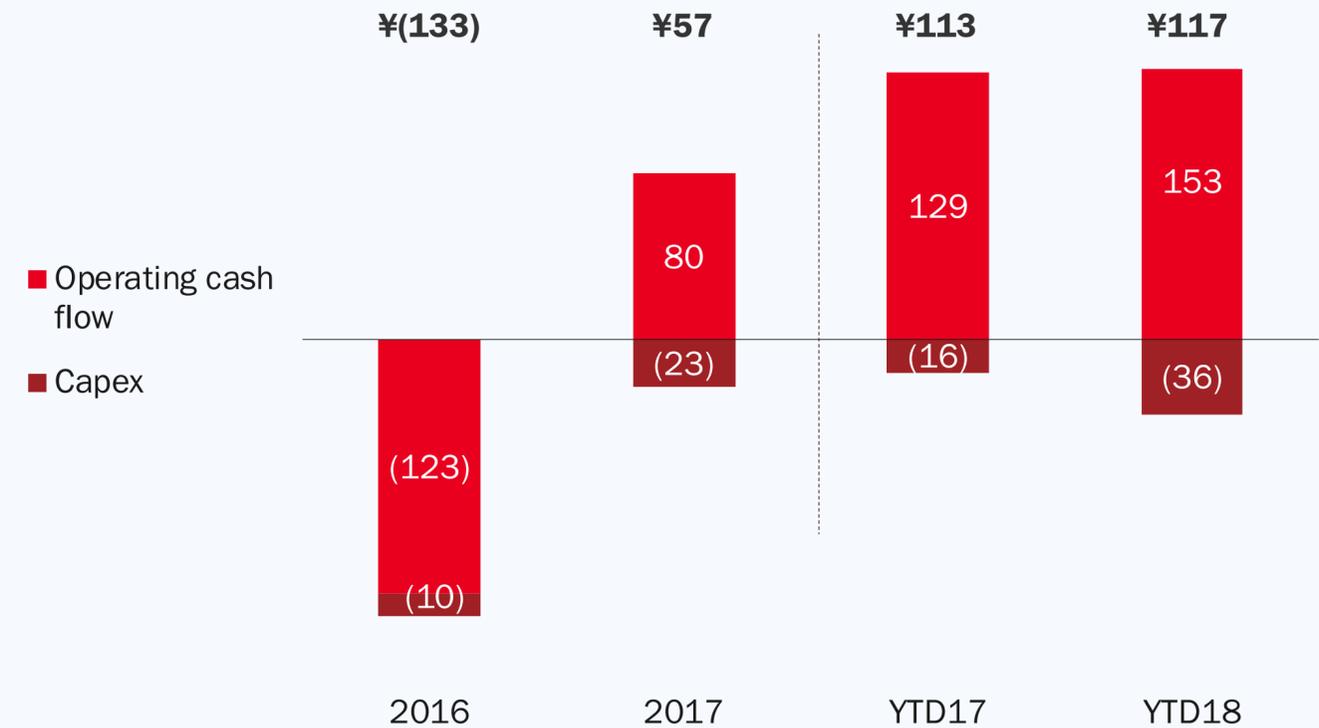
Improved Adjusted Net Loss Margin

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



Positive Cash Flow

Cash Flow
(RMB millions)



**A NIU WAY
FORWARD**

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