

### **Investor Presentation**

Fourth Quarter, Fiscal Year 2024



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Information in this presentation and the accompanying oral presentation (the "Presentation"), including, among others, any statements regarding QuantaSing's market position, users and learners and other metrics, is based on data and analyses from various sources as of the date of the Presentation, unless otherwise indicated. Information in the Presentation contains "forward-looking statements" within the meaning of Section 27A of Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended and the Private Securities Litigation Reform Act of 1955. All statements other than statements of historical or current fact included in this press release are forward-looking statements, including but not limited to statements regarding QuantaSing's financial outlook, beliefs and expectations. These statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "believes," "estimates," "potential," "continue," "ongoing," "targets," "guidance" and similar statements. QuantaSing may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission (the "SEC"), in its annual report to shareholders, in press releases, and other written materials and in oral statements made by its officers, directors or employees to third parties. These forward-looking statements are based on QuantaSing's current expectations and involve risks and uncertainties. QuantaSing's actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of these risks and uncertainties, which include, without limitation, QuantaSing's growth strategies; its future business development, results of operations and financial condition; its ability to attract and retain new users and learners and to increase the spending and revenues generated from users and learners; its ability to maintain and enhance the recognition and reputation of its brand; its expectations regarding demand for and market acceptance of its services and products; trends and competition in China's adult learning market; changes in its revenues and certain cost or expense items; the expected growth of China's adult learning market; PRC governmental policies and regulations relating to QuantaSing's business and industry, general economic and political conditions in China and globally; assumptions underlying or related to any of the foregoing; and other risks and uncertainties included under the caption "Risk Factors" and elsewhere in our filings with the SEC, including, without limitation, the final prospectus related to the IPO filed with the SEC dated January 24, 2023. Our SEC filings are available on the SEC's website at www.sec.gov. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements, which speak only as of the date hereof. If the Presentation is reviewed after the date hereof, even if made available by us, on our website or otherwise, it may not contain current or accurate information. We disclaim any obligation to update or revise any forward-looking statement based on new information, future events or otherwise. All forward-looking statements are qualified in their entirety by this cautionary statement, and QuantaSing undertakes no obligation to revise or update any forward-looking statements to reflect events or circumstances after the date hereof. In addition to U.S. GAAP financials, the Presentation includes certain non-GAAP financial measures, including, among others, adjusted net income (loss) and gross billings of individual online learning services. These non-GAAP measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. The non-GAAP financial measures used by QuantaSing may differ from the non-GAAP financial measures used by other companies. Non-GAAP financial measures are not meant to be considered in isolation or as a substitute for comparable U.S. GAAP financial measures and should be read only in conjunction with QuantaSing's consolidated financial statements prepared in accordance with U.S. GAAP. Please see the Appendix attached to the Presentation for an explanation of management's use of these measures and a reconciliation of the most directly comparable U.S. GAAP financial measures. The Presentation shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. Any such offering of securities will only be made by means of a registration statement (including a prospectus) filed with the SEC, after such registration statement becomes effective. Unless otherwise indicated, all references in the Presentation to "QuantaSing," "we," "our," "us," the Company," or similar terms refer to QuantaSing Group Limited, together as a group with its subsidiaries, and, in the context of describing the substantive operations and financial information relating to such operations of QuantaSing Group Limited and its subsidiaries and the affiliated entities as a whole, refer to QuantaSing Group Limited and its subsidiaries and the affiliated entities.

#### **Exchange Rate Information**

This announcement contains translations of certain Renminbi ("RMB") amounts into U.S. dollars ("US\$") at specified rates solely for the convenience of the reader. Unless otherwise stated, all translations from Renminbi to U.S. dollars were made at the rate of RMB7.2672 to US\$1.00, the exchange rate on June 28, 2024, set forth in the H.10 statistical release of the Federal Reserve Board. The Company makes no representation that the Renminbi or U.S. dollars amounts referred to could be converted into U.S. dollars or Renminbi, as the case may be, at any particular rate or at all.





# QuantaSing at a Glance

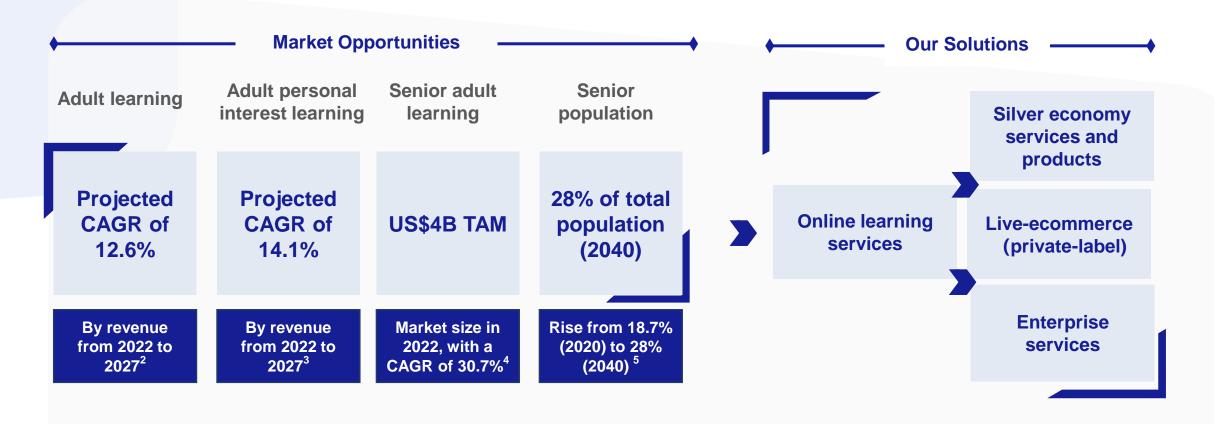
### **Our Mission**

**Live Better, Live Longer** 

### **Our Vision**

Become a long-term partner loved and trusted by adult users

## Who We Are – Largest Service Provider in China's Online Adult Learning Market and China's Adult Personal Interest Learning Market<sup>1</sup>



Note 1: QSG is the largest online individual adult learning service provider in China, in terms of revenue for 2022 and holding first place in China's adult personal interest learning market for the second consecutive year, in terms of revenue in 2022, in terms of revenue, according to Frost & Sullivan report.

Note 2: According to Frost & Sullivan report, the market size of China's adult learning industry in terms of revenue was RMB576.2 billion in 2022, and is expected to increase to RMB1,043.2 billion in 2027, representing a CAGR of 12.6% from 2022 to 2027.

Note 3: According to Frost & Sullivan report, China's adult personal interest learning market size by revenue increased from RMB108.8 billion in 2018 to RMB153.5 billion in 2022, representing a CAGR of 9.0% from 2018 to 2022, and is expected to reach RMB296.4 billion in 2027, representing a CAGR of 14.1% from 2022 to 2027

Note 4: Frost & Sullivan report

Note 5:World Health Organization data

### Our Diversified Course Offerings Position Us for Robust Long-Term Growth



- Iterative Course Development
  - Launched Traditional Chinese Medicine-related courses to meet seniors' learning demand during Q1 FY2024
  - Apply our 'test and scale' approach to efficiently and effectively iterate our course offerings
- 35.3%YoY Registered Users Growth
  - Consistently grow our user base and enhance learner satisfaction and interaction through an "online-offline" integrated approach
- Al Integration and 98.5% User Satisfaction
- Repurchase Rates Remain Strong
  - Repurchase rates for certain courses have consistently remained at approximately 60% for the past eight quarters
- Opportunities to cross-sell enterprise services to expand revenue streams

### Our Scalable Business Model Facilitates Cross-Sell Opportunities

### **Expanding Revenue Streams and Enhancing Profitability – Supported by Our Scalable Business Model**

In June 2023, we launched our live e-commerce business with an initial focus on Chinese liquor.

In Q3 FY2024, we started to develop our private label liquor products.





We continue to launch more products catering to the silver cohort. Our wellness products generated GMV of RMB9.5 million in March 2024.

The GMV of our wellness products grew by 83.3% quarter-over-quarter to RMB33.6 million in Q4.







**Enhancing the customer value proposition** 



Leveraging our existing customer base



**Connecting customers with relevant content** 



Optimizing operational systems and IT infrastructure

### **Growth Strategy**



Expand user base and drive engagement



Invest in technology, analytics, and talent



Enrich course offerings with proven demand



**Extend lifetime value** through live e-commerce



Develop enterprise services for synergistic growth



Pursue global expansion and strategic partnerships

### **Investment Highlights**



**Customer Profile** 

Targeting a broad demographic of adults 35 and older, with a particular focus on senior citizens





**Platform and Offerings** 

Innovative learning journey leading to strong user engagement

Visionary, seasoned management team and entrepreneurial corporate culture



**Business Model** 

Scalable business model driving rapid launch of new course offerings and business opportunities

### **4Q FY24 Performance Highlights**

Financial figures shown are for the fourth quarter of FY 2024<sup>1</sup>, which refers to the period from April 1 to June 30, 2024



**RMB1,000.1** Million

Revenues

+20.7% YoY



RMB193.6 Million

Adjusted net income<sup>2</sup>

+114.1% YoY



**127.6** Million

Total registered users<sup>3</sup>

+35.3% YoY



RMB774.4 Million

**Gross billings of individual** online learning services<sup>4</sup>

+3.4% YoY



**RMB1,026.3** Million

Cash, cash equivalents, restricted cash and short-term investments

+10.3%YoY



**0.4** Million

Paying learners<sup>5</sup>

+22.5% YoY

Note 1: FY 2023 is ended on June 30, 2023, FY 2024 is ended on June 30, 2024.

Note 2: Adjusted income is a non-GAAP financial measure. For a reconciliation of net income/(loss) to adjusted net income, see appendix.

Note 3: As of June 30, 2024

Note 4: Gross billings of individual online learning services is a non-GAAP financial measure. For a reconciliation of revenues of individual online learning services to gross billings of individual online learning services, see appendix.







Innovative learning journey leading to strong user engagement



In-house content development team and monitoring system



Robust technology infrastructure and business intelligence



Efficient customer acquisition driving rapid growth. Online + offline business model extend customer lifetime value



Innovative learning journey leads to strong user engagement

Our livestreaming-centric approach delivers an exceptional online learning experience that attracts and retains users. This approach fosters a truly interactive and enriching environment that drives strong user engagement.

### We create an engaging learning community for our users





**Take** 

introductory

courses



Engage in training camp communities

#### **Introductory Courses-**

- A service-driven process to acquire customers
- Livestreaming to over 100,000 learners at a time
- Interact with learners in real-time

#### **Premium Courses-**

Register as our

user

 Diverse forms of content delivery enhance the quality and effectiveness of the learning experience.



Live-stream courses



Pre-recorded audio and video courses



Mini-lectures



Learning communities



Personalized one-on-one tutoring



Online & offline activities



In-house content development team and monitoring system

Data-driven analytics power efficient content creation and timely updates

We design and develop course content in-house to translate sophisticated concepts into practical, easy-to-adopt skills.



- Learner survey/market research
- Course blueprint design
- Beta testing learners' feedback



- Set course goals
- Target population and delivery style



 Project-based learning methodology



In-house developed intelligent study toolkits

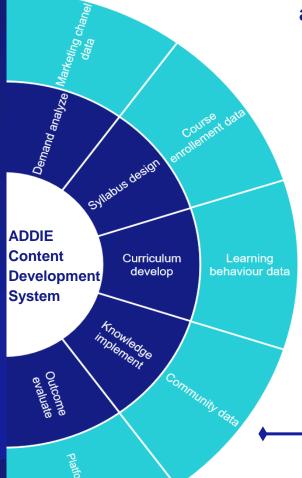


Internal grading scale

We implement manual and real-time intelligent content monitoring for exceptional course delivery.



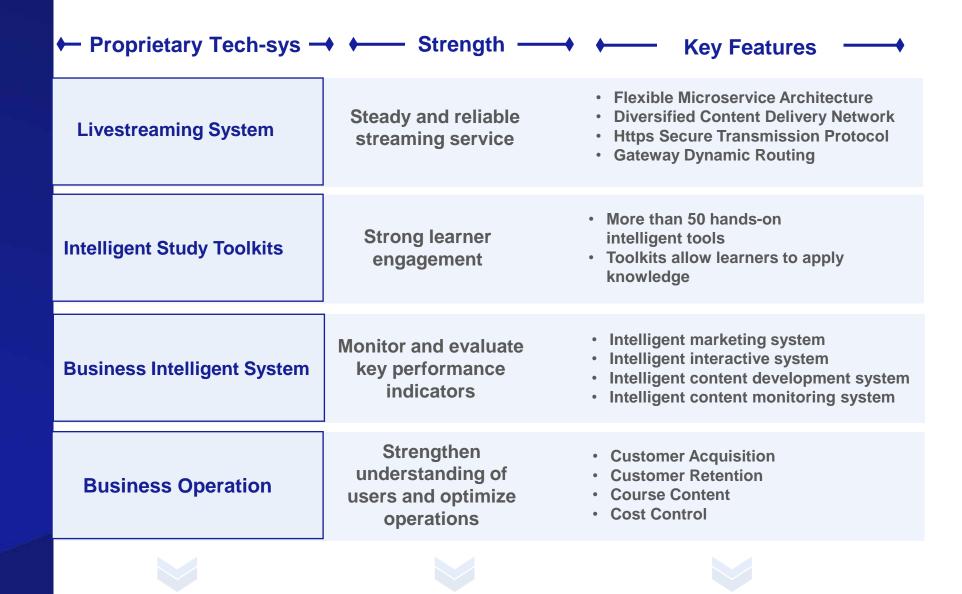
- Allow instructors and tutors to hone teaching techniques
- Generate constructive feedback for improvement





Robust technology infrastructure and business intelligence

Back-end system integration, allowing for shortened time-to-market course launch with minimal marginal R&D investment

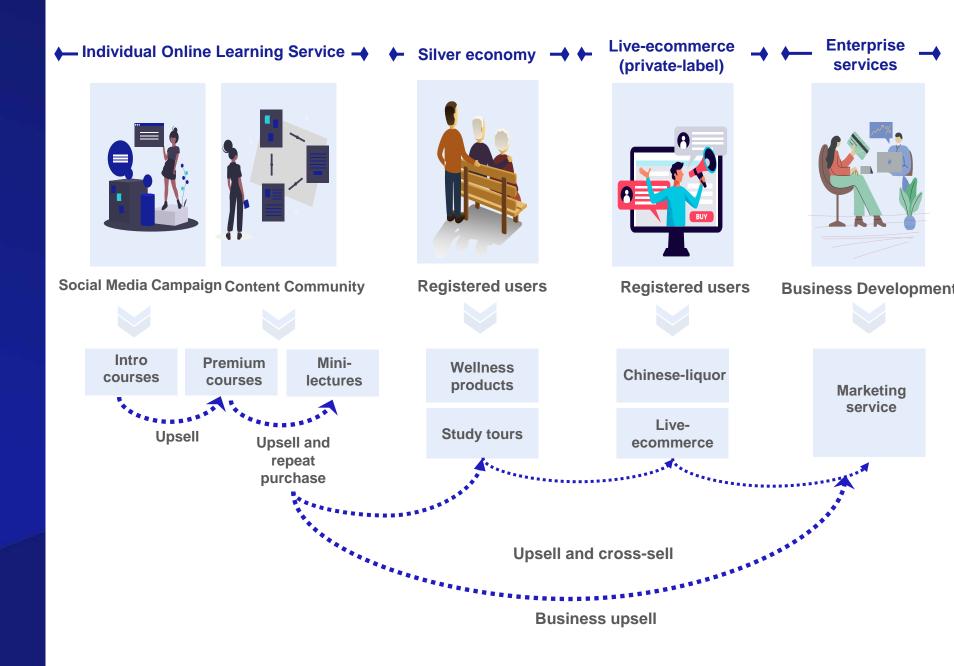


Technology is the backbone of our highly scalable business model. Our proprietary Al technology and the large volume of data generated from operations enables superior user experience, course offerings, and operating efficiency.



Efficient customer acquisition combined with online+ offline business model

Low acquisition cost and diverse business models drive various revenue stream and extend customer life-time value and





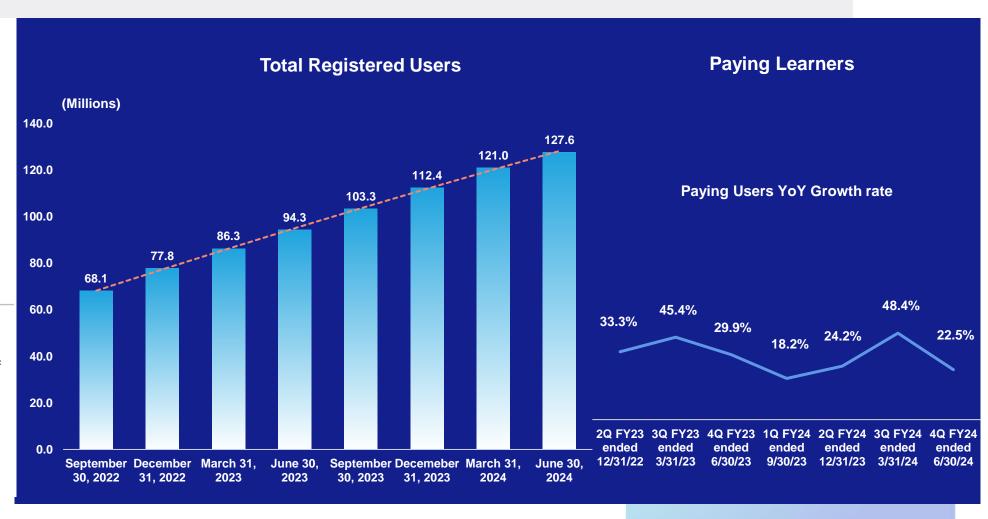


Financial Highlights

# Fourth Quarter FY 2024

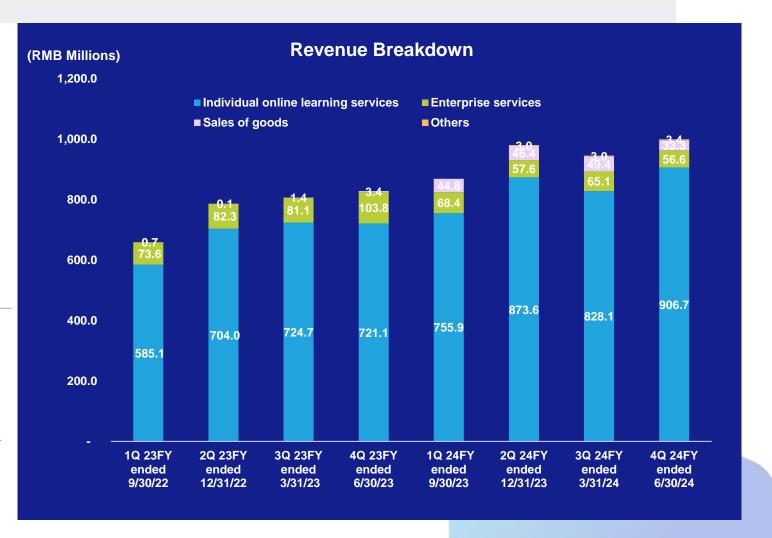
# **Strong**registered user growth

- increased by 35.3% to approximately 127.6 million as of June 30, 2024, from 94.3 million as of June 30, 2023.
- Paying learners increased by 22.5% year over year to approximately 0.4 million in the fourth quarter of FY 2024.



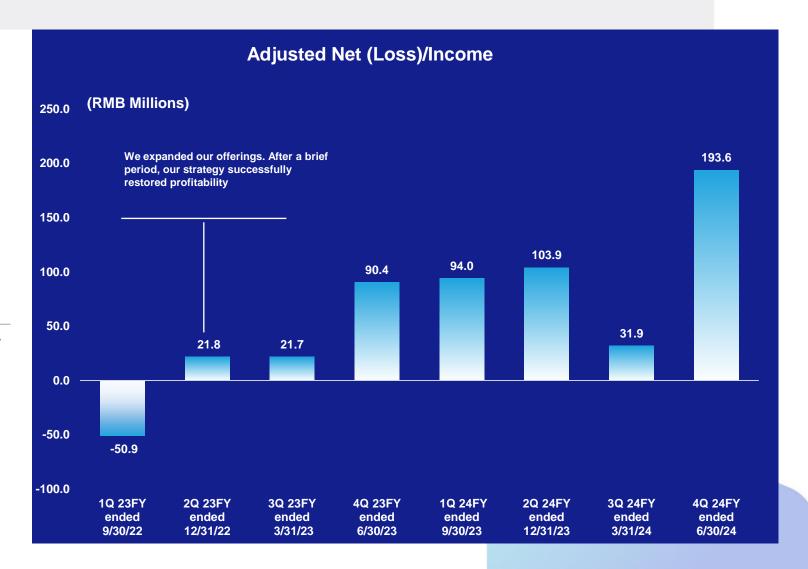
# Diversified markets and revenue streams

• Revenues for the fourth quarter of FY 2024 were RMB1,000.1 million (US\$137.6 million), representing an increase of 5.8% from the third quarter of the fiscal year ended June 30, 2024 (the "third quarter of FY 2024") and an increase of 20.7% from the fourth quarter of the fiscal year ended June 30, 2023 (the "fourth quarter of FY 2023").



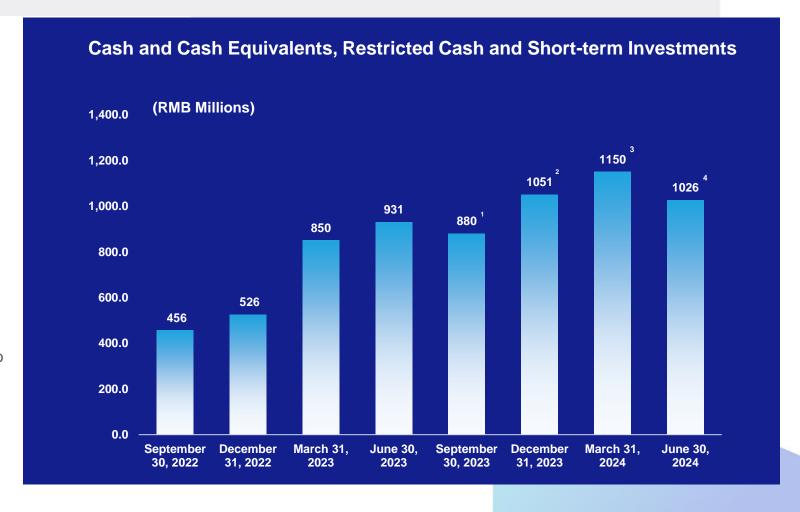
# **N3**Improving efficiency and profitability

 Adjusted net income<sup>1</sup> for the fourth quarter of FY 2024 was RMB193.6 million (US\$26.6 million), compared with RMB31.9 million in the third quarter of FY 2024, and RMB90.4 million in the fourth quarter of FY 2023.



# Solid cash reserves

 Cash, cash equivalents, restricted cash and short-term investments were robust, providing the company with enhanced financial stability, flexibility, and the ability to pursue growth opportunities.

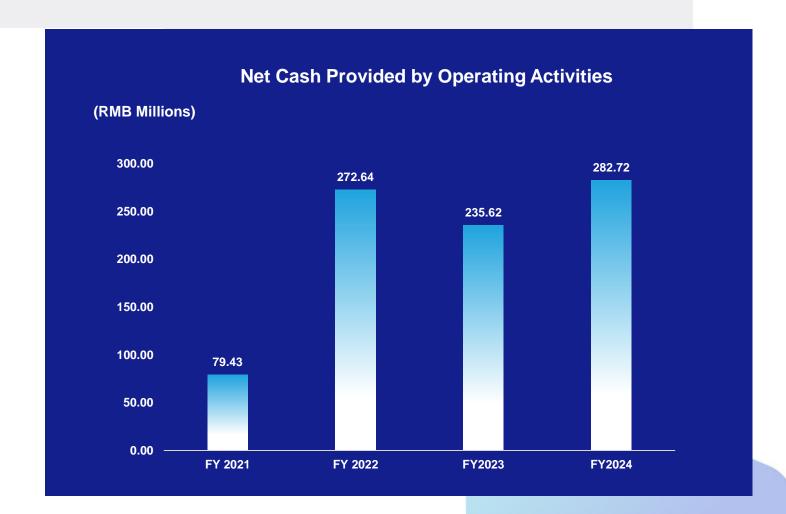


Note 1: As of September 30, 2023, the Company has cumulatively repurchased an aggregate of approximately 1.2 million ADSs for approximately US\$6.9 million under the Share Repurchase Program. Note 2: As of December 31, 2023, the Company had cumulatively repurchased an aggregate of approximately 1.6 million ADSs for approximately US\$7.8 million under the Share Repurchase Program. Note 3: As of March 31, 2024, the Company had cumulatively repurchased an aggregate of approximately 2.6 million ADSs for approximately US\$11.5 million under the Share Repurchase Program. Note 4: As of June 30, 2024, a total of 4.6 million ADSs had been repurchased for an aggregate consideration of US\$16.5 million under the Share Repurchase Programs.

## 05

# Strong operating cash flow

 Net cash provided by operating activities increased significantly since FY 2021, signifying a robust positive trend in the company's capacity to generate cash from its fundamental business operations.







## Appendix

### Unaudited condensed consolidated balance sheets

		AS OI	
(Amountain thousands, except for chare and nor chare data)	June 30,	June 30,	June 30,
(Amounts in thousands, except for share and per share data)	2023	2024	2024
	RMB	RMB	US\$
ASSETS			
Current assets:	764,281	779,931	107,322
Cash and cash equivalents Restricted cash	-	160	22
Short-term investments	166,303	246,195	33,878
Accounts receivable, net	12,251	16,676	2,295
Amounts due from related parties	29,116	4,488	618
Inventory, net	-	6,345	873
Prepayments and other current assets	136,681	275,549	37,917
Total current assets	1,108,632	1,329,344	182,925
Non-current assets:			
Property and equipment, net	7,409	6,569	904
Long-term investments	-	9,010	1,240
Operating lease right-of-use assets	84,009	58,889	8,103
Deferred tax assets	2,084	847	117
Other non-current assets	21,296	21,360	2,939
Total non-current assets	114,798	96,675	13,303
TOTAL ASSETS	1,223,430	1,426,019	196,228
LIABILITIES			
Current liabilities:	62,094	62,066	8,541
Accounts payables	171,160	190,508	26,215
Accrued expenses and other current liabilities	8,794	20,399	2,807
Income tax payable Contract liabilities, current portion	517,213	385,227	53,009
Advance from customers	144,397	162,257	22,327
Operating lease liabilities, current portion	41,092	49,099	6,756
Total current liabilities	944,750	869,556	119,655
Total current habilities			
Non-current liabilities:			
Contract liabilities, non-current portion	7	11,365	1,564
Operating lease liabilities, non-current portion	52,840	16,989	2,338
Deferred tax liabilities		11,625	1,600
Total non-current liabilities	52,847	39,979	5,502
TOTAL LIABILITIES	997,597	909,535	125,157

### Unaudited condensed consolidated balance sheets – continued

(Amounts in thousands, except for share and per share data)

SHAREHOLDERS' EQUITY
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Class A ordinary shares
Class B ordinary shares
Treasury stock
Additional paid-in capital
Accumulated other comprehensive income
Accumulative deficit
TOTAL QUANTASING GROUP LIMITED SHAREHOLDERS' EQUITY
Non-controlling interests
TOTAL SHAREHOLDERS' EQUITY
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY

		As of	
June 30	0, June 30,		June 30,
2023	2024		2024
RMB		RMB	US\$
	78	81	11
	34	34	5
	-	(109,257)	(15,034)
1,17	1,092	1,192,474	164,090
2:	2,182	17,313	2,382
(969	,688)	(584,161)	(80,383)
22:	3,698	516,484	71,071
	2,135		<u> </u>
22	5,833	516,484	71,071
1,22	3,430	1,426,019	196,228

### Unaudited condensed consolidated statements of operations

and comprehensive income/(loss)		the Three Month Ended June 30,	ns		For the Years Ended June 30,	
(Amounts in thousands, except for shares and per share data)	2023 RMB	2024 RMB	2024 US\$	2023 RMB	2024 RMB	2024 US\$
Revenues	828,347	1,000,083	137,616	3,081,381	3,795,331	522,255
Cost of revenues	(116,126)	(141,252)	(19,437)	(391,498)	(550,310)	(75,725)
Gross Profit	712,221	858,831	118,179	2,689,883	3,245,021	446,530
Operating expenses:						
Sales and marketing expenses	(573,025)	(580,093)	(79,823)	(2,408,464)	(2,586,977)	(355,980)
Research and development expenses	(53,610)	(21,213)	(2,919)	(219,781)	(144,868)	(19,935)
General and administrative expenses	(38,021)	(11,554)	(1,590)	(175,246)	(125,765)	(17,306)
Impairment loss on long-lived assets	-	(2,652)	(365)	-	(2,652)	(365)
Impairment loss on goodwill		(7,389)	(1,017)		(7,389)	(1,017)
Total operating expenses	(664,656)	(622,901)	(85,714)	(2,803,491)	(2,867,651)	(394,603)
Income/(Loss) from operations	47,565	235,930	32,465	(113,608)	377,370	51,927
Other income:						
Interest income	2,669	2,151	296	5,328	10,520	1,448
Others, net	6,155	6,802	936	21,313	28,965	3,986
Income/(Loss) before income tax	56,389	244,883	33,697	(86,967)	416,855	57,361
Income tax expense	(3,699)	(48,276)	(6,643)	(21,685)	(31,328)	(4,311)
mount an expense	(3,033)	(10,270)	(0,0.0)	(22)000)	(32,323)	(1,022)
Net income/(loss)	52,690	196,607	27,054	(108,652)	385,527	53,050
Net loss attributable to noncontrolling interests	115			115		
Net Income/(loss) attributable to QuantaSing Group Limited	52,805	196,607	27,054	(108,537)	385,527	53,050
Other comprehensive income/(loss)						
Foreign currency translation adjustments, net of nil tax	15,545	85	12	20,343	(4,869)	(670)
Total other comprehensive income/(loss)	15,545	85	12	20,343	(4,869)	(670)
Total comprehensive income/(loss)	68,235	196,692	27,066	(88,309)	380,658	52,380
Net loss attributable to noncontrolling interests	115	-		115		-
Comprehensive income/(loss) attributable to QuantaSing Group Limited	68,350	196,692	27,066	(88,194)	380,658	52,380
Net Income/(loss) attributable to QuantaSing Group Limited	52,805	196,607	27,054	(108,537)	385,527	53,050
Accretion of the Company's preferred shares  Net Income/(loss) attributable to ordinary shareholders of QuantaSing Group Limited	52,805	196,607	27,054	(22,379) (130,916)	385,527	53,050
Net intolle/(loss) attributable to ordinary shareholders of Quantasing Group Limited	32,803	190,007	27,034	(130,910)	383,327	33,030
Net Income/(loss) per ordinary share						
- Basic	0.31	1.22	0.17	(1.26)	2.34	0.32
- Diluted	0.30	1.18	0.16	(1.26)	2.27	0.31
Weighted average number of ordinary shares used in computing net Income/(loss) per ordinary share						
- Basic	169,146,415	160,765,764	160,765,764	103,948,398	164,998,649	164,998,649
- Diluted	175,755,415	166,883,228	166,883,228	103,948,398	170,045,651	170,045,651
Share-based compensation expenses included in						
Cost of revenues	(6,963)	(3,706)	(510)	(26,486)	(13,651)	(1,878)
Sales and marketing expenses	(11,808)	(5,776)	(795)	(51,742)	2,902	399
Research and development expenses	(7,777)	8,724	1,200	(49,046)	(1,887)	(260)

General and administrative expenses

(11,191)

13,840

1,904

(64,358)

(15,121)

(2,081)

# Unaudited reconciliation of GAAP and Non-GAAP results (Amounts in thousands, except for share and per share data)

The following table below sets forth a reconciliation of revenues to gross billings for the periods indicated:

	For the Three Months Ended June 30,				For the Years Ended June 30,		
	2023 RMB	2024 RMB	2024 US\$	2023 RMB	2024 RMB	2024 US\$	
Revenues of individual online learning services:	721,093	906,686	124,764	2,734,877	3,364,274	462,939	
Add: value-added tax	43,580	47,050	6,474	171,509	194,715	26,794	
Add: ending deferred revenues	661,360	565,030	77,751	661,360	565,030	77,751	
Less: beginning deferred revenues <sup>(1)</sup>	(677,272)	(744,320)	(102,422)	(531,662)	(661,360)	(91,006)	
Gross billings of individual online learning services	748,761	774,446	106,567	3,036,084	3,462,659	476,478	

<sup>(1)</sup> Deferred revenues include contract liabilities, advance from customers, and refund liability of individual online learning services included in "accrued expenses and other current liabilities."

## Unaudited reconciliation of GAAP and Non-GAAP results – continued

(Amounts in thousands, except for share and per share data)

The following table below sets forth a reconciliation of net income/(loss)to adjusted net income/(loss)and basic and diluted per share to basic and diluted adjusted net income/(loss) per share for the periods indicated:

For the Three Months

For the Years

	For the Three Months  Ended June 30,			For the Years Ended June 30,		
	2023 2024 2024		2023 2024 2024		2024	
	RMB	RMB	US\$	RMB	RMB	US\$
Net income/(loss)	52,690	196,607	27,054	(108,652)	385,527	53,050
Add: Share-based compensation	37,739	(13,082)	(1,799)	191,632	27,757	3,820
Add: Impairment loss on long-lived assets and goodwill	-	10,041	1,382	-	10,041	1,382
Adjusted net income	90,429	193,566	26,637	82,980	423,325	58,252
Attributable to noncontrolling interests	115	-	-	115	-	-
Adjusted net income attributable to QuantaSing Group Limited	90,544	193,566	26,637	83,095	423,325	58,252
Accretion of the Company's preferred shares	-	-	-	(22,379)	-	-
Income allocation to participating preferred shares		<u>-</u>		(21,816)		
Adjusted net income attributable to ordinary shareholders of						
QuantaSing Group Limited	90,544	193,566	26,637	38,900	423,325	58,252
Weighted average number of ordinary shares used in computing net income/(loss) per ordinary share						
- Basic	169,146,415	160,765,764	160,765,764	103,948,398	164,998,649	164,998,649
- Diluted	175,755,415	166,883,228	166,883,228	103,948,398	170,045,651	170,045,651
Weighted average number of ordinary shares used in computing adjusted net income per ordinary share						
- Basic	169,146,415	160,765,764	160,765,764	103,948,398	164,998,649	164,998,649
- Diluted	175,755,415	166,883,228	166,883,228	110,489,970	170,045,651	170,045,651
Net income/(loss) per ordinary share						
- Basic	0.31	1.22	0.17	(1.26)	2.34	0.32
- Diluted	0.30	1.18	0.16	(1.26)	2.27	0.31
Non-GAAP adjustments to net income/(loss) per ordinary share						
- Basic	0.23	(0.02)	-	1.63	0.23	0.03
- Diluted	0.22	(0.02)	-	1.61	0.22	0.03
Adjusted net income per ordinary share						
- Basic	0.54	1.20	0.17	0.37	2.57	0.35
- Diluted	0.52	1.16	0.16	0.35	2.49	0.34

# THANK YOU

IR website: ir.quantasing.com

& Landline: +86 10 6493 7857

Email: ir@quantasing.com