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Empower your e-Performance

Investor Presentation

August 2017

SAFE HARBOR

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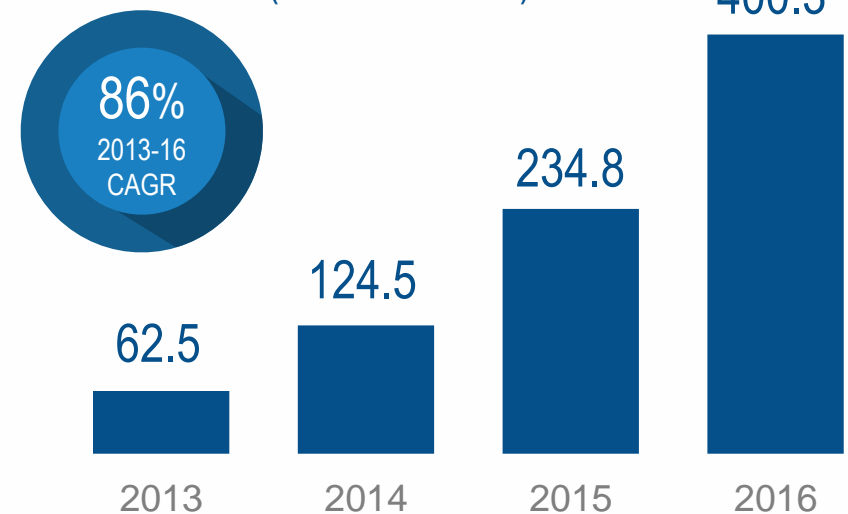
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Providing cloud-based solutions to help our customers make data driven decisions.

Rapidly Growing Customer Base

- 2013: 141
- 2014: 211
- 2015: 307
- 2016: 395
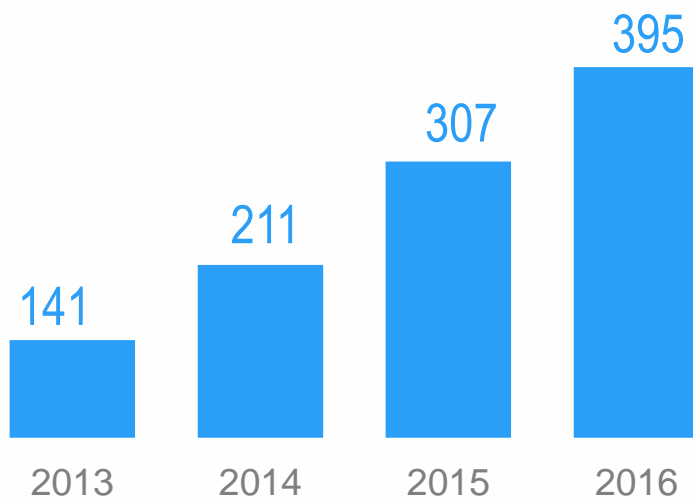
Exceptional Net Revenue Growth
(RMB in millions)

86% 2013-16 CAGR

- 2013: 62.5
- 2014: 124.5
- 2015: 234.8
- 2016: 400.3
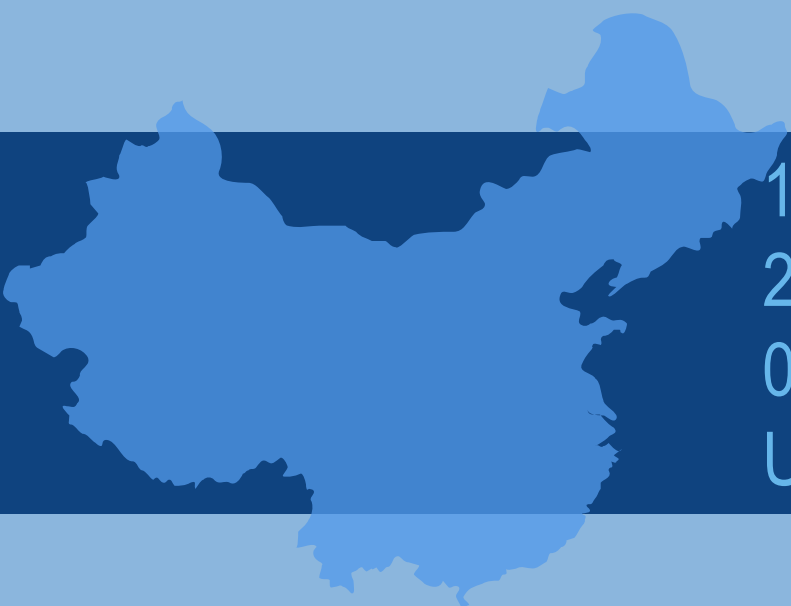
SUBSTANTIAL POTENTIAL FOR ENTERPRISE SOFTWARE GROWTH

19.2 million total registered companies in China[1]

230,000 of them are large enterprises[1]

0.9 million of them are medium enterprises[1]

US$18 billion 2015 software spending (0.2% of GDP)[2]

only **103,900** companies in the US with over 100 employees[3]

however, **US$240 billion** is spent on software (1.3% of GDP)[4]

1. Source: SAIC 2015 data, released in March 2016. Large and Medium enterprises defined as companies with registered capital in excess of RMB100 million (representing 1.2% of total registered companies), and between RMB20 and RMB100 million (representing 4.6% of total registered companies), respectively.
2. Represents total software spending by governments and businesses in China in 2015, according to Forrester Research, divided by US$10.9 trillion China 2015 GDP, according to World Bank.
3. US Census Bureau cites 18,636 large enterprises, defined as companies with more than 500 employees.
4. Represents total software spending by governments and businesses in US in 2015, according to Forrester Research, divided by US$17.9 trillion US 2015 GDP, according to World Bank.

ADDRESSING DATA CHALLENGES FACED BY COMPANIES IN CHINA

MASSIVE VOLUME of DATA

China data consumption growing to
8,060 exabytes by 2020[1]

717mm internet users[2]

thousands of different phone models

TRADITIONAL TOOLS

manual labor   EXCEL FILES

bootleg applications

binders of paper

legacy software

often not optimized for Chinese language or conventions

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✓ fully integrated product suites

✓ one-stop end-to-end solution

✓ easy and rapid deployment

✓ made in China for China

✓ Chinese NLP capabilities

✓ fast multi-dimensional drill-down

✓ real time analytics

1. EMC Corporation / International Data Corporation "The Digital Universe of Opportunities", April 2014
2. Forrester Research, "Implement New Digital Tech to Drive Customer Success in China," March 2016

INVESTMENT HIGHLIGHTS

cloud & big data
pioneer in China

developing distributed, scalable platform since 2005

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powerful cumulative
data assets

analyzing more data longer creates platform intelligence

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addressing a **substantial** market opportunity

disrupting an US$18 billion China software market[1]

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diversified
customer base

395 blue chip customers across industries[2]

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market leading
intellectual property

88 granted **1,700+** pending
731 big data & AI

---

scalable
business model

83.3% gross margin[3] recurring SaaS revenue

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1. Represents total software spending by governments and business in China in 2015, according to Forrester Research: "Implement New Digital Tech to Drive Customer Success in China", August 2016.
2. Number of customers in 2016.
3. For the second quarter of 2017.

PIONEER IN STRUCTURED & UNSTRUCTURED DATA ANALYTICS

GRID + SUM

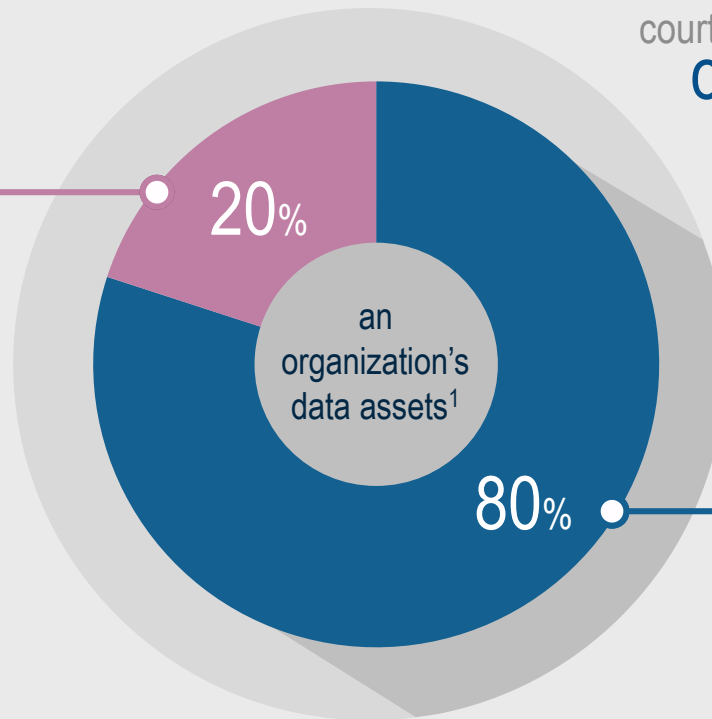**GRID** distributed computing

SUM analytics

STRUCTURED

> transaction data
> purchase price
> number of viewers

anything **organized** in **rows** and **columns**
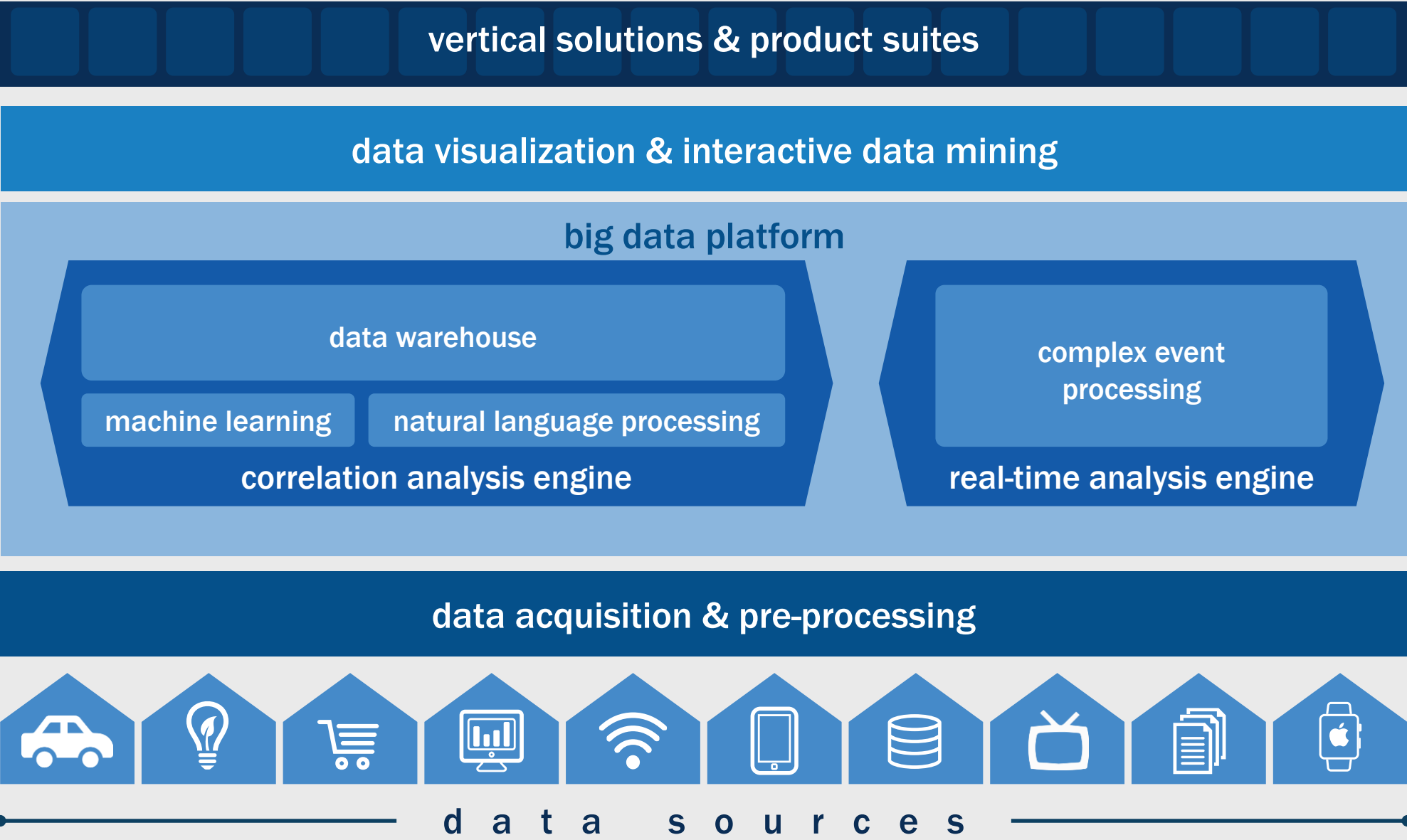
20%

an organization's data assets[1]

80%

court room verdict
case background
ecommerce
buyer comments
contextual
search query

UNSTRUCTURED

1. Gartner "Big Content: The Unstructured Side of Big Data", May 2013.
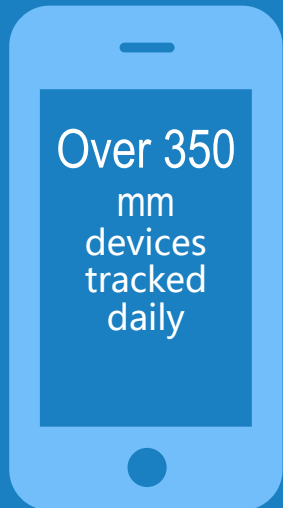
OUR PROPRIETARY FULLY-INTEGRATED SOFTWARE STACK

vertical solutions & product suites

data visualization & interactive data mining

big data platform

data warehouse

machine learning

natural language processing

correlation analysis engine

complex event processing

real-time analysis engine

data acquisition & pre-processing

d a t a   s o u r c e s

ARCHITECTURE OPTIMIZED TO ENABLE MACHINE LEARNING

Infinite dimension data drilldown

Automation with machine learning

Connections remain active

Over 350 mm devices tracked daily

collecting & analyzing more data over more years
creates REAL INTELLIGENCE
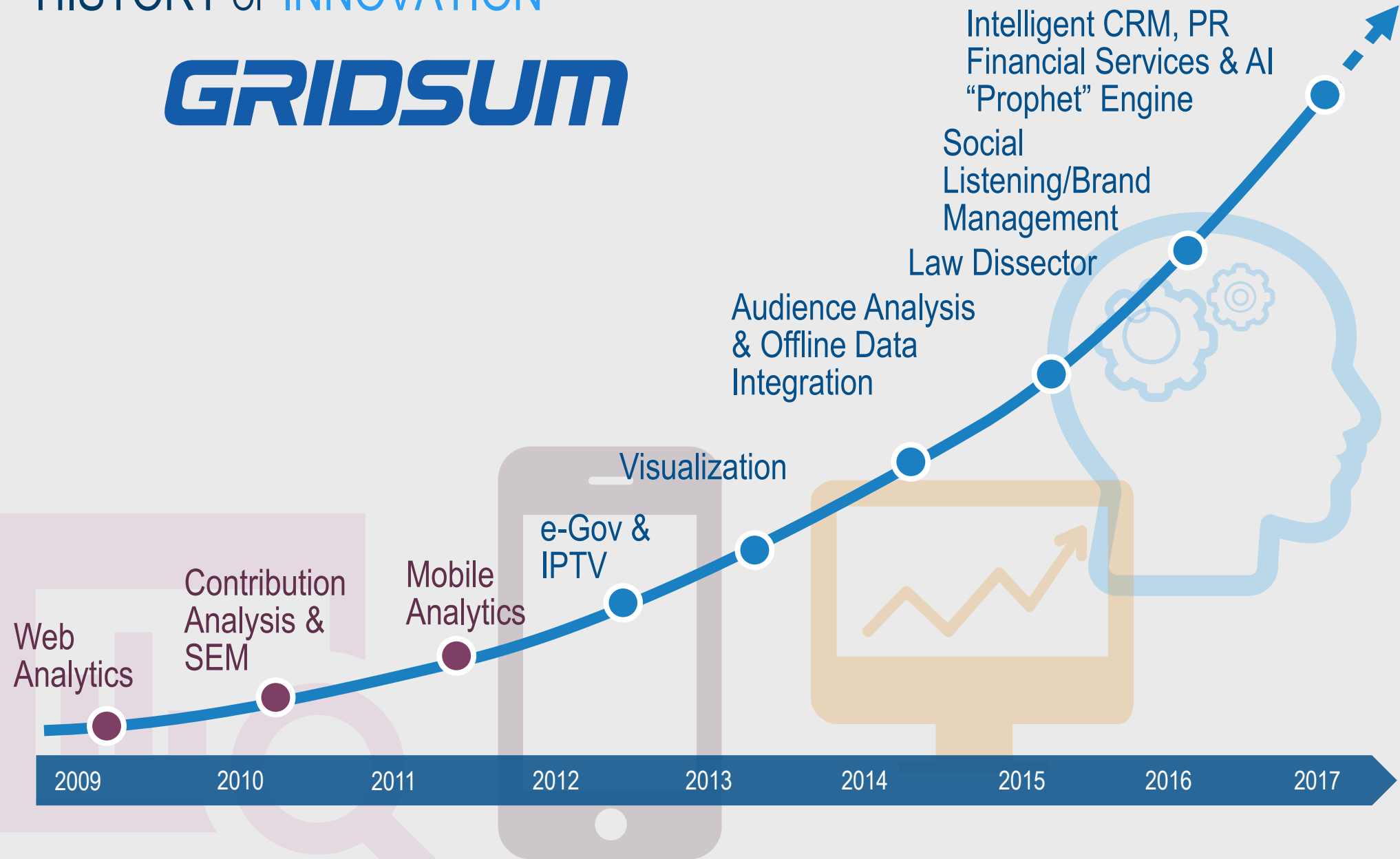
STRONG COMPETITIVE POSITION

fully integrated
software stack

cross-device functionality

lower
cost of ownership

easy to use

unique
government access

better
localization
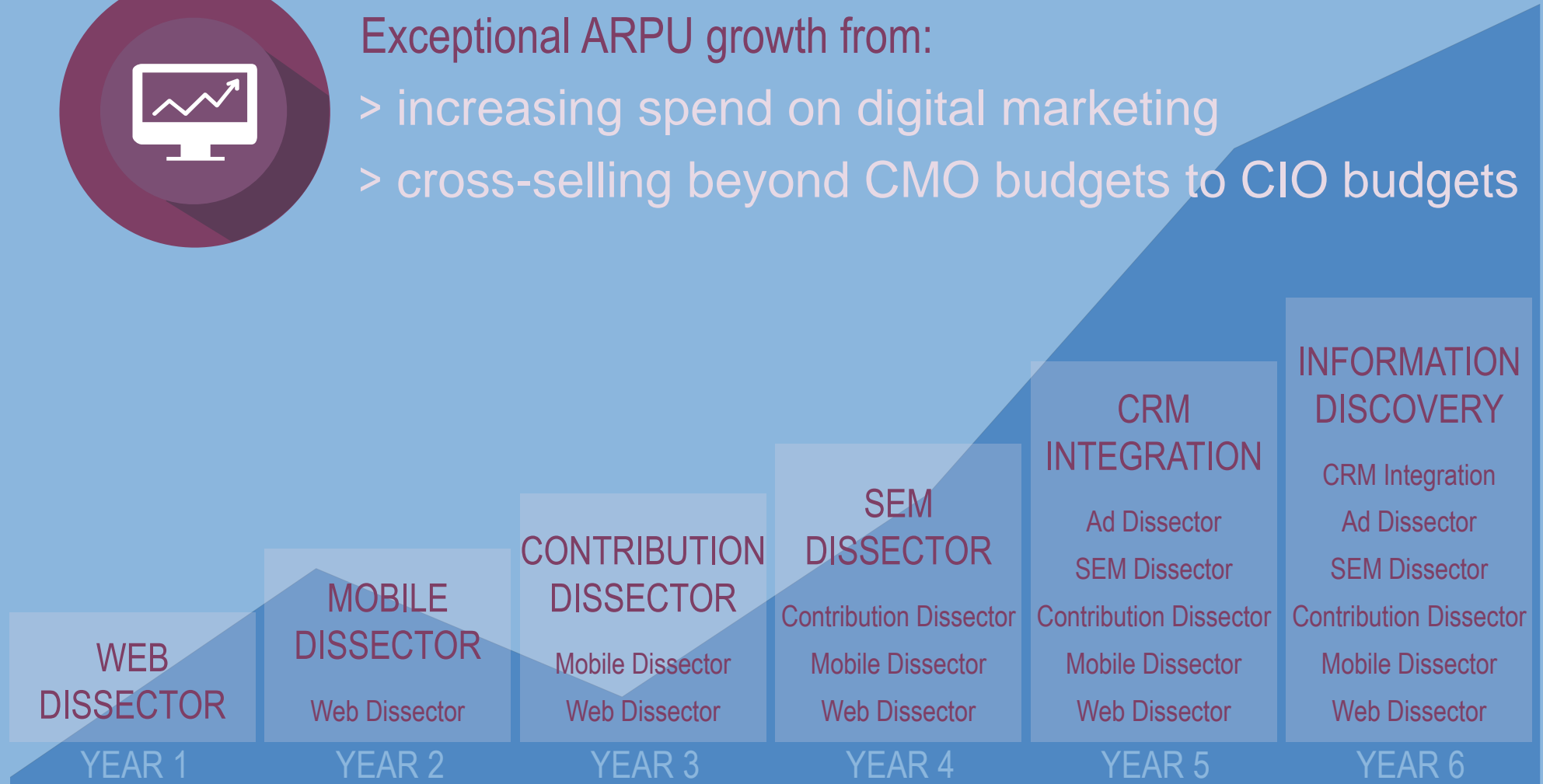
global brands & China leaders
across a wide range of industries & the public sector

| financial | travel & hotels | new media | consumer products | automotive | Internet & e-commerce | electronics & appliances |

THE RIGHT TEAM TO ADDRESS A GROWING OPPORTUNITY

Guosheng Qi
chief executive officer

John Liu
chief technology officer

Aaron Li
co-president

Michael Zhang
chief financial officer

Guofa Yu
chief operating officer

Ravi Sarathy
co-chief financial officer

FINANCIAL HIGHLIGHTS

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Empower your e-Performance

FINANCIAL HIGHLIGHTS (CONTINUED)

Q2
results

✓ 44% Y-o-Y Revenue Growth

✓ 83.3% Gross Margin

✓ New Customers

EXCEPTIONAL REVENUE GROWTH

86% CAGR

44% GROWTH

¥400.3 million[1]

¥234.8 million[1]

¥124.5 million[1]

¥62.5 million[1]

¥120.9 million[1]

¥84.1 million[1]

2013 — 78%
2014 — 83%
2015 — 85%
2016 — 87%

2Q16 — 86%
2Q17 — 83%

Enterprise   e-Government & Other   Gross Margin
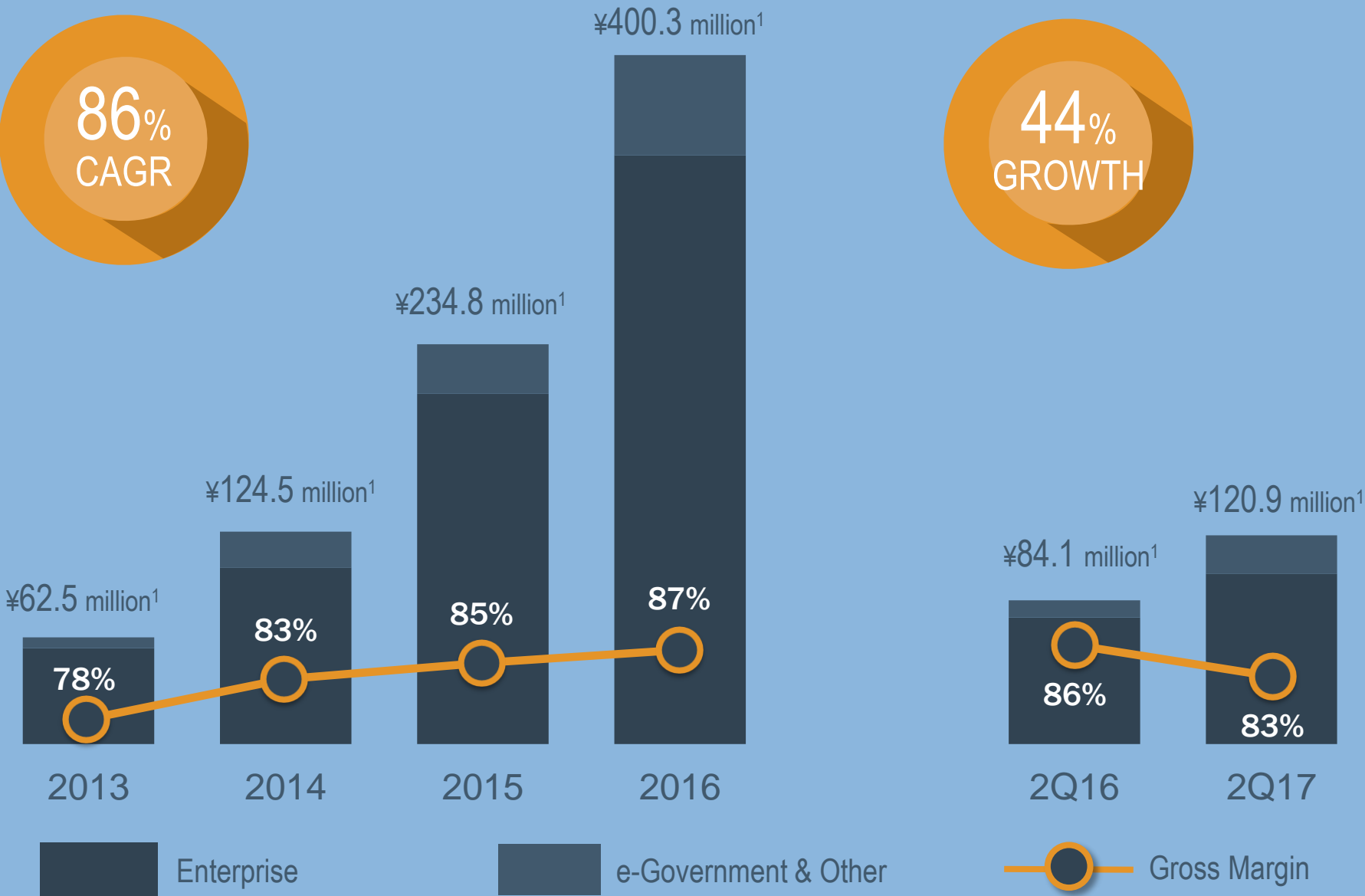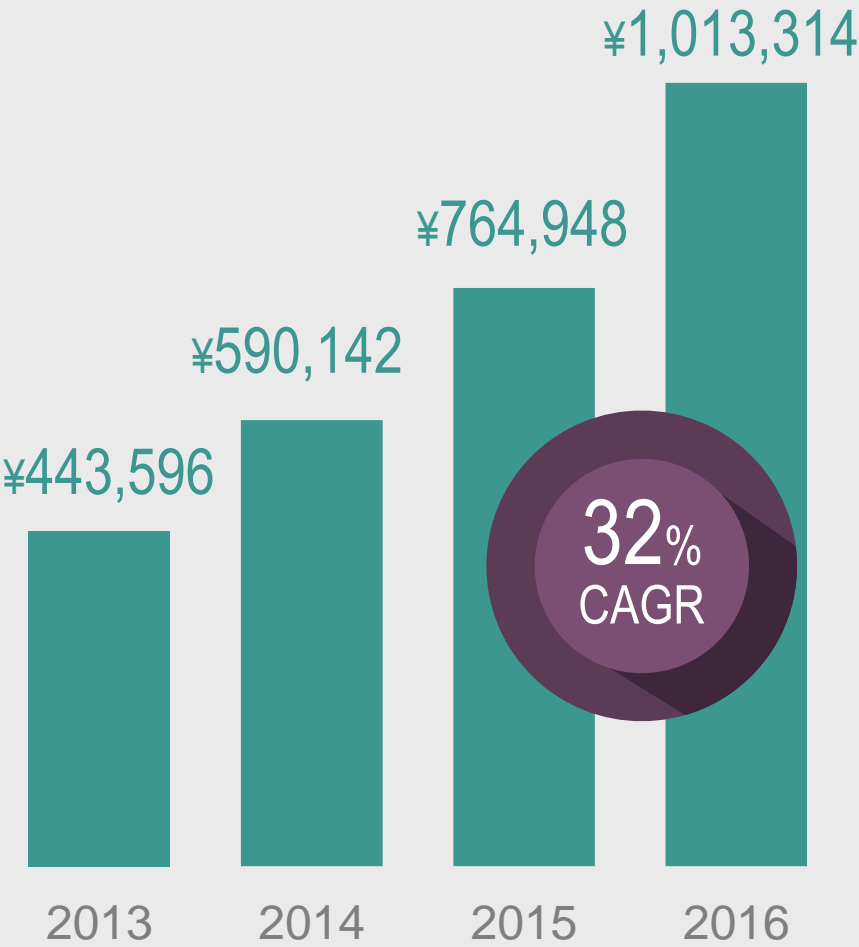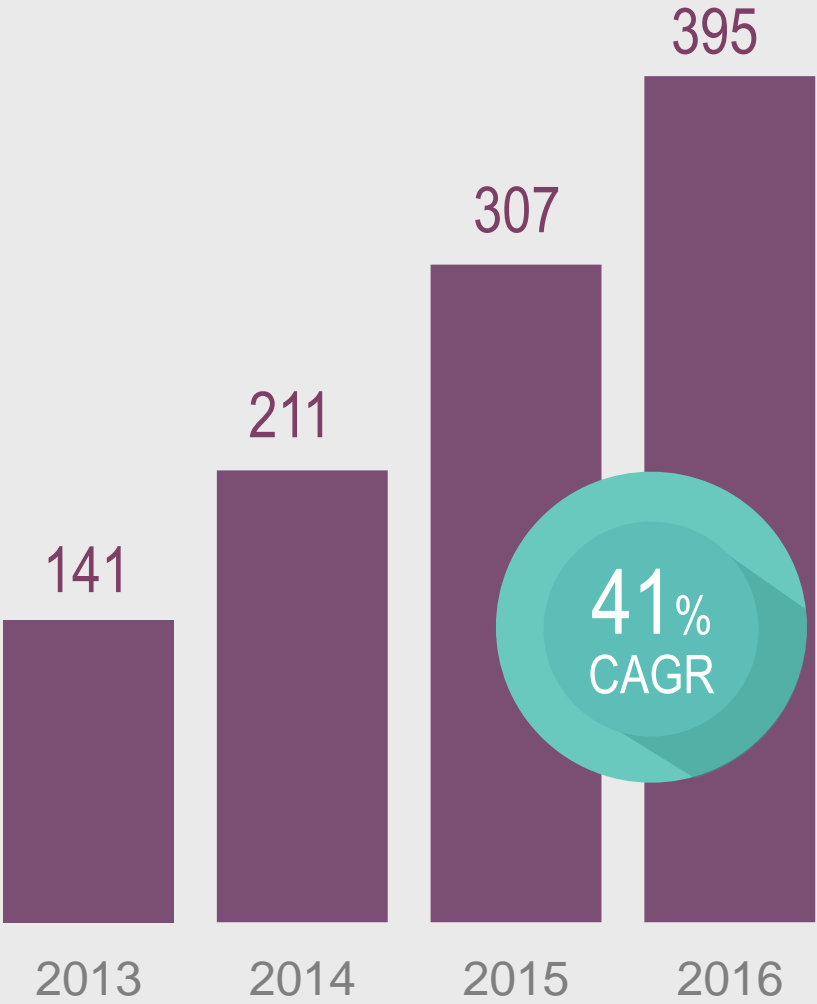
1. Net revenues, after subtracting business tax and surcharges (not shown)

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CUSTOMER ANALYSIS

increasing revenue per customer
(revenue per customer in RMB)[1]

¥443,596 — 2013
¥590,142 — 2014
¥764,948 — 2015
¥1,013,314 — 2016

32% CAGR

consistent customer expansion

141 — 2013
211 — 2014
307 — 2015
395 — 2016

41% CAGR

1. Total net revenues from customers in a period, divided by total number of customers in the same period.

STRONG OPERATING LEVERAGE

% of Net Revenue	Actual				Target Model
	2013	2014	2015	2016	
Gross Profit	78%	83%	85%	87%	↔
Sales & Marketing	46%	38%	36%	36%	↓
Research & Development	33%	31%	43%	39%	↓
General & Administrative	48%	44%	26%	21%	↓
Operating Income	(49%)	(29%)	(19%)	(9%)	↑

Thank you.

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