

 NIU 小牛电动

May 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

/ni:u/ 

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<sup>(1)</sup>
3. **First lifestyle brand** for urban mobility in China<sup>(1)</sup>
4. Over **710,000** smart e-scooters sold globally as of Mar 31, 2019

(1) According to CIC.



# Streamlined Product Portfolio of Smart E-Scooters



**NGT**



**N**



**M+**



**M**



**U+**



**U**



**U<sup>S</sup>**



**U<sup>M</sup>**





# NIU AERO line of Performance Bicycles



ROAD-01



ROAD-03



ROAD-09



MTBX-01



MTBX-03



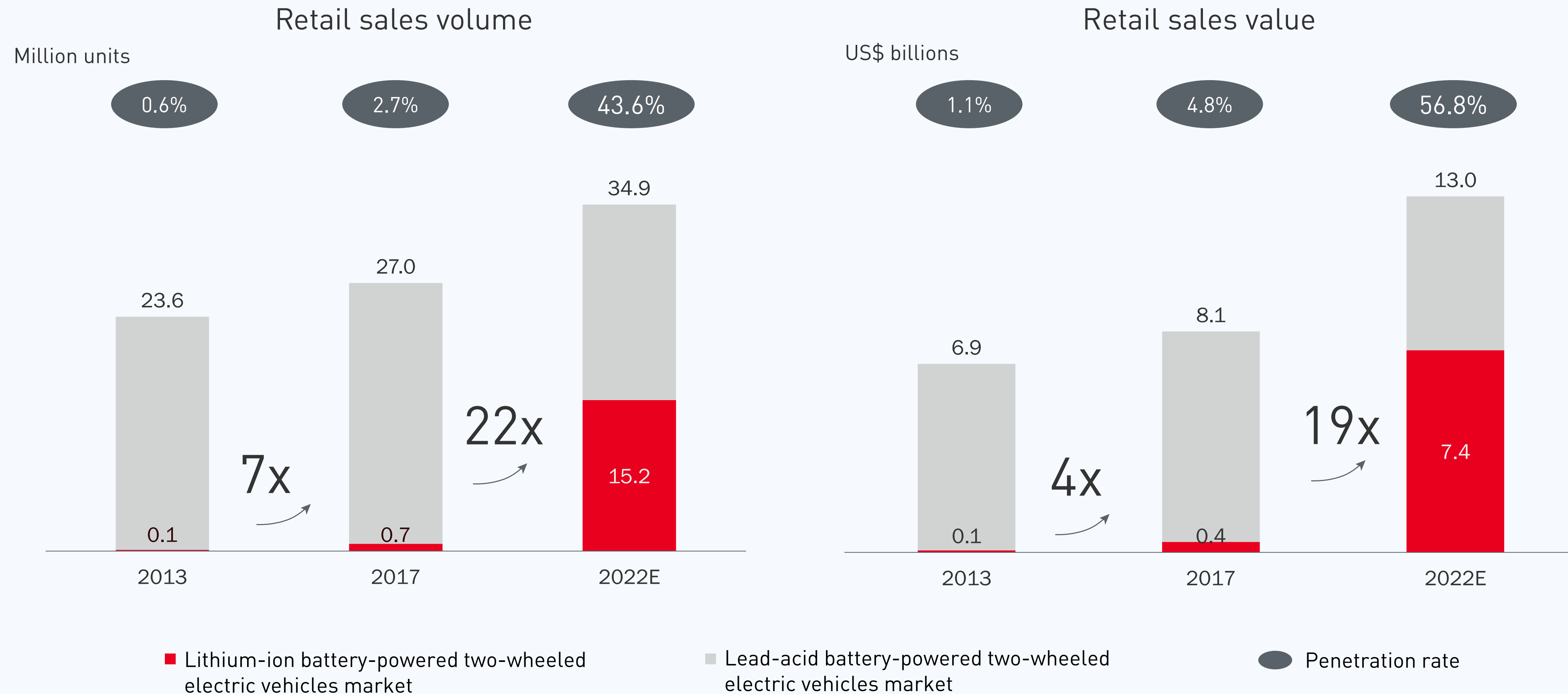
Our NIU Brand

**TECHNOLOGY**  
**STYLE**  
**FREEDOM**



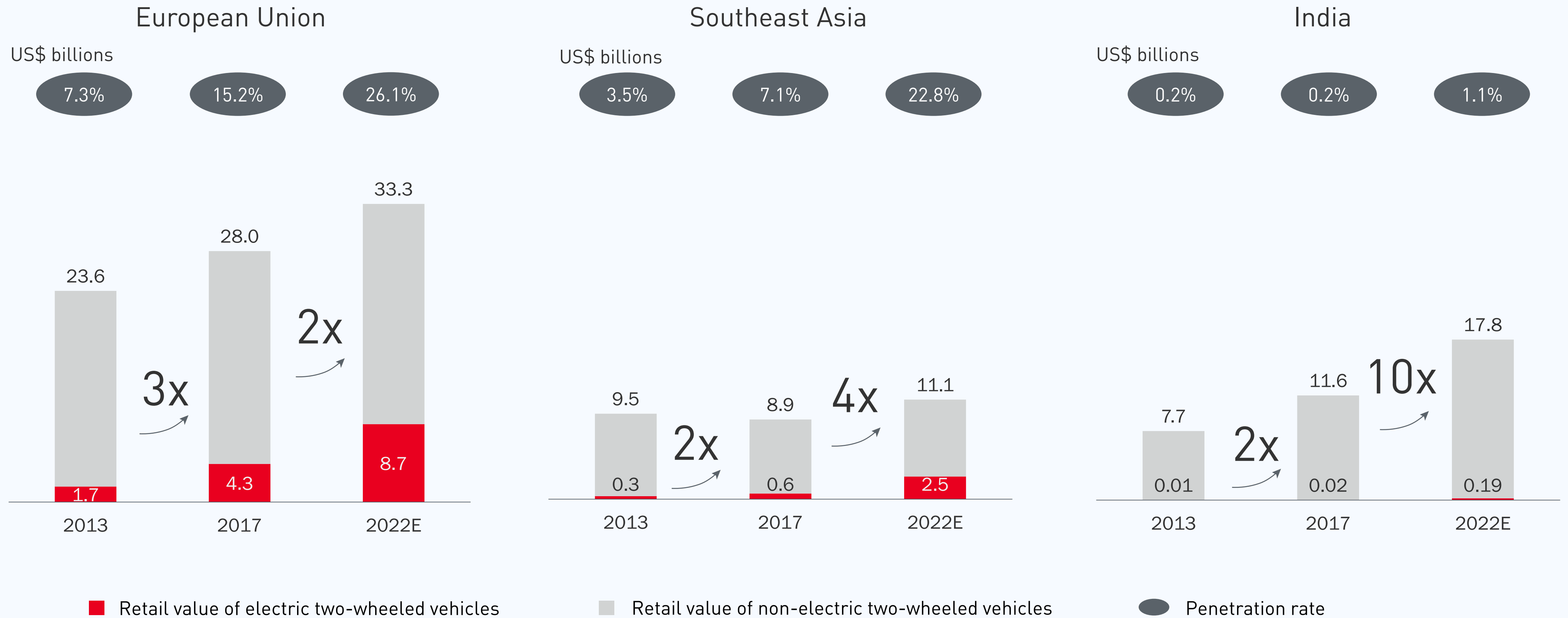


# China's Addressable Market is Large and Expected to Accelerate



Source: CIC.

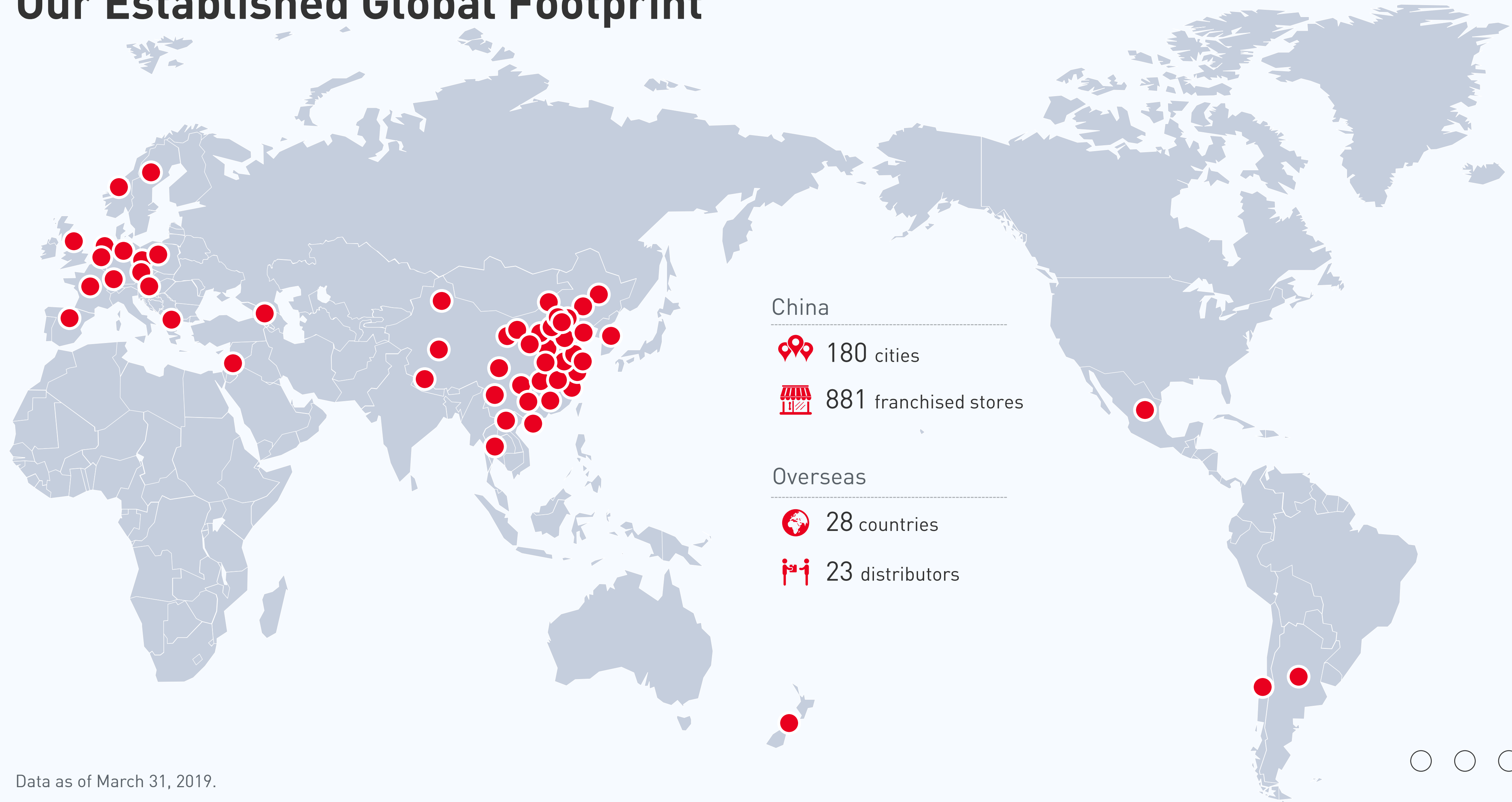
# Huge Potential in Other Markets Globally



Source: CIC.

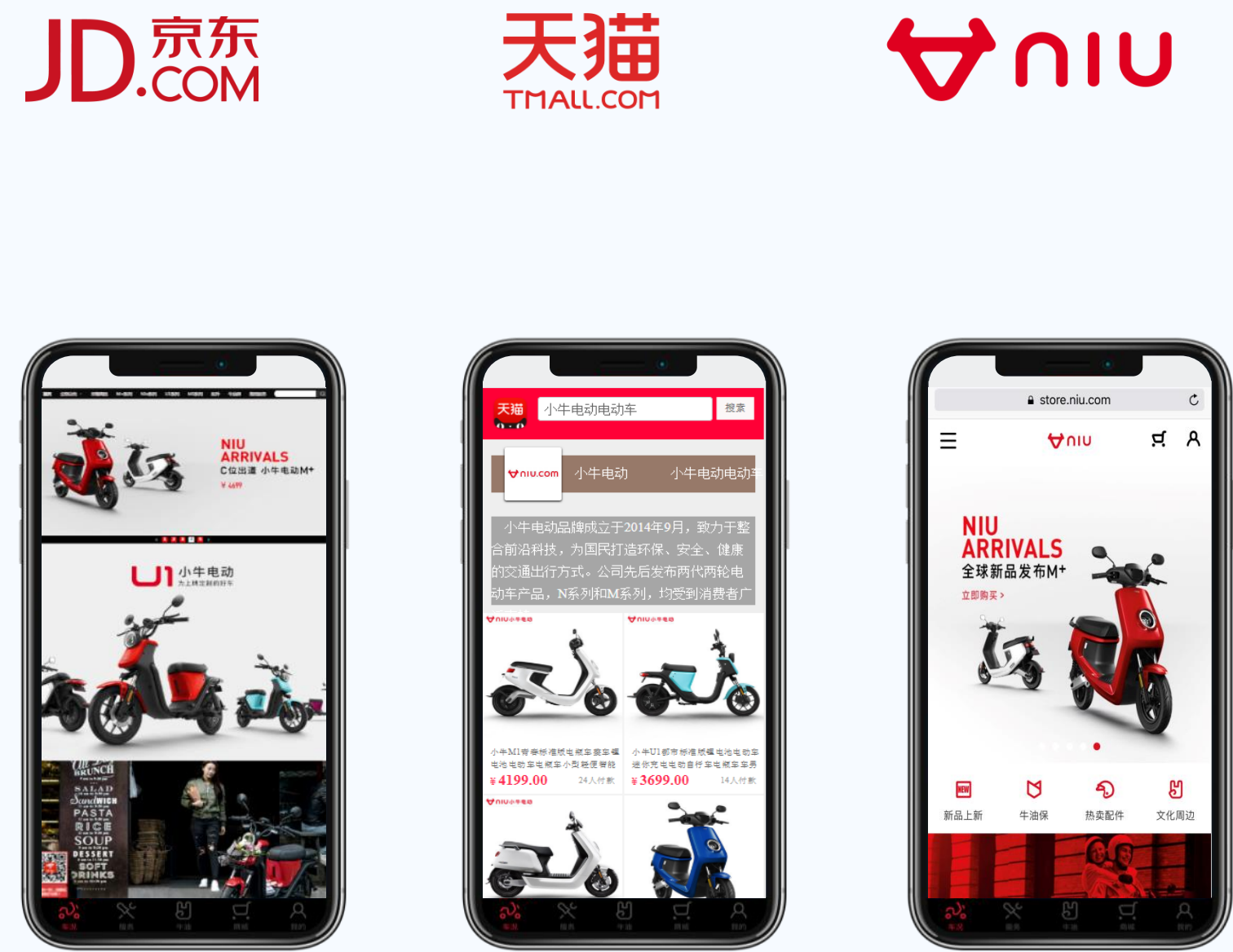


# Our Established Global Footprint



Data as of March 31, 2019.

# Omnichannel Retail Model



Data as of March 31, 2019.



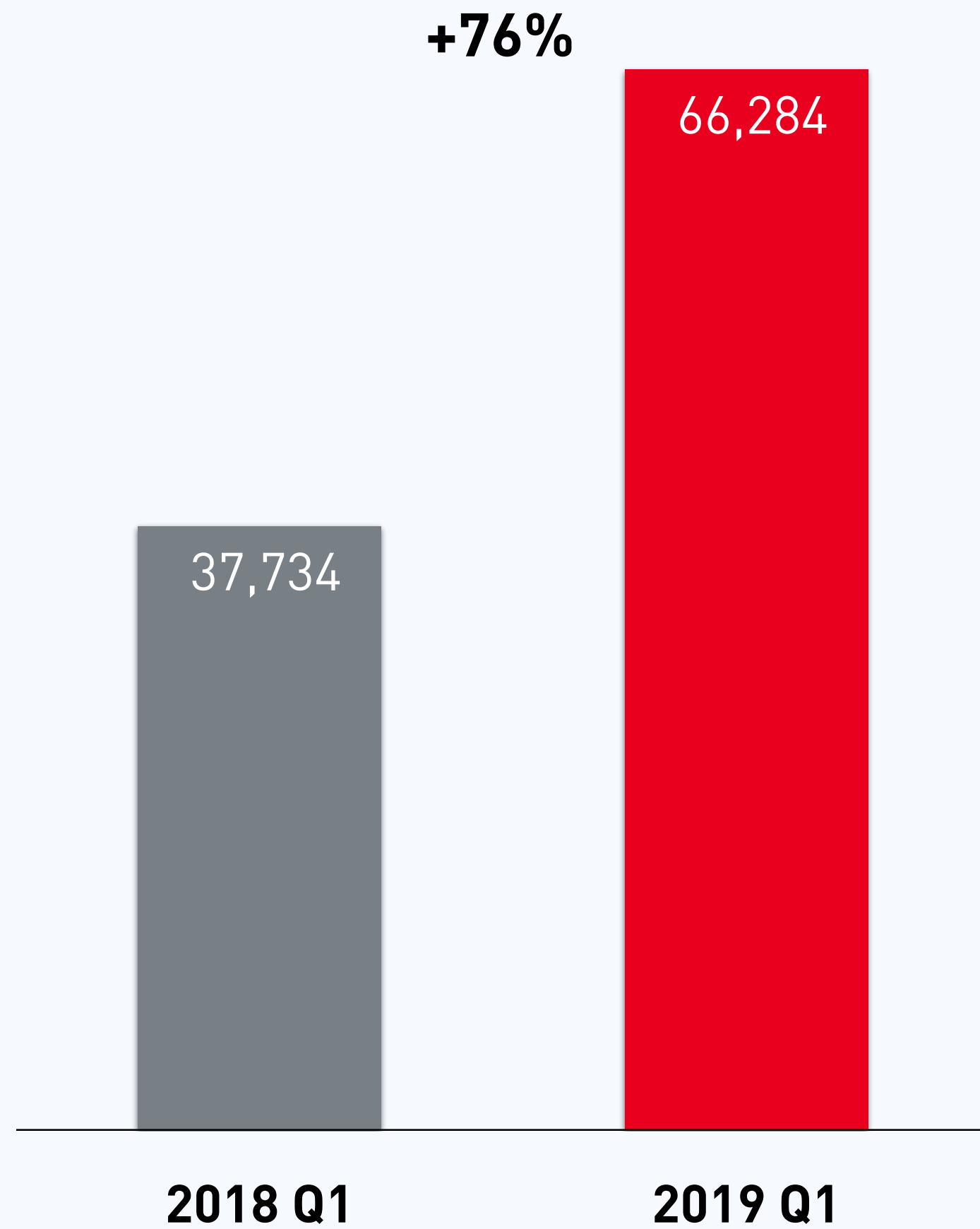


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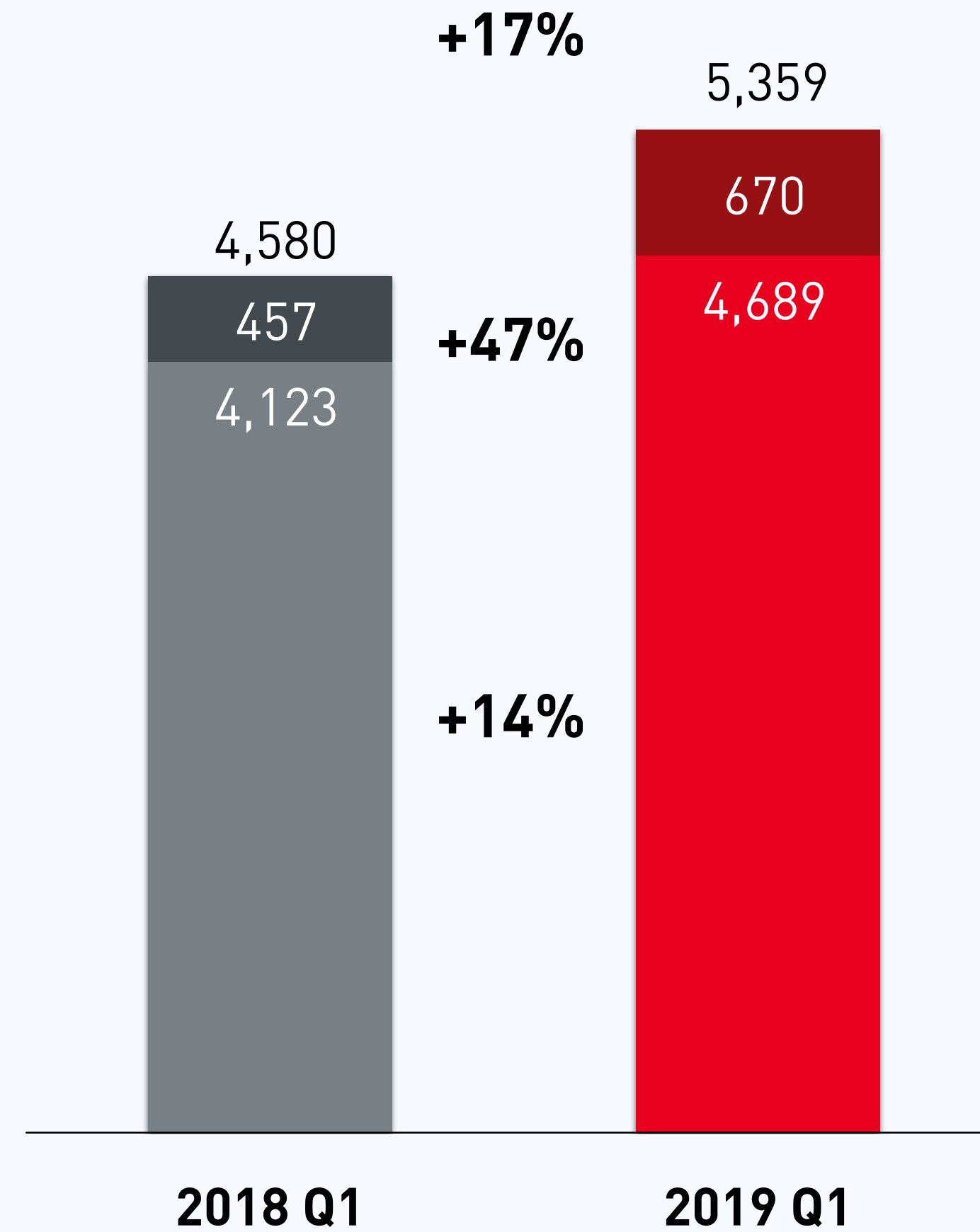
## Financial Highlights

## Strong Volume and ASP Growth

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



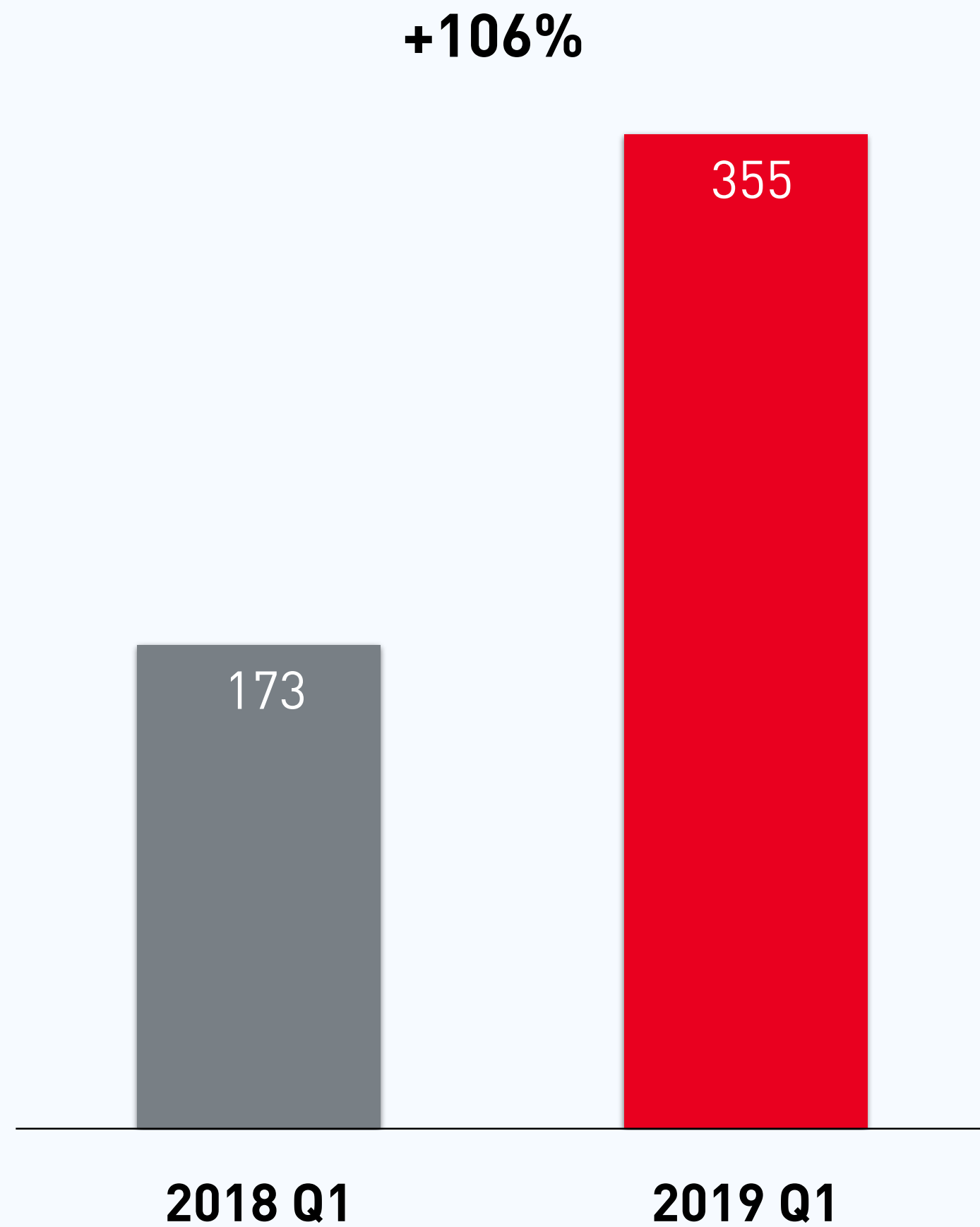
Revenue per Scooter (RMB) (y-o-y growth %)



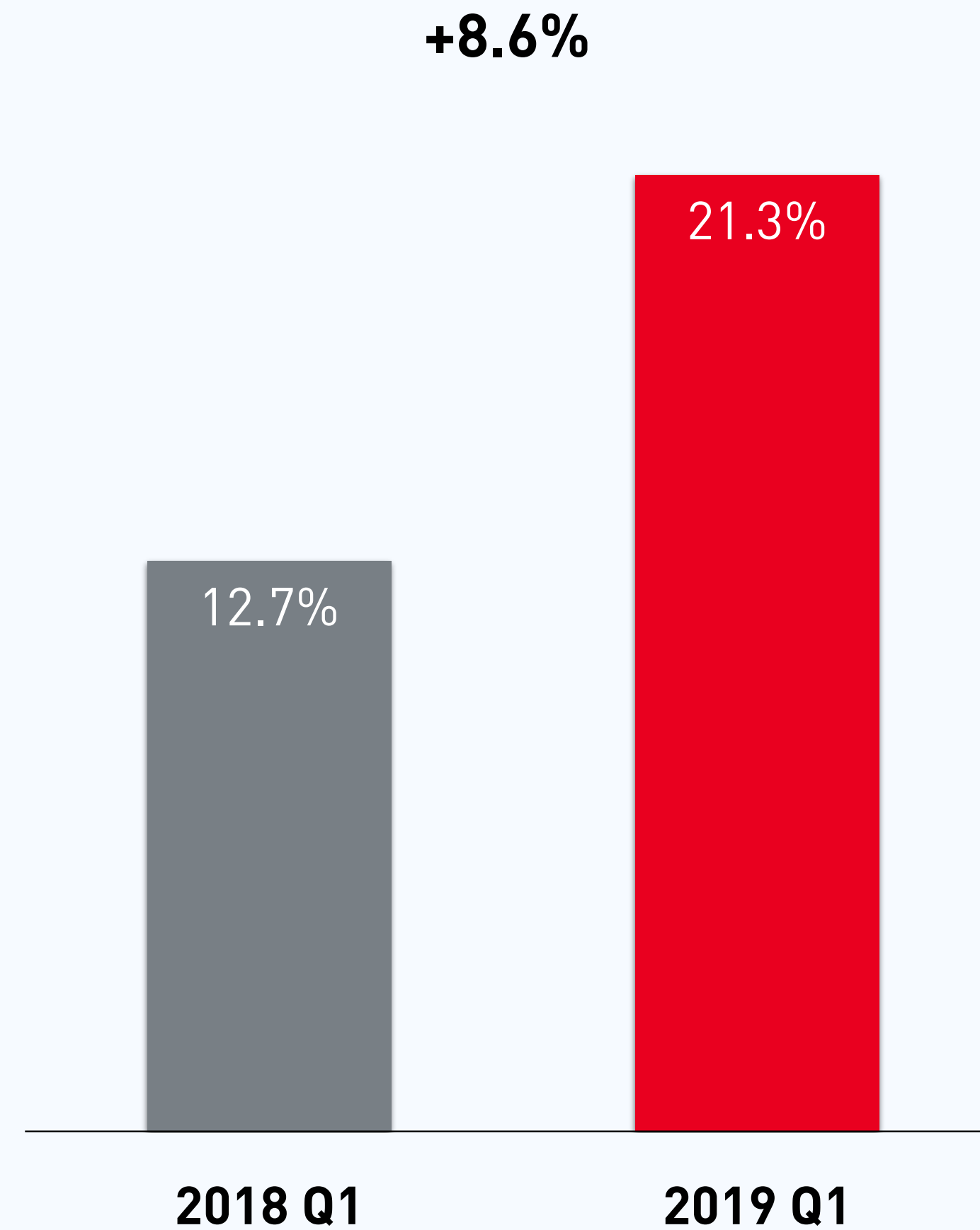


# Robust Revenue and Gross Margin Growth

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

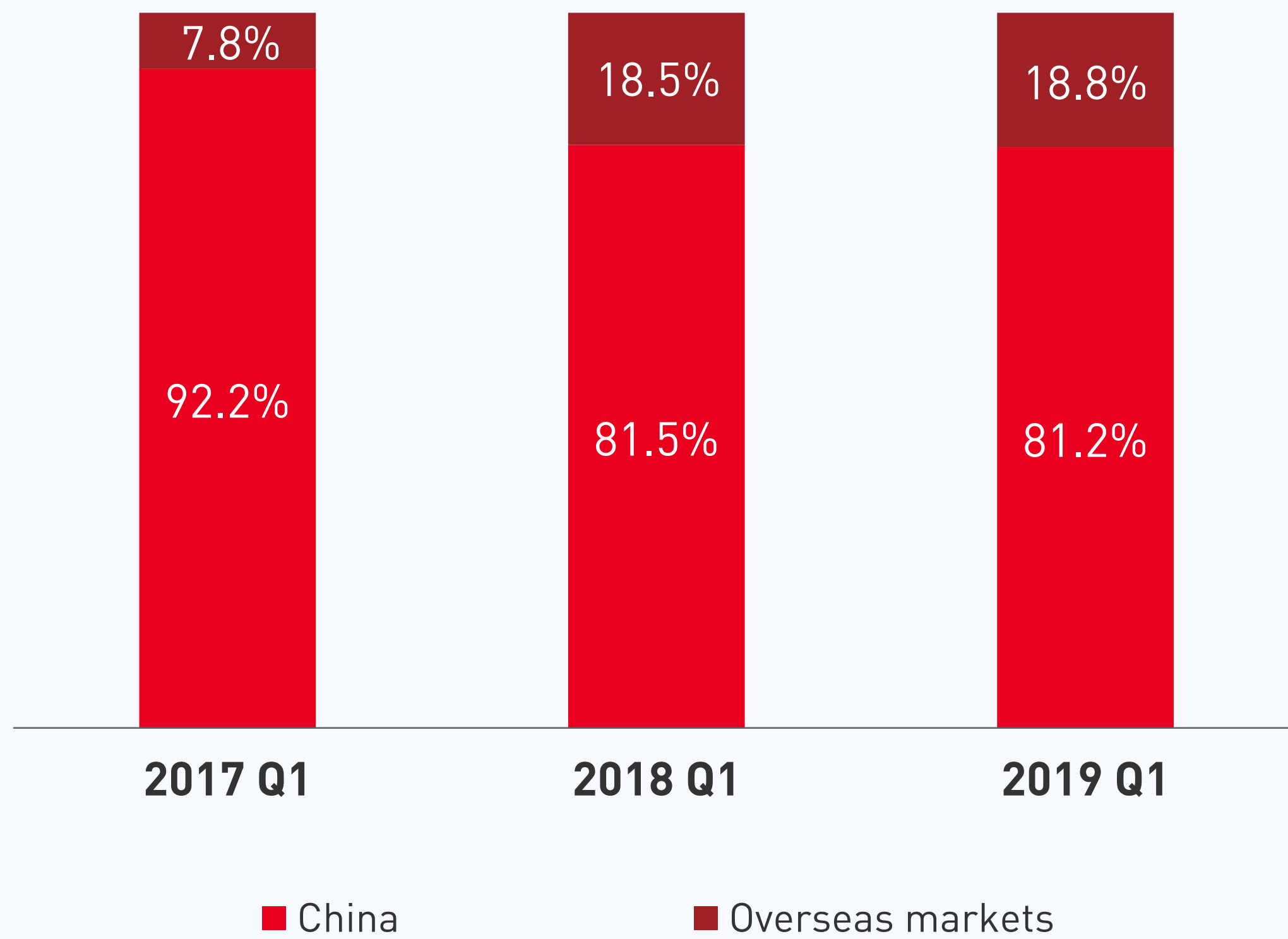


Gross Margin (as % of revenue)

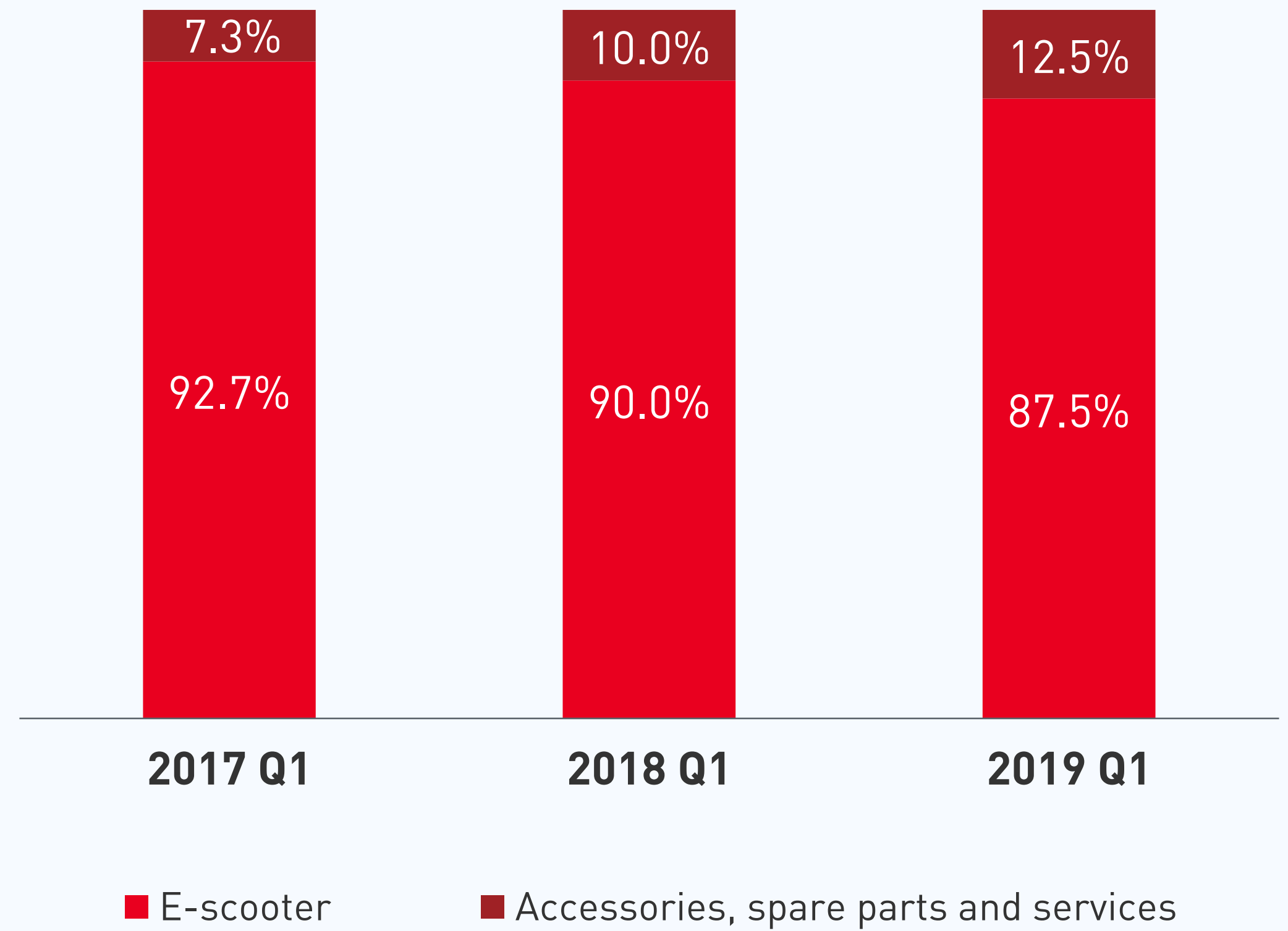


# Diversifying Revenue Base

## Scooter Revenue Breakdown by Geography



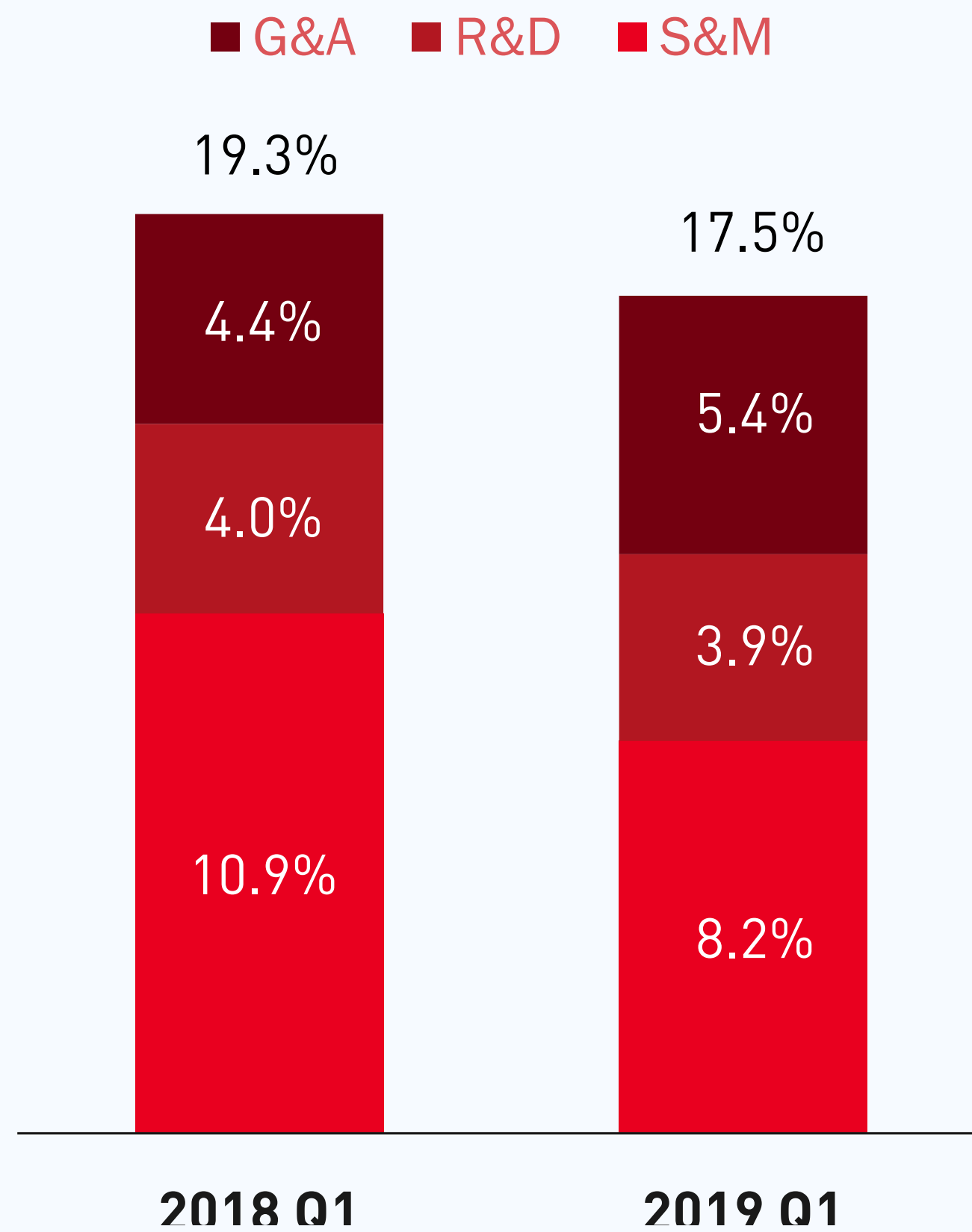
## Revenue Breakdown by Product



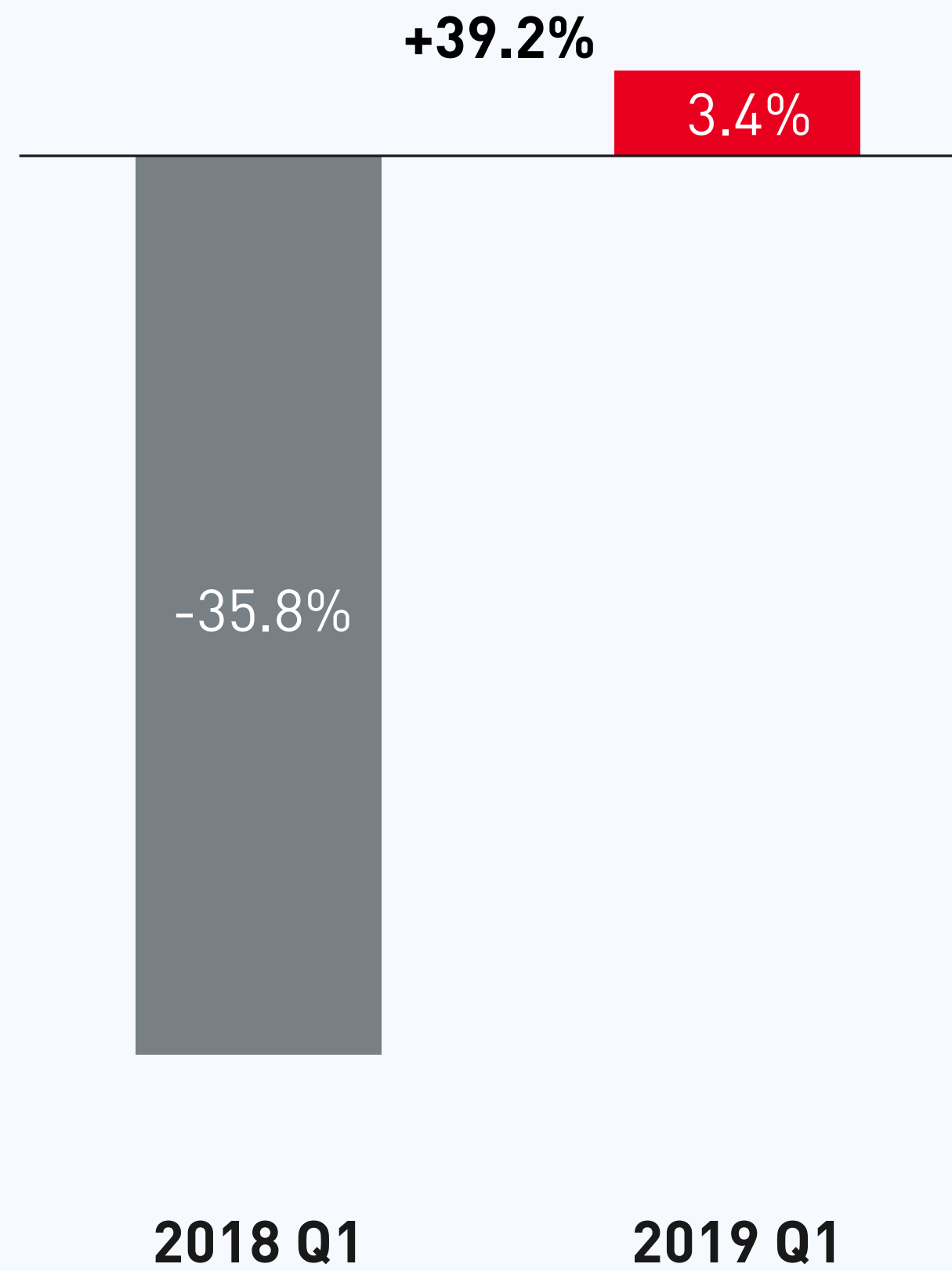


# Improved Net Margin

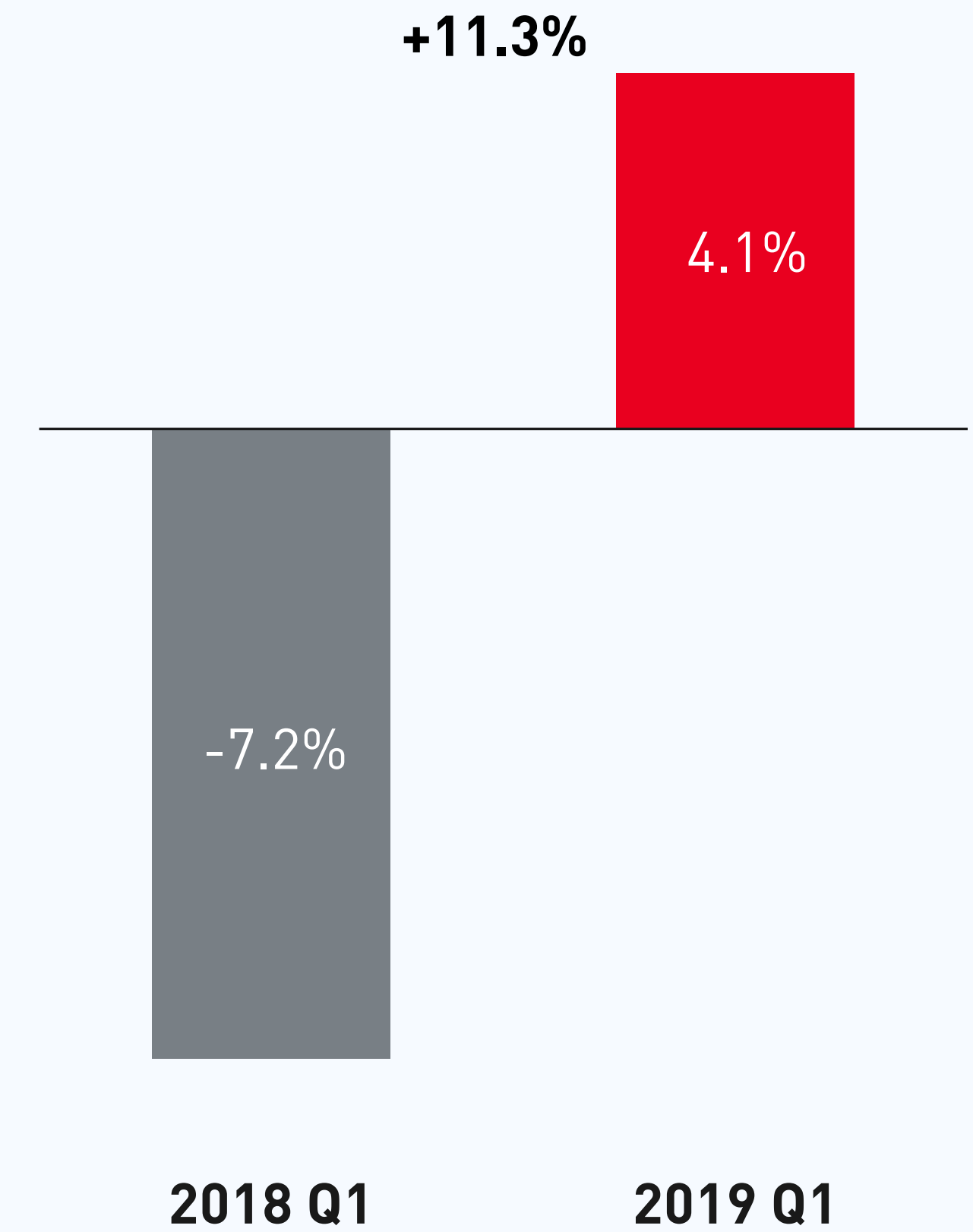
Operating Expenses (as % of revenue)



Net Margin (as % of revenue)



Adjusted Net Margin<sup>(1)</sup> (as % of revenue)



(1) Adjusted net margin is defined as net profit/loss excluding share-based compensation expenses, divided by revenue



**A NIU WAY  
FORWARD**

 [niu.com](http://niu.com)

