



2Q 2020



2014



7



1000+



40+



1.2mn



5.4bn km

Founded

Series

Dedicated Store

Countries

Scooters Sold

Riding Data



New Product Launch: G0, G2, and MQiS



G0



G2



MQiS

Existing Product Portfolio



NQi



MQi



UQi



GOVA

Upcoming New Products



TQi



RQi



EUB-01

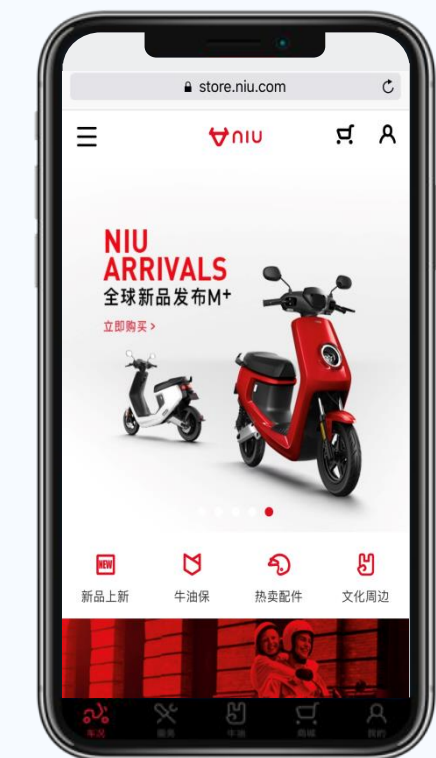
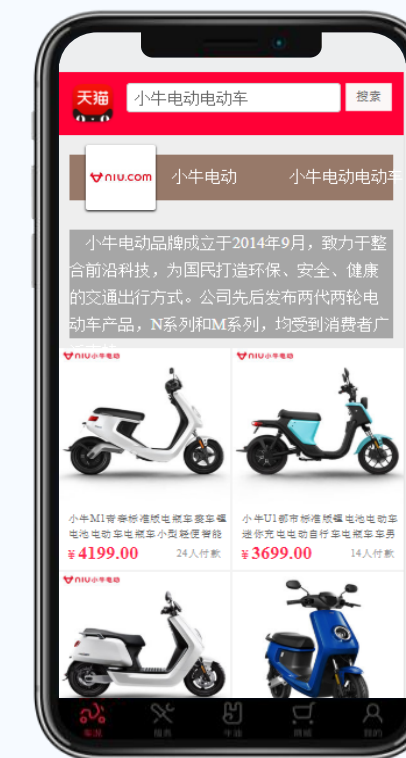
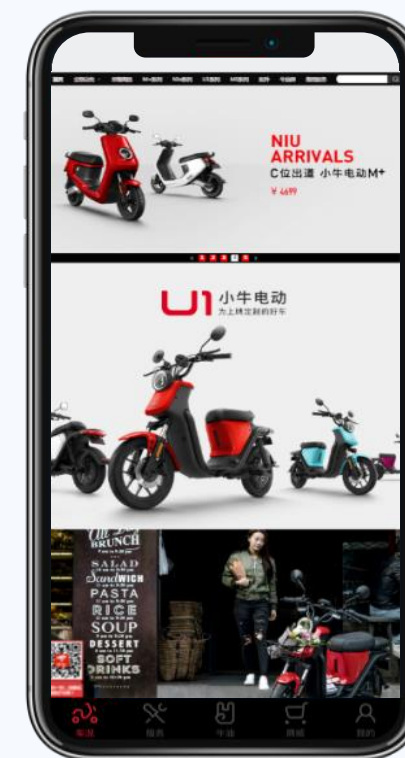
Sales Network and Omnichannel Retail Model



JD.COM

天猫
TMALL.COM

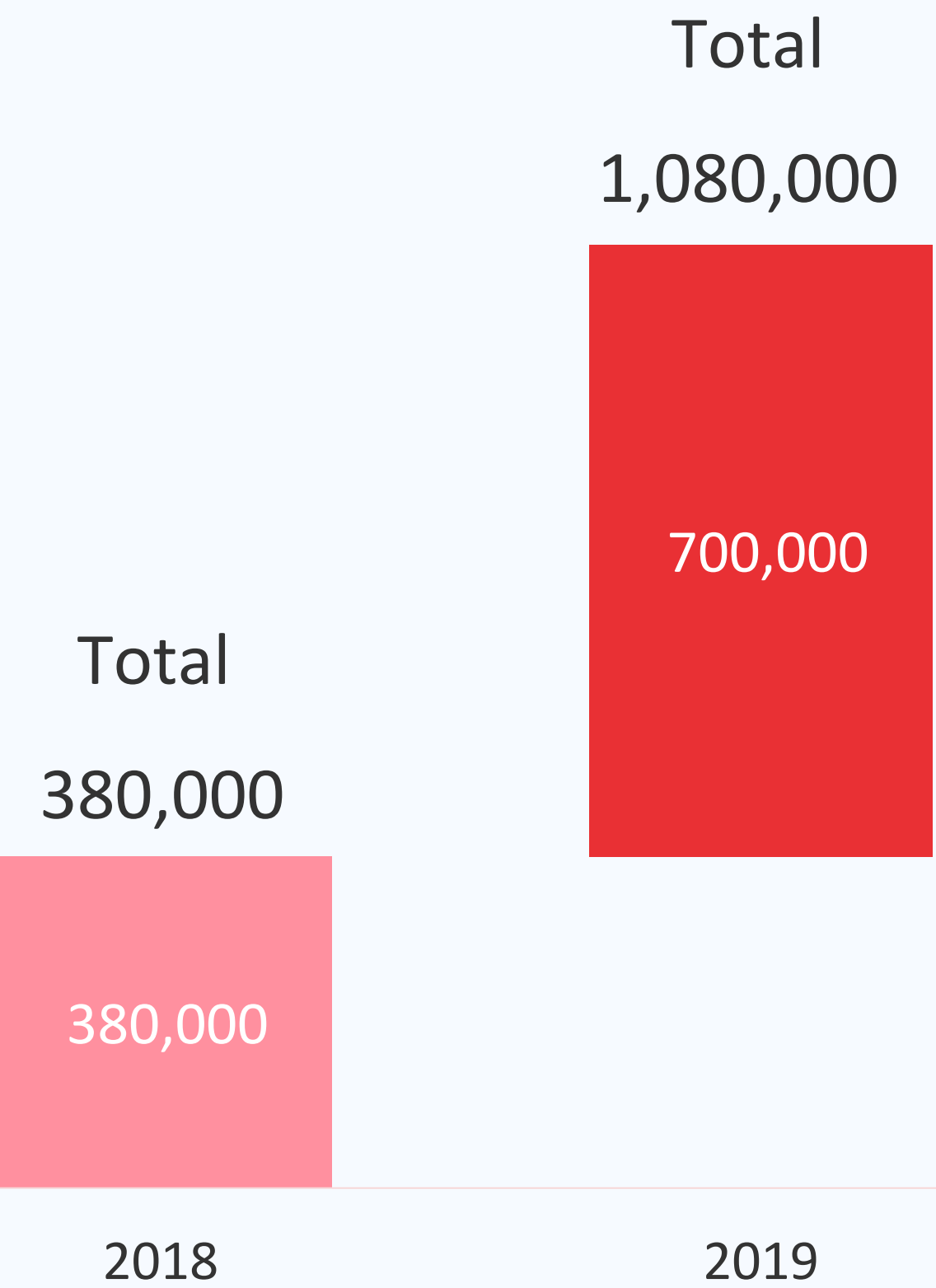
NIU



Global R&D and Manufacturing Facility in Changzhou



Current Capacity
(units)



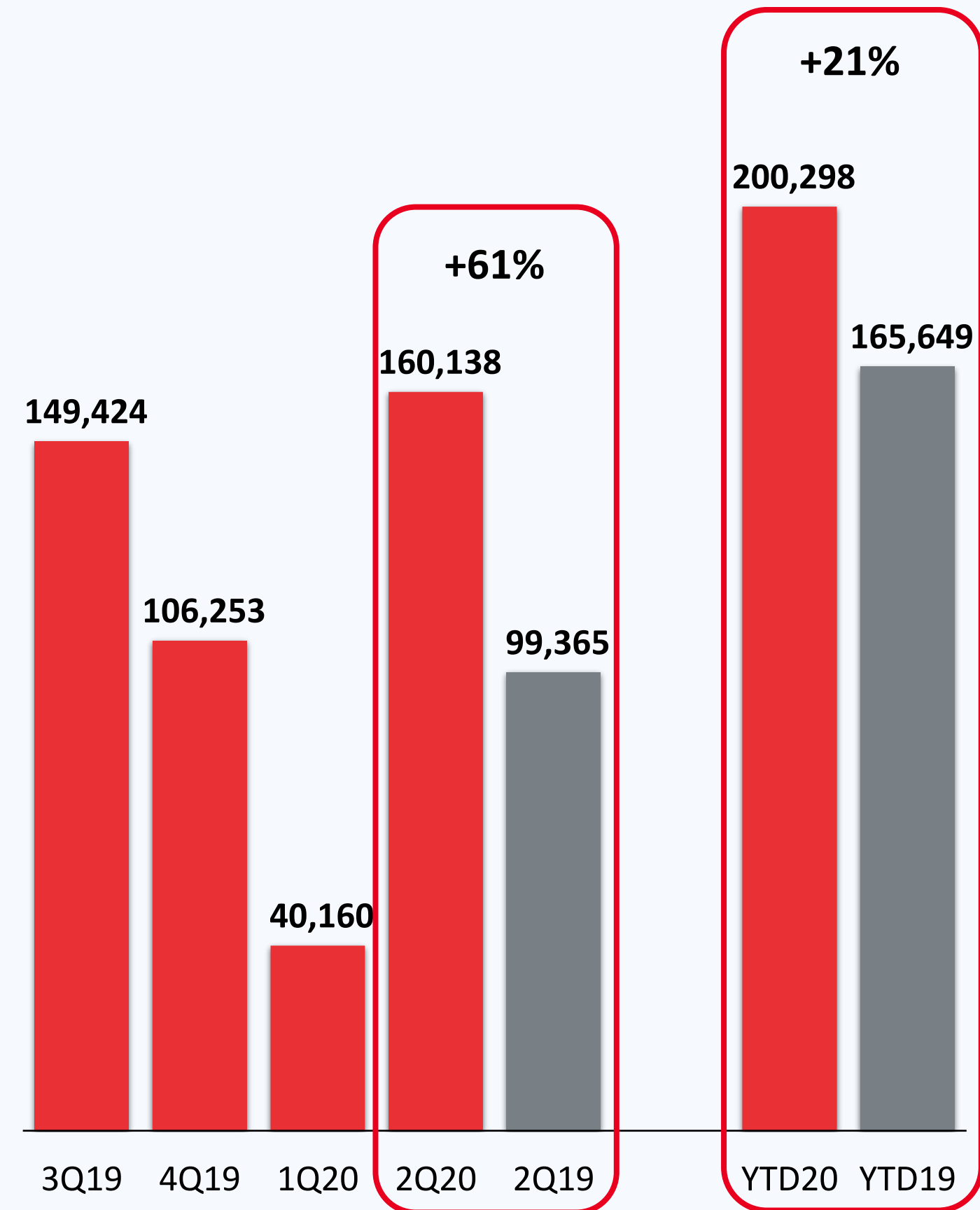


 NIU 小牛电动

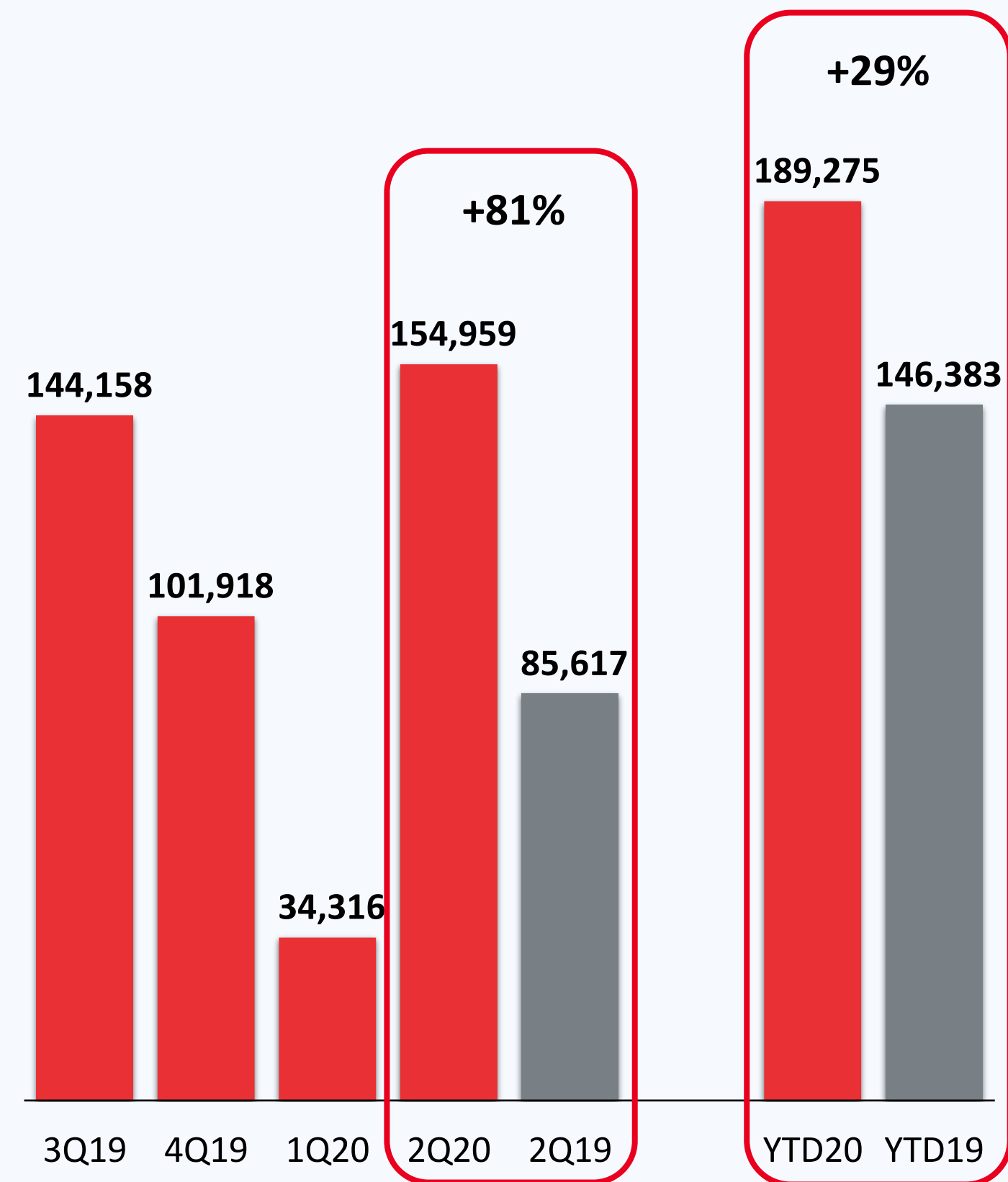
Financial Highlights

E-scooter Sales Volume

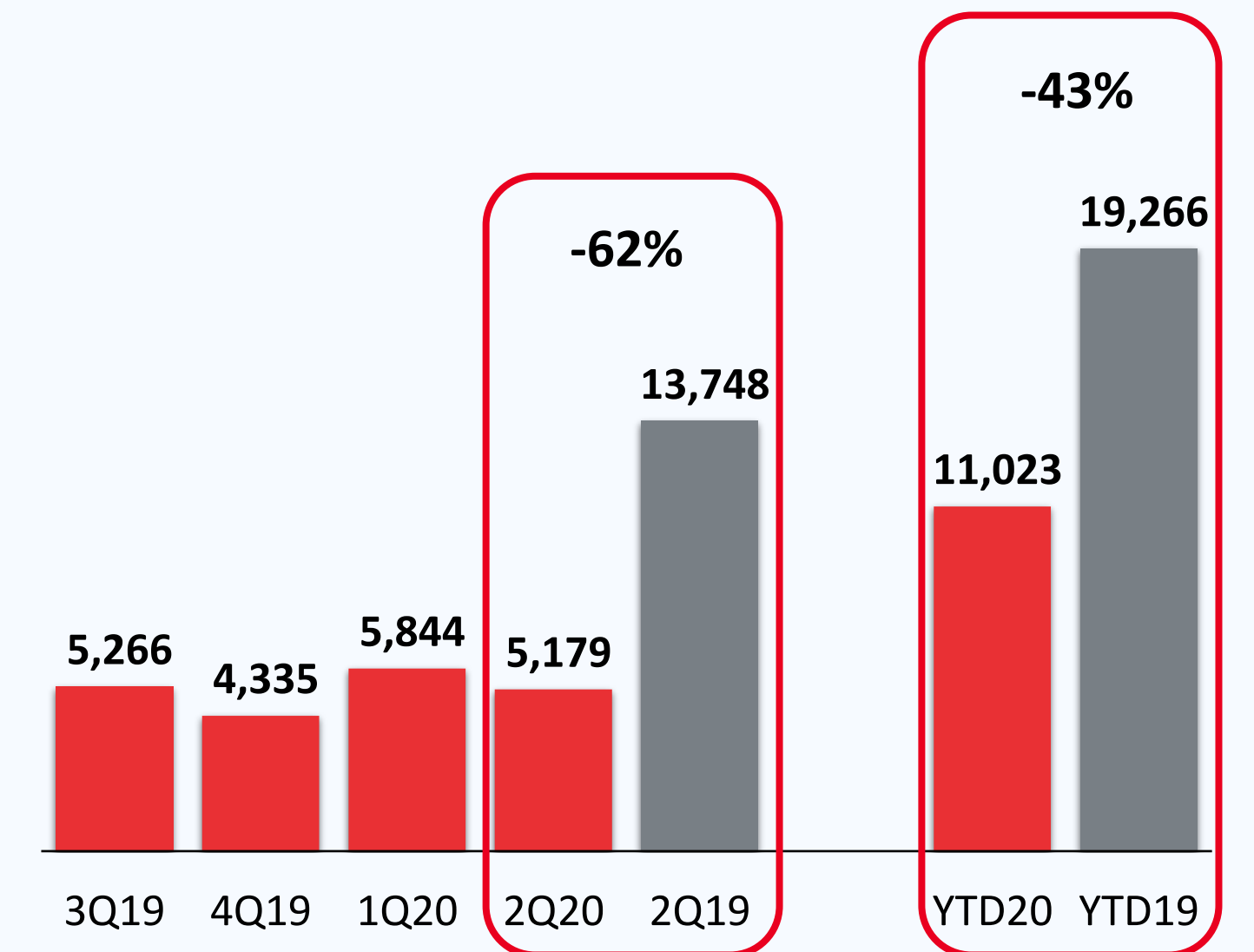
Total Sales Volume (units) (y-o-y growth %)



China Sales Volume (units) (y-o-y growth %)



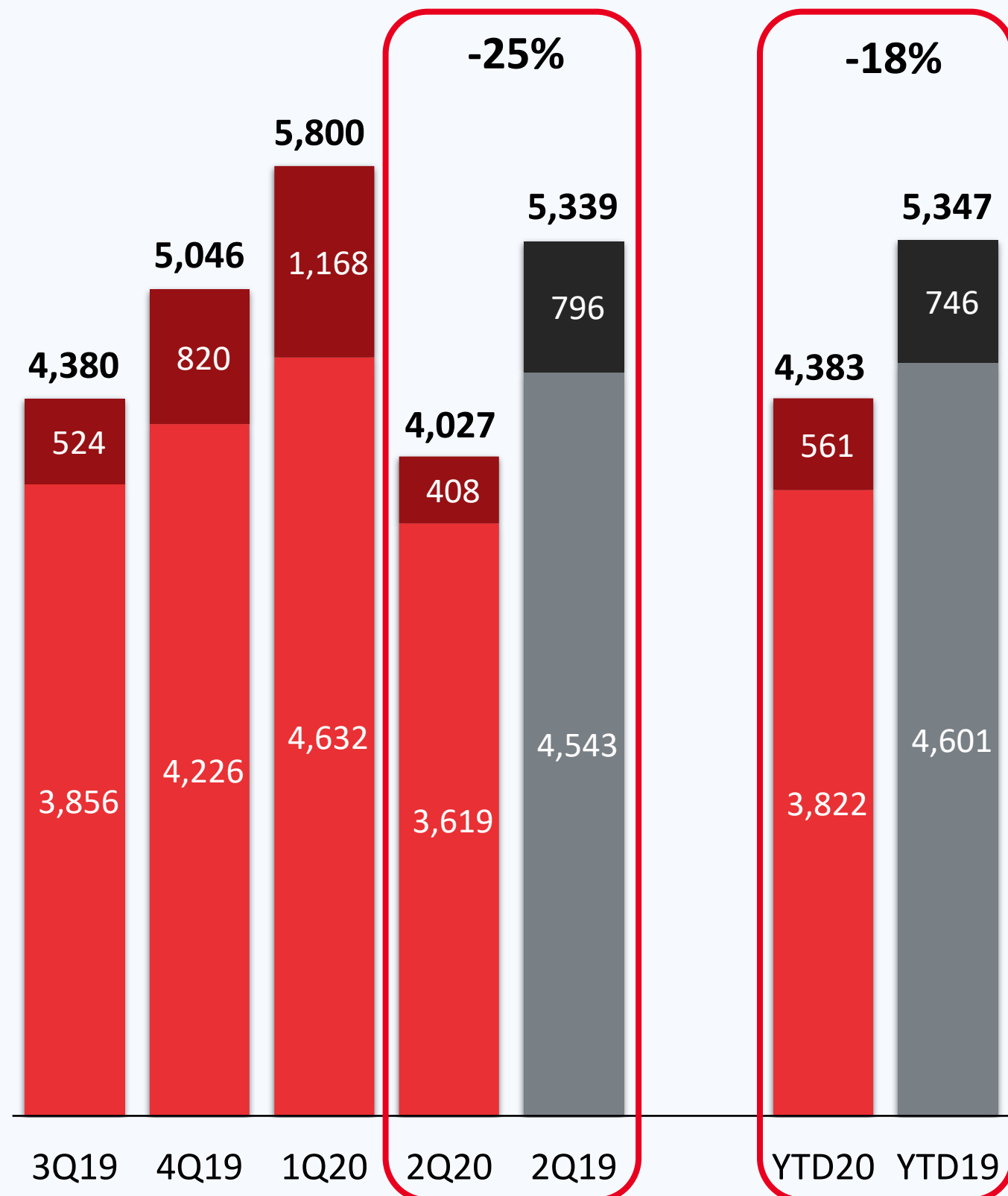
Overseas Sales Volume (units) (y-o-y growth %)



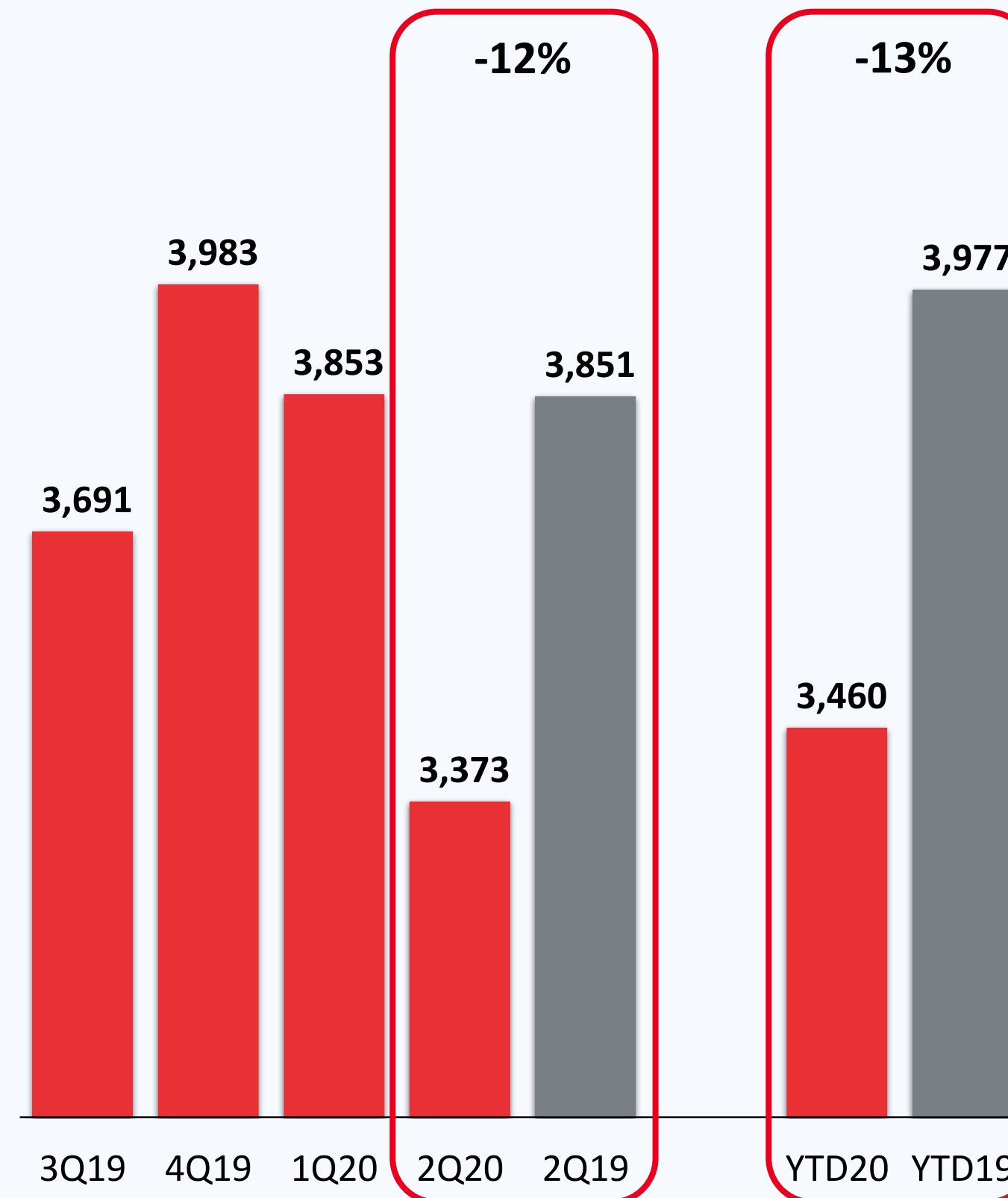
Revenues per Scooter

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

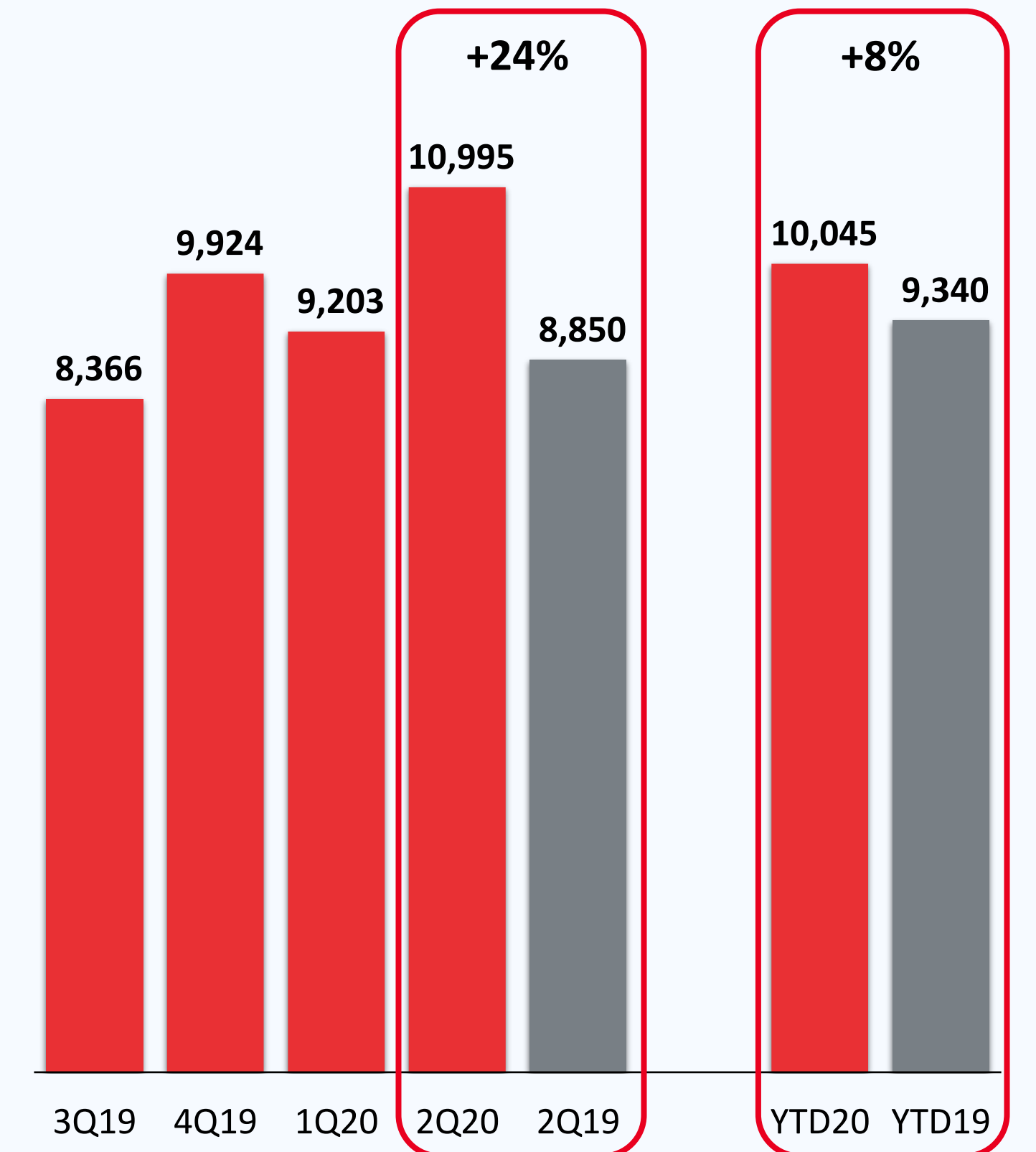
■ Scooter ■ Accessories, spare parts and services



China Scooter ASP (RMB) (y-o-y growth %)

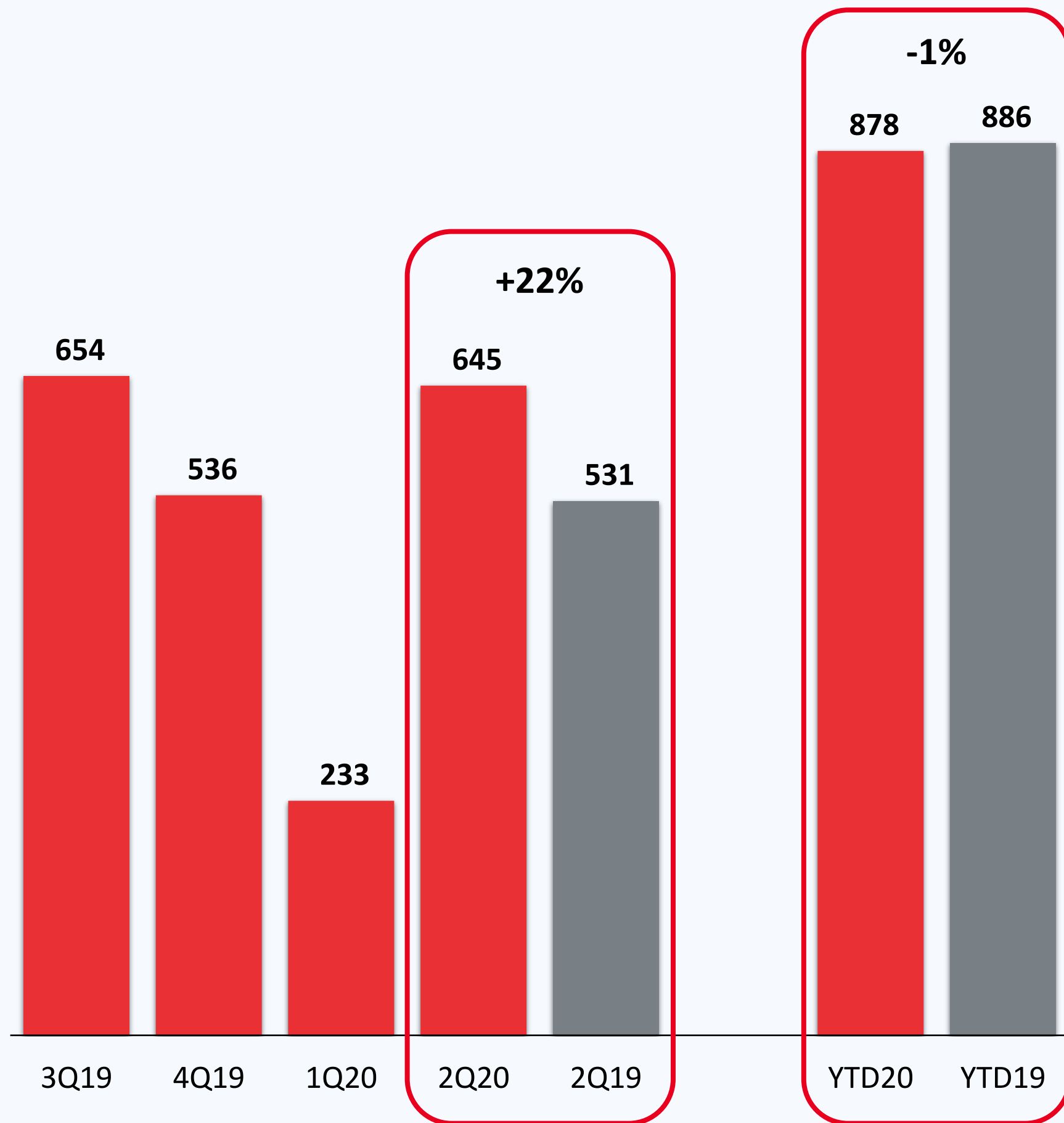


Overseas Scooter ASP (RMB) (y-o-y growth %)

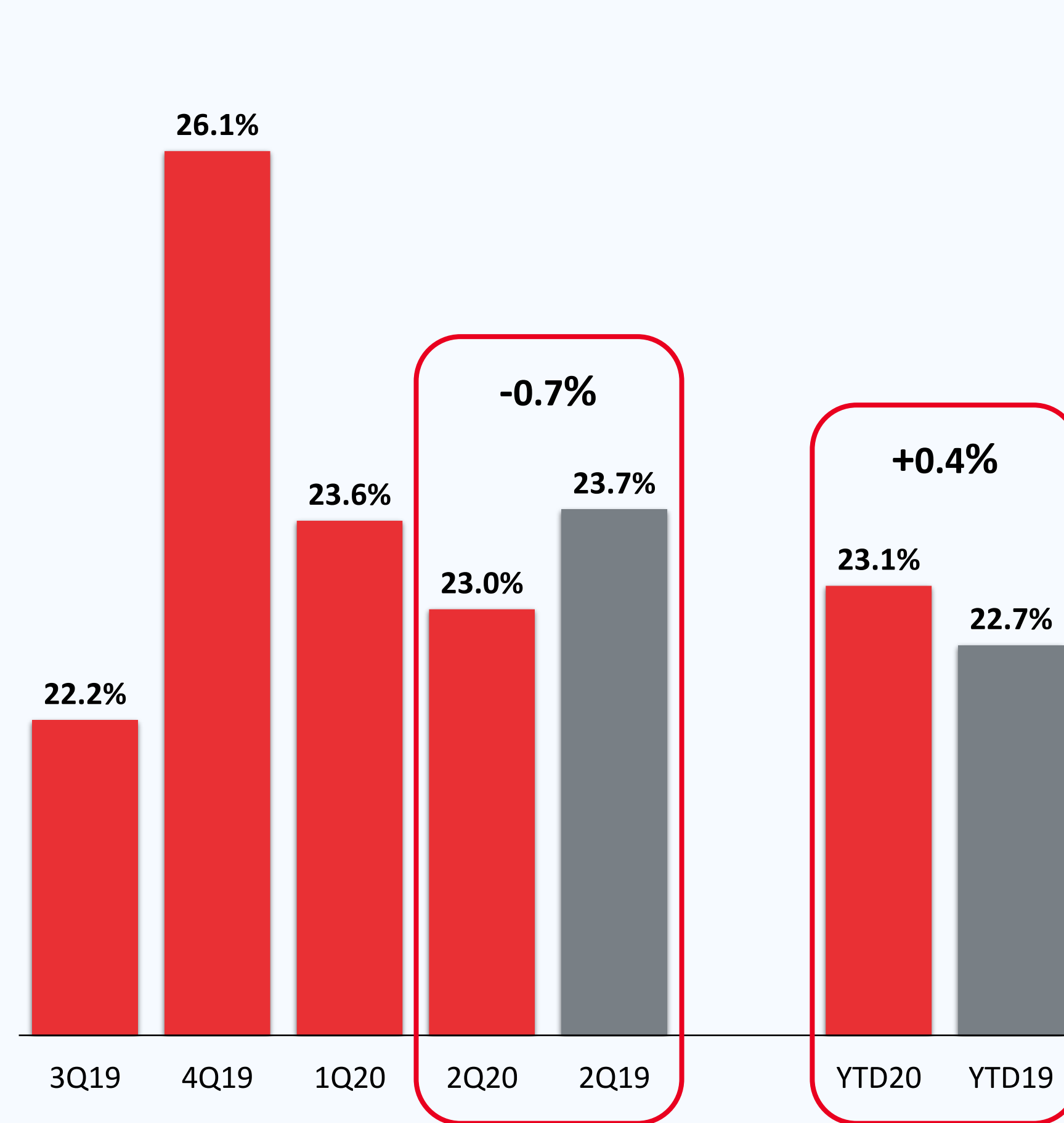


Revenues and Gross Margin

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

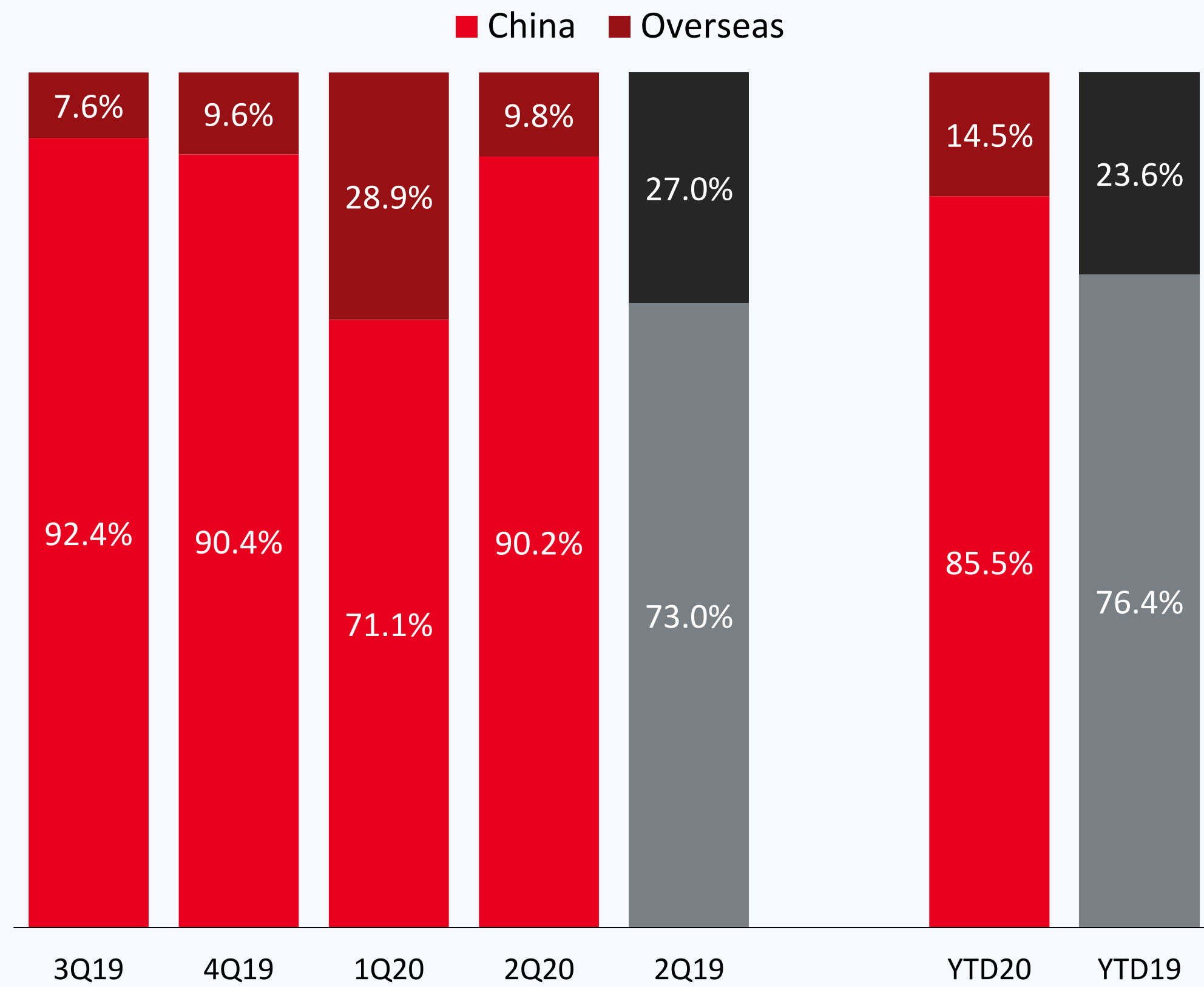


Gross Margin (as % of revenues)

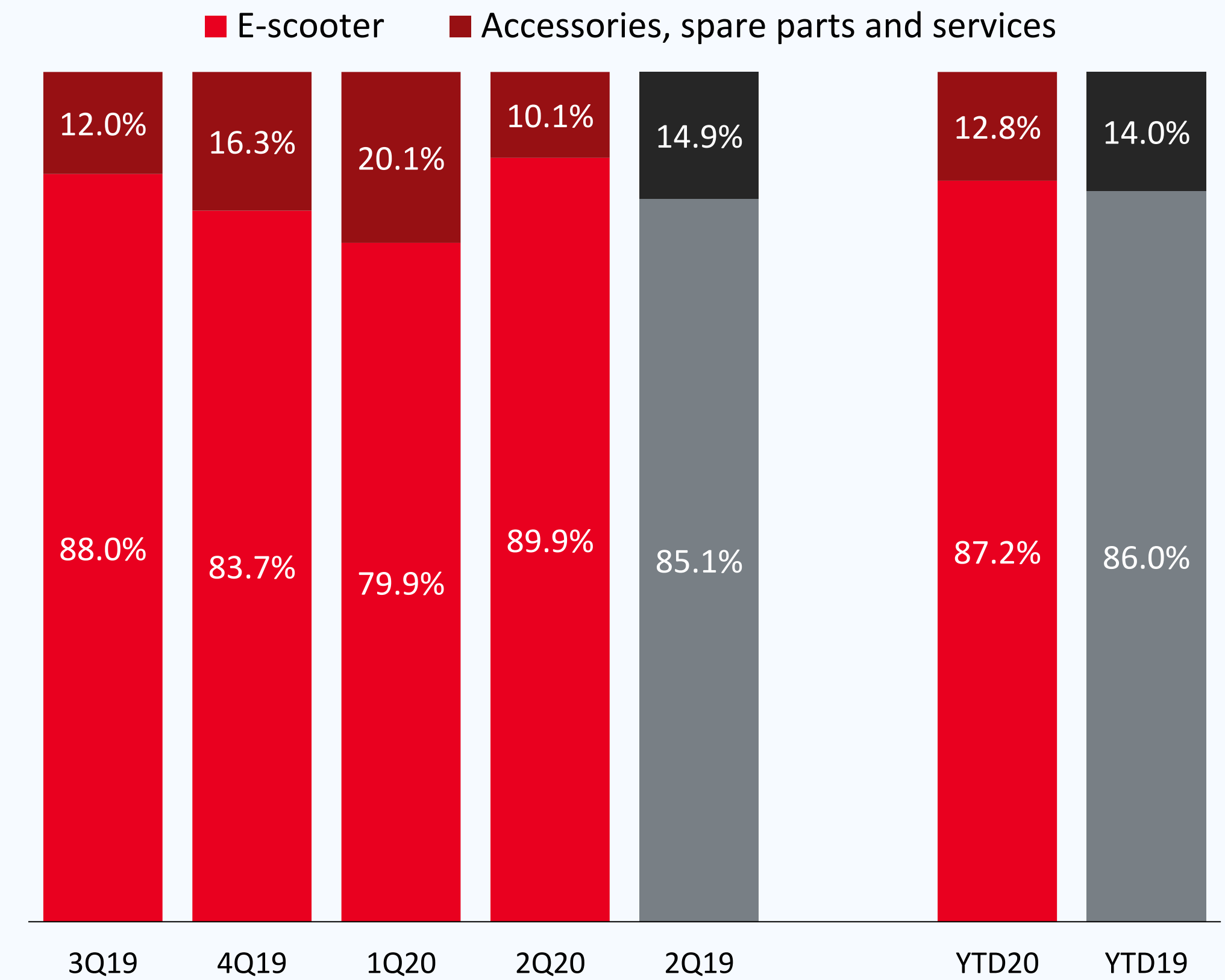


Diversifying Revenues Base

Scooter Revenues Breakdown by Geography

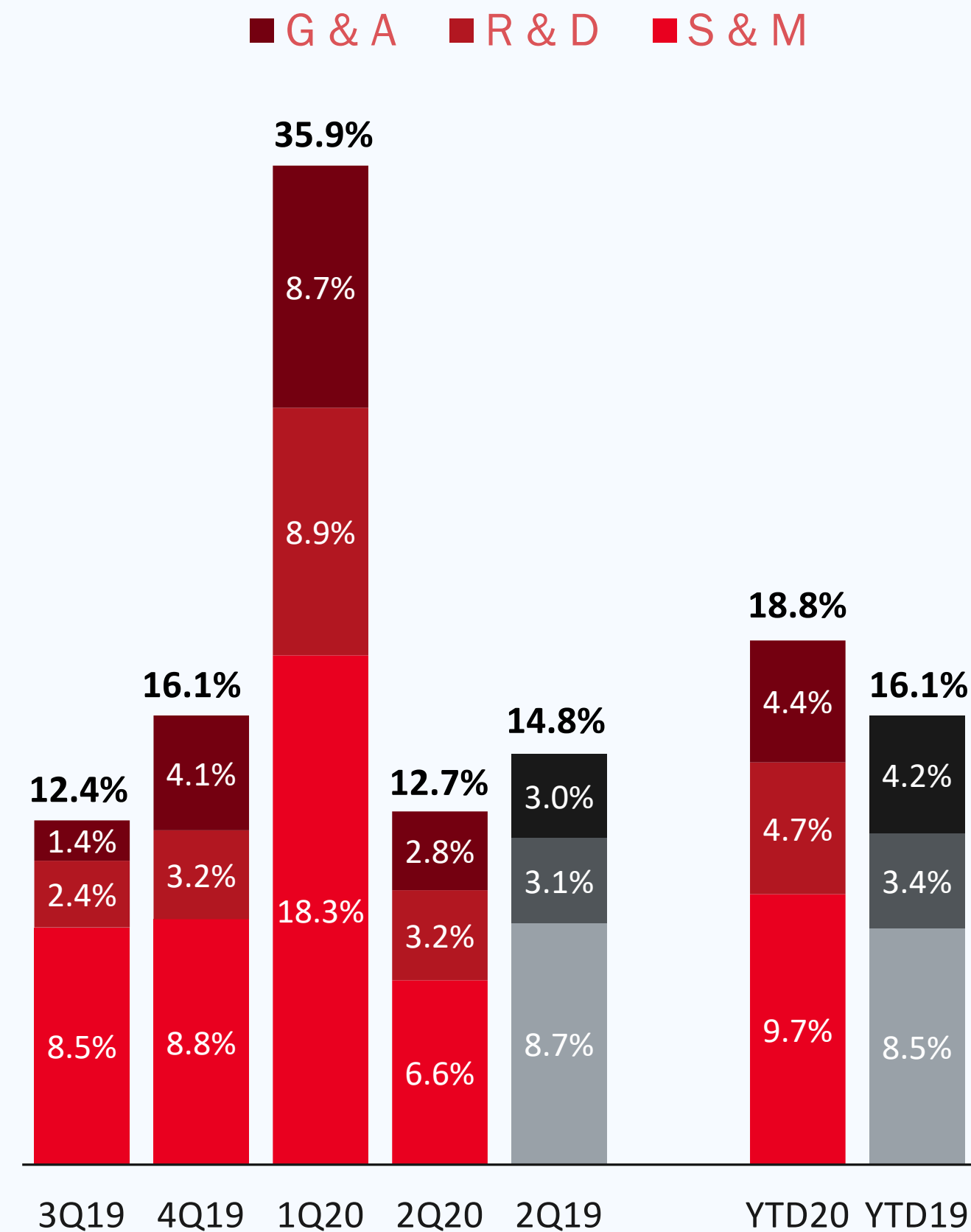


Revenues Breakdown by Product

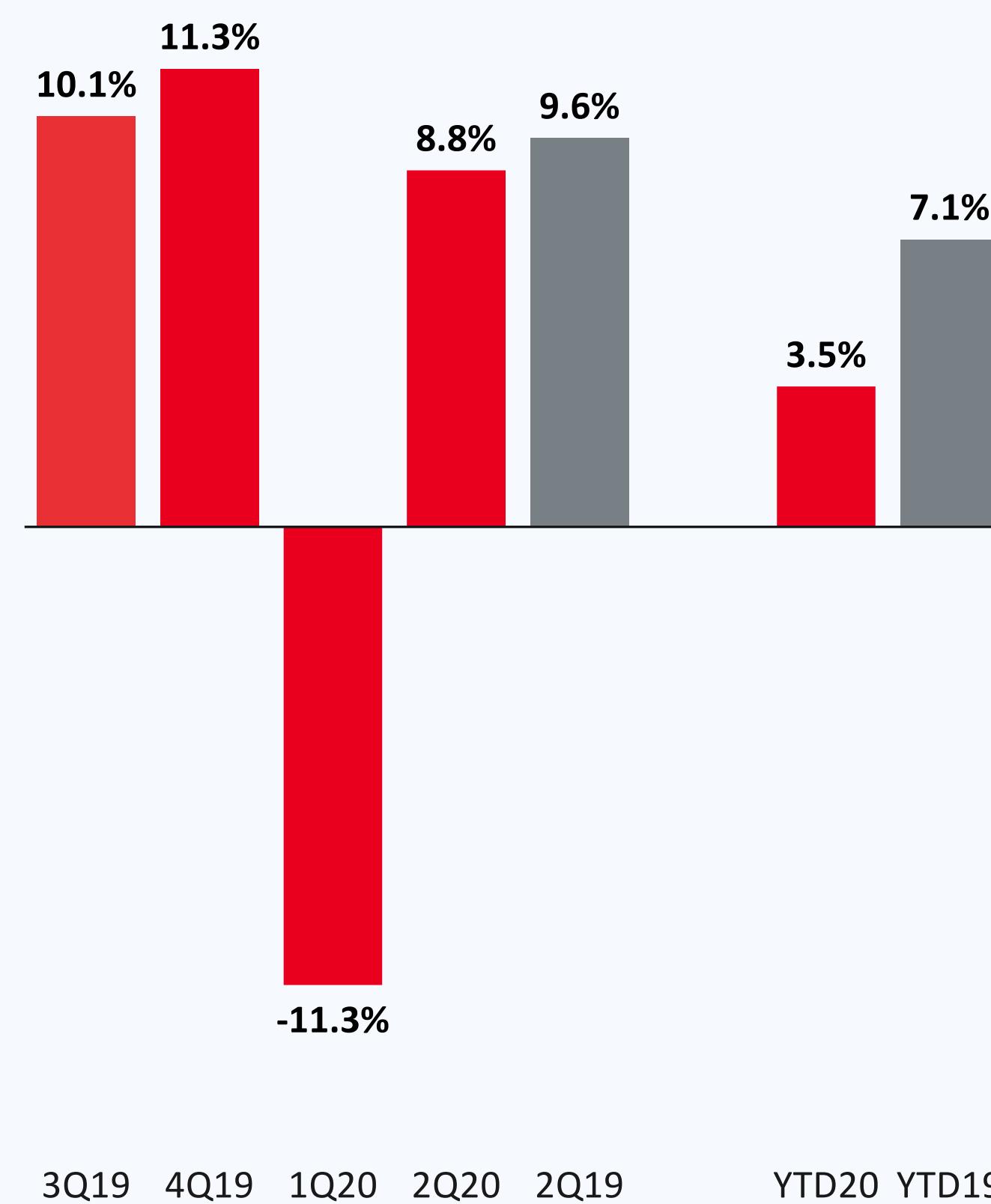


Operating Expenses and Net Margin

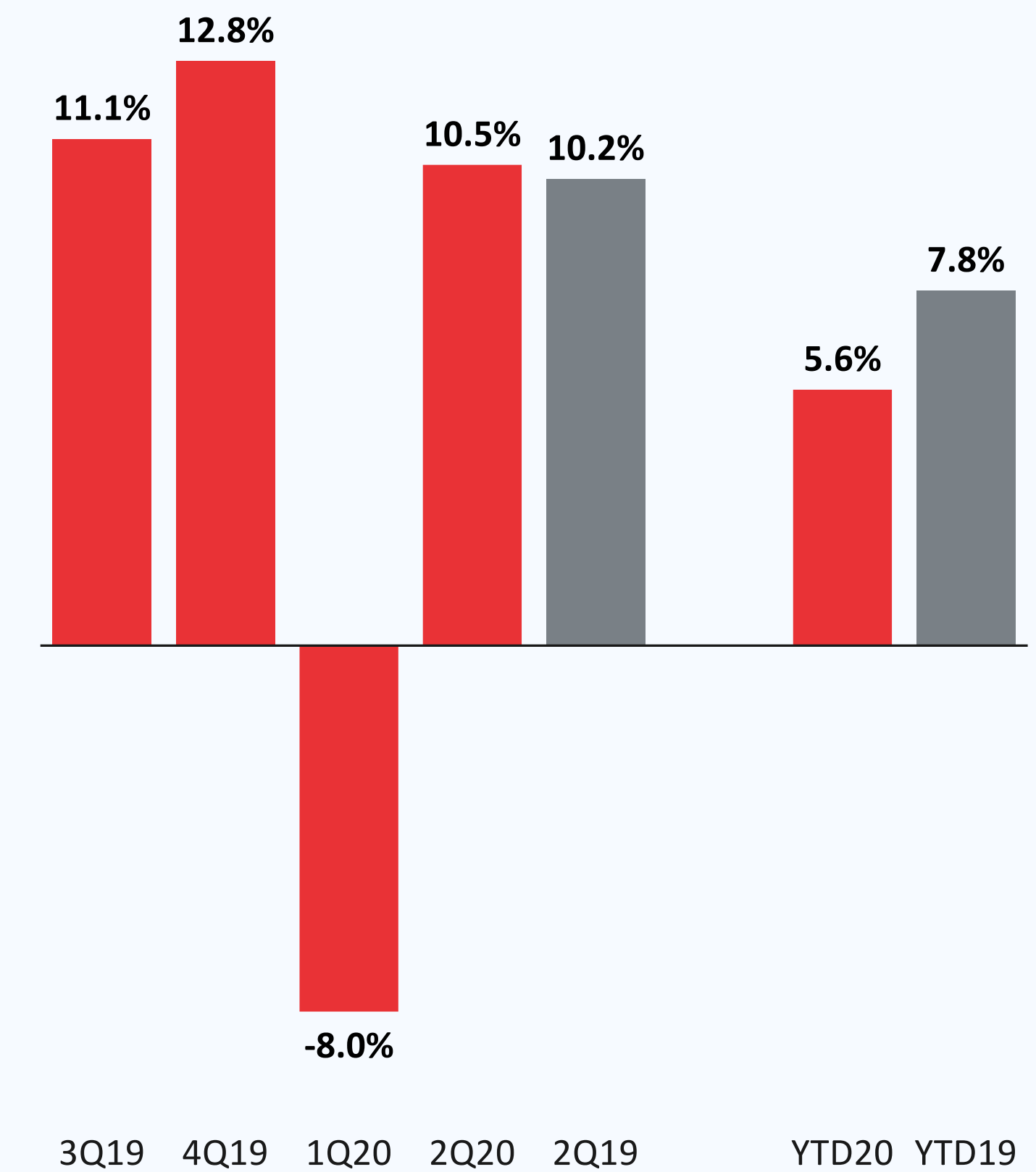
Adj. Operating Expenses⁽¹⁾
(as % of revenues)



Net Margin (as % of revenues)



Adjusted Net Margin⁽²⁾ (as % of revenues)

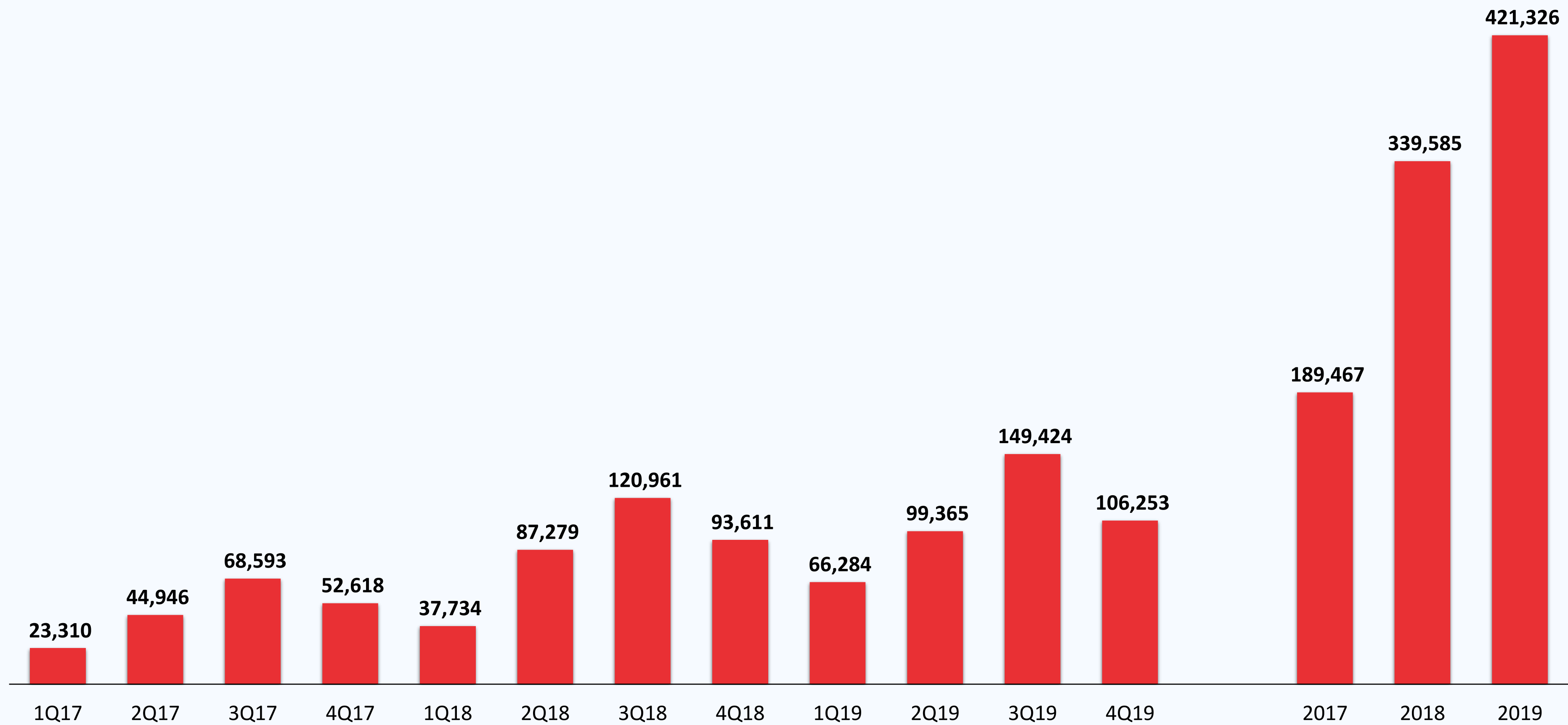


(1) Adj. operating expenses is defined as operating expenses excluding share-based compensation expenses, divided by revenues;

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

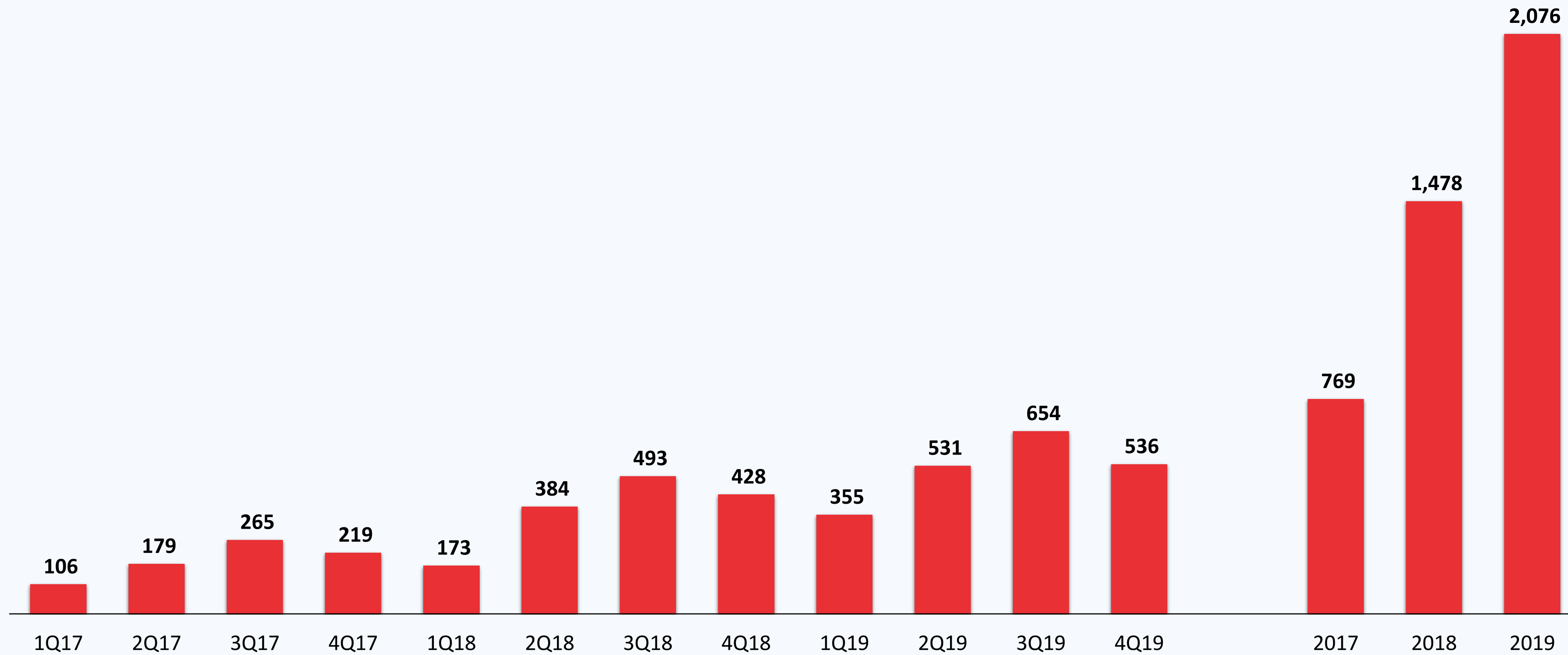
2017 – 2019: Sales Volume

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



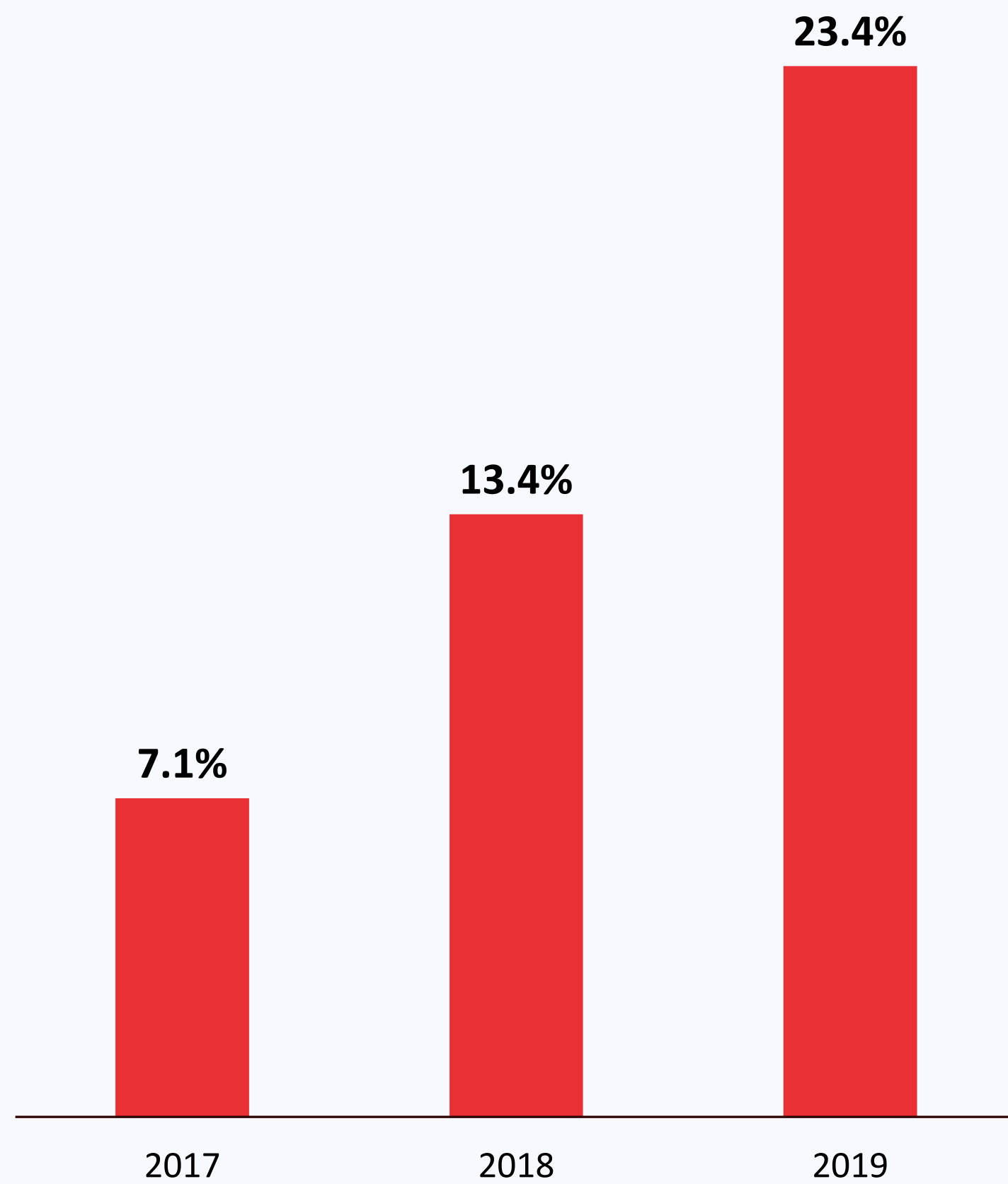
2017 – 2019: Revenues

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

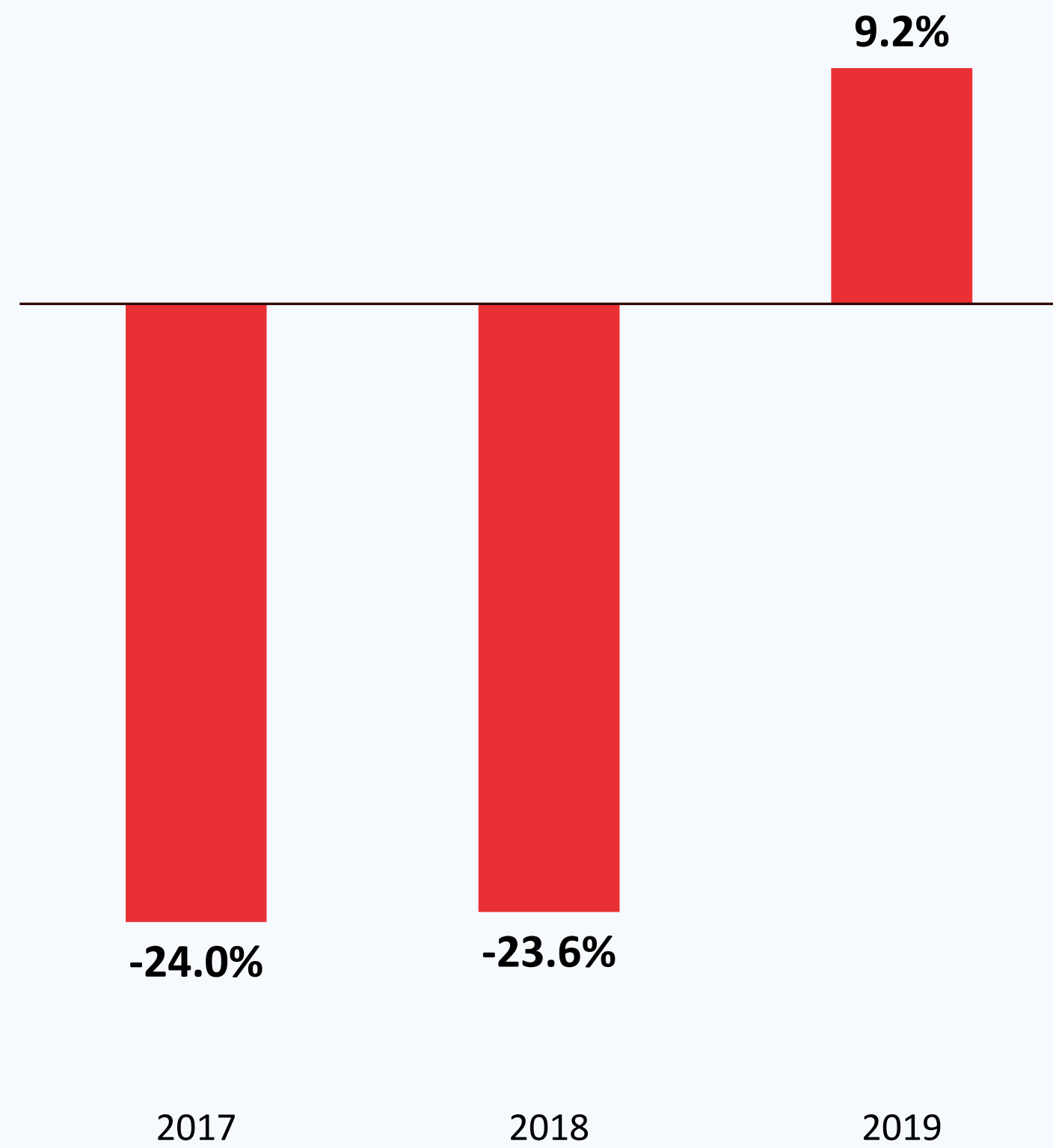


2017 – 2019: Margins

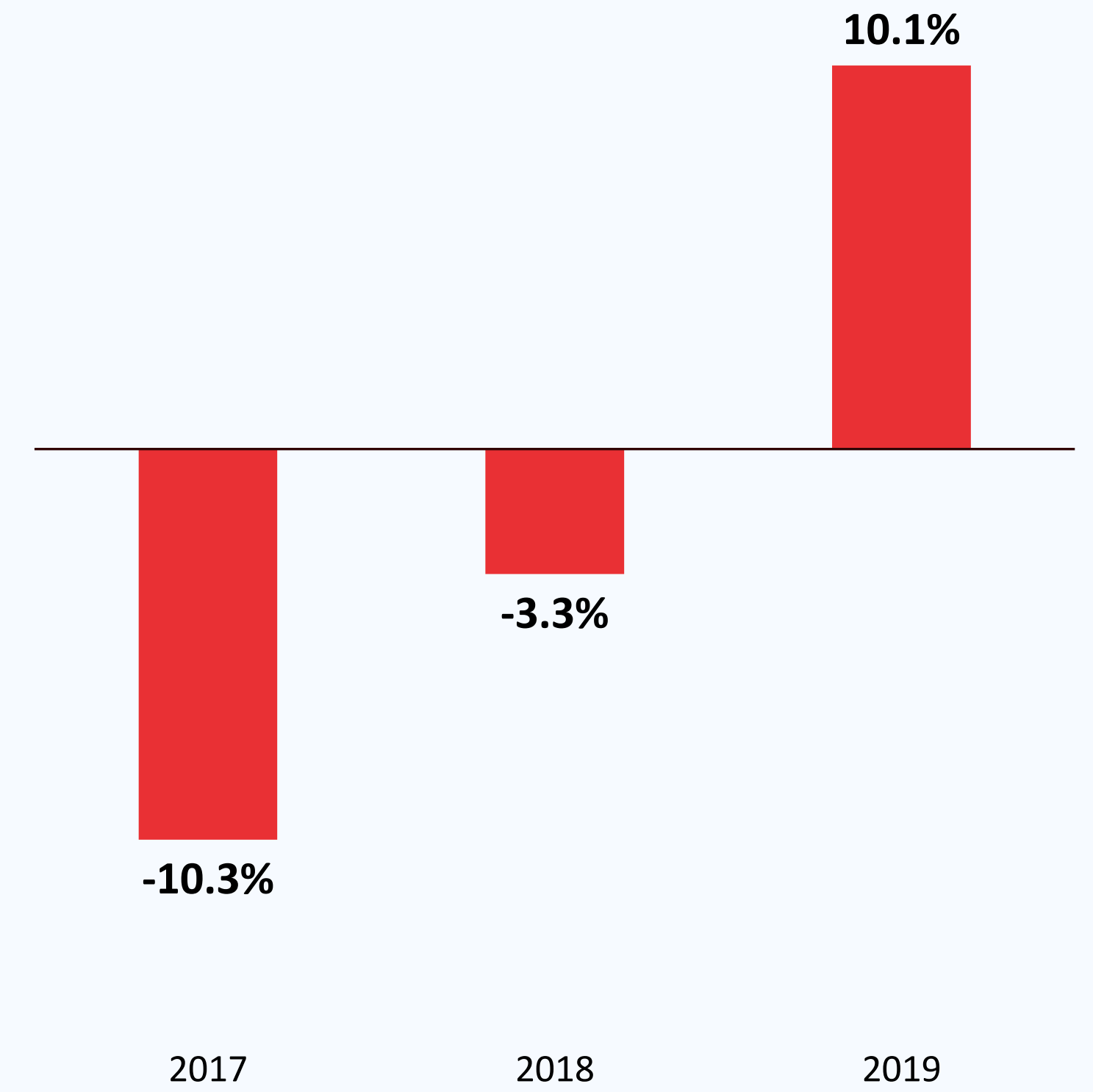
Gross Margin (as % of revenues)



Net Margin (as % of revenues)



Adjusted Net Margin⁽¹⁾ (as % of revenues)



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

**A NIU WAY
FORWARD**

 niu.com

