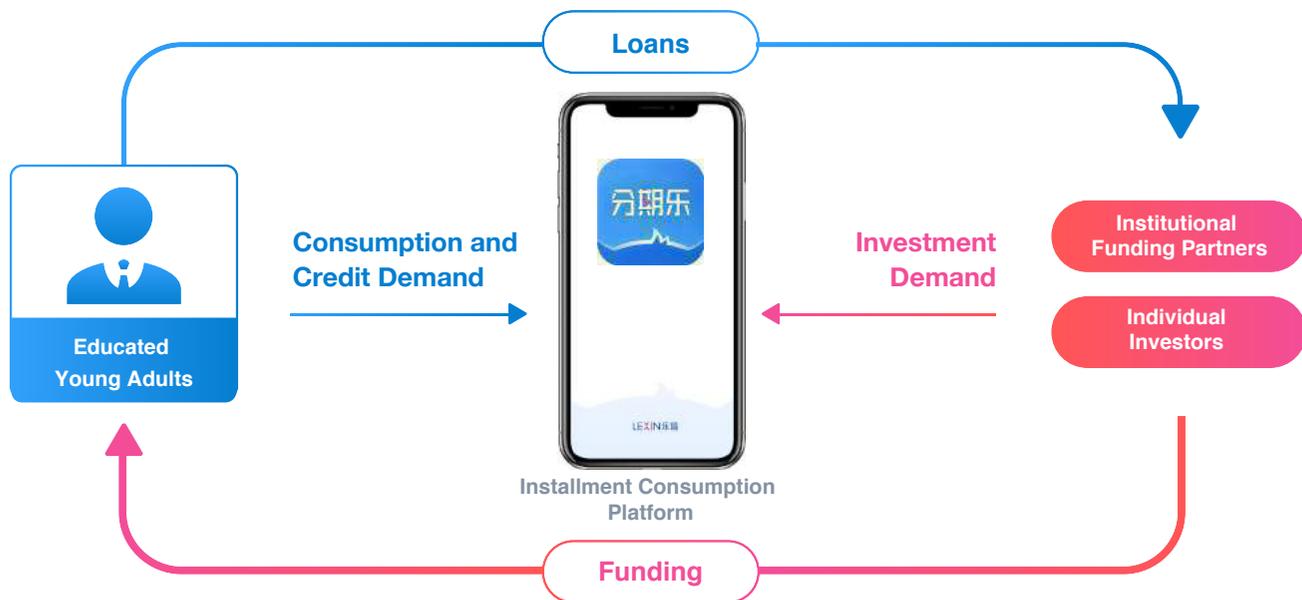




# Who We Are

Leading Online Consumer Finance Platform For Educated Young Adults in China

## LEXIN 乐信



**50.2 mm**

Registered Users as of Jun 30, 2019

**13.5 mm**

Customers with Credit Line as of Jun 30, 2019

**RMB 26.0 bn**

Loan Origination in 2Q 2019

**RMB 40.6 bn**

Outstanding Loan Balance as of Jun 30, 2019

分期乐 Fenqile 桔子理财 Juzi Licai 鼎盛资产 Dingsheng

# We Serve Educated Young Adults in China

## Our Differentiated Customer Cohort



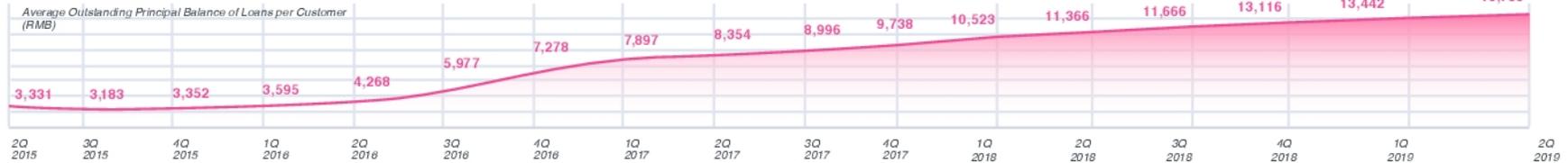
# We Serve Educated Young Adults in China

## — Tracking the Same Customer Cohort Acquired In 1Q15

**Loyal and Active Customer Base**



**Grow With Customers' Demands**



**Superior Credit Performance**



 Unique Insights into Current and Future Consumption Needs

 Strong Understanding of Credit Profiles and Behaviors

 Targeted Offerings, Larger Credit Lines and Improved Pricing over Time

# Our Efficient Capital Deployment for Investors and Partners



Connect customers and funding partners in real time



Allocate to various funding sources according to their respective risk parameters



Send qualified customer loans to funding partners for final approval

# Our Advanced and Customized Credit Risk Management

## — Hawkeye Engine: Automated and Dynamic Credit Approval



# Our Management Team



**Jay Wenjie Xiao**

Founder,  
CEO and Chairman



**Jared Yi Wu**

President and Director



**Craig Yan Zeng**

Chief Financial Officer



**Ryan Huanian Liu**

Chief Risk Officer



**Kris Qian Qiao**

Chief Financing Cooperation  
Officer



**Shirley Yunwen Yang**

Chief Human Resource  
Officer

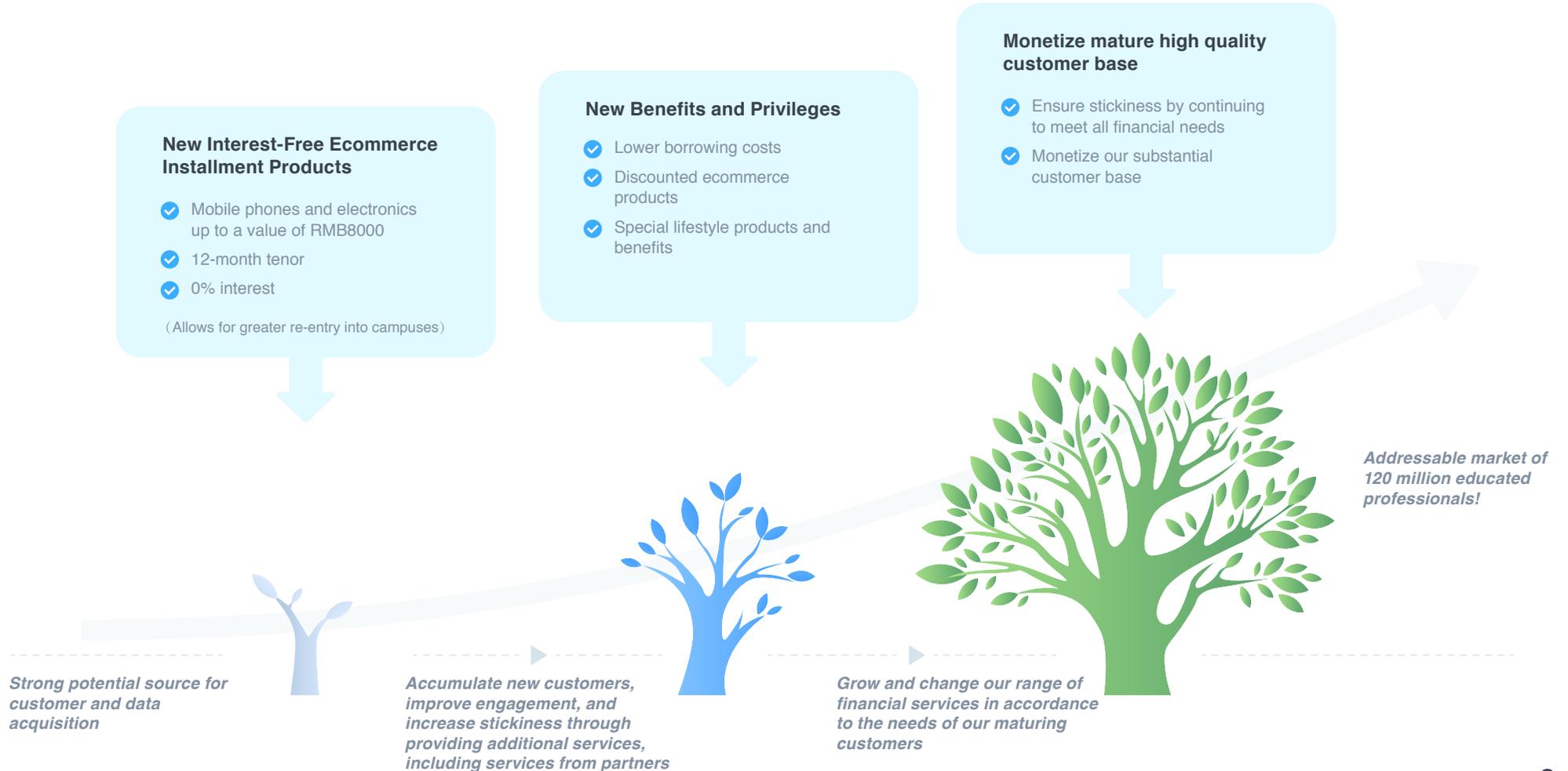


Strong Management Team Uniquely Combining Internet and Traditional Finance DNA

# Future Growth Drivers



# Growing with Our Educated Young Adult Customer



# Membership-Lehei /Black Card

— Lehei Card is an important part of Fenqile's loyalty program.



**Borrow at  
lower rates**



**Shopping  
privileges**



**Repayment at  
discount**

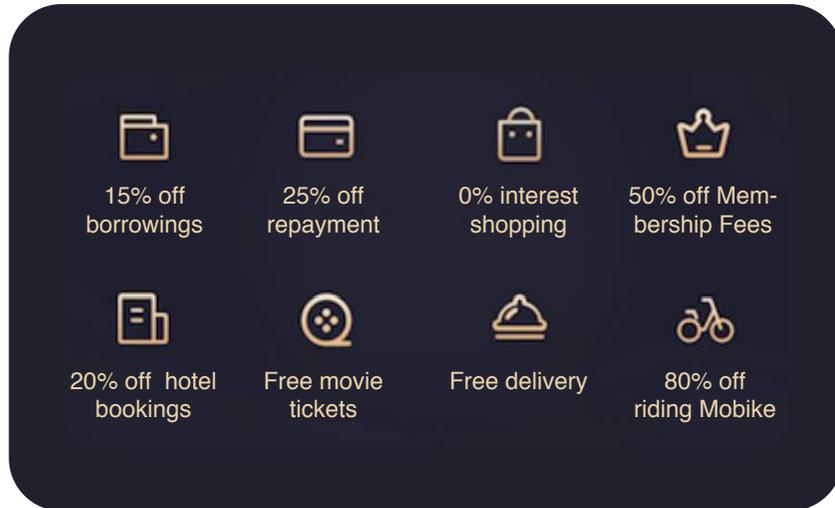


**Lifestyle**

-  White-collar users account for 77% of Lehei/Black card users
-  The average usage rate of Lehei/Black card users is 1.15 times that of active Le Card users
-  The annual ARPU value of Lehei/Black card users is 1.24 times that of active Le Card users

# Membership Privileges & Lehei / Black Card

## — Providing Financial and Lifestyle Benefits



**Improving benefits & non-financial privileges:** By cooperating with mainstream platforms such as online video, delivery services, movie ticketing, and leisure travel, Lexin will provide Lehei/Black card users with increasing consumer benefits and privileges

**Realizing the Dual drivers of Finance and Lifestyle:** Enable infrequent users of financial services to convert to Lehei/Black Card and improve the Fenqile/Lexin platform's engagement and stickiness with customers

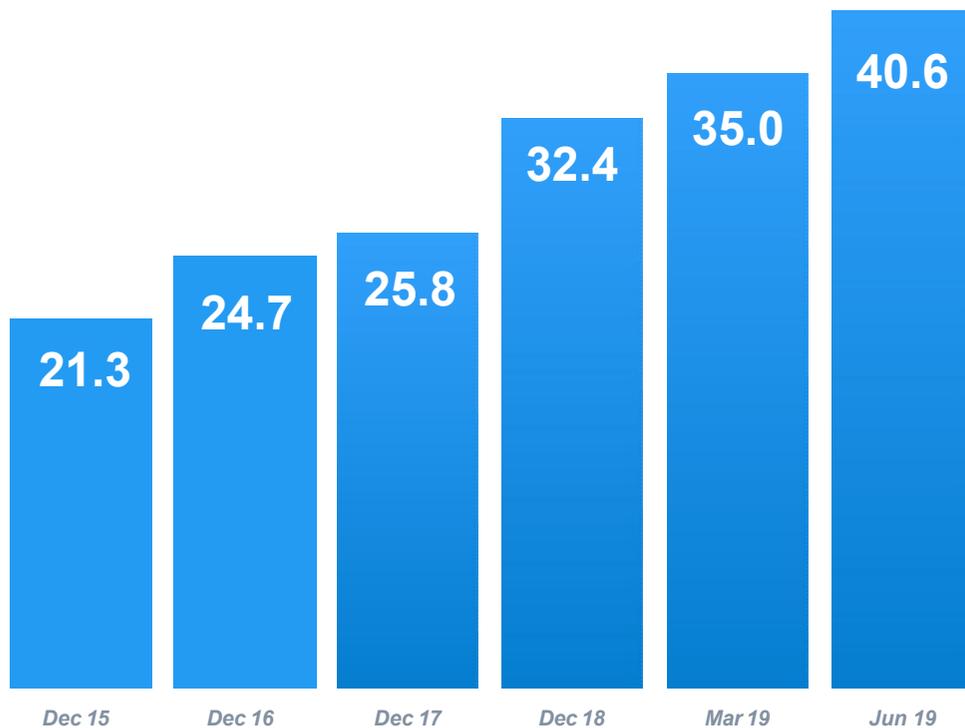
# Appendix



# Exponential Business Growth

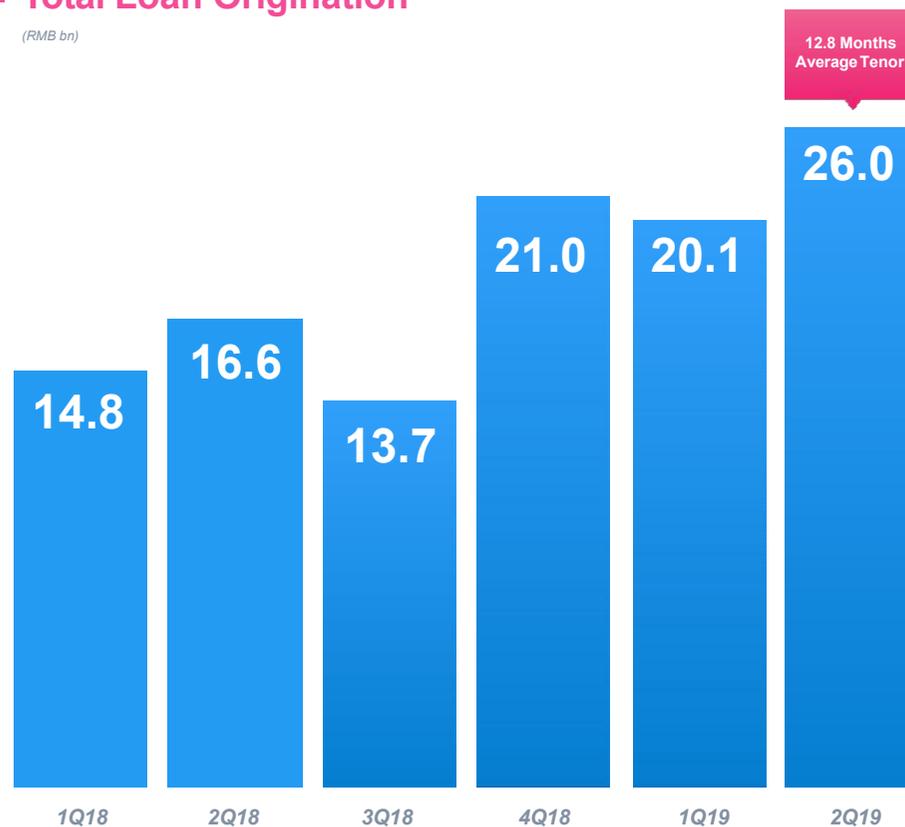
## — Total Outstanding Loan Balance

(RMB bn)



## — Total Loan Origination

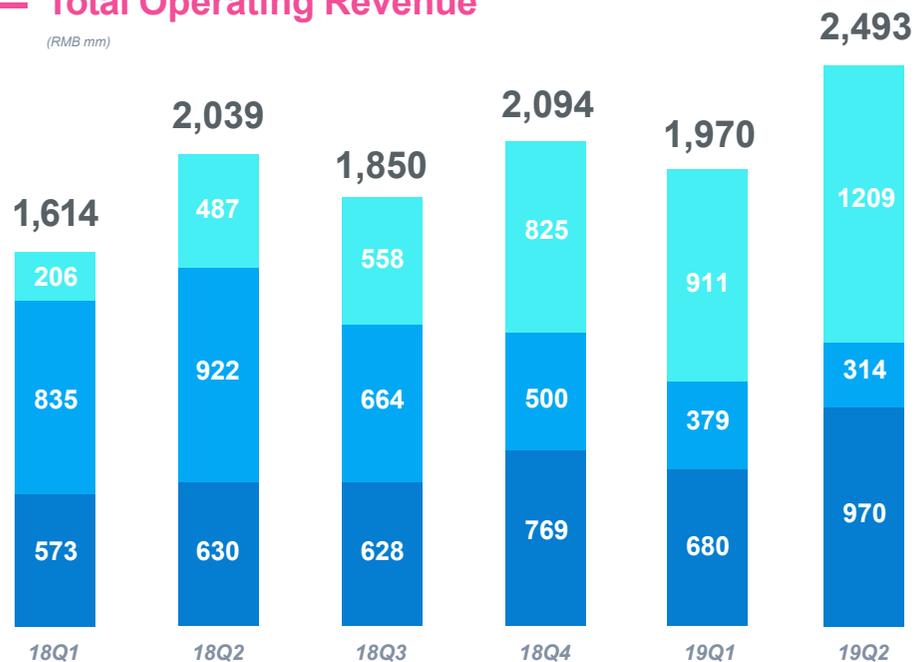
(RMB bn)



# High Visibility of Revenue and Profit

## — Total Operating Revenue

(RMB mm)



■ E-Commerce Related Revenue<sup>1</sup> ■ On-Balance Sheet Loans Related Revenue<sup>2</sup> ■ Off-Balance Sheet Loans Related Revenue<sup>3</sup>

\* ASC606 is applied here

## — Gross Profit

(RMB mm)



# Industry Environment - Significant opportunity in Lexin's target market

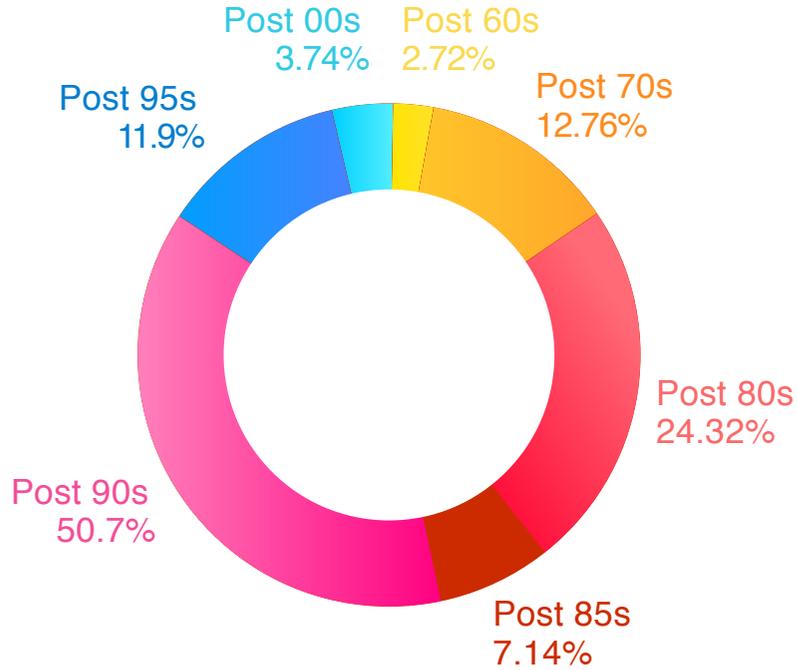
**Despite significant growth, the ratio of private consumption's contribution to GDP was at a relatively low level of 39% in 2017, compared to 69% for the United States.** This indicates vast growth opportunities for private consumption, and consumption-related financing needs.

Chinese consumers have become more comfortable with borrowing, as evidenced by the expansion of China's personal credit market, which grew at a CAGR of 22% from 2012 to 2017. **However, China's consumer leverage ratio, defined as personal debt (excluding mortgage and personal operating loan) as a percentage of personal disposable income, was still at a comparatively low level of 18.1%** compared to 30.0% for the United States in 2017, indicating significant potential for increased consumer borrowing. **According to Oliver Wyman, China's consumer leverage is expected to increase to 30% in 2022.**

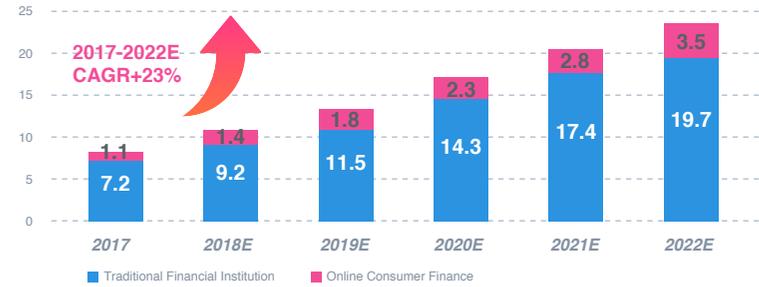
**Lexin focuses on serving the credit needs of educated young adults in China. These are young people who in general have no mortgages and car loans, and account for more than 50% of all consumer loans. The average household rate of our customers is as low as 18.1%, which is far below the that of the average household, 41%, in China.**

# Industry Environment - Consumer Loans

## — Age distribution of consumer loan users



## — Outstanding Balance of China's Consumer Finance Market By Channel (RMB tn)



## — Outstanding Balance of China's Consumer Finance Market By Channel (RMB tn)



**THANK YOU**