

Presentation

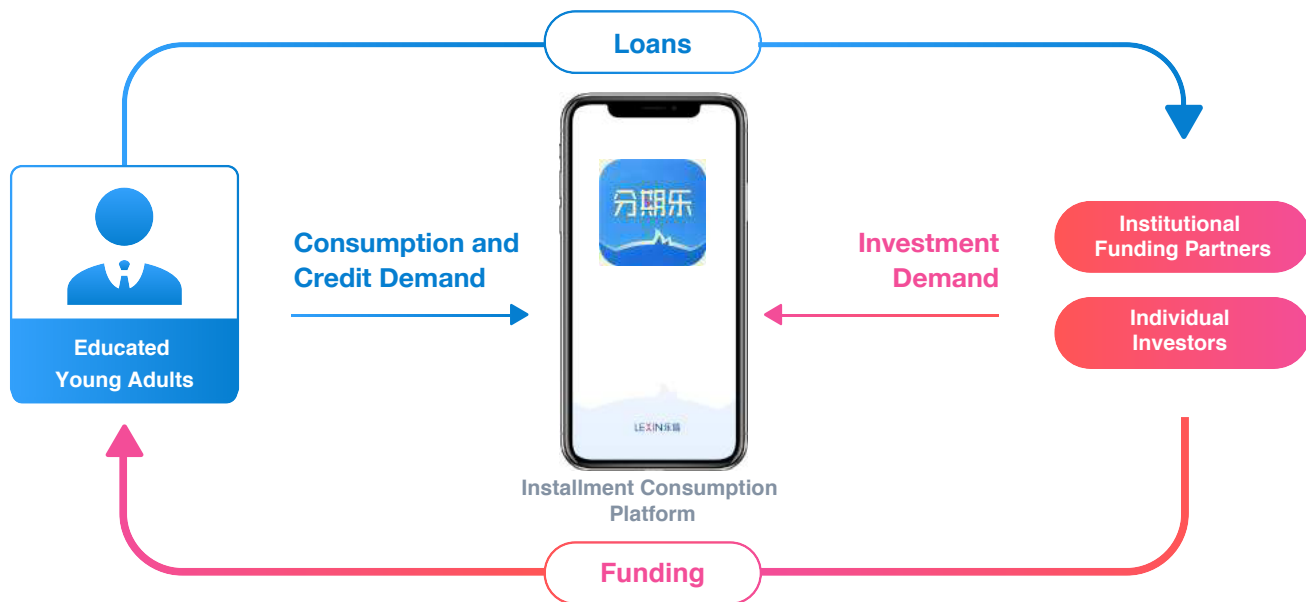
September 2019



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

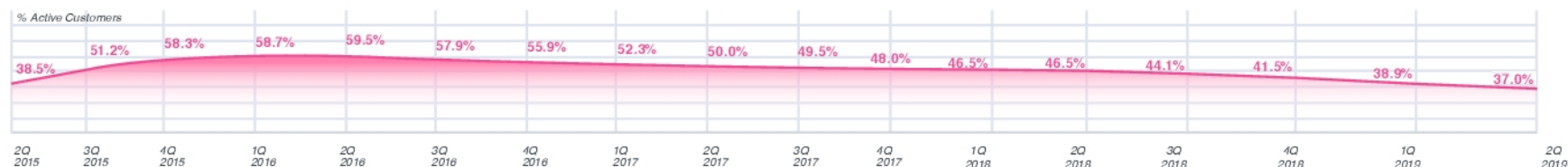
Our Differentiated Customer Cohort



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

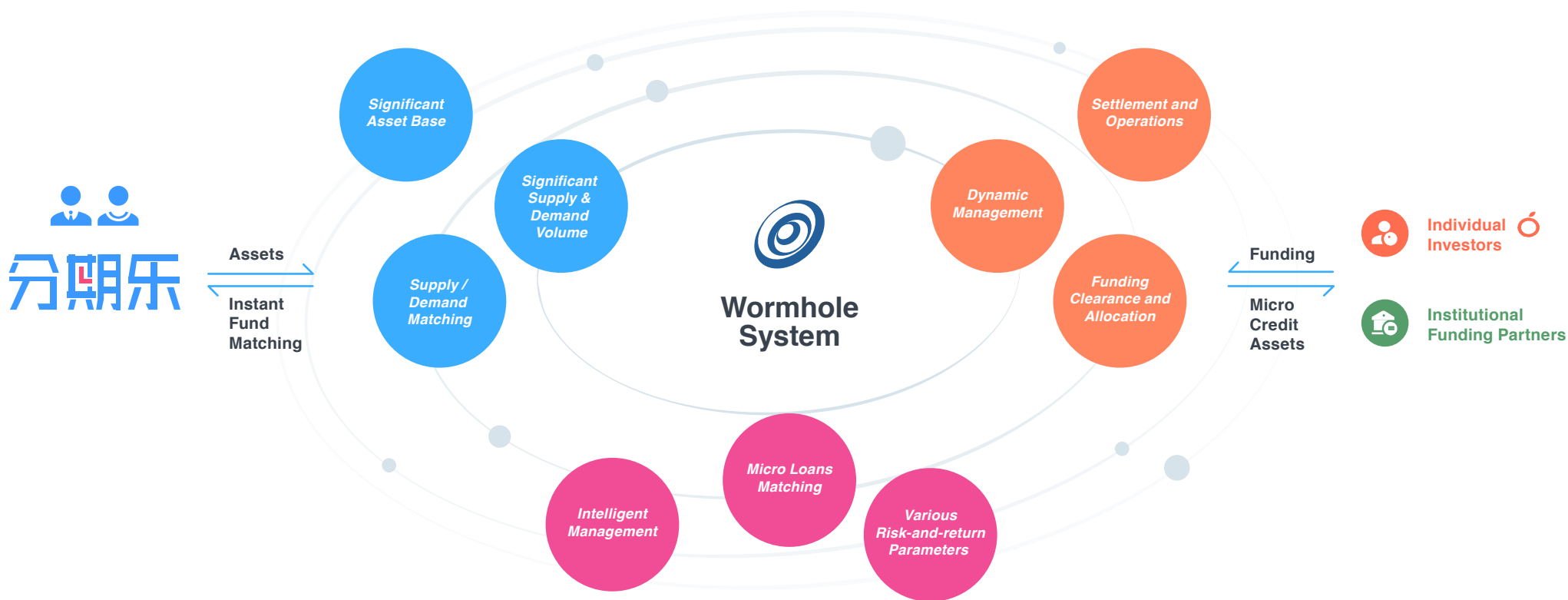


Strong Understanding of Credit Profiles and Behaviors



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

Tencent 腾讯



Jared Yi Wu

President and Director

Tencent 腾讯



Craig Yan Zeng

Chief Financial Officer



VanceInfo

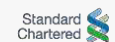


Ryan Huanian Liu

Chief Risk Officer



SOCIETE GENERALE



Kris Qian Qiao

Chief Financing Cooperation
Officer

Tencent 腾讯



Shirley Yunwen Yang

Chief Human Resource
Officer

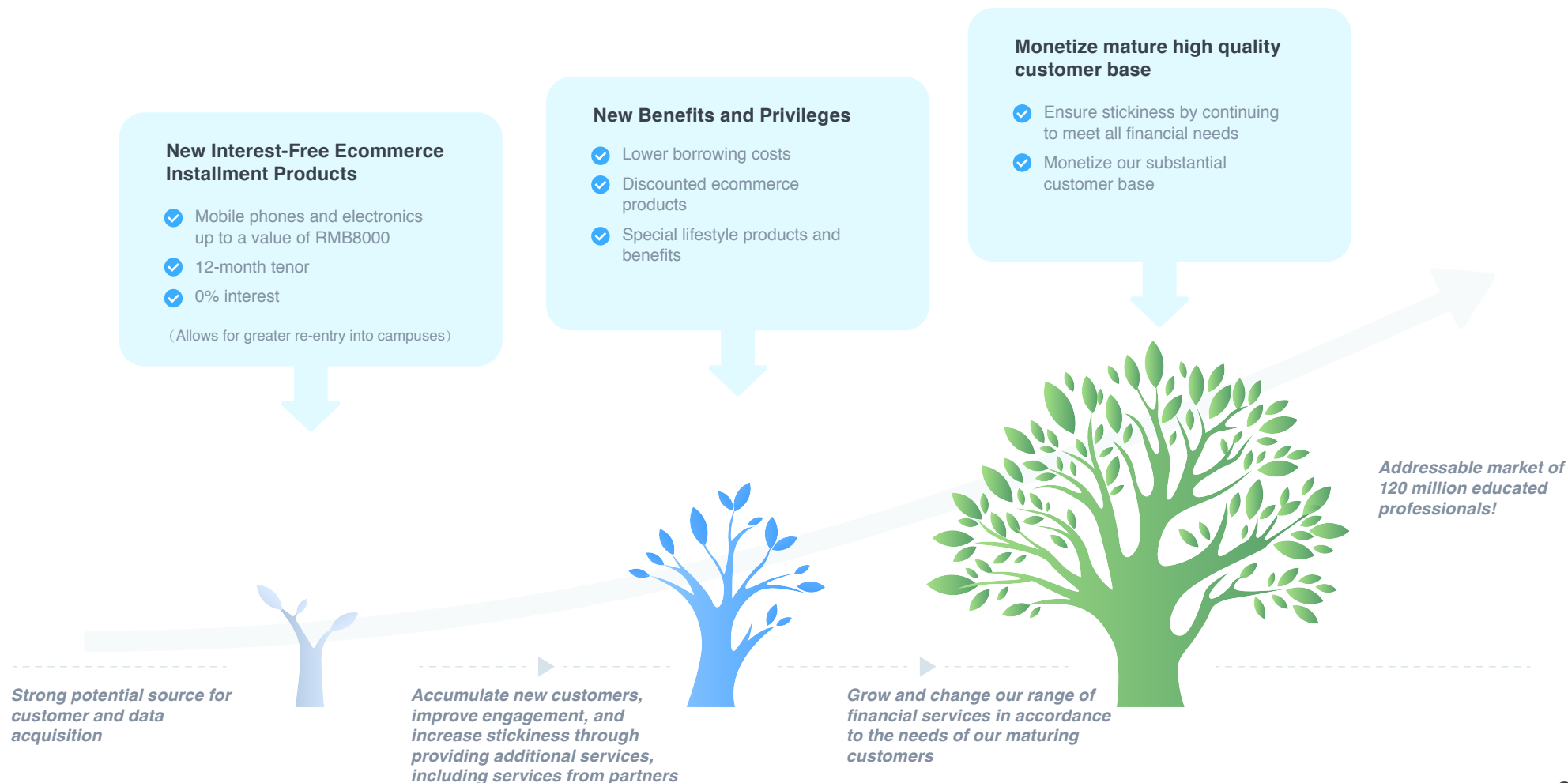
Tencent 腾讯



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

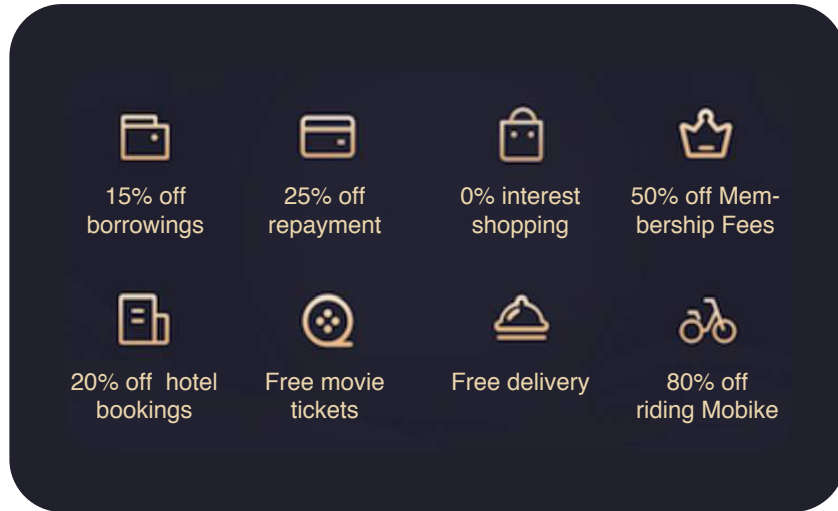


Lifestyle

-  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

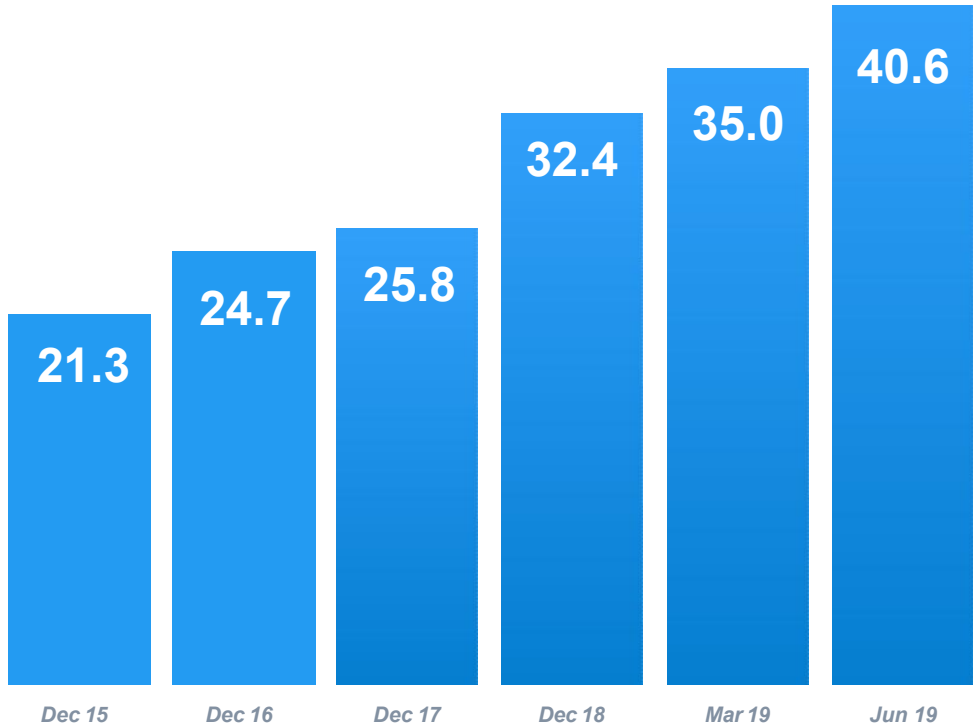
Appendix



Exponential Business Growth

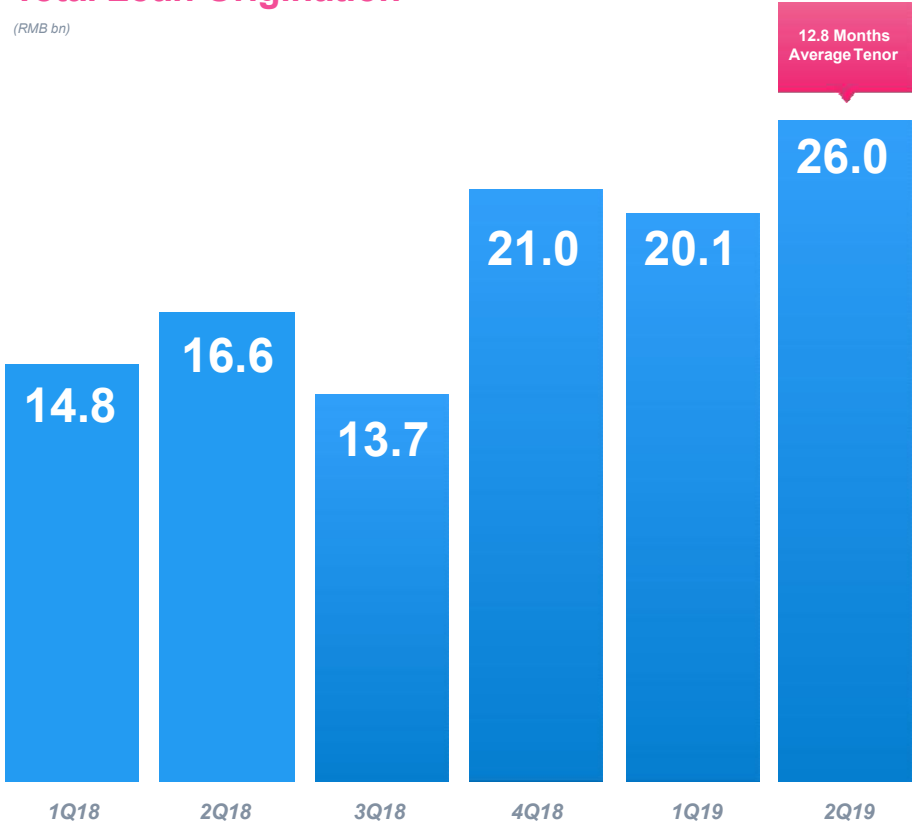
— Total Outstanding Loan Balance

(RMB bn)



— Total Loan Origination

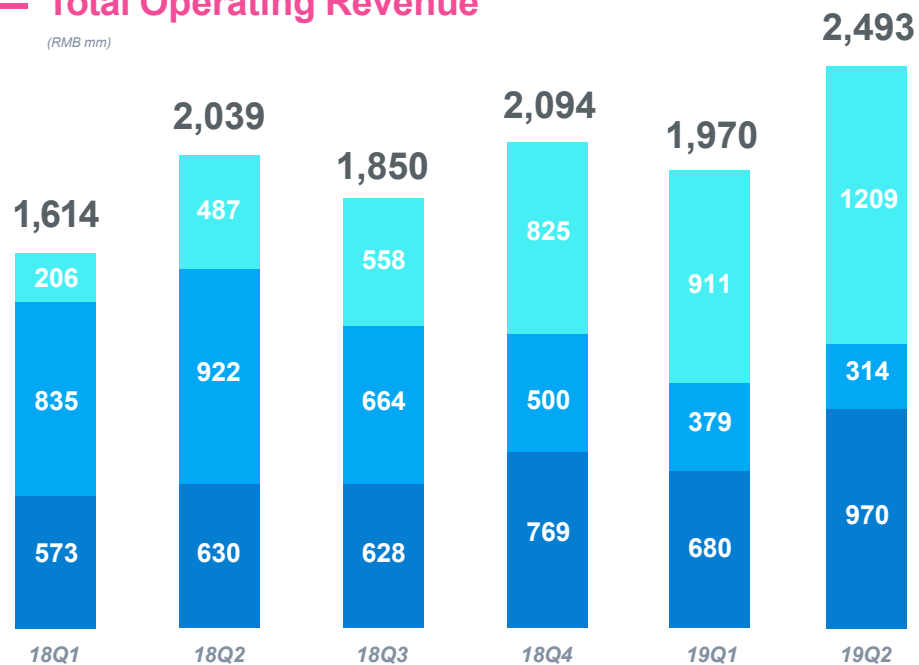
(RMB bn)



High Visibility of Revenue and Profit

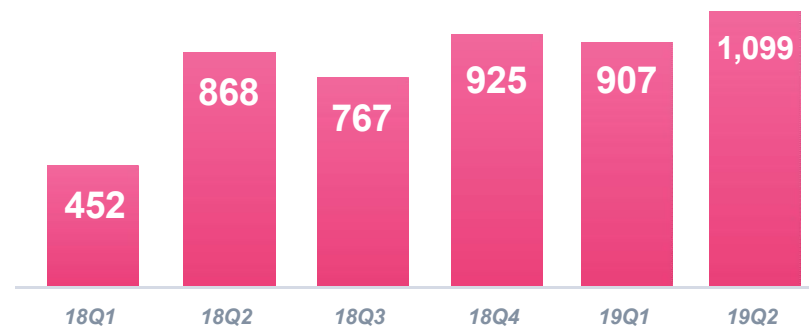
— Total Operating Revenue

(RMB mm)



— Gross Profit

(RMB mm)



■ E-Commerce Related Revenue¹ ■ On-Balance Sheet Loans Related Revenue² ■ Off-Balance Sheet Loans Related Revenue³

* ASC606 is applied here

Industry Environment - Significant opportunity in Lexin's target market

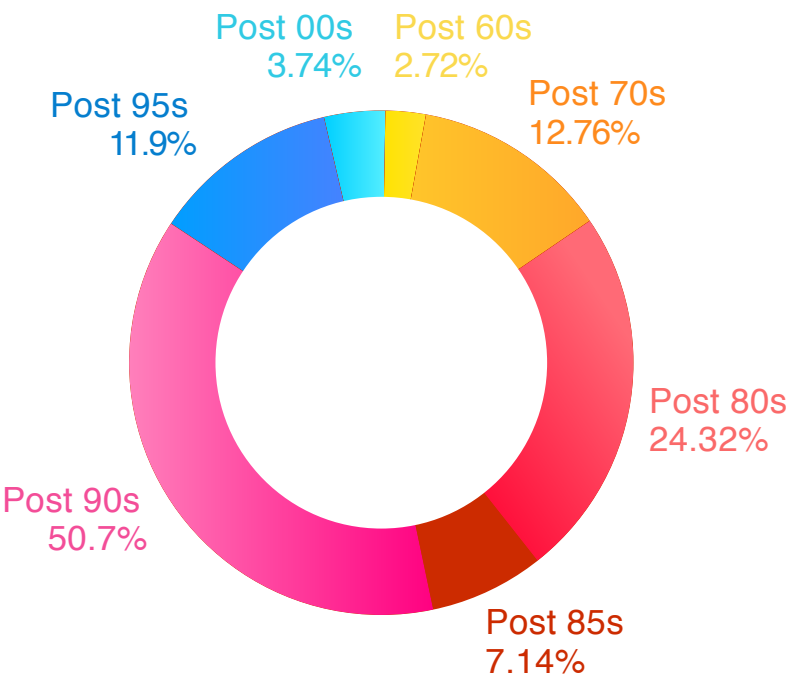
Despite significant growth, the ratio of private consumption's contribution to GDP was at a relatively low level of 39% in 2017, compared to 69% for the United States. This indicates vast growth opportunities for private consumption, and consumption-related financing needs.

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.**

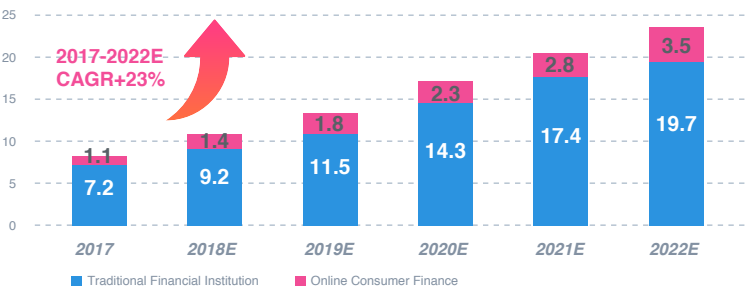
Lexin focuses on serving the credit needs of educated young adults in China. These are young people who in general have no mortgages and car loans, and account for more than 50% of all consumer loans. The average household rate of our customers is as low as 18.1%, which is far below the that of the average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

Industry Environment - Consumer Loans

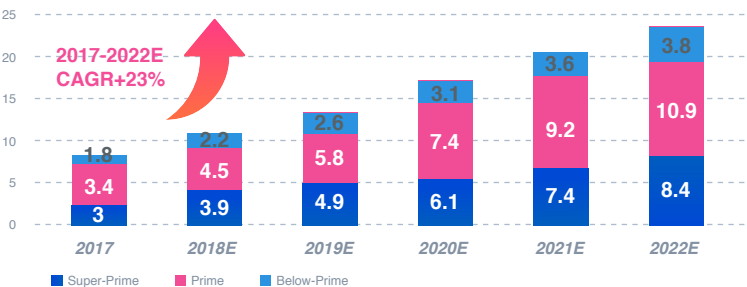
— Age distribution of consumer loan users



— 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