

LEXIN 乐信

Investor Presentation

November 2019



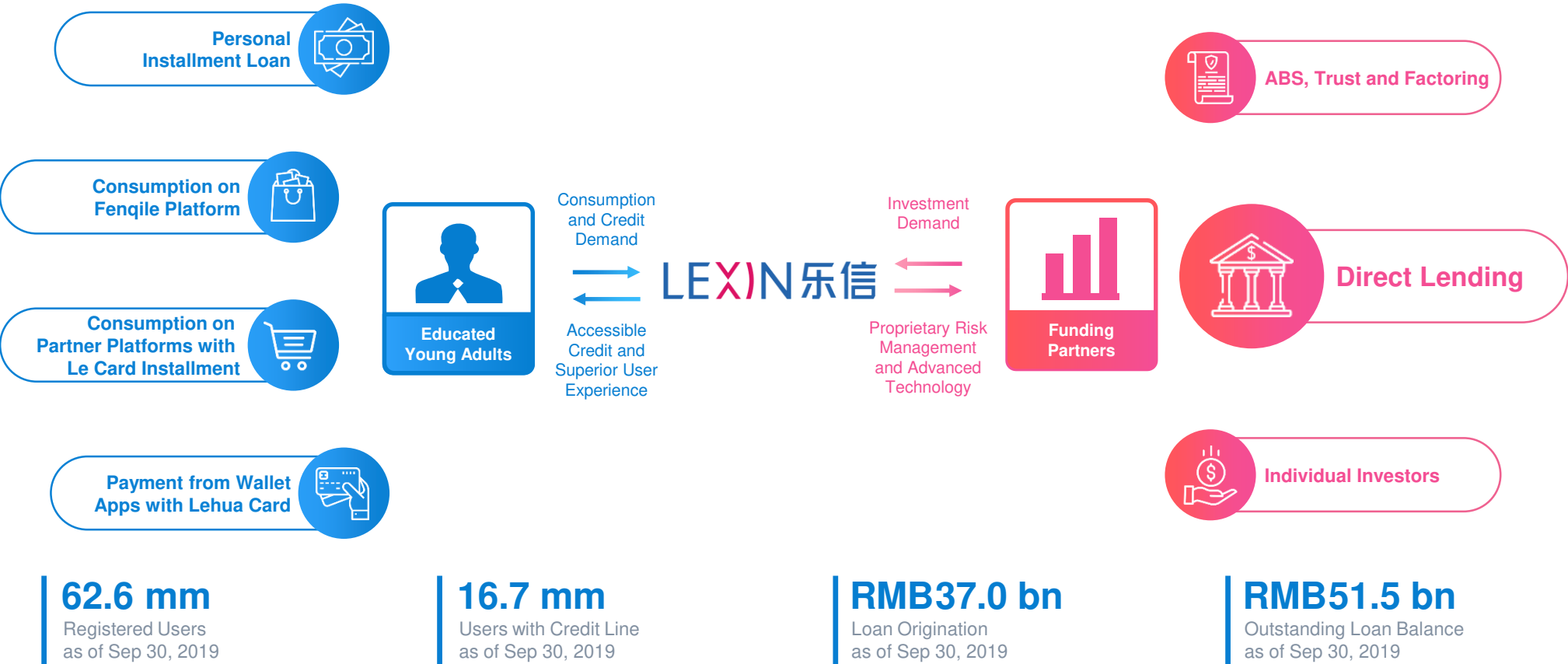
01

**WHO
WE ARE**



Who We Are

— Leading Online Consumer Finance Platform For Educated Young Adults in China



We Serve Educated Young Adults in China

Our Differentiated Customer Cohort



Source: Company filings

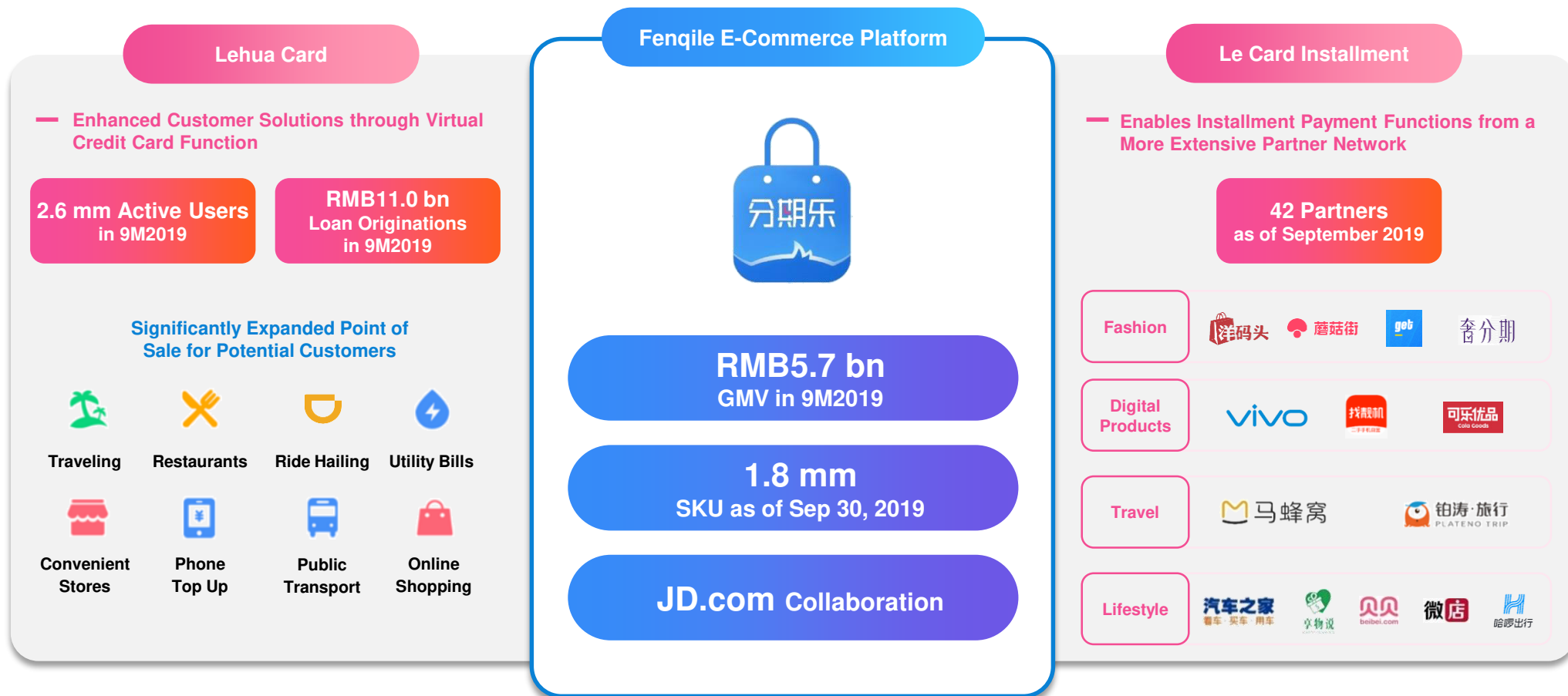
Note: Educated young adults refer to (i) students enrolled in college programs or associate degree programs in colleges, or college students, and (ii) working population with college or associate degrees and under the age of 36, or educated young professionals

¹ Represents the weighted average loan tenor for the loans originated in the third quarter of 2019

² Weighted average APR is weighted by loan origination amount for each loan originated in the third quarter of 2019

³ Represents outstanding principal balance of on- and off-balance sheet loans that were 90 to 179 calendar days past due as a percentage of the total outstanding principal balance of on- and off-balance sheet loans on our platform as of September 30, 2019

Our Unique and Competitive E-Commerce Platform



Source: Company filings

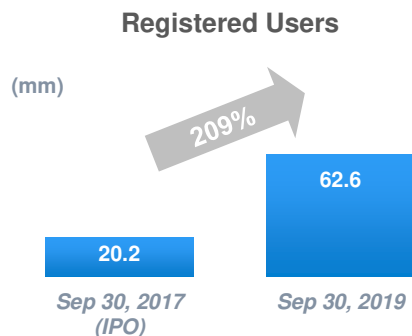
02

RECENT DEVELOPMENT

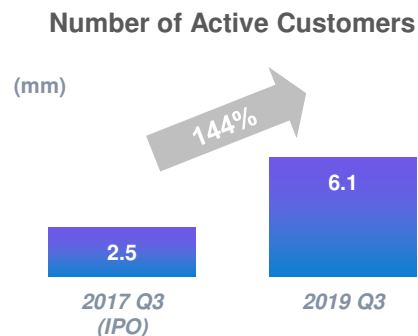


A Track Record of Strong Execution Since IPO

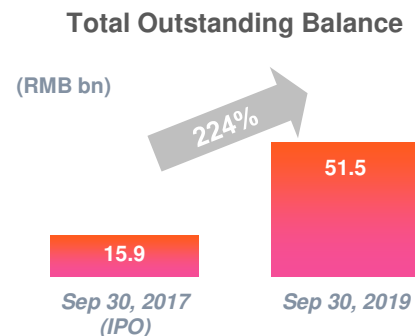
Enlarged User Base



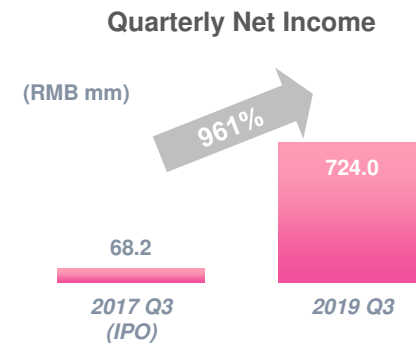
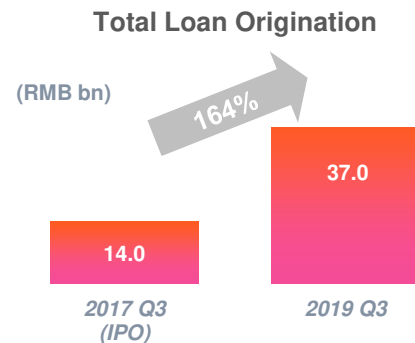
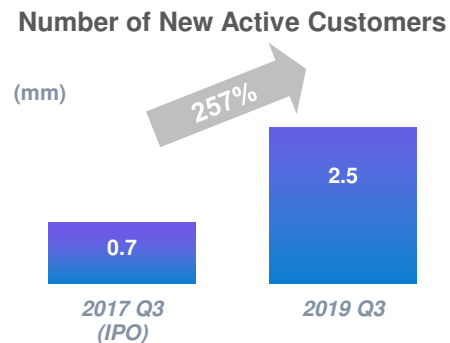
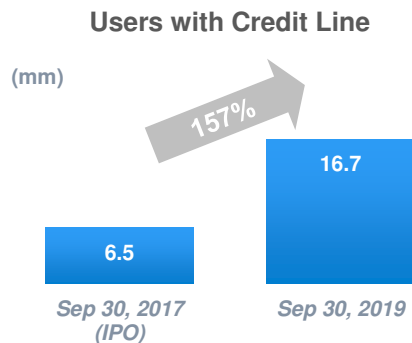
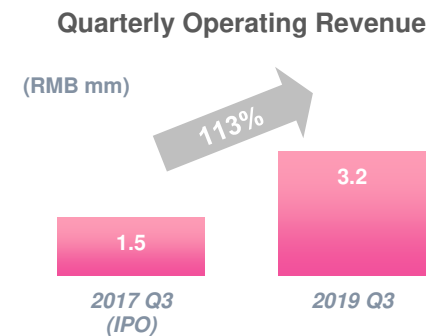
Effective User Acquisition



Increasing Loan Origination



Stronger Monetization Capabilities



More Diversified and Scalable Funding Sources

% of Total Loan Originations

93.5%

Institutional Funding Outstanding Balance

(RMB bn)

6.2

At the Time of IPO

539%

39.6

As of Now²

% of Total Loan Originations

6.5%

Individual Investors Outstanding Balance

(RMB bn)

9.2

At the Time of IPO

19.6%

11.0

As of Now²



Increasing Institutional Funding Partners



中国工商银行
INDUSTRIAL AND COMMERCIAL BANK OF CHINA



中国银行
BANK OF CHINA



招商银行
CHINA MERCHANTS BANK



上海银行
Bank of Shanghai



南京银行
BANK OF NANJING



天津银行
BANK OF TIANJIN

.....

30+ Funding Partners

100+ Funding Partners

Strategic Cooperation with 10+ National Banks



More Ways For Individual Investors to Invest



桔子理财

Online Investment Platform



Trust Fund



Wealth Management Program

1. Represents cumulative number of individual investors who have invested on Juzi Lical as of Sep 30, 2017 and Sep 30, 2019

2. As of Sep 30, 2019

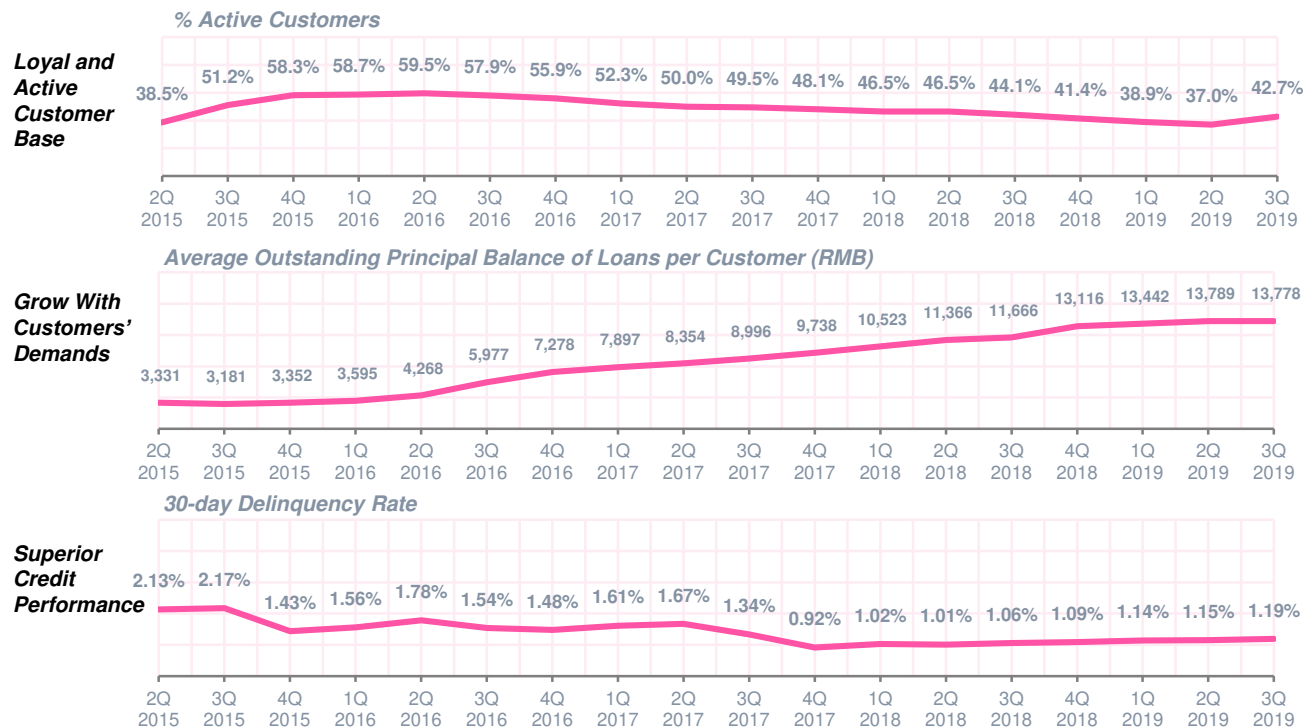
03

INVESTMENT HIGHLIGHTS



We Serve Educated Young Adults in China

— Tracking the Same Customer Cohort Acquired In 1Q15¹



Unique Insights into Current and Future Consumption Needs



Strong Understanding of Credit Profiles and Behaviors

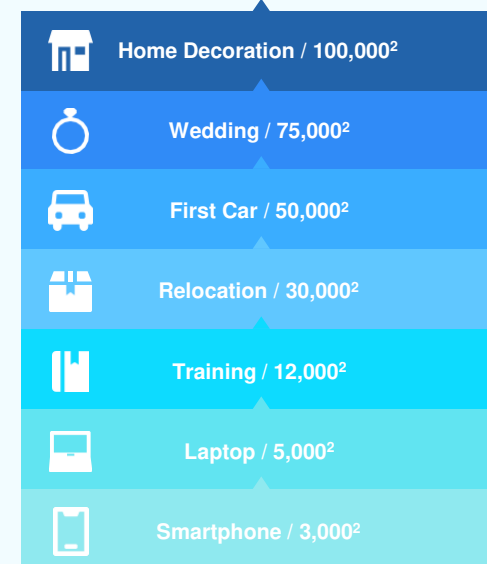


Targeted Offerings, Larger Credit Lines and Improved Pricing over Time

— We Are Many Customers' First Touchpoint for Consumer Finance Services

Illustrative Credit Line Size (RMB)

And More



Note:

¹ Represents a cohort analysis on the customers acquired in the three months ended March 31, 2015. This analysis compares certain metrics of this customer cohort for each three month period from April 1, 2015 through September 30, 2019. Active customers refer to customers who have made at least one transaction during a specified period on our consumer finance platform

² Illustrative amount only; does not represent actual credit lines granted by the Company

Increasingly Diversified Customer Acquisition Channels

Lexin's Unique Channels



Traditional Channels

- ✓ Advertising
- ✓ Digital Marketing
- ✓ Marketing Campaign

Our Advanced and Customized Credit Risk Management

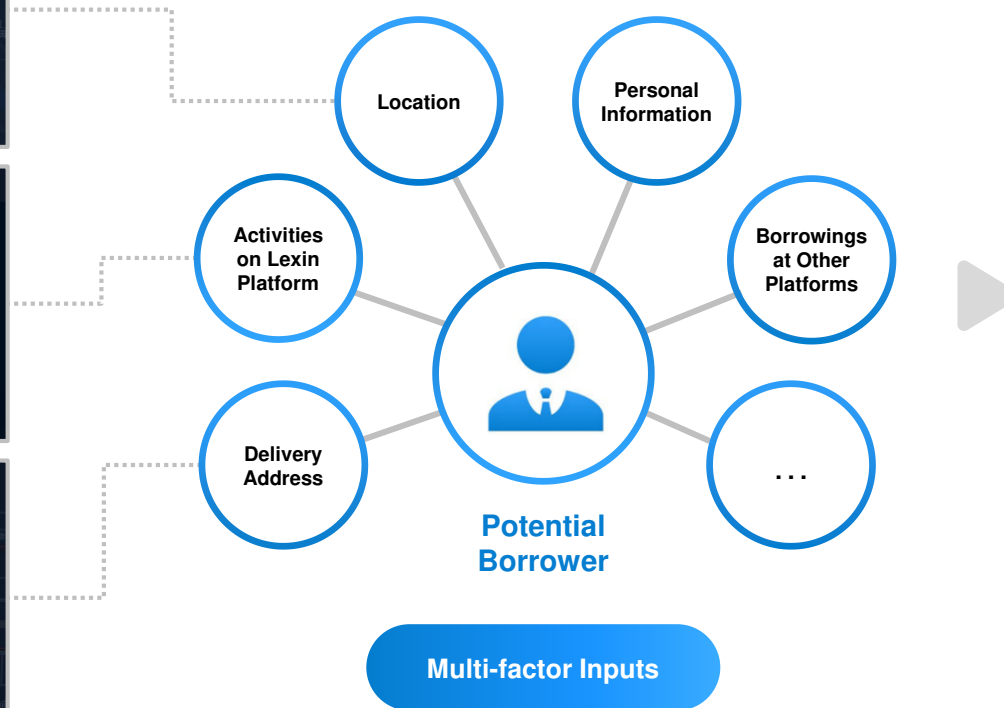
— Hawkeye Engine: Automated and Dynamic Credit Approval



We have been awarded *The Best Lending Technology* in China by *The Asian Banker* in 2019

Our Advanced and Customized Credit Risk Management

— Complex Network: Effective Fraud Detection Based on Multiple Factors



More advanced risk analytics model

Pre-loan

More precise risk pricing model

For loan price-up

More efficient debt collection

Post-loan monitoring

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



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

04

OUR FINANCIALS



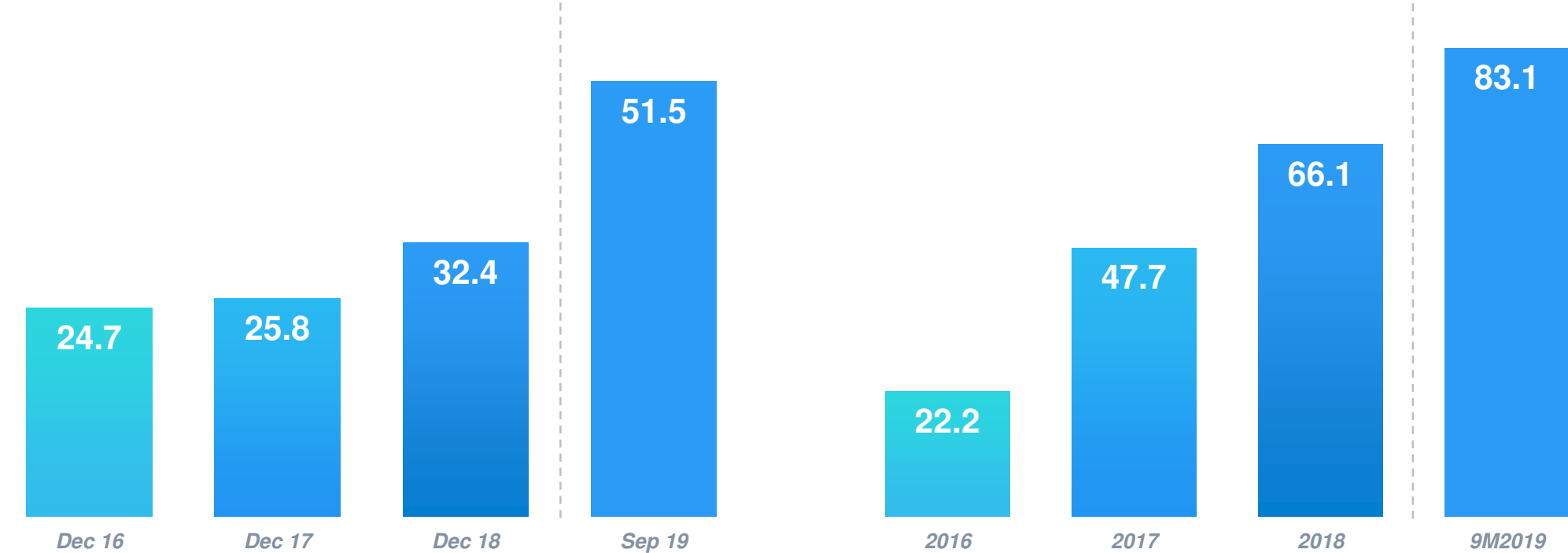
Exponential Business Growth

— Total Outstanding Loan Balance¹

(RMB bn)

— Total Loan Originations²

(RMB bn)



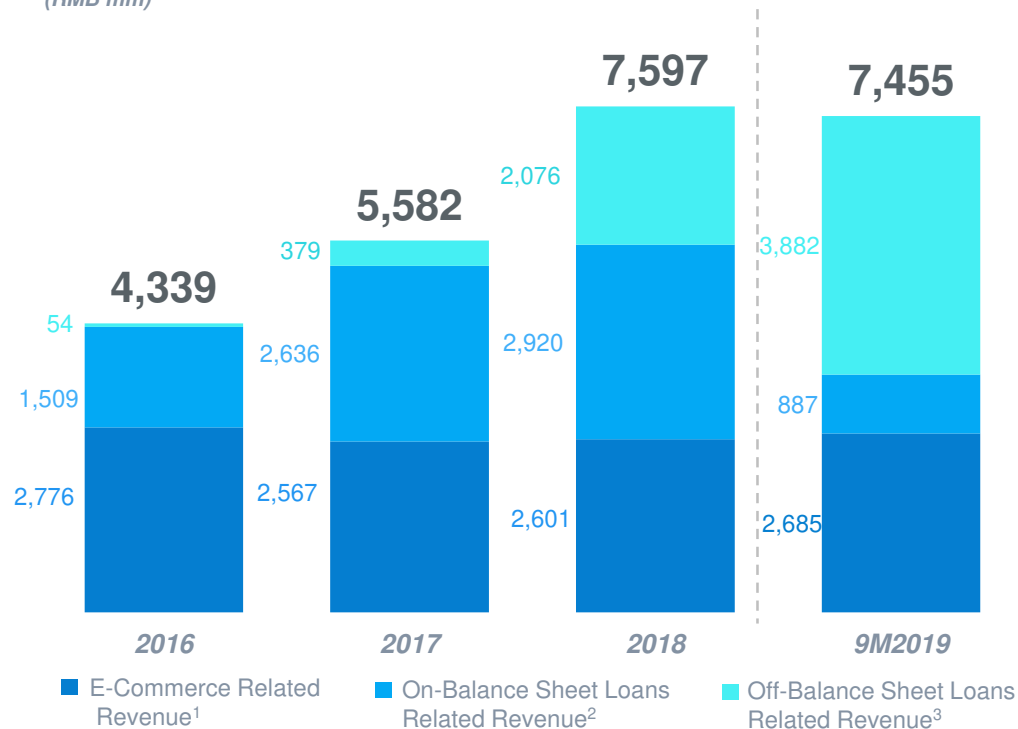
¹ Outstanding principal balance represents the total amount of principal outstanding for loans originated on our platform at the end of the relevant period, which includes both on and off-balance sheet loans

² Total loan origination represents the total amount of loans originated during each relevant period, which includes both on and off-balance sheet loans

More Resilient Business Mix

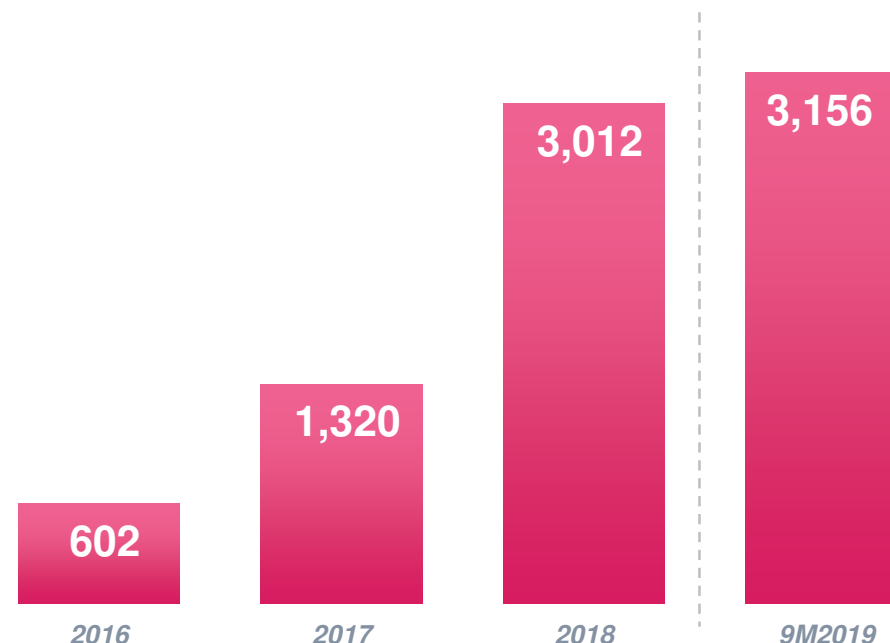
— Total Operating Revenue

(RMB mm)



— Gross Profit

(RMB mm)



- ✓ Gradual Shift to More Off-Balance Sheet Assets with Lower Risks
- ✓ Strong Growth Trend in Gross Profit Driven by More Resilient Business Mix

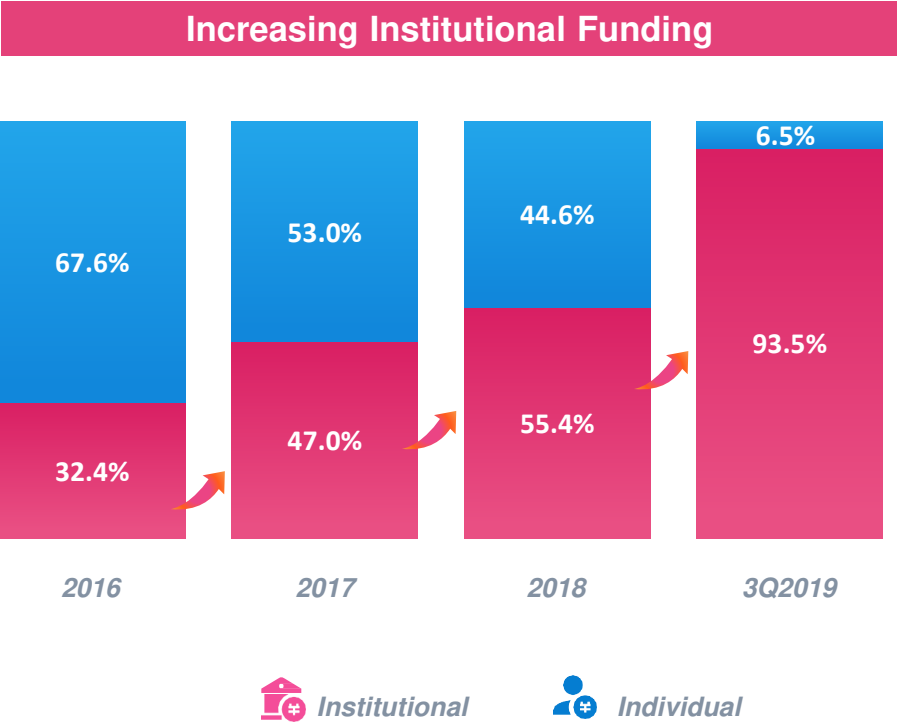
¹ Corresponding to online direct sales and services income in Income Statement

² Corresponding to interest and financial services income and other revenue in income Statement

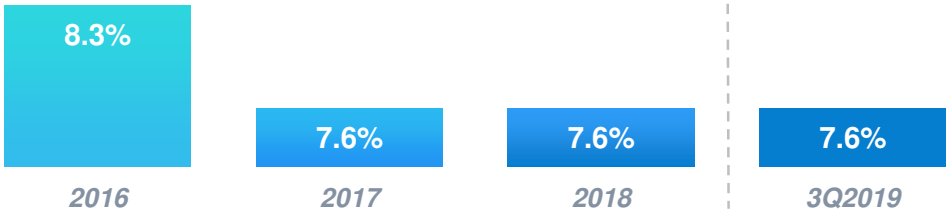
³ Corresponding to loan facilitation and servicing fees in Income Statement

Diversified and Scalable Funding

— Loan Origination by Different Funding Sources
(RMB mm)

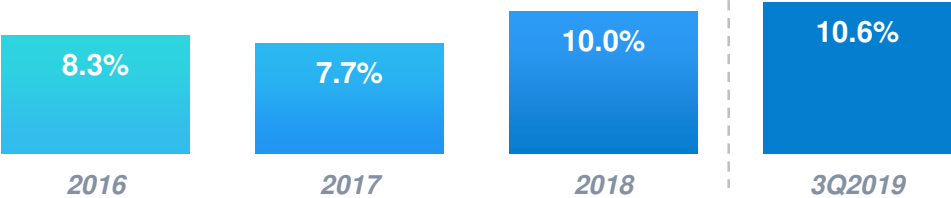


— Weighted Average Interest Rate¹ of Juzi Licai



Continued optimization of funding cost

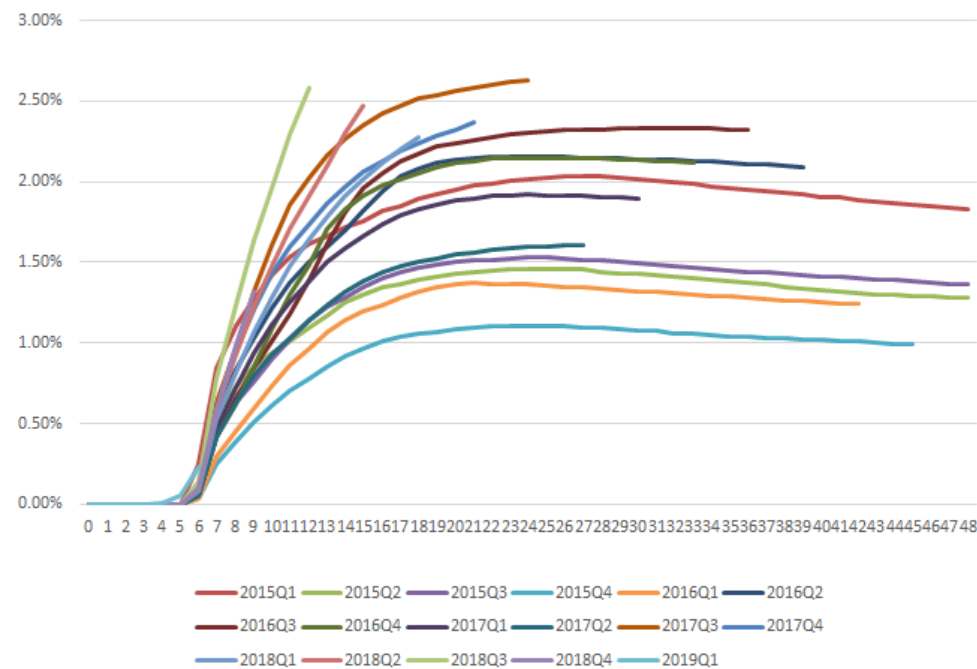
— Weighted Average Interest Rate¹ of Institutional Funding Partners



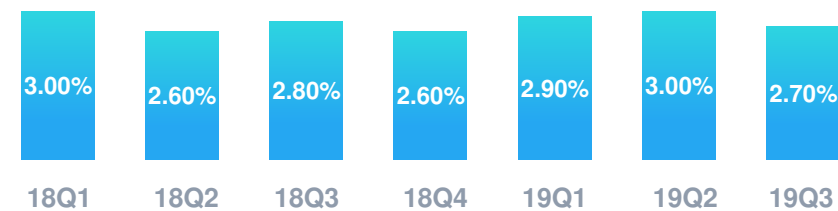
¹ Annualized weighted average interest rate by funding debt balance as end of each period; 6M2019 figures annualized
² Calculated as funding cost of average beginning and ending outstanding principal balance of on-balance sheet funding debts of respective year; 6M2019 figures annualized

Charge-Off Rate

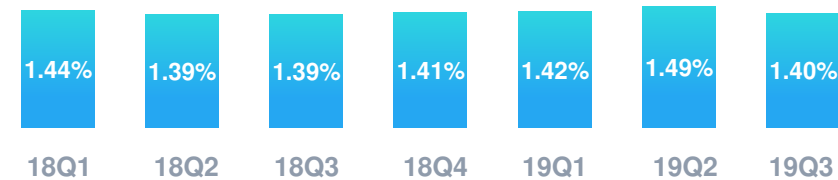
— Vintage Curve



— 30 Days+ Delinquency Ratio

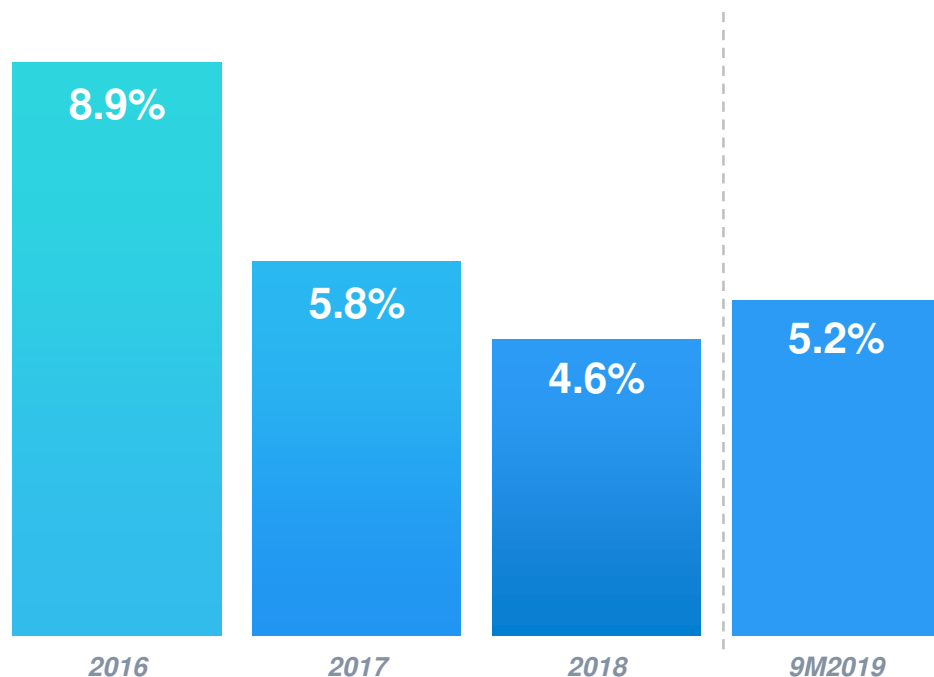


— 90 Days+ Delinquency Ratio

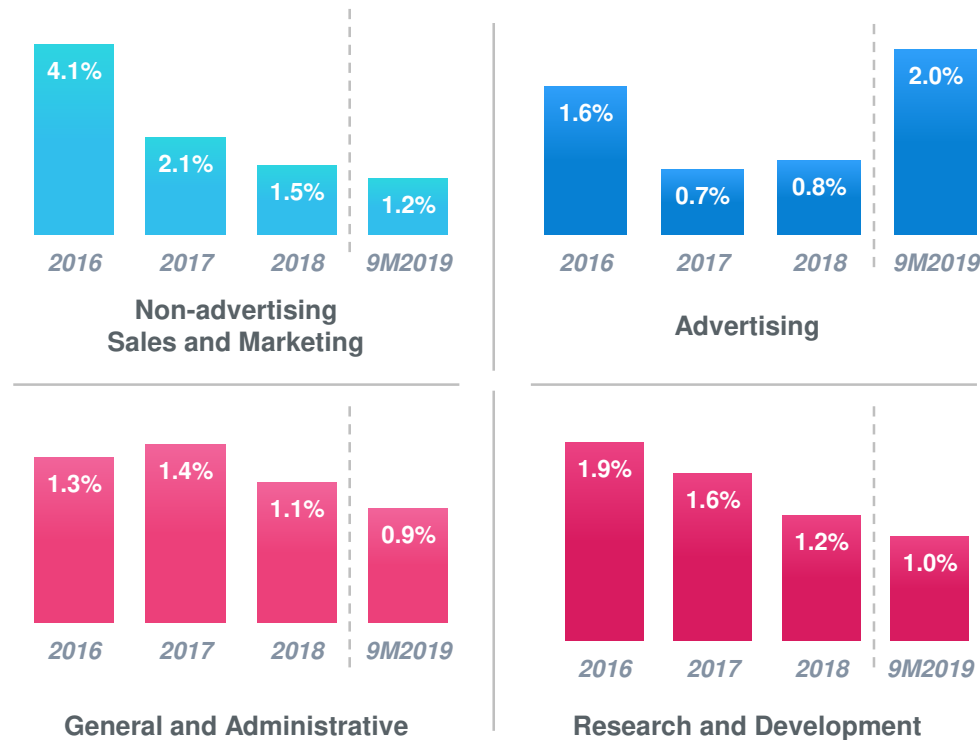


Well-maintained Operating Efficiency

— Total Operating Expense/Average Loan Balance¹



— Operating Expense Breakdown/Average Loan Balance¹



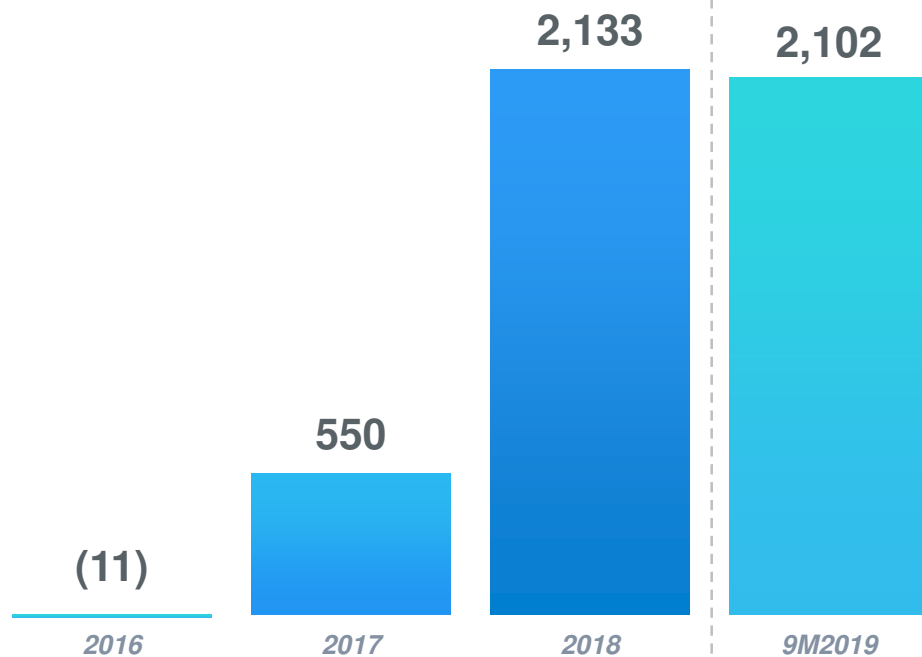
Operating expense as a percentage of average loan balance has maintained at stable level

¹ Average loan balance represents the average beginning and ending outstanding principal loan balance on and off-balance sheet of respective year; annualized for 6M2019

Strong Profit Trend

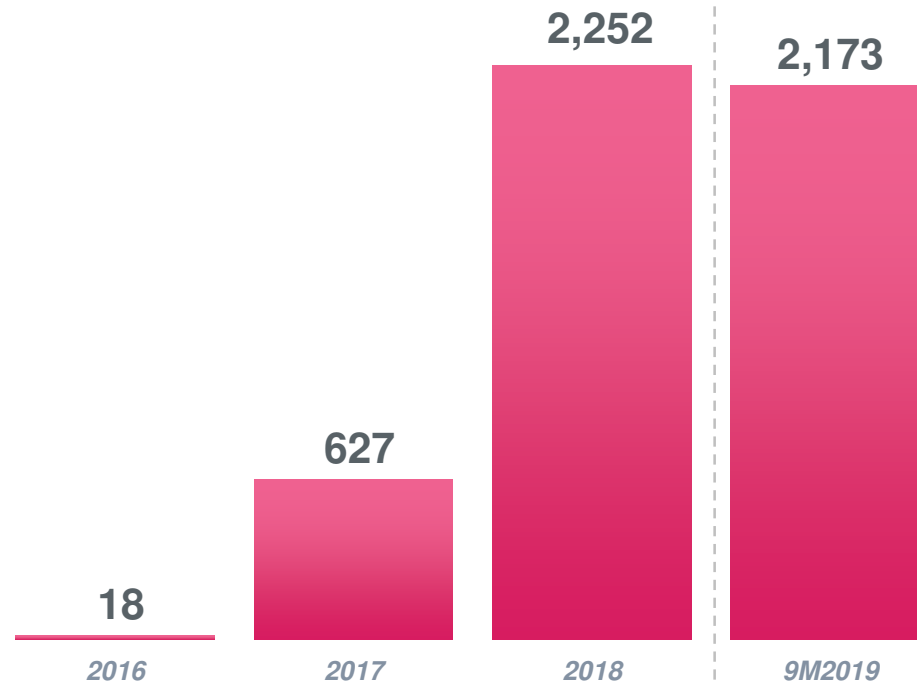
— EBIT (GAAP Measure)¹

(RMB mm)



— EBIT (Non-GAAP)²

(RMB mm)



¹ Net (loss)/income plus income tax (benefit)/expense and interest expense, net

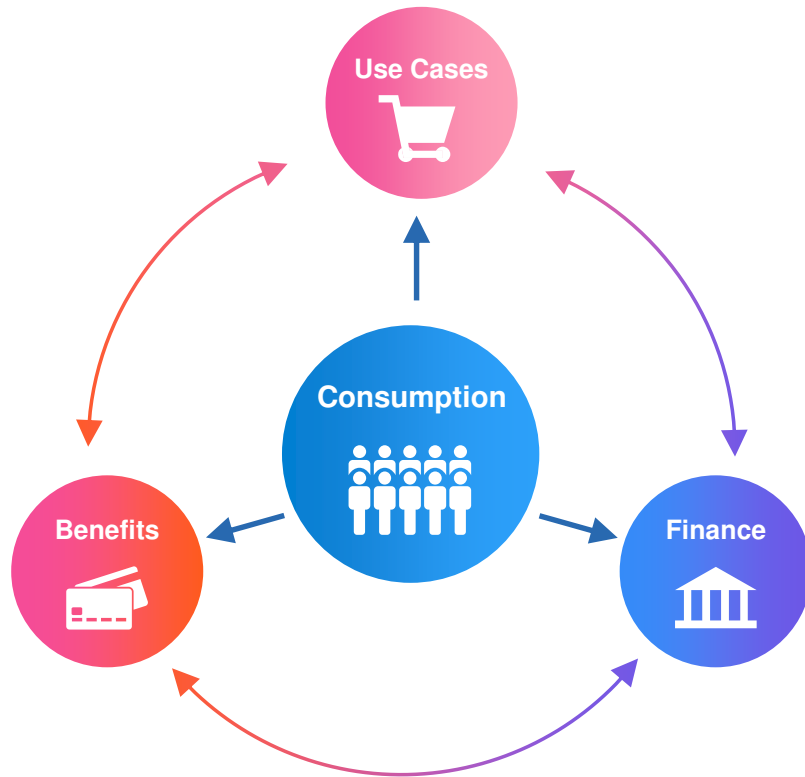
² Adjustments include share-based compensation expenses, investment-related impairment and investment loss

05

OUR STRATEGY



Our Growth Strategies



Invest in Technology

**Expand Customer Acquisition Channels
and Grow Our Customer Base**

**Grow with Our Existing Customers and Continue
to Serve Their Growing Credit and Consumption Needs**

**Strengthen the Partnerships with Financial Institutions,
Further Scale and Diversify Funding Sources**

**Pursue Strategic Alliances, Investments and
Acquisitions**