

March 2025



## Q4 and Full Year 2024 Result Presentation

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# Our Mission



To Enable a Better Life for People by **Facilitating**  
**Safe, Convenient and Inclusive Financial**  
**Services through AI-Empowered Technologies**  
to Financial Institutions

# Company Overview



# What We Have Achieved in 2024

A Leading AI-empowered Credit-Tech Platform in China

56.9 million

Cumulative Users with  
Approved Credit Lines<sup>(1)</sup>

162

Cumulative Financial  
Institution Partners<sup>(1)</sup>

RMB17.2 billion

Total Net Revenue in 2024

5.4%

YoY Increase

RMB6,416 million

Non-GAAP Net Income in 2024 <sup>(2)</sup>

44.0%

YoY Increase

27.9%

Non-GAAP ROE<sup>(3)</sup>

Notes: (1) Data as of December 31, 2024. (2) Excluding share-based compensation expenses. (3) Non-GAAP ROE refers to (i) the FY24 Non-GAAP net income attributed to the Company, divided by (ii) the average shareholder's equity of December 31, 2023 and December 31, 2024.



# Dedicated to Returning Value to Shareholders



## Strong Execution of Share Repurchases



**US\$586 million**

Worth of ADSs repurchased  
Cumulatively <sup>(1)</sup>



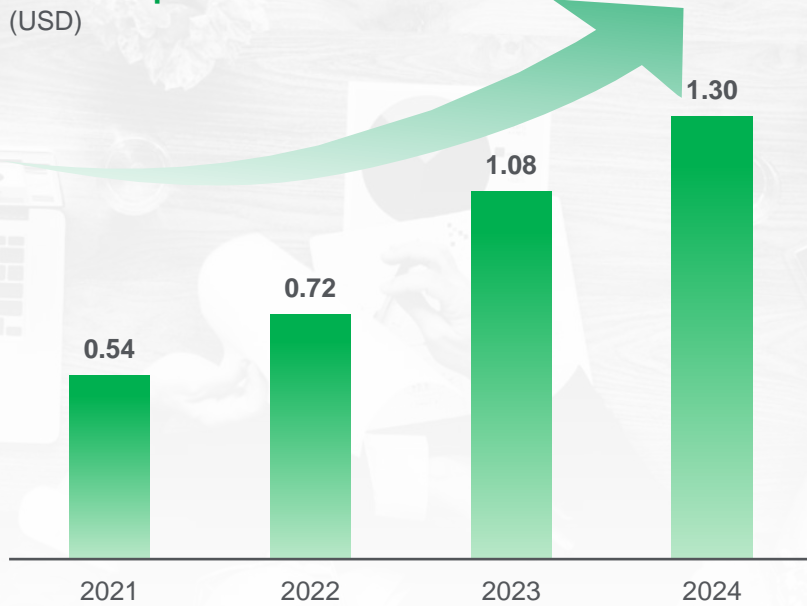
**16.5%**

Share count reduction  
through share buyback<sup>(2)</sup>



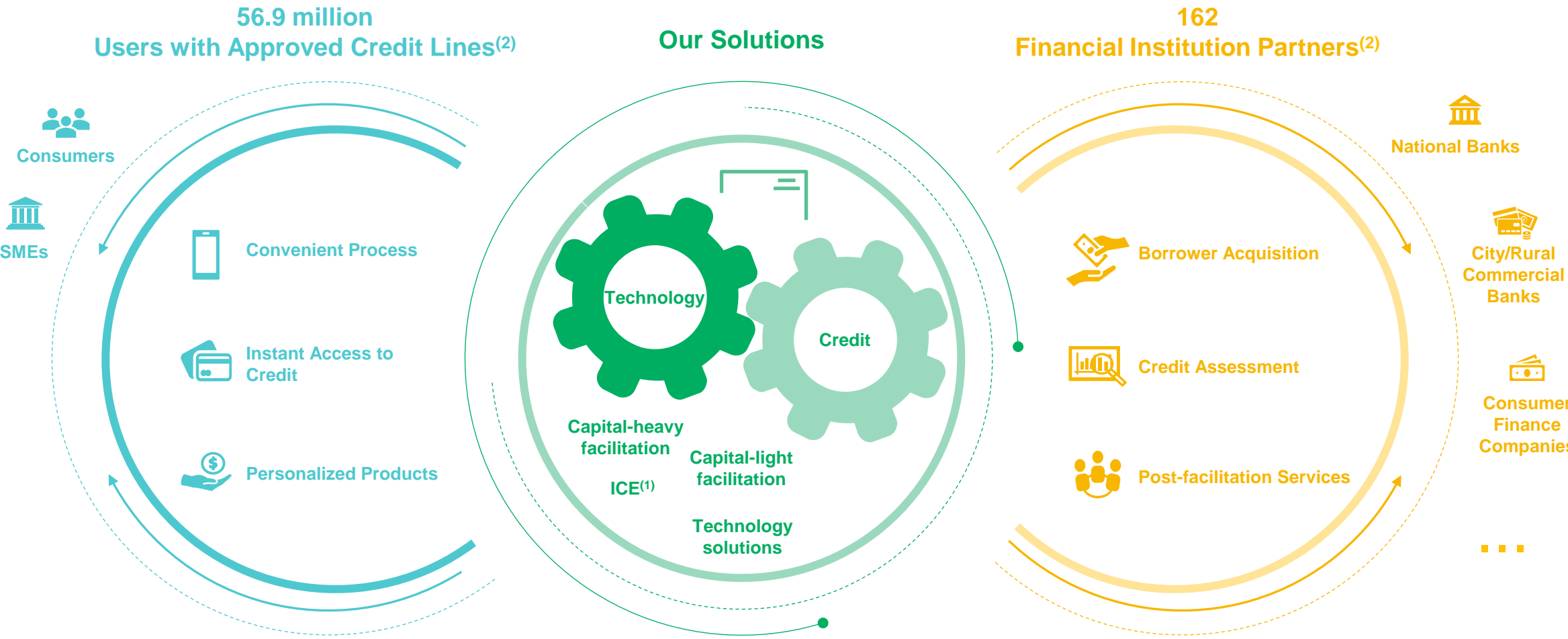
## Recurring Dividend

**Dividend per ADS <sup>(3)</sup>**  
(USD)



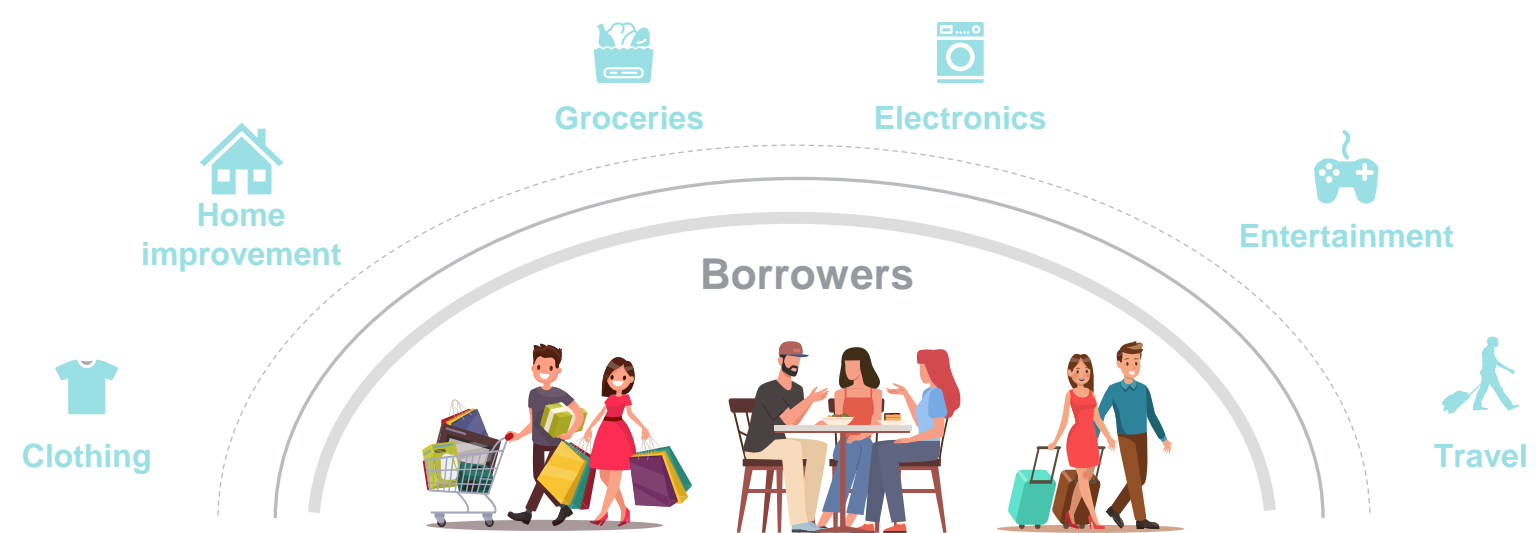
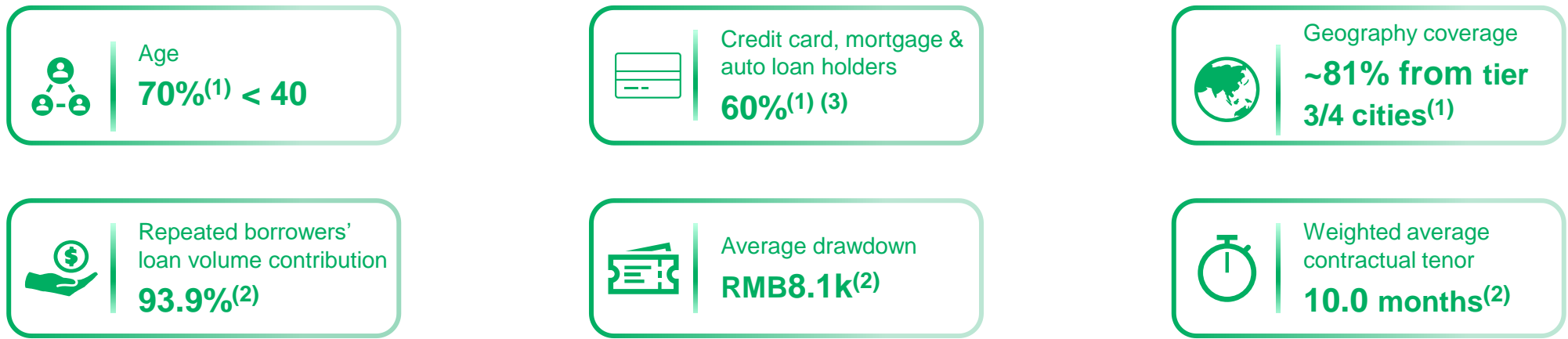
Notes: (1) Total value of shares repurchased from June 20, 2023 to March 14, 2025. (2) Share count reduction refers to (i) the total number of ADSs repurchased from June 20, 2023 to March 14, 2025, divided by (ii) the number of outstanding ADSs as of June 19, 2023, excluding the effects of ESOP. (3) Refers to the dividends per ADS declared for certain financial period.

# We Primarily Enable Financial Institutions with Our Innovative Technology Solutions...



Notes: (1) Refers to Intelligence Credit Engine. (2) Cumulative number as of December 31, 2024.

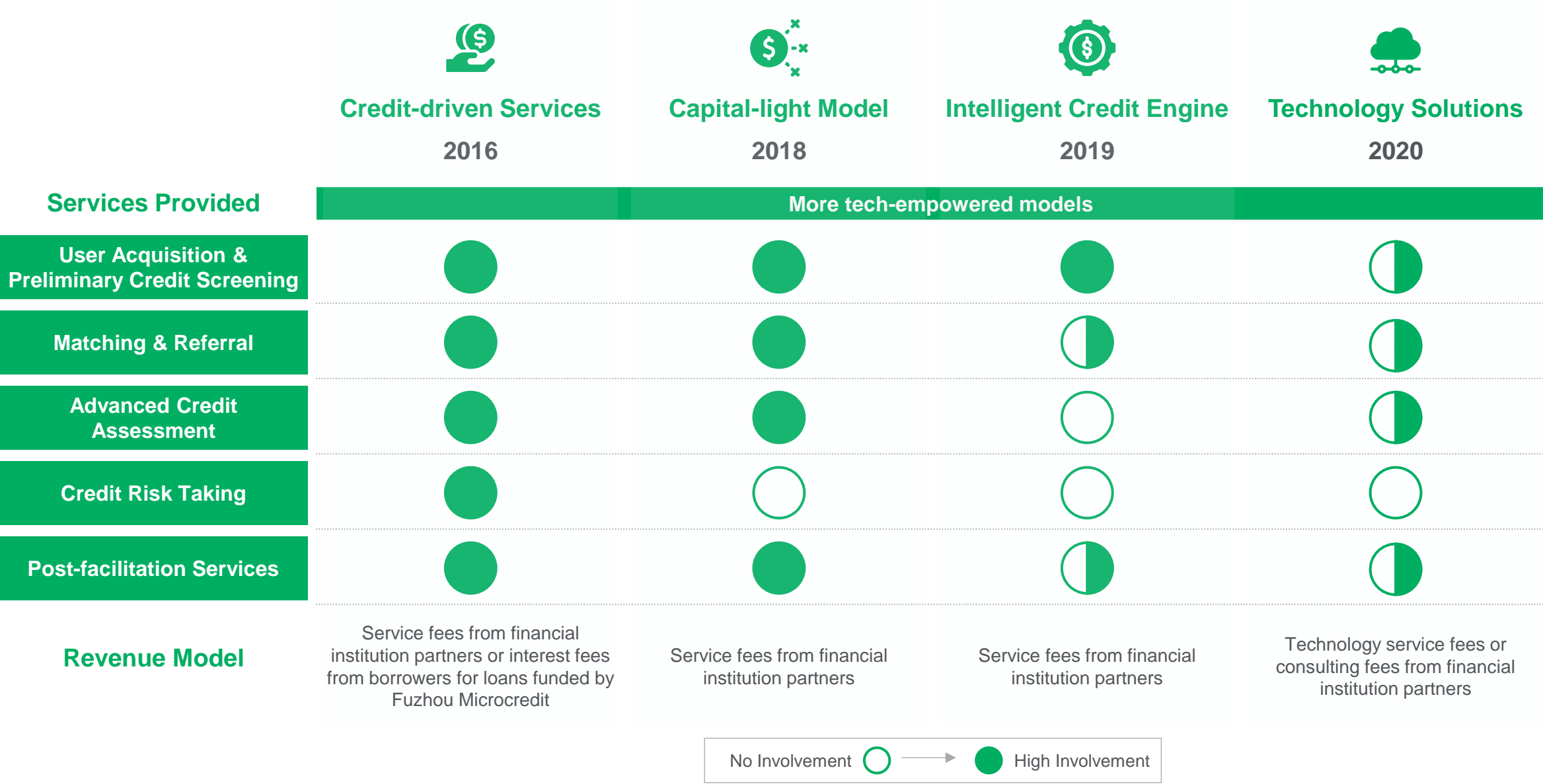
# ...to Make Credit Accessible and Affordable to Underserved Borrowers



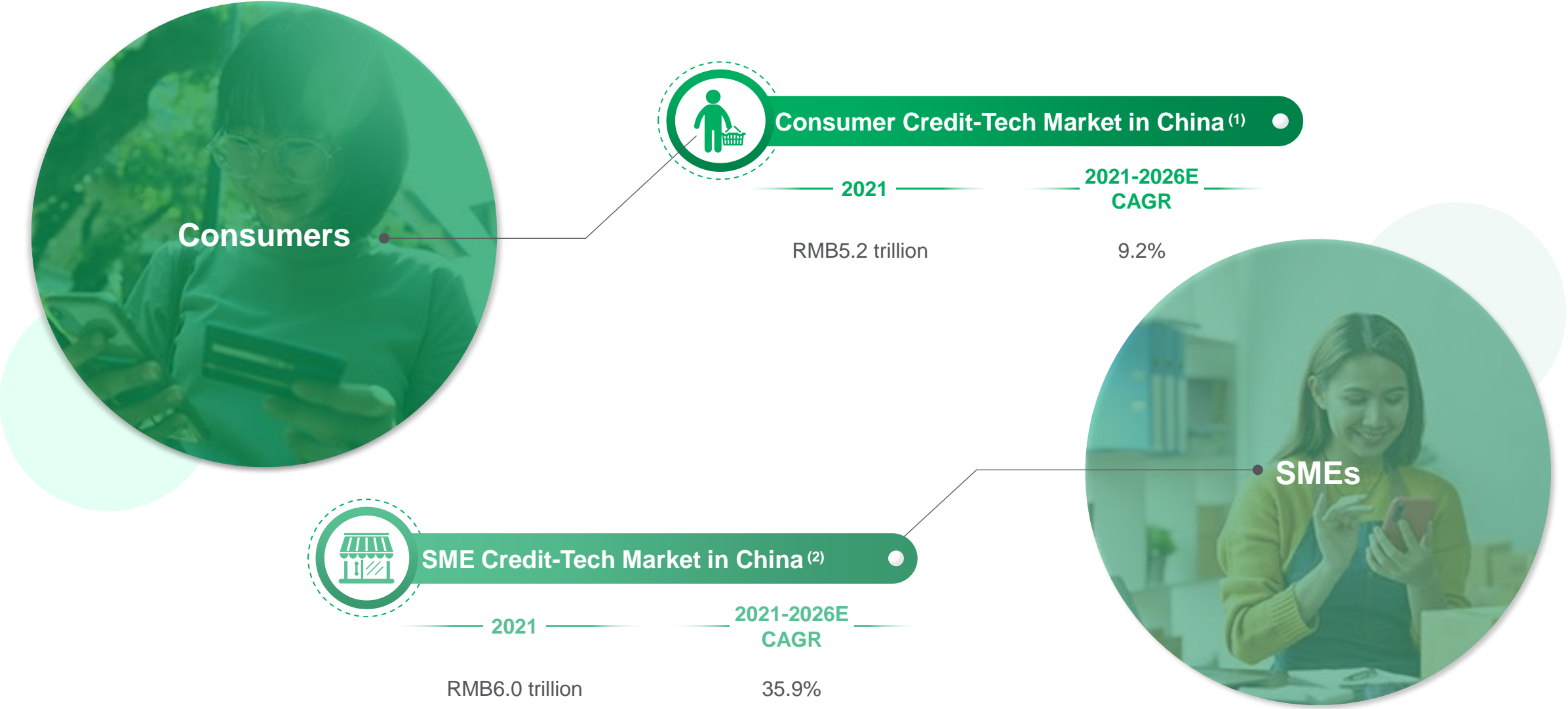
Notes: (1) Data based on cumulative users with approved credit lines as of December 31, 2024. (2) 4Q24 data. (3) Refer to the users who possess a credit card or have a mortgage or auto loan, and have made at least one repayment within 6 months prior to the date when the credit line was granted.



# Our Solutions



# Our Addressable Market



Source: iResearch Report.  
Notes: (1) The size of the consumer Credit-Tech market in China refers to the total outstanding balance of online consumer loans offered by traditional financial institutions and Credit-Tech platforms. (2) The size of the SME Credit-Tech market in China refers to the total outstanding balance of online SME loans with approved credit line below RMB1 million offered by traditional financial institutions and Credit-Tech platforms.

# Multichannel and Efficient User Acquisition With a Broad User Base



**56.9 million**

cumulative users with  
approved credit lines

**34.4 million**

cumulative borrowers



## AI-powered Online Advertising

- Partner with leading internet traffic platforms
- RTA-DMP Marketing System enables efficient user acquisition
- Acquire users across all online life and business scenarios

## Embedded Finance

- Have partnered with 56 leading online platforms and financial institutions cumulatively, including leading short-form video / payment / e-commerce / ride-hailing / smart phone companies

## Borrower Referral and Offline Promotion

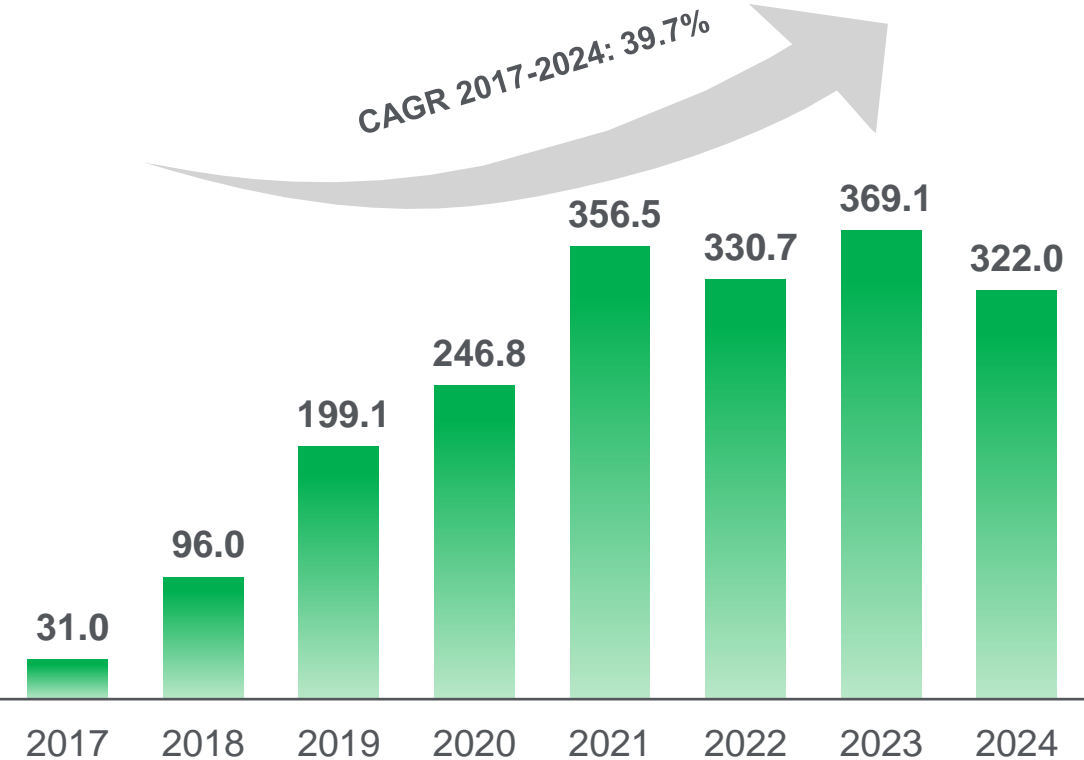
- Robust borrower referral programs
- On-the-ground sales force targeting users with more sophisticated credit demand

# Proven Track Record of Consistent Execution with Stable Asset Quality

## Our Track Record

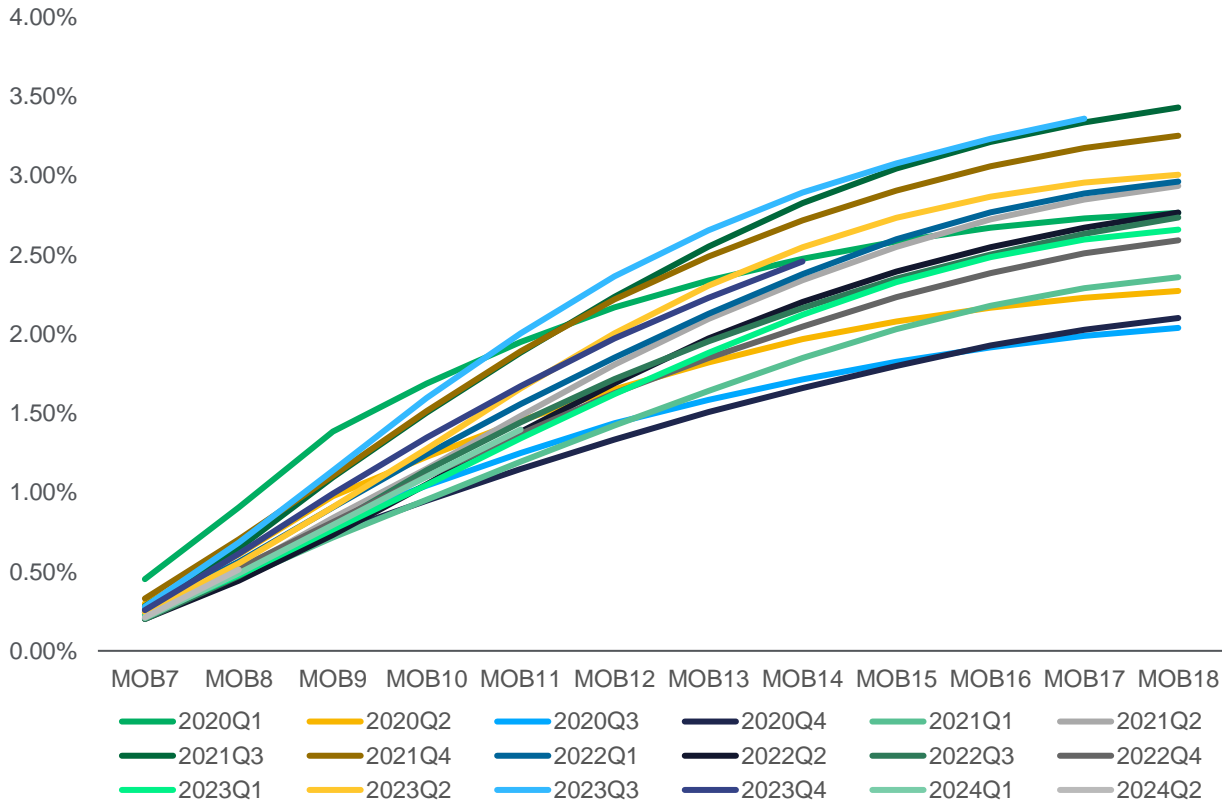
### Loan Facilitation Volume<sup>(1)</sup>

(RMB billion)



### 180 Day+ Delinquency Rates by Vintage<sup>(2)</sup>

(As of December 31, 2024)

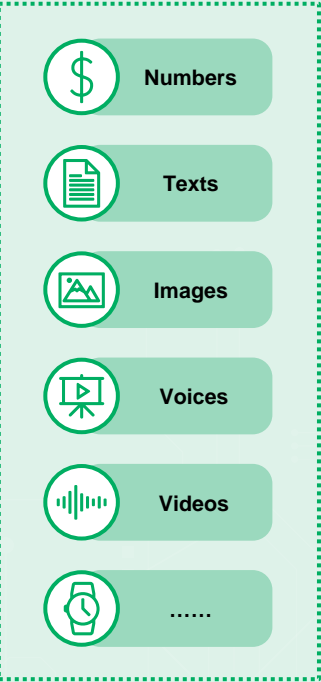


Note: (1) Refers to the total principal amount of loans facilitated and originated during the given period, including the loan volume under credit driven services, capital-light model, Intelligence Credit Engine ("ICE") and total technology solutions. (2) a percentage, which is equal to (i) the total amount of principal for all loans facilitated by our Group in a fiscal quarter that become delinquent for more than 180 days, less the total amount of recovered past due principal for all loans facilitated by our Group that were delinquent for more than 180 days in the same fiscal quarter, divided by (ii) the total initial principal amount of loans facilitated by our Group in such fiscal quarter; loans under Intelligent Credit Engine and total technology solutions are not included in the delinquency rate calculation.

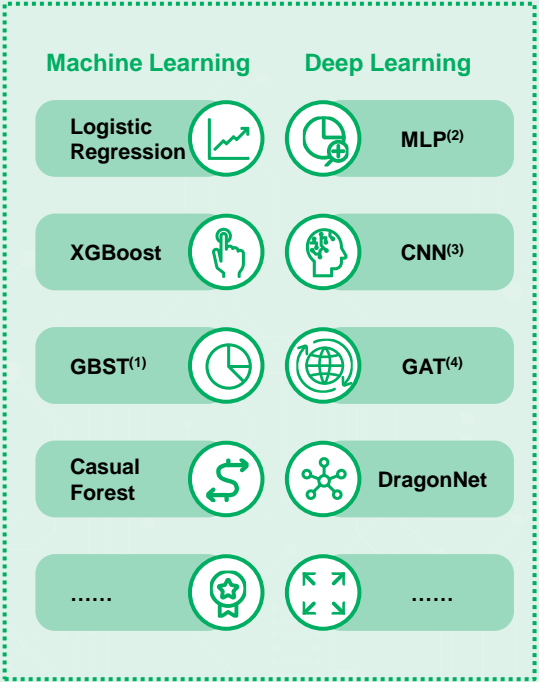
# AI-Empowered Credit Assessment Capabilities Create Dual Flywheel Effect

## Superior AI-driven Credit Assessment Engine (Argus)...

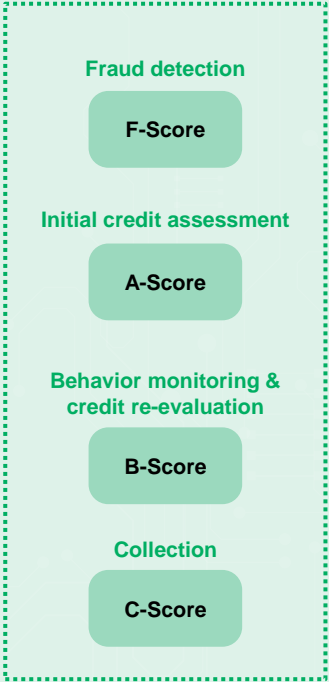
200 mm+ multimodal customer insights



2,400+ models enabled with cutting-edge technologies



Proprietary credit score system output



## ... Reinforcing Flywheel Effect



99% of loan applications processed automatically



590k data dimensions

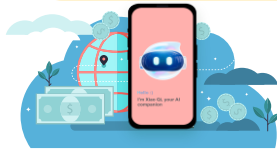


670+ model iterations

Notes: All operating data shown on this page is for the year ended December 31, 2024 unless otherwise specified. (1) GBST refers to optimized distributed gradient boosting survival trees library that is implemented by Qifu based on XGBoost. (2) MLP refers to Multilayer Perceptron. (3) CNN refers to Convolutional Neural Network. (4) GAT refers to Graph Attention Network.

# Ubiquitous AI Application in Our Business Operations

## Xiao Qi



- ✓ **7x24** Personalized Intelligent Services
- ✓ Accurately **understands and predicts** users' financial and non-financial needs

## Copilot

- ✓ Seamlessly support post-credit service team
- ✓ Smart user profile recognition
- ✓ Talking points recommendation
- ✓ **84%** usage rate among agents
- ✓ **96.3%** recall rate and **98.8%** accuracy rate in key information extraction



## Intelligent Marketing

- ✓ **74%** of graphics & **27%** of videos for marketing are generated by **AIGC**
- ✓ **40%** ad placements are automated
- ✓ **25%** improvement in user outreach efficiency
- ✓ **10%** reduction in average cost per credit line user



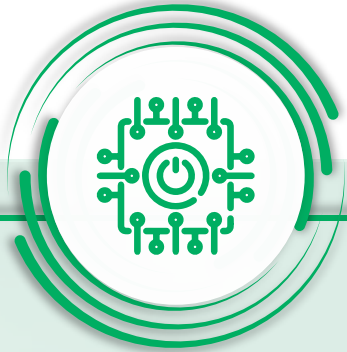
## Research and Development



- ✓ **30%** of codes are **auto-generated**



# Credit is a Natural and Perfect Use Case for AI Empowerment



**Massive data  
in digitally  
available form**  
for AI-powered business  
enablement



**Millions of  
repeating credit /  
repayment events**  
to train for constantly  
improving credit assessment



Frictionless customer  
experience with  
**automated  
loan process**



**Dramatic  
economic wins**  
for both lenders and  
consumers

# “One Core, Two Wings” Strategy

Our Vision: Becoming a Respected Global Fintech Company

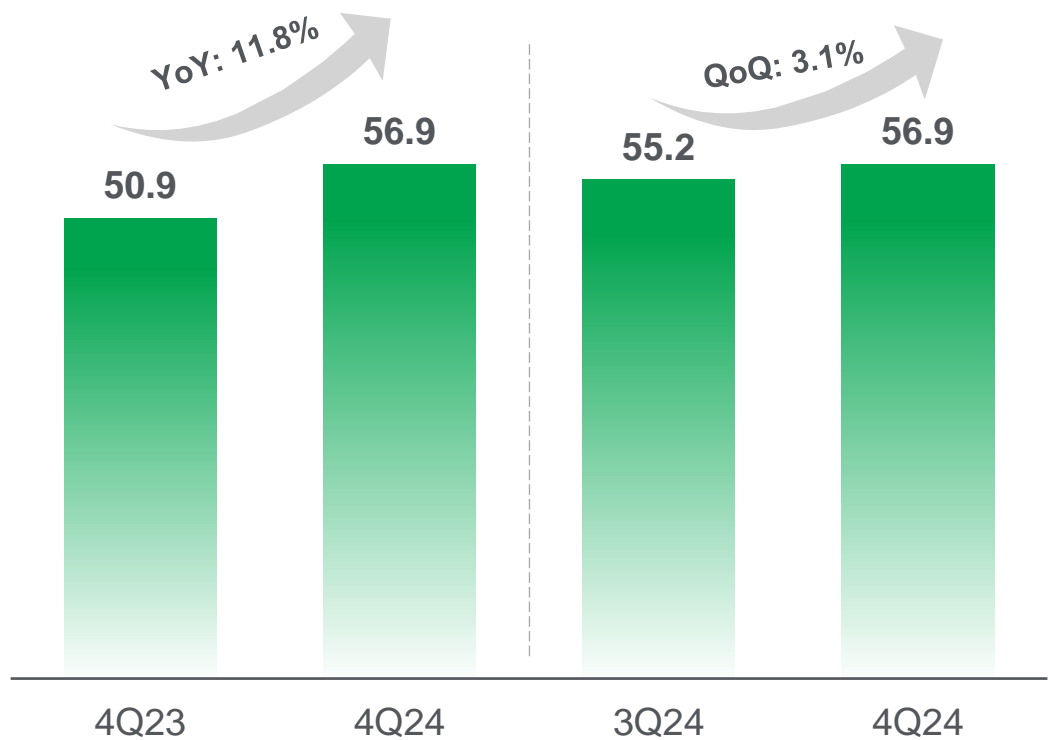


# Operational and Financial Data

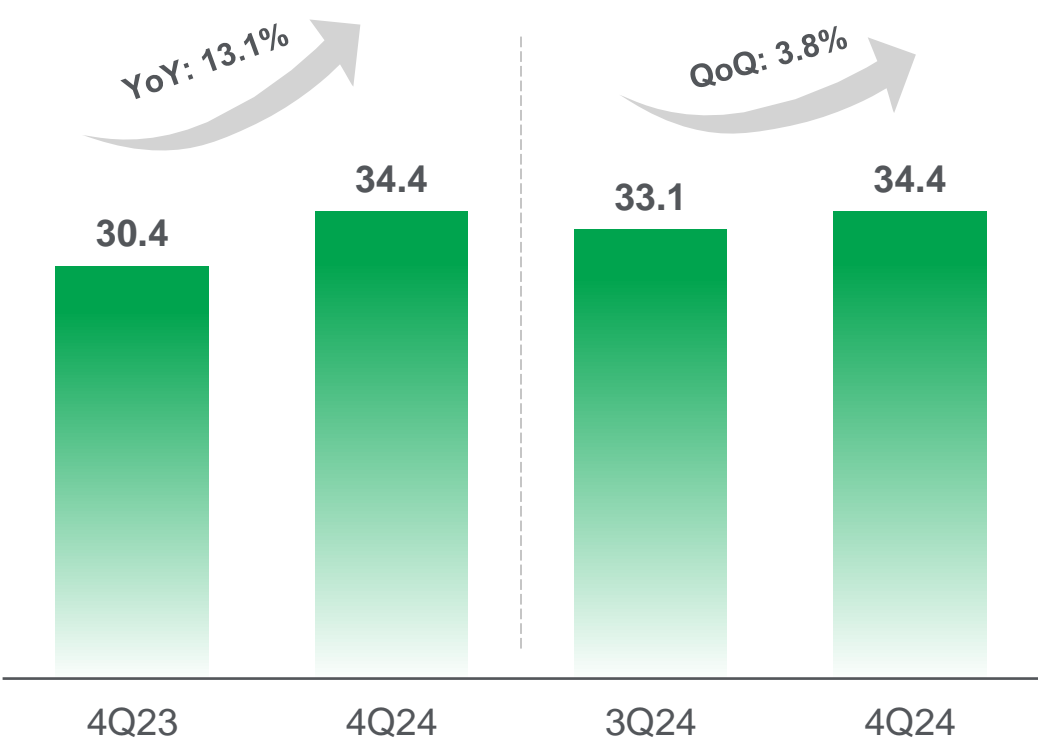


# Consistently Expanding User Base

Cumulative Users with Approved Credit Lines  
(million)



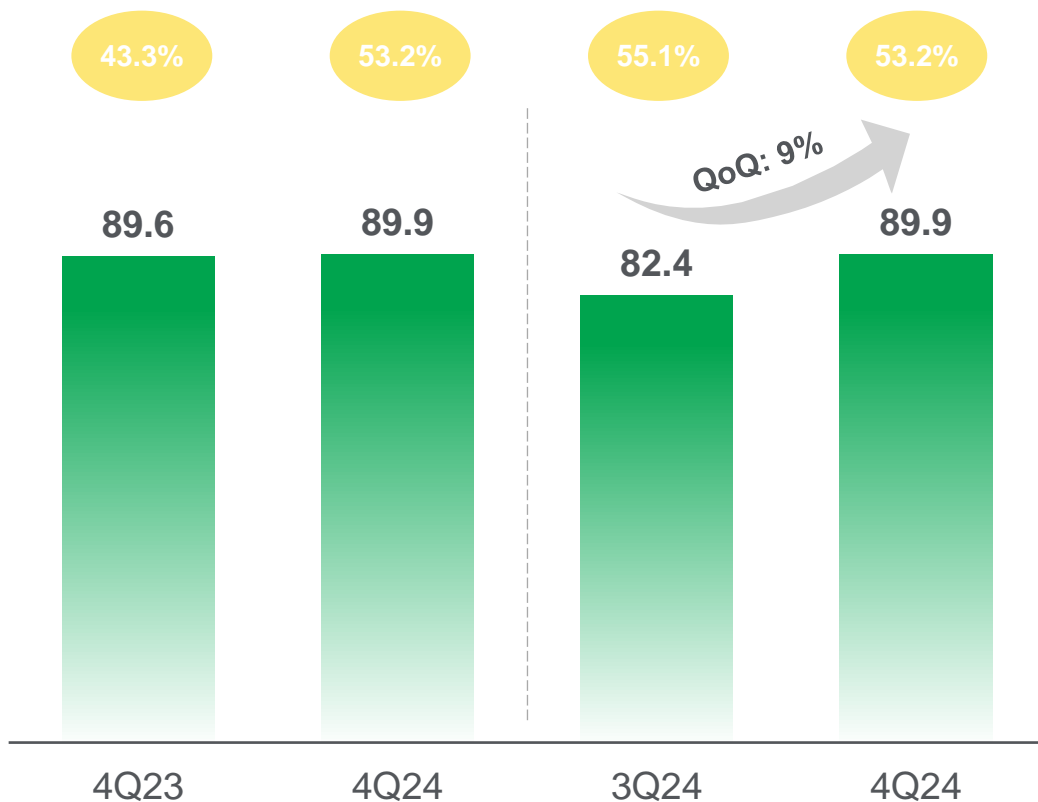
Cumulative Borrowers  
(million)



# Loan Facilitation Volume Increased Sequentially

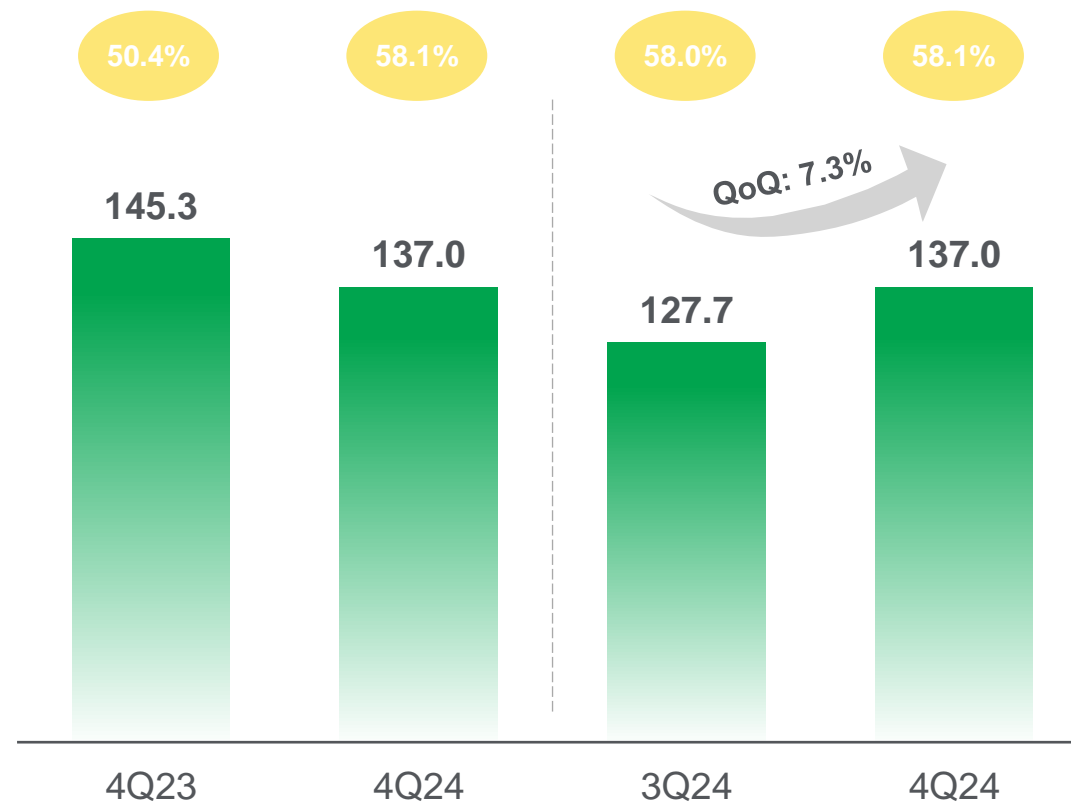
**Loan Facilitation Volume <sup>(1)</sup>**  
(RMB billion)

*% of platform services' contribution*



**Outstanding Loan Balance <sup>(2)</sup>**  
(RMB billion)

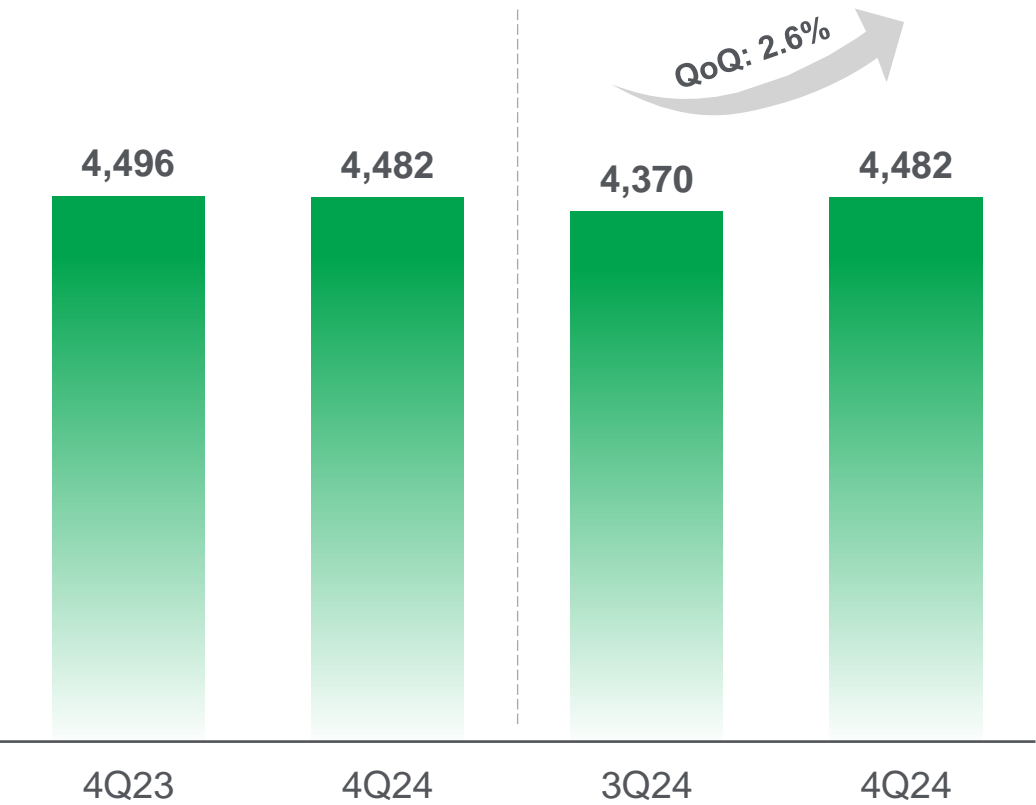
*% of platform services' contribution*



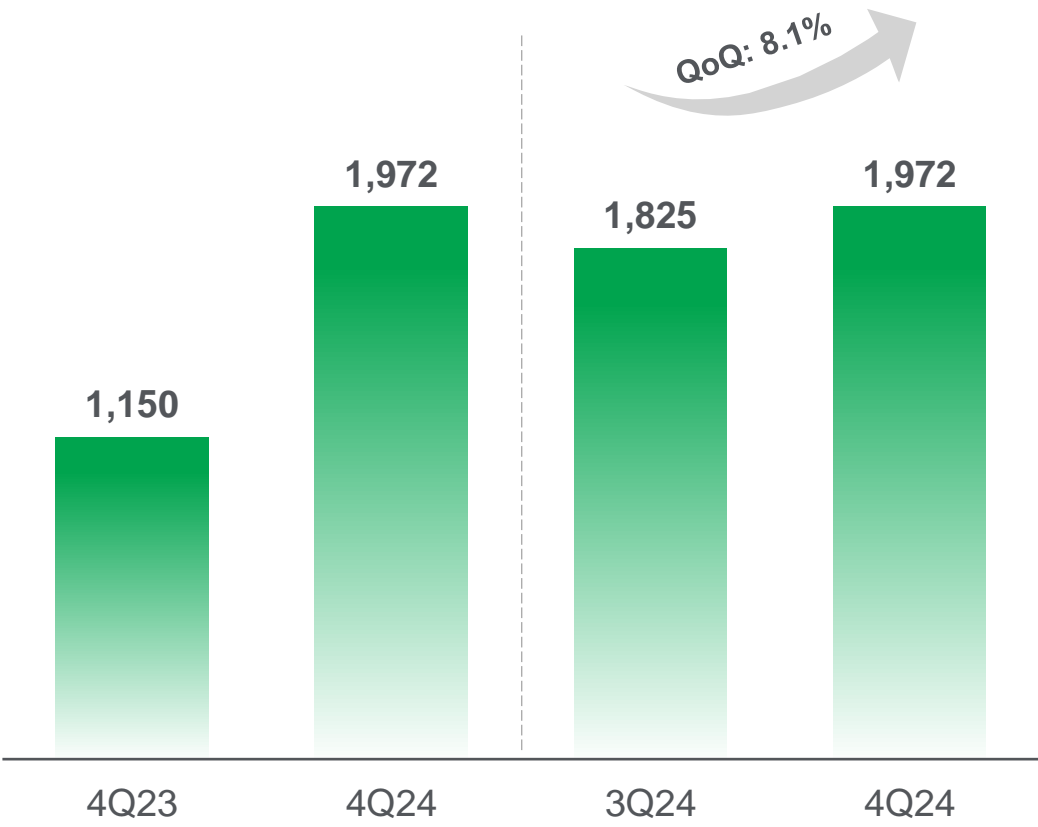
Notes: (1) Refers to the total principal amount of loans facilitated and originated during the given period, including the loan volume under credit driven services, capital-light model, Intelligence Credit Engine (“ICE”) and total technology solutions. (2) Refers to the total amount of principal outstanding for loans facilitated and originated at the end of each period, including the loan balance under credit-driven services, capital-light model, Intelligence Credit Engine (“ICE”) and total technology solutions, excluding loans delinquent for more than 180 days.

# Solid Profitability Driven by Better Asset Quality and Lower Funding Costs

**Total Net Revenue**  
(RMB million)



**Non-GAAP Net Income <sup>(1)</sup>**  
(RMB million)



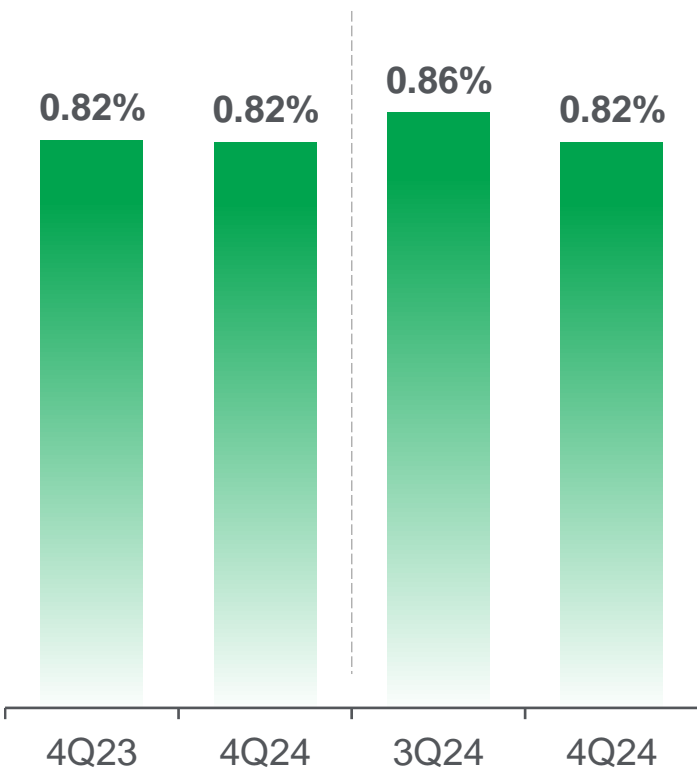
Notes: (1) Excluding share-based compensation expenses.



# Operating Expenses

## Facilitation, Origination and Servicing Expense

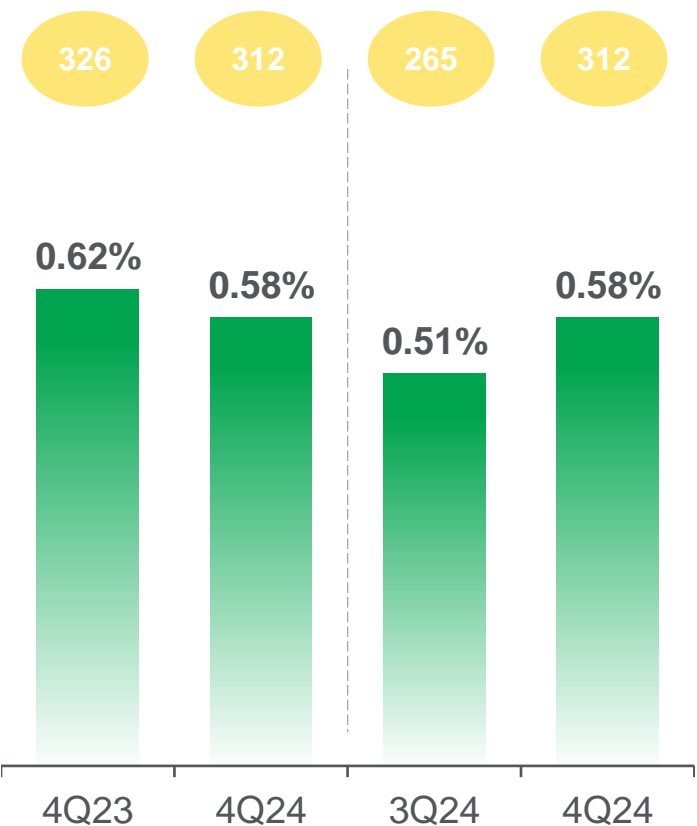
(% of Loan Facilitation Volume<sup>(1)</sup>)



## Sales and Marketing Expense

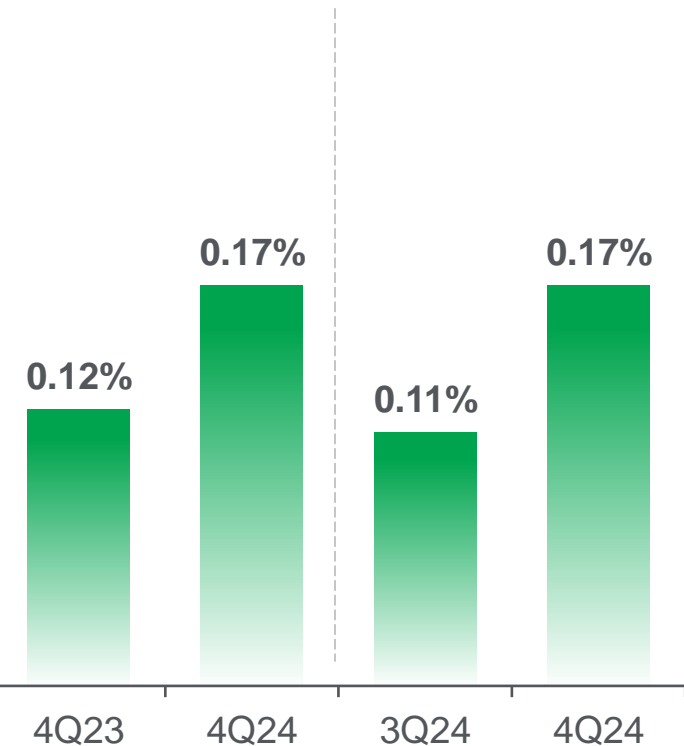
(% of Loan Facilitation Volume<sup>(1)</sup>)

User Acquisition Costs(RMB)<sup>(2)</sup>



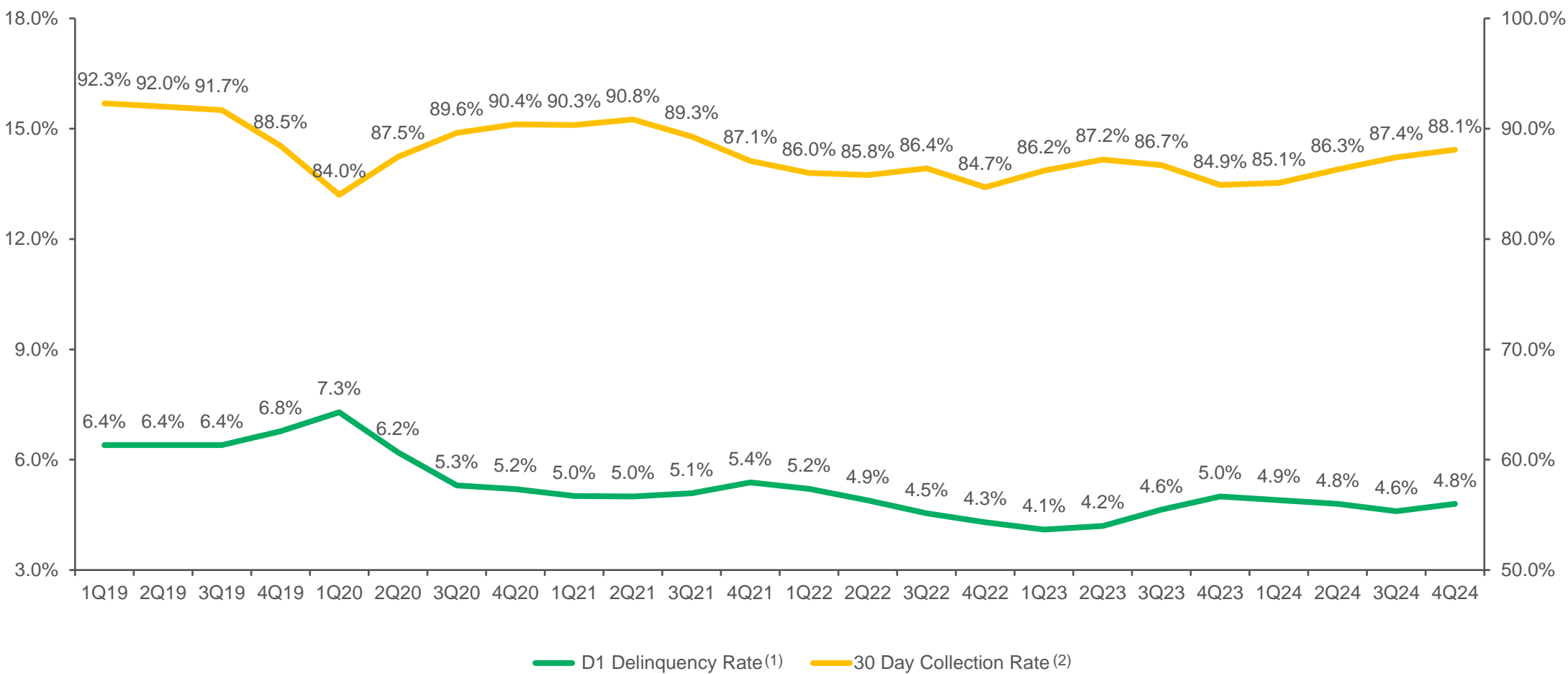
## General and Administrative Expense

(% of Loan Facilitation Volume<sup>(1)</sup>)



Note: (1) Refers to the total principal amount of loans facilitated and originated during the given period, including the loan volume under credit driven services, capital-light model, Intelligence Credit Engine ("ICE") and total technology solutions. (2) Acquisition cost per user with approved credit lines.

# Continued Improvement in Risk Performance



Notes: (1) D1 delinquency rate is defined as (i) the total amount of principal that became overdue as of a specified date, divided by (ii) the total amount of principal that was due for repayment as of such date. (2) 30 day collection rate is defined as (i) the amount of principal that is repaid in one month among the total amount of principal that is overdue as of a specified date, divided by (ii) the total amount of principal that is overdue as of such specified date.

**THANK YOU**