



NASDAQ:  
JFIN

# JIAYIN TECHNOLOGY

Investor Presentation

June 2025

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Potential risks and uncertainties include, but are not limited to, those relating to the Company’s ability to retain existing investors and borrowers and attract new investors and borrowers in an effective and cost-efficient way, the Company’s ability to increase the investment volume and loan facilitation volume facilitated through its marketplace, effectiveness of the Company’s credit assessment model and risk management system, PRC laws and regulations relating to the online individual finance industry in China, general economic conditions in China, and the Company’s ability to meet the standards necessary to maintain listing of its ADSs on the Nasdaq Stock Market or other stock exchange, including its ability to cure any non-compliance with the continued listing criteria of the Nasdaq Stock Market, as well as risks, uncertainties and other factors described in “Risk Factors” and elsewhere in our most recent annual report on Form 20-F filed with the Securities and Exchange Commission (the “SEC”), which is available on the SEC’s website at [www.sec.gov](http://www.sec.gov). It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. Additional information will be available in other future reports that will be filed with the SEC from time to time, which could cause actual results to vary from expectations. Except as required by law, Jiayin Group Inc. does not undertake any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise.

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This presentation also contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this presentation.

# JIAYIN TECHNOLOGY

is a platform committed to facilitating effective, transparent, secure, and fast connections between underserved individual borrowers and financial institutional funding partners

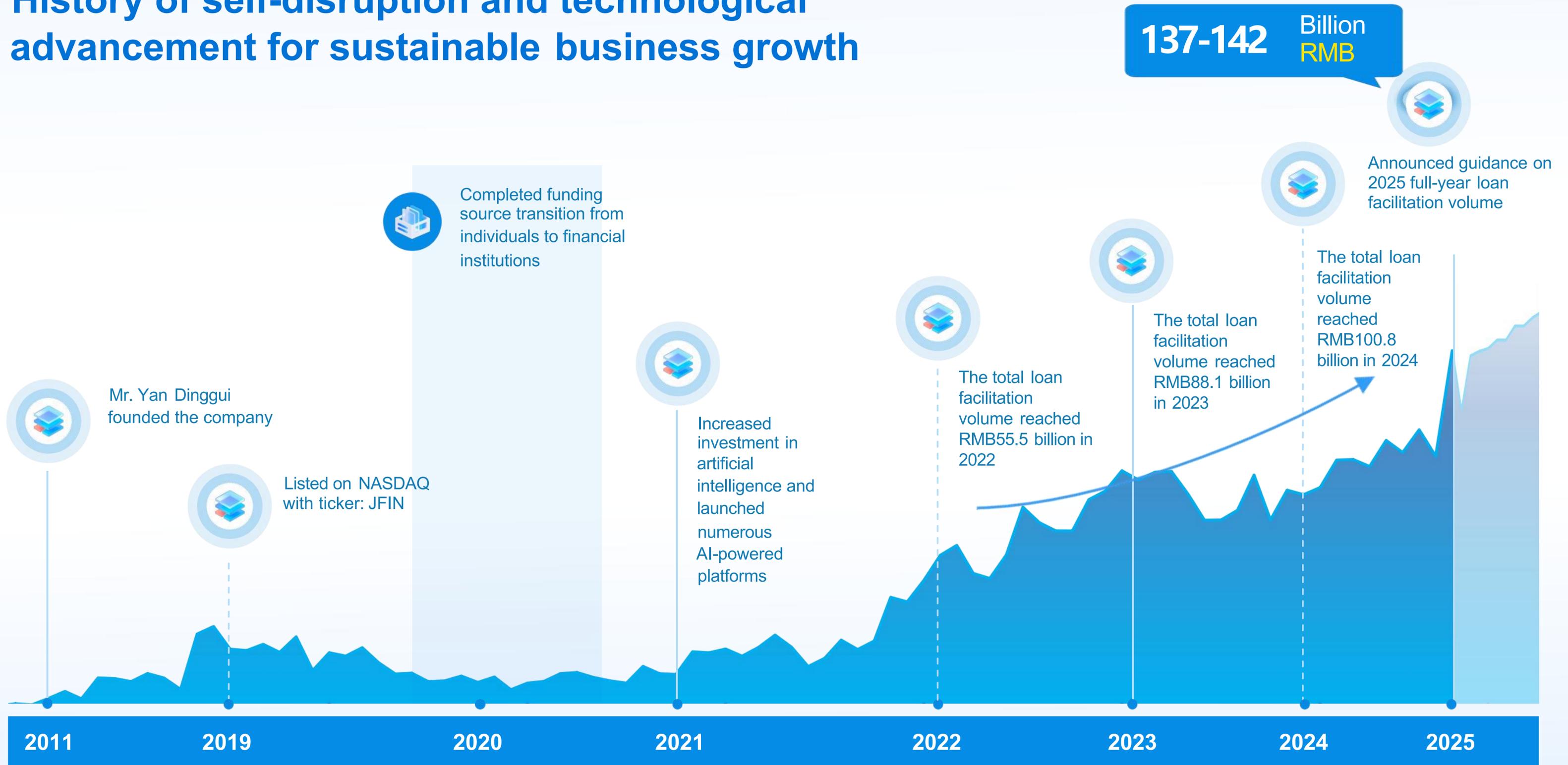
## Mission

To Realize Dreams by Creating Value through Technology and Passion

## Vision

To empower borrowers and financial institutions by creating opportunities with cutting-edge technology, passion, and innovation

# History of self-disruption and technological advancement for sustainable business growth



■ Represents the loan facilitation volume facilitated in Mainland China during the period presented

# Technology driven model enhances customer experience and efficiency at scale

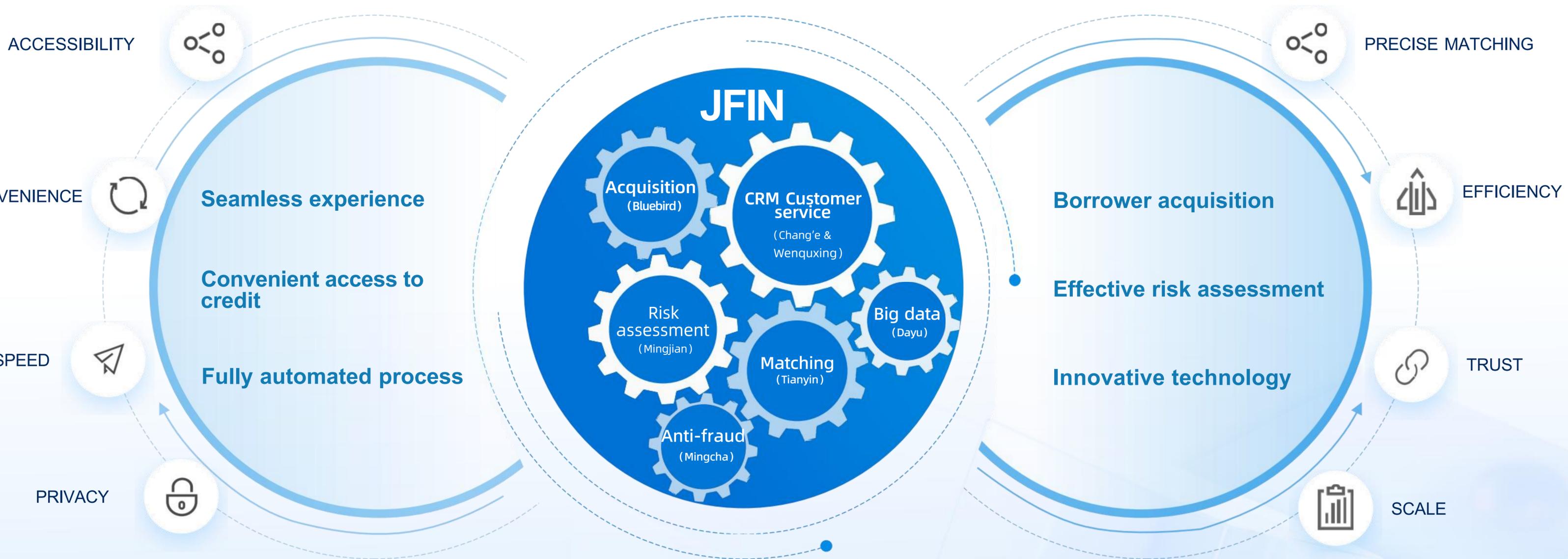
## Borrowers

Individuals, SMEs



## Financial Institutions

Banks, Microcredit Companies, Trusts, Consumer Finance Companies



# Achievements as of 1Q 2025

## FULL YEAR 2024

**100.8 Billion** FACILITATION VOLUME (RMB)  
+14.4% YOY

**5.80 Billion** NET REVENUE (RMB)  
+ 6.1% YOY

**1.31 Billion** Non-GAAP INCOME FROM OPERATION (RMB)  
- 5.7% YOY

## 1Q 2025

**35.6 Billion** FACILITATION VOLUME (RMB)  
+ 58.2% YOY

**1.78 Billion** NET REVENUE (RMB)  
+20.4% YOY

**0.61 Billion** Non-GAAP INCOME FROM OPERATION (RMB)  
+91.6% YOY

 **17.3 Million**

Cumulative borrowers by the end of 2024  
with 1.06M new borrowers in 1Q2025

 **73**

Cumulative Funding Partners in 2024

# Visionary and committed management team



## DINGGUI YAN

Founder, Director and Chief Executive Officer



University of Geneva  
Geneva Finance Research Institute  
Doctorate of Advanced Professional Studies

CEIBS EMBA



## YIFANG XU

Director  
and Chief Risk Officer



Northwestern University  
Kellogg School of Management MBA



## LIBIN WANG

Director and Vice  
President of Finance



Fudan University  
Master's Degree in Accounting



## CHUNLIN FAN

Chief Financial Officer



University of Michigan  
Ross School of Business MBA

Shanghai Jiao Tong University  
Bachelor's degree in engineering



## YI FENG

Chief Technology Officer



University of Pennsylvania  
Master's Degree of Computer Science

使命

愿景

价值观

# Service and Technology

用科技和热爱汇聚点滴价值，  
给梦想可能。

立足科技创新，  
赋能企业智慧运营，  
打造令人安心的服务体验，  
成为值得信赖的事业伙伴。

我们用客户的视角定义我们工作的价值。  
通过简单高效和诚实守信的方式，做正确的事。

## 创造价值

我们相信成就彼此，追求共赢。  
为客户创造价值，既是成就客户，  
也是成就我们朝夕相处的同学。

## 成就伙伴

我们尊重个体的不同，相互倾听，  
用开放的态度接纳不同的声音，  
我们在一起，就能创造1+1>2的价值。

## 开放包容

我们始终积极的心态，拥抱变化，  
在变化中学习，不断成长。

## 变中求进

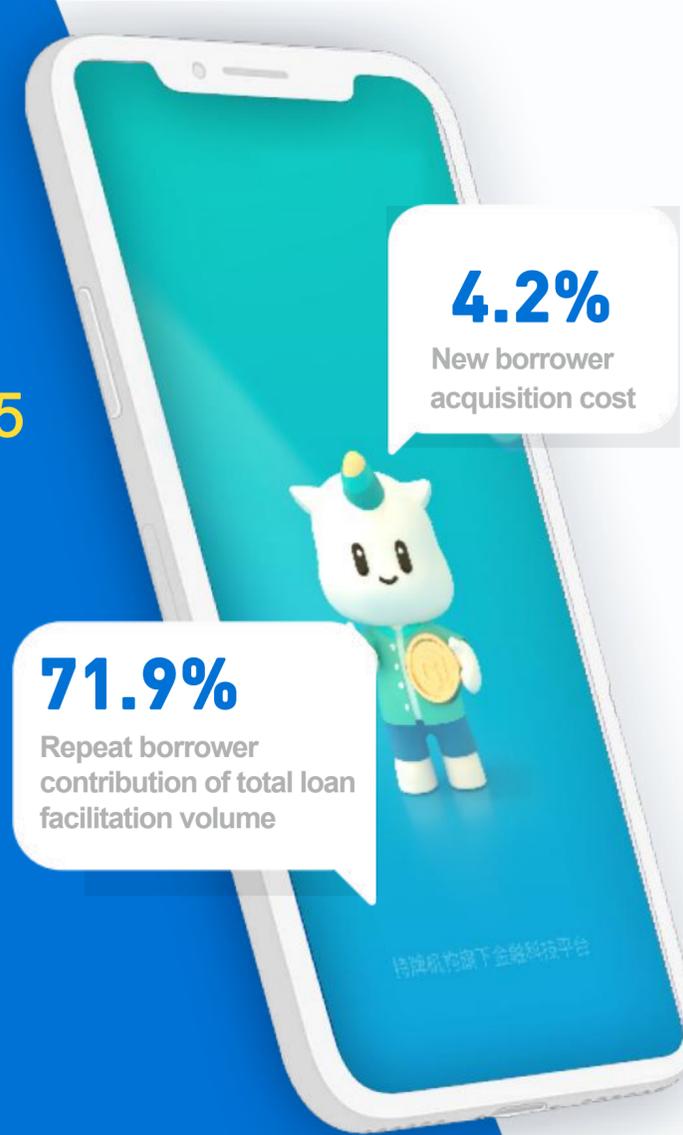
我们不设边界，敢作为，  
面对挑战和困难时，有舍我其谁的担当

## 我就是嘉银

# Diversified channels for borrower acquisition

## Borrower Profile

-  Average amount per borrowing **RMB 7,987**
-  Above 40% of borrowers between **age 23 to 35**
-  Average tenor close to **12 months**
-  **100%** AI automated approval and processing
-  Loan facilitation volume for Small Business Owners accounted for **18%**



## Online Marketing Channels

### Online Advertising



### Application Stores



### Consumption Marketplace



# Empowering institutional funding partners with innovative technology



## Borrower Acquisition

Help institutional funding partners grow borrower base through targeted marketing strategies supported by advanced analytics



## Risk Assessment

Deliver reliable initial credit assessment for institutional funding partners with our sophisticated AI risk model, trained with proprietary data



## Digital Advantage

Provide sustainable and scalable growth for institutional funding partners in a cost-effective manner



## Technology Empowerment

Innovative technology and data solutions to serve the needs of institutional funding partners

### Tian Yin

Asset Management Platform

### Ming Jian

AI Risk Control System

### Xing Kong

Knowledge Graph Platform

### Ming Cha

Anti-fraud System

### Er Lang Shen

Unified Warning Platform



## Compliance Operation

Innovative technology and data solutions ensuring compliance through maintaining constant dialogue with regulators and reinforcing internal controls and processes serve the needs of institutional funding partners

## Institutional funding partners



Banks



Trusts

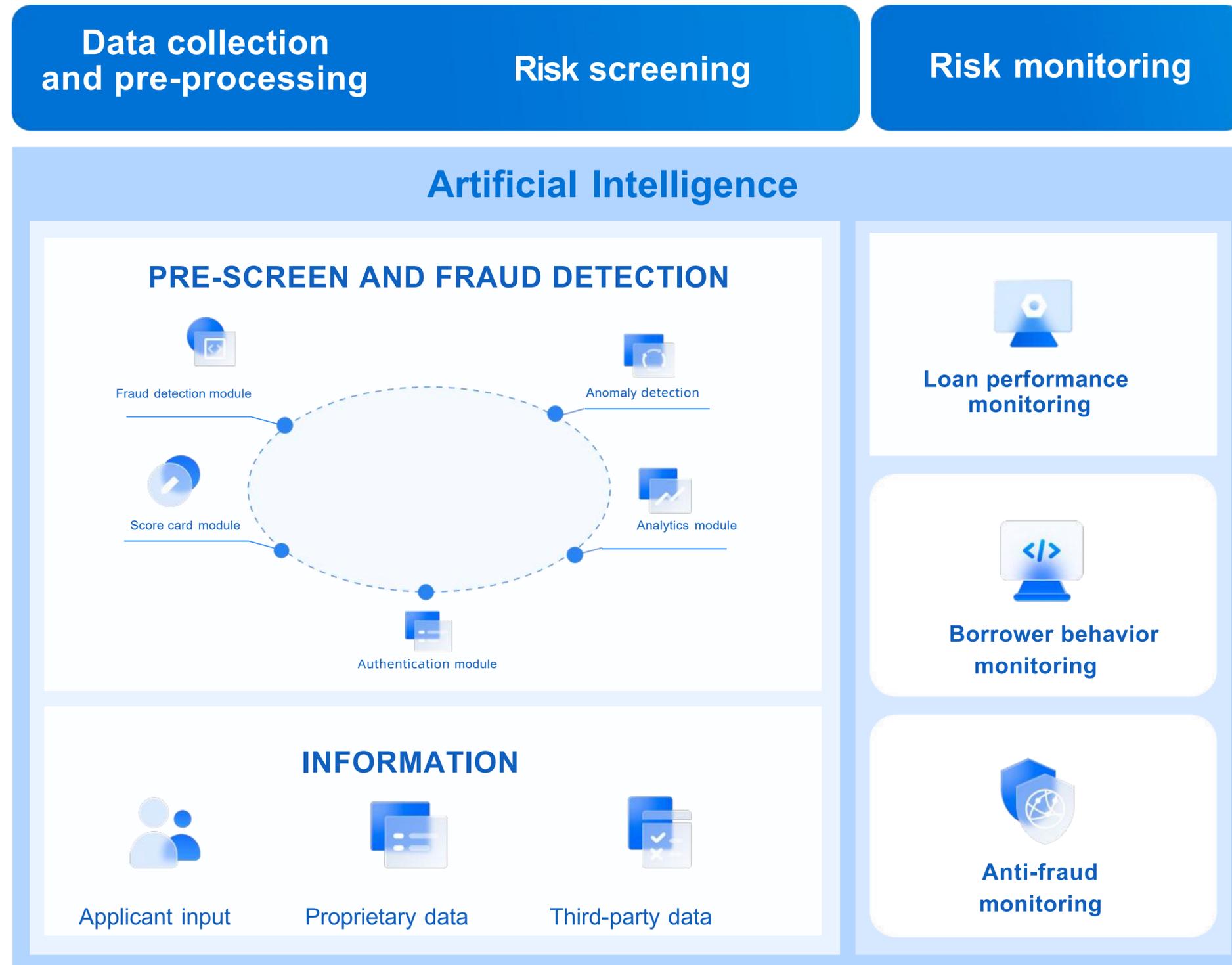


Microcredit Companies



Consumer Finance Companies

# Proprietary risk management system through entire life cycle



## Proprietary credit assessment model

- Advanced big data analysis and sophisticated learning model
- We independently developed the knowledge graph database known as Xingkong in FY2021, enhancing the anti-fraud module
- We launched Anti-fraud System MingCha in FY2022, improving the efficiency of processing and operating

## External cooperation enabling technology empowerment

- We proactively respond to policies, collaborating with credit reporting institutions Baihang and Pudao to promote the policy of disconnected direct connection and data security
- We assisted our institutional partners by enhancing their risk management models while empowering the loan facilitation process

# Sophisticated AI-powered tools underpin platform performance



使命

愿景

价值观

# Operational and Financial Data

用科技和热爱汇聚点滴价值，  
给梦想可能。

立足科技创新，  
赋能企业智慧运营，  
打造令人安心的服务体验，  
成为值得信赖的事业伙伴。

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## 变中求进

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# Scale of business continues to reach new highs

Loan Facilitation Volume (Quarterly)  
(RMB in millions)

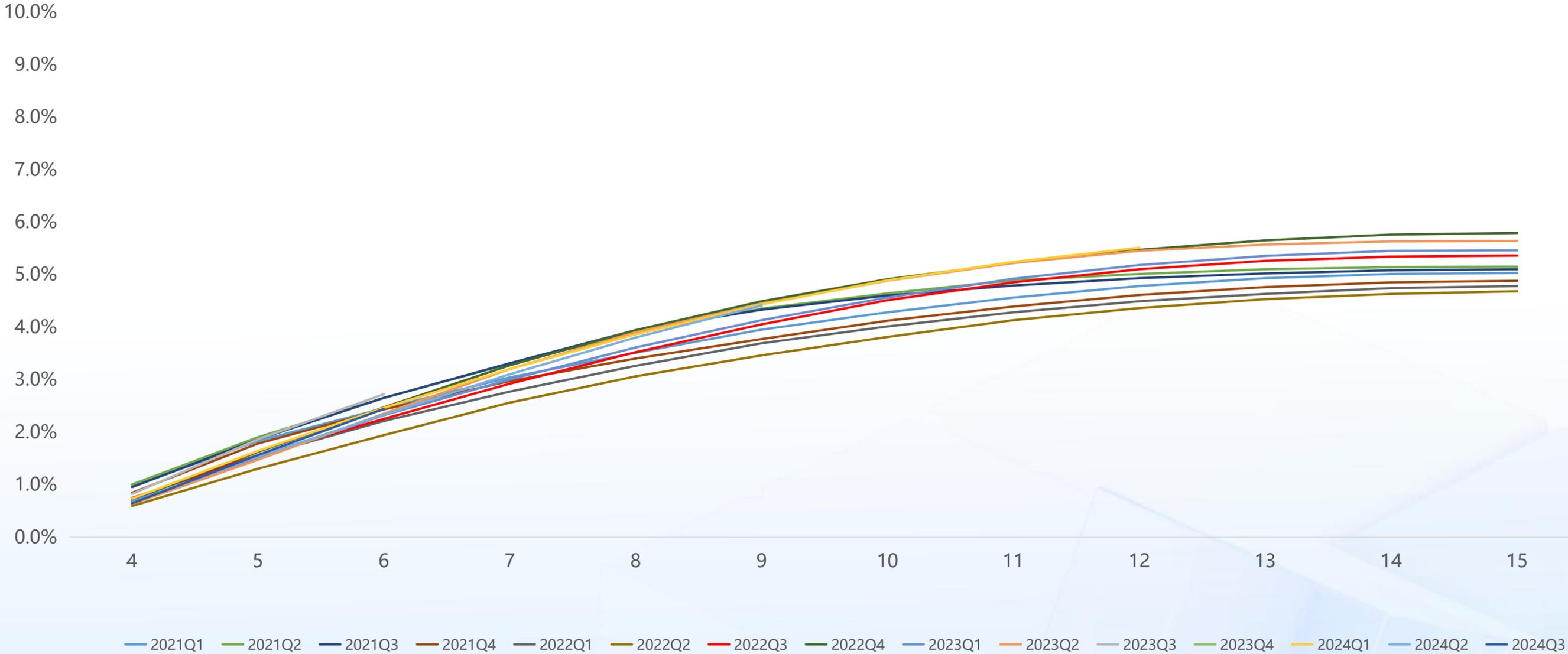


Loan Facilitation Volume (Annual)  
(RMB in millions)



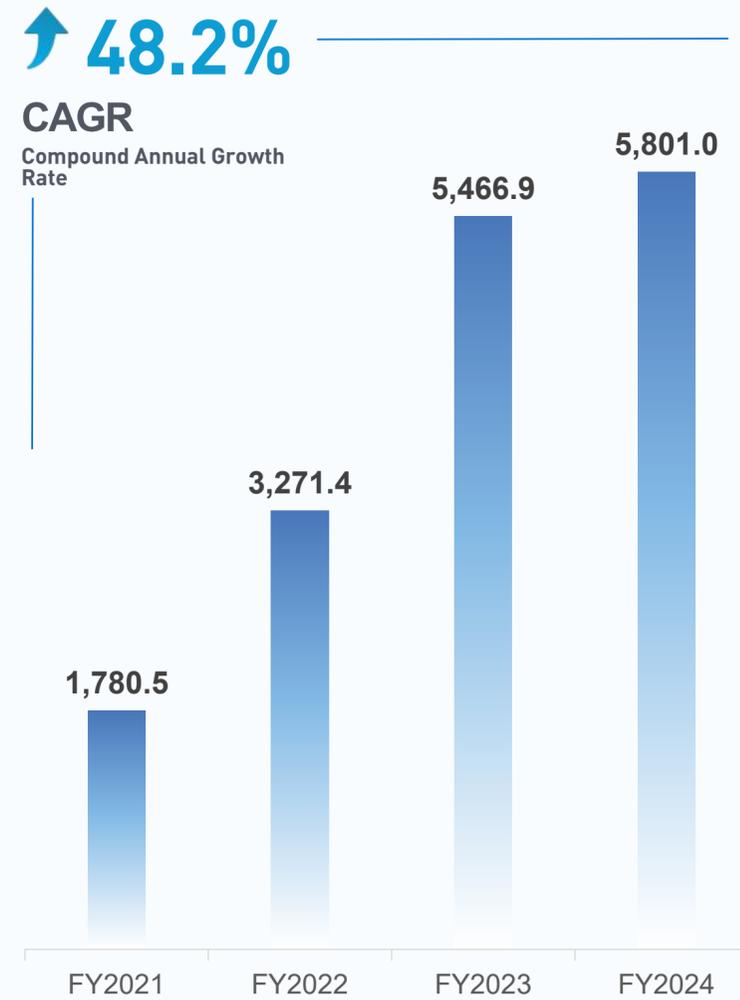
# Steady improvement in credit performance supporting robust growth

M3+ Delinquency Rate by Vintage

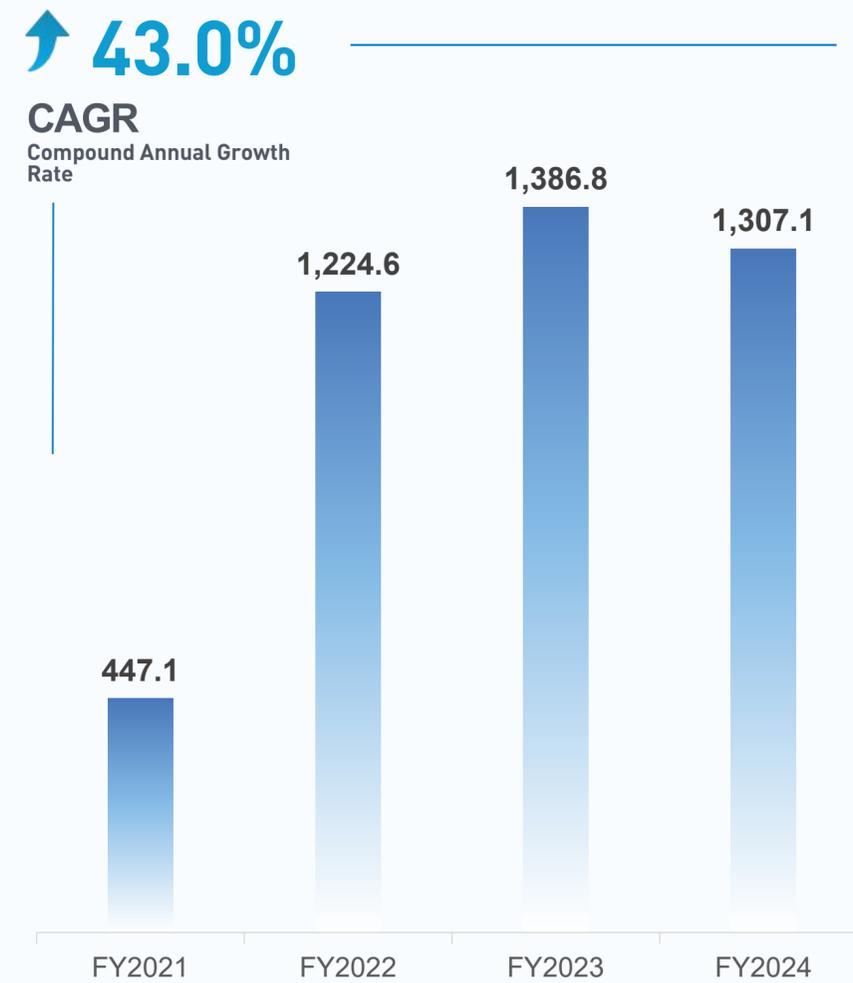


# Quality growth and profitability

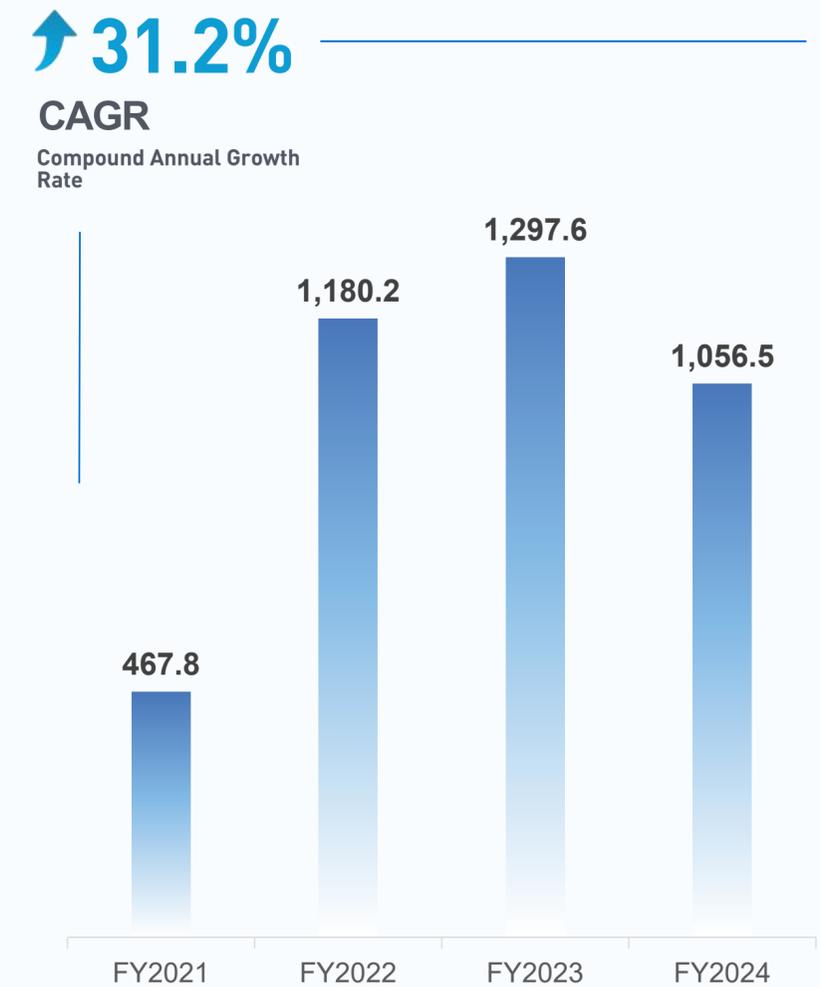
**Net Revenue**  
(RMB in millions)



**Non-GAAP Income from Operation<sup>(1)</sup>**  
(RMB in millions)



**Net Income**  
(RMB in millions)

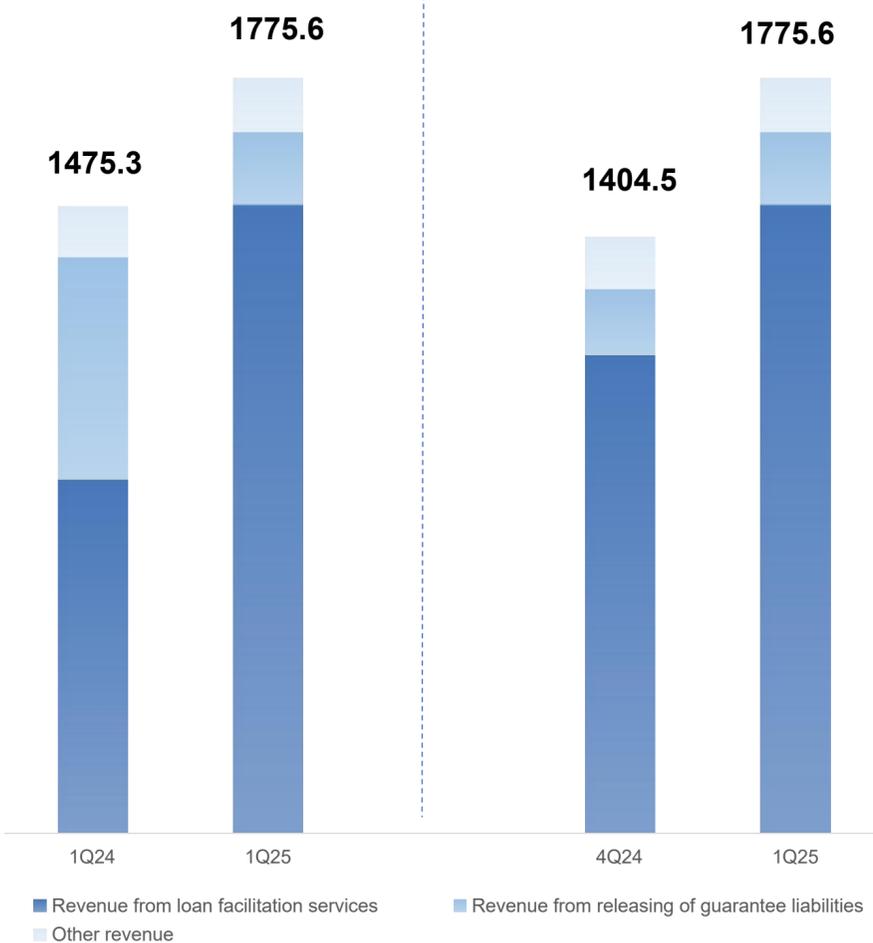


# Financial results of 1Q 2025

## Net Revenue (RMB in millions)

↑20.4%  
YOY

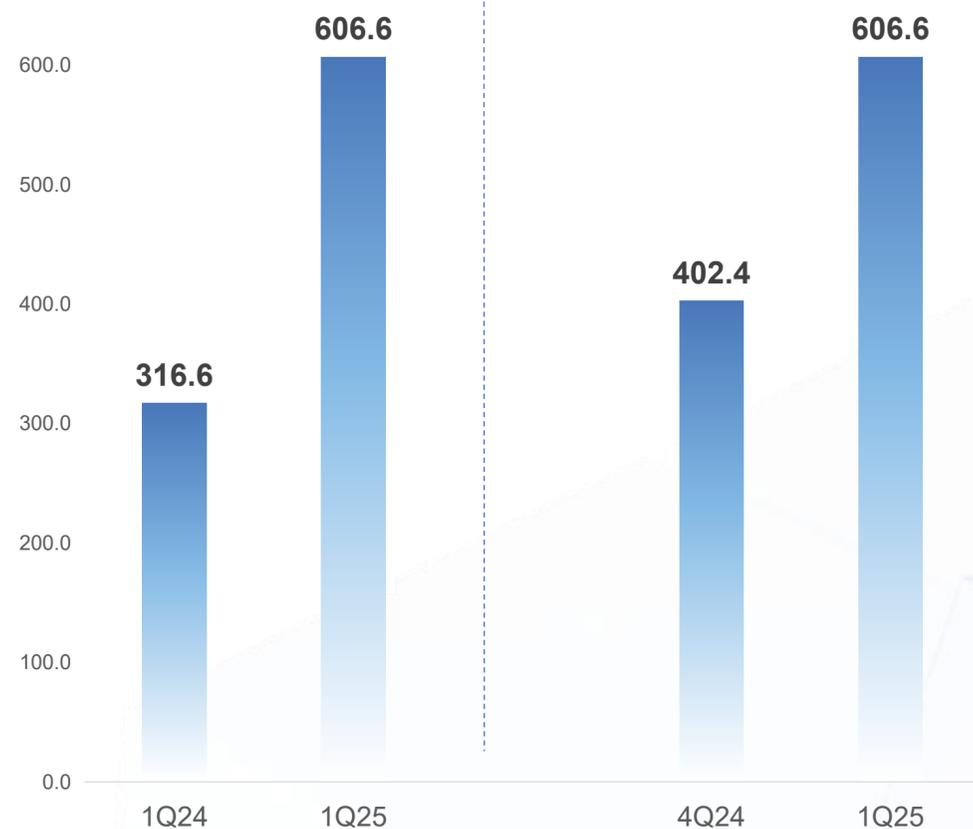
↑26.4%  
QOQ



## Non-GAAP Income from Operation<sup>(1)</sup> (RMB in millions)

↑91.6%  
YOY

↑50.7%  
QOQ



## Net Income (RMB in millions)

↑97.5%  
YOY

↑95.8%  
QOQ



# Operating highlights of 1Q 2025

## Continuous Growth of Loan Facilitation Volume



- Loan facilitation volume reached RMB35.6 billion, representing an increase of **58.2%YOY**

## Strong Profitability in Core Business



- Revenue from loan facilitation services reached RMB1,479 million, representing an increase of **77.9%YOY**
- Non-GAAP Income from operation reached RMB607 million, representing an increase of **91.6%YOY**

## Deepening Institutional Partnerships



- By the end of 1Q2025, we have currently forged partnerships with **69** financial institutions
- We explore multiple cooperation models and actively promote joint operation projects

## Stable Asset Quality



- The 90 day+ delinquency ratio was **1.13%** as of March 31, 2025

## Global Expansion

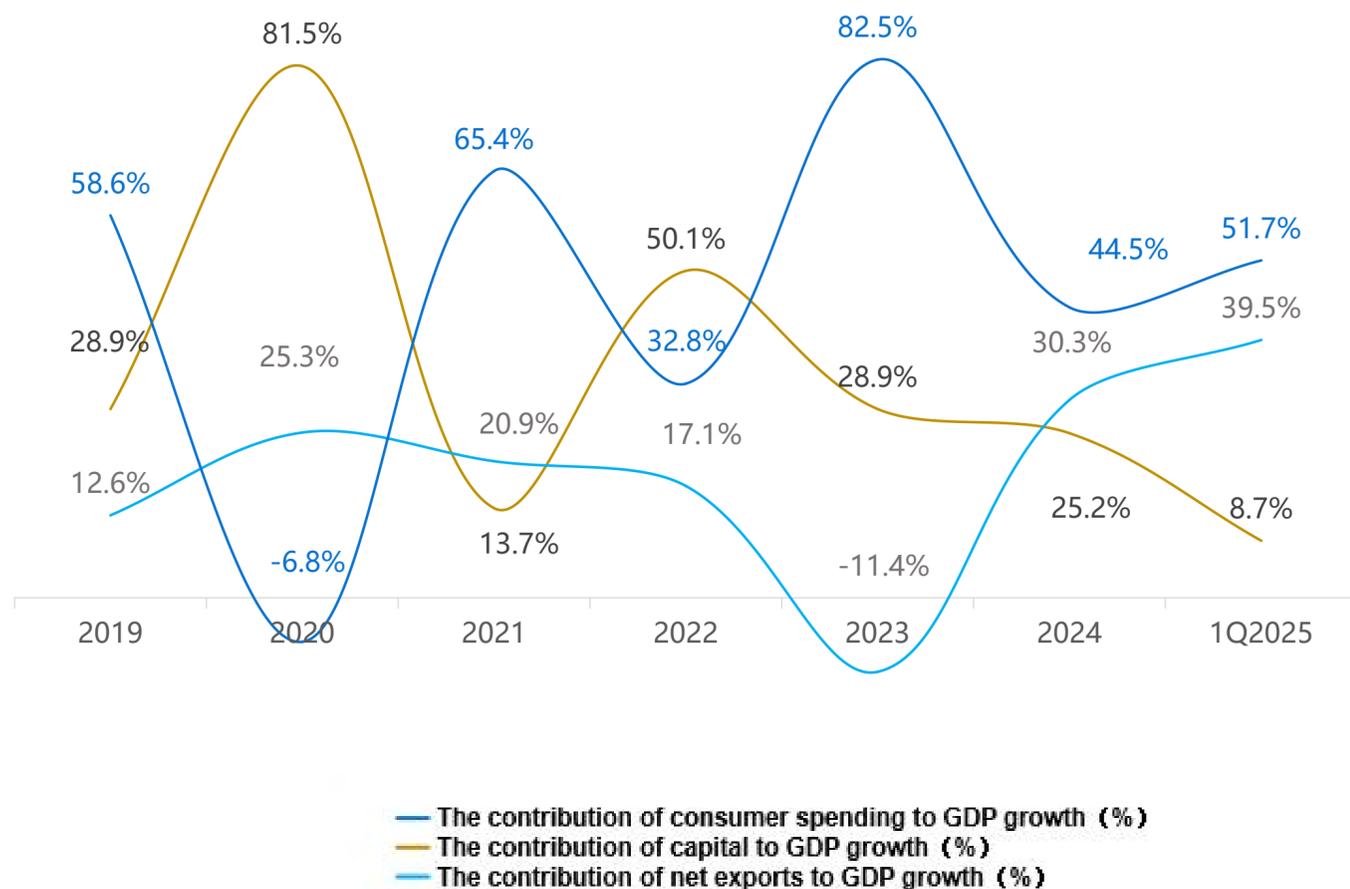


- The loan size and new registered users further increased by approximately 200% compared with the same period last year in Indonesia
- The risk indicators keep optimizing and the return on borrower acquisition investment improved in Mexico

# Favorable macroenvironment for industry development

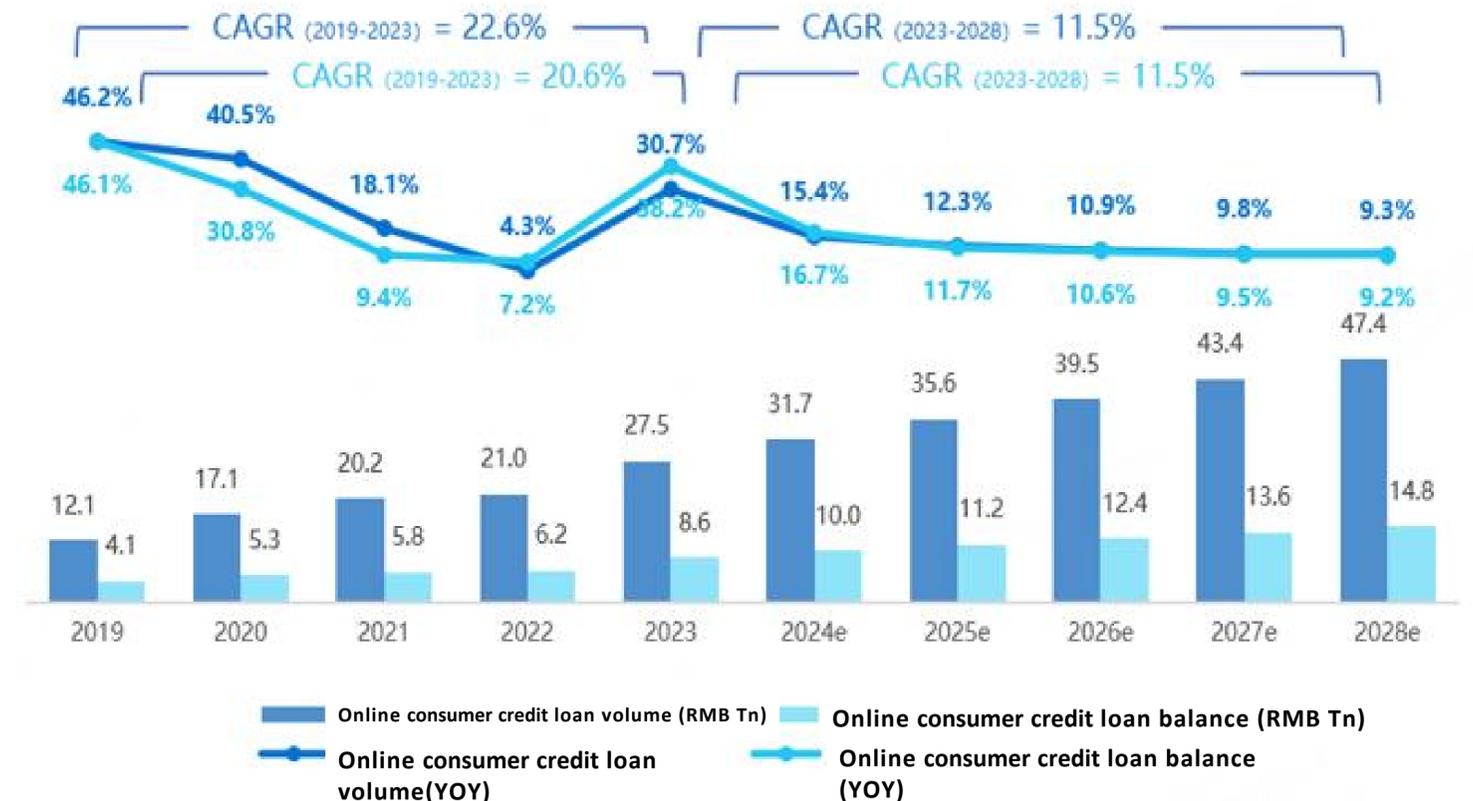
## The contribution of consumer spending to GDP growth takes a dominant position

The contribution of China's three major drivers to GDP growth from 2019 to 1Q2025



## China's online consumer credit balance is forecast to grow at 11.5%

### 2019-2028 China's online consumer credit loan volume and loan balance



# Reinforcing our strengths to build durable competitive advantages

## Our accumulated strengths and core advantages

**Capital-light model** benefits from operating efficiency, scalability, and network effect

**AI-enabled risk assessment model** incorporates proprietary data and improves accuracy over time

**Strong borrower and channel relationships** ensure engaged borrowers and precise targeting

**Funding partners and network** with deep cooperation and aligned objectives

**Committed management** with years of domain expertise and industry insights

## Drive growth and strengthen our core advantages to better serve our customers

### Growth Flywheel

Better products and more choices

More borrowers

Improved AI model

Improved credit performance

More funding partners

# Expanding global presence through international market growth



# Rewarding our shareholders with long-term value



## Dividend Policy

From 2025, the Company may choose to declare and distribute cash dividend once each fiscal year, at an aggregate amount of around **30%** of the net income after tax of the Company in the previous fiscal year.

On June 4, 2024, the Company declared of **US\$0.50** per ADS for the dividends in the fiscal year 2024. The aggregate amount of cash to be distributed is expected to be approximately **US\$26.6 million**, approximately **15%** of the net income after tax in 2023.

On May 20, 2025, the Board of Directors approved a dividend plan of **US\$0.80** per ADS



## Share Repurchase Plan

In March 2024, the Board approved an adjustment to the existing share repurchase plan, pursuant to which the aggregate value of ordinary shares authorized for repurchase under the plan shall not exceed **US\$30 million**.

In June 2025, the Board has approved extending its validity to June 12, 2026.

As of June 4, 2025, the Company had repurchased approximately 3.8 million of its American depositary shares for approx. **US\$16.8 million**.

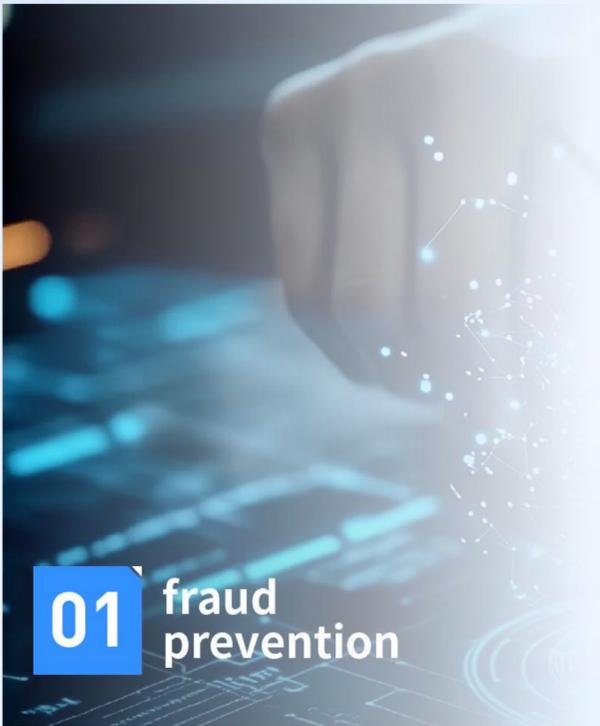


## Business Outlook

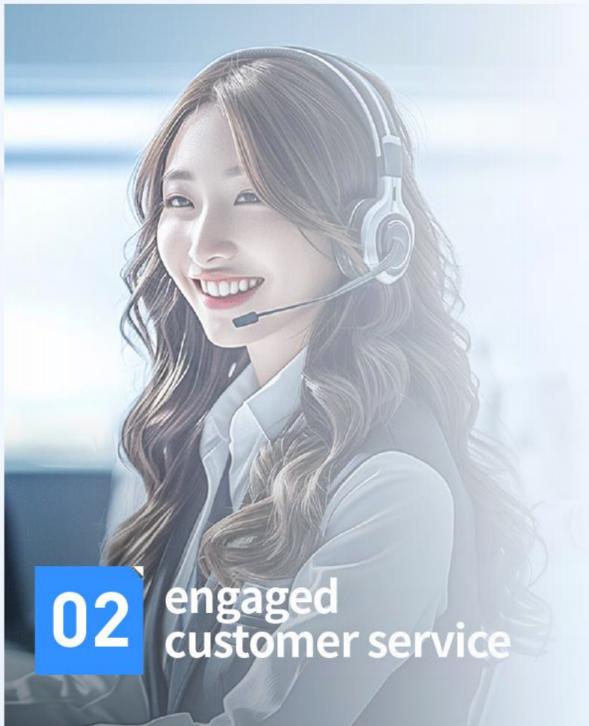
The Company expects its loan facilitation volume for the full year 2025 to be in the range of **RMB137 billion to RMB142 billion**.

The Company expects its loan facilitation volume for 2Q2025 to be in the range of **RMB37 billion to RMB39 billion** and its Non-GAAP income from operation for 2Q2025 to be in the range of **RMB0.66 billion to RMB0.73 billion**.

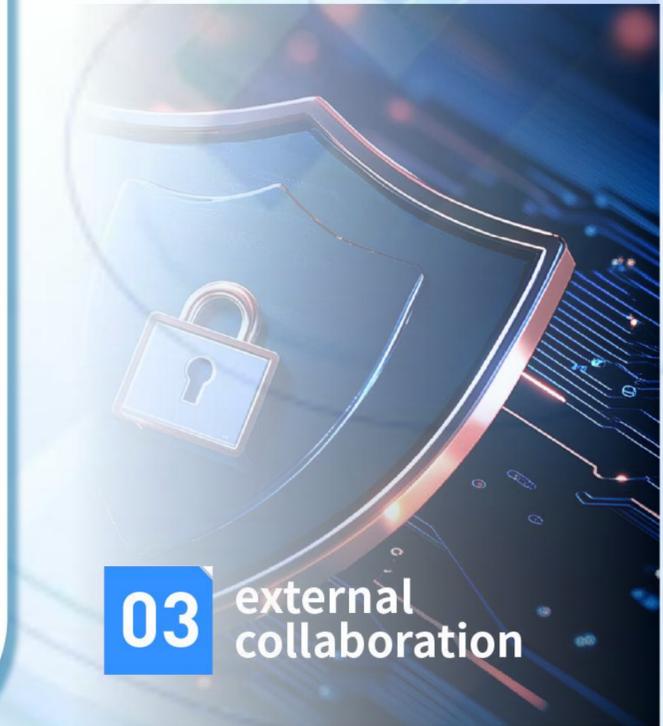
# Commitment to social responsibility and all stakeholders



**01** fraud prevention



**02** engaged customer service



**03** external collaboration



**04** consumer protection education



纳斯达克

股票代码: JFIN