

WIMI HOLOGRAM CLOUD

Company Presentation



WHAT YOU THINK IS WHAT YOU SEE

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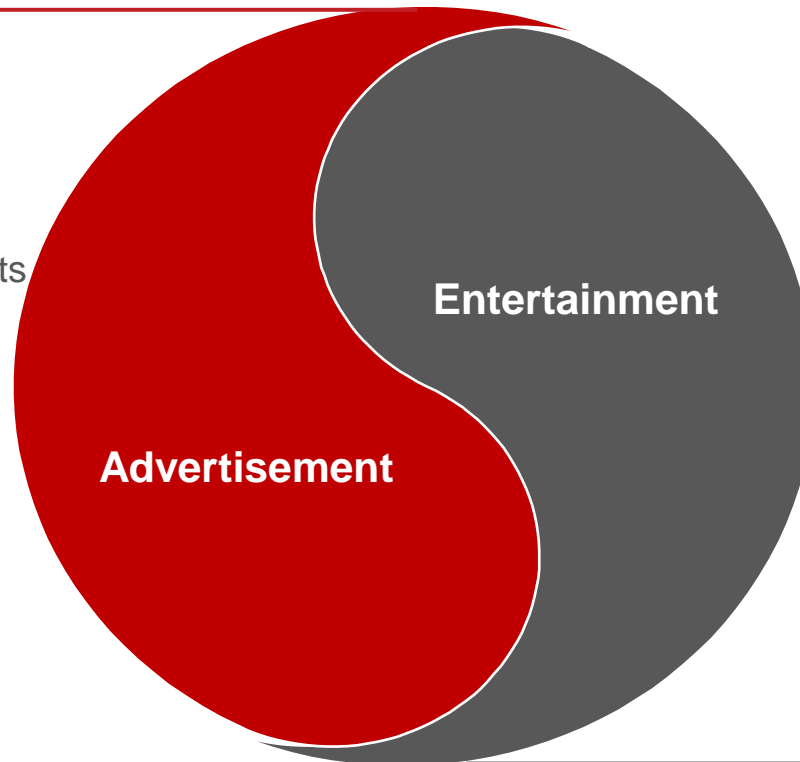
Financial Highlights

China's largest Holo AR application platform focusing on advertising services and entertainment products

Largest

Ranked #1 in China's holographic AR industry in terms of

- Revenue in 2018
- Number of clients
- Number of holographic AR contents
- Number of software copyrights
- Number of registered holographic AR patents



Advanced

- Provide 3D holographic AR application
- Equipped with advanced AR 3D scanning capabilities and simulation solutions
- 80% faster than the industry average in terms of the speed of image processing

...unique one-stop platform evolved from rich content

from entertainment...

China Holo AR Market size
RMB 6.9 billion in 2018 to **RMB 454.8 billion** in 2025E



Entertainment

WIMI's Leading Position

- 4,654 AR Holographic Contents
- 214 Software Copyrights
- 132 Patents

... expanding to all aspects of life



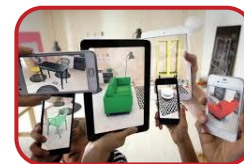
Education



Travel



Telecom



Retail



Household

WIMI owns the largest Holo AR platform in China currently. With the development of Holo AR market, WIMI, relying on its sustainable competitive advantages, will be able to capture the growth opportunity and expand its business to many more areas



Holo AR Industry Pioneer with Competitive Advantage



Largest Integrated Holo AR Platform in China



Cutting-edge Technical Capabilities Leading Industry Standards



Experienced Management Team with Vision for Future



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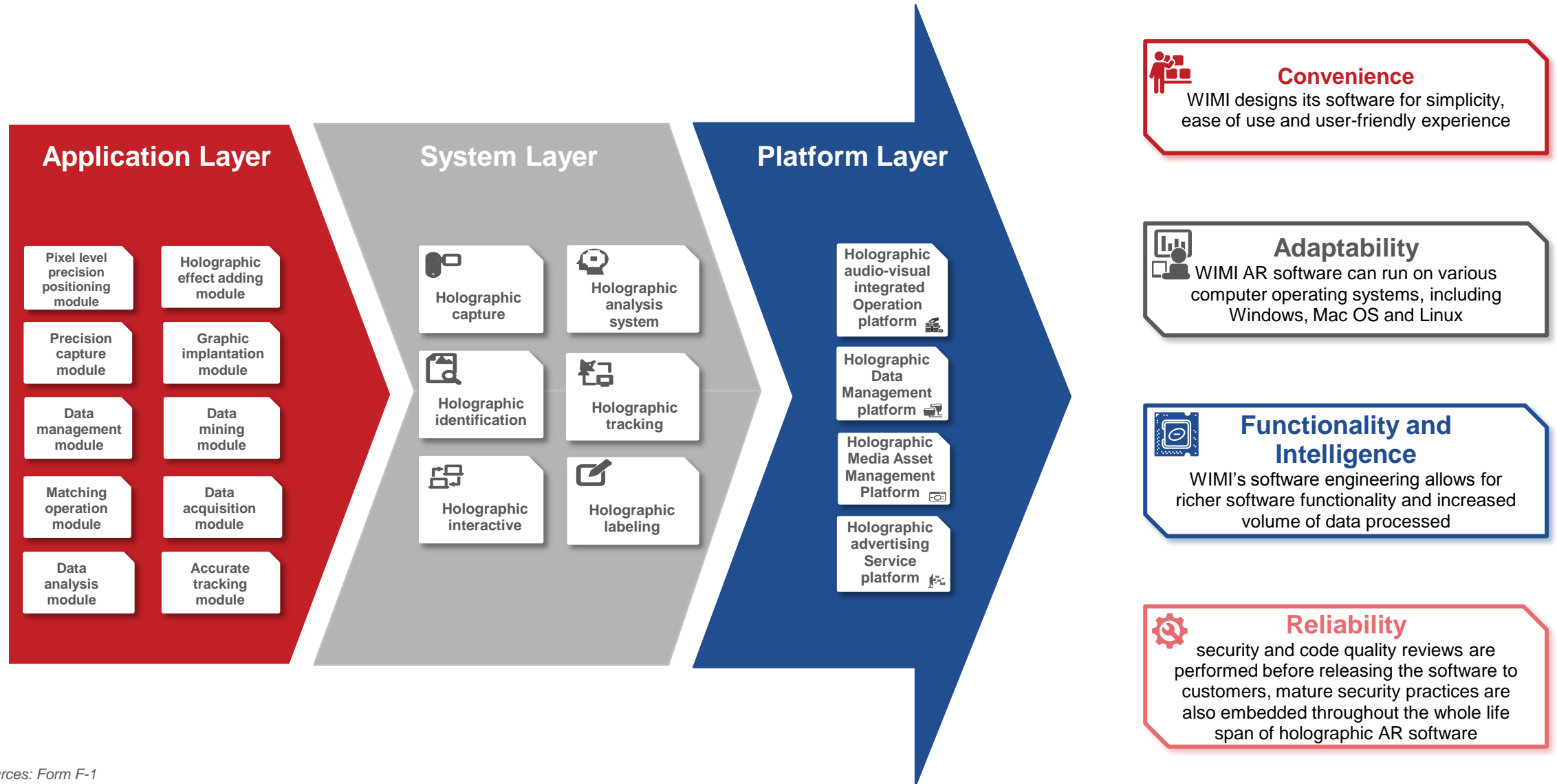
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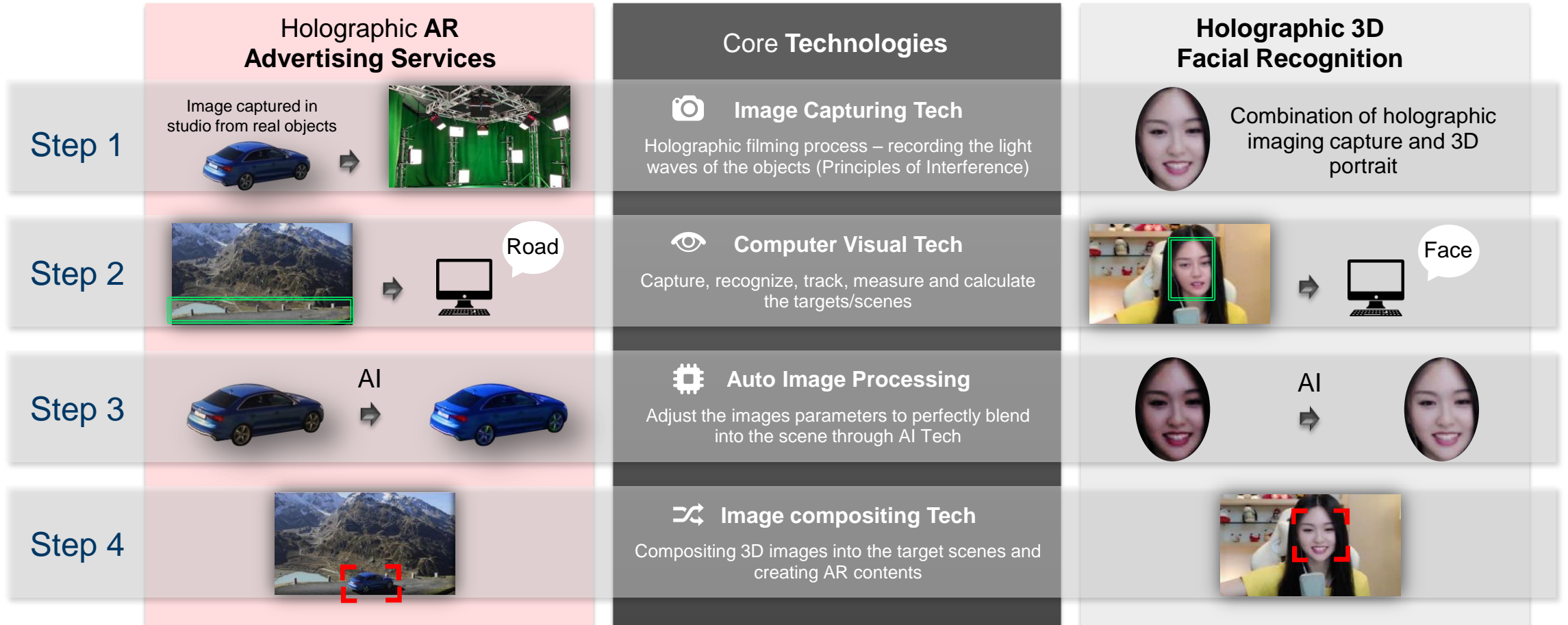
Financial Highlights

Cutting-edge Technology Capabilities **Leading Industry Standards** **WIMI** 微美

NASDAQ: WIMI



...with comprehensive technology infrastructure that fuels rapid growth





**WIMI's
Technology
Strengths**

Blocks of images data
identified and captured
per unit

Average
Market Level  50


550

80% faster than the industry average in
terms of the speed of image processing



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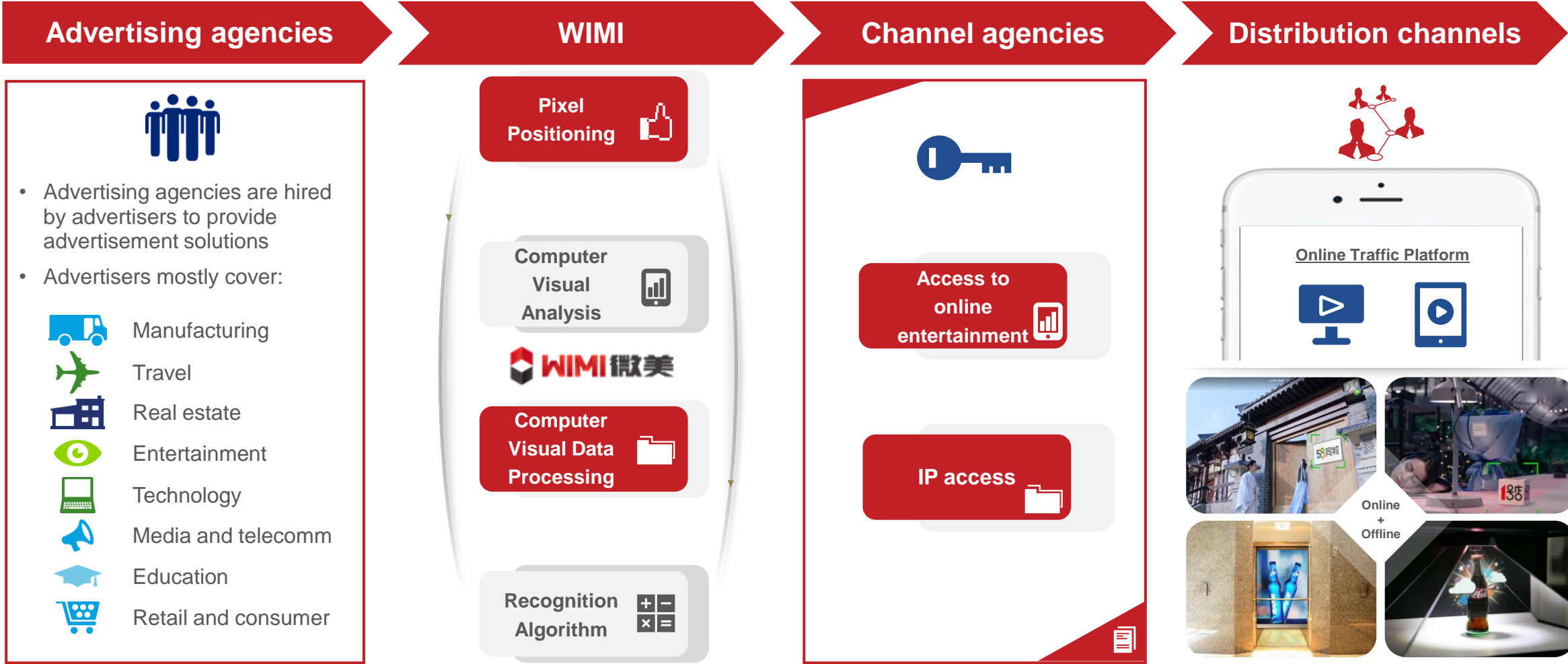
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Recent Development

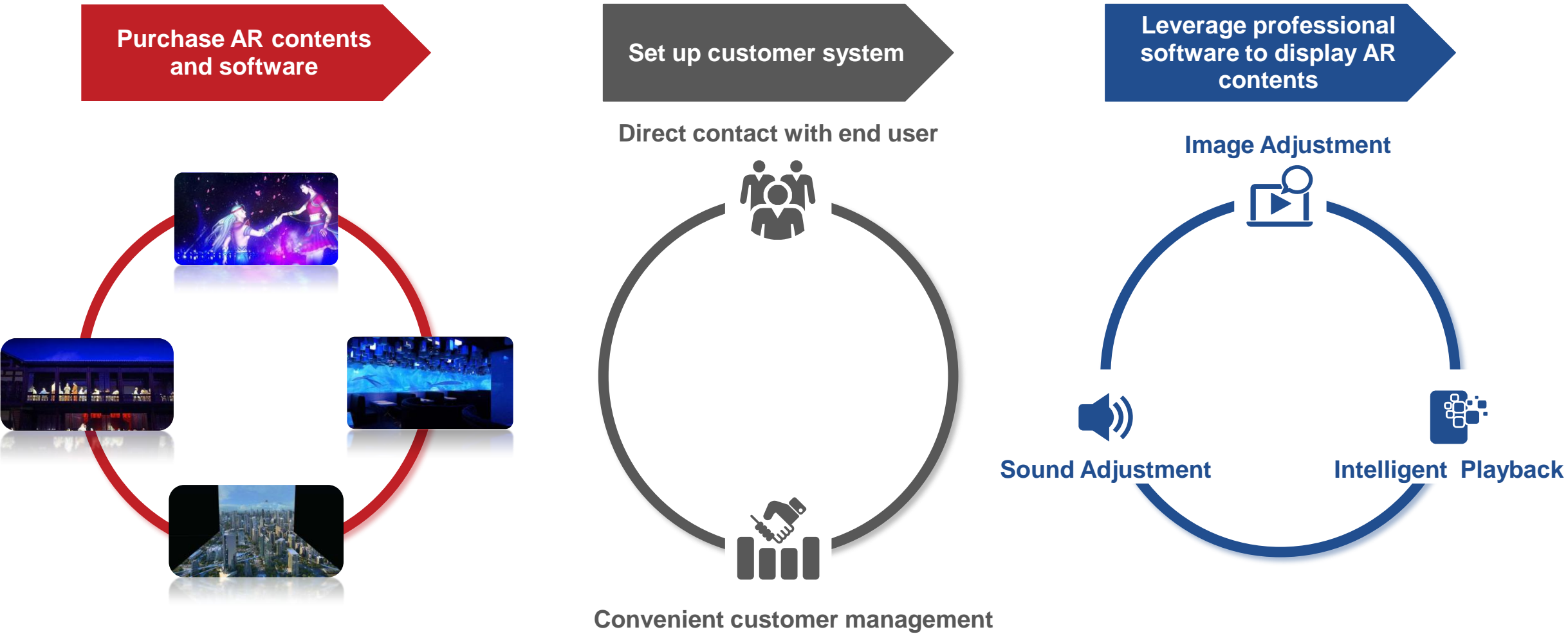
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Financial Highlights

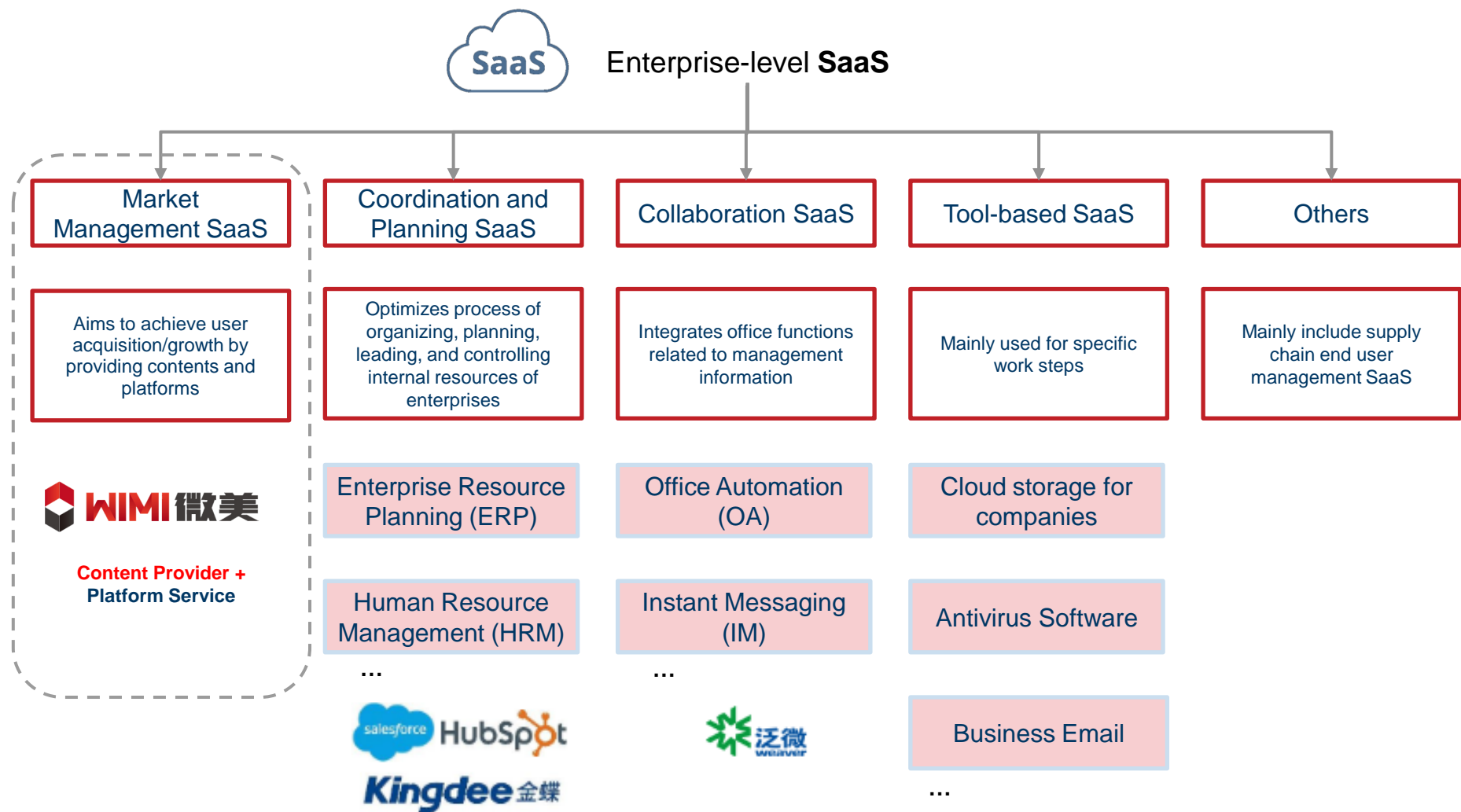
...the revolutionary Holo AR advertisement solutions provider in China



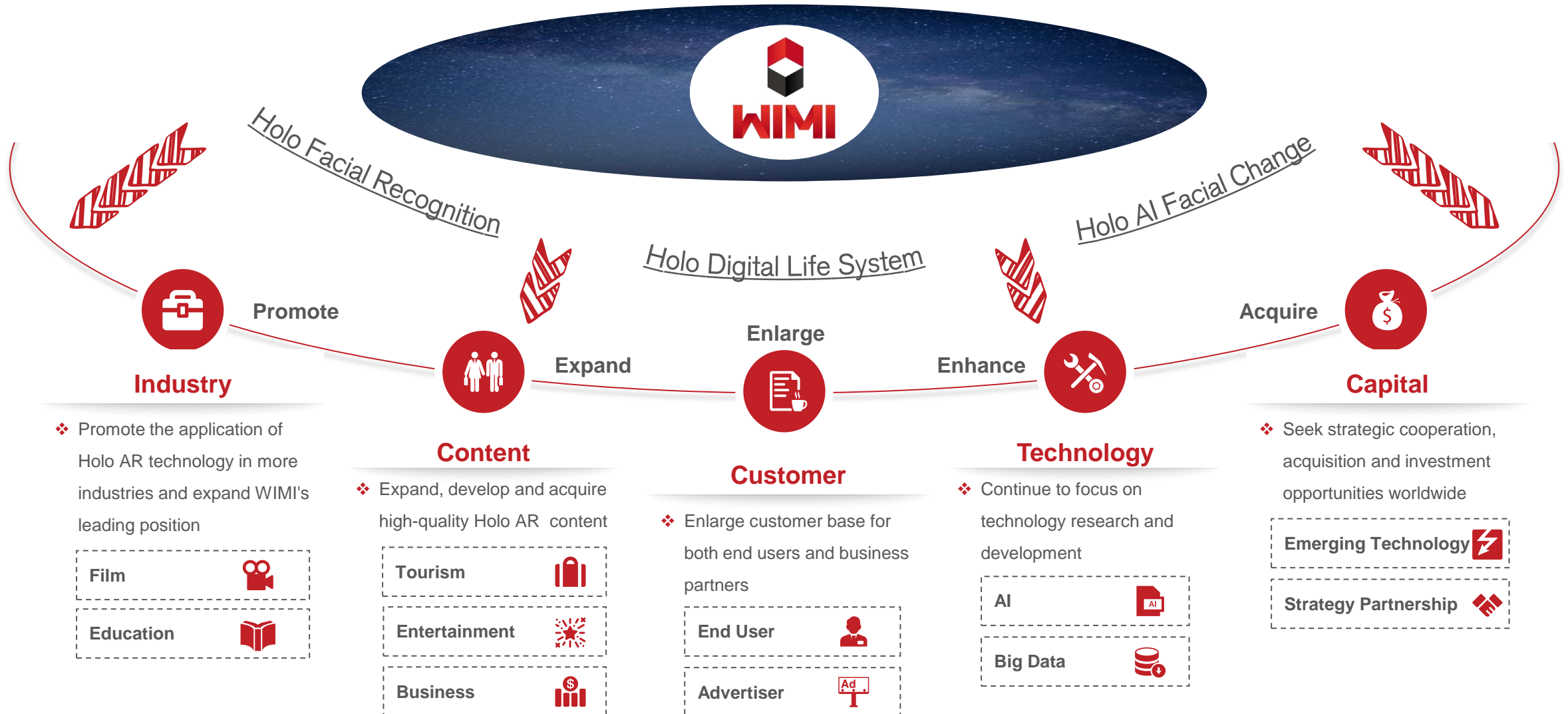
...operates the largest Holo platform in China integrating software, content and payment channel



Services deployed on the servers of the service providers and provided for the enterprise via the internet



...construct the holographic AR ecosystem in China while establishing industry benchmark



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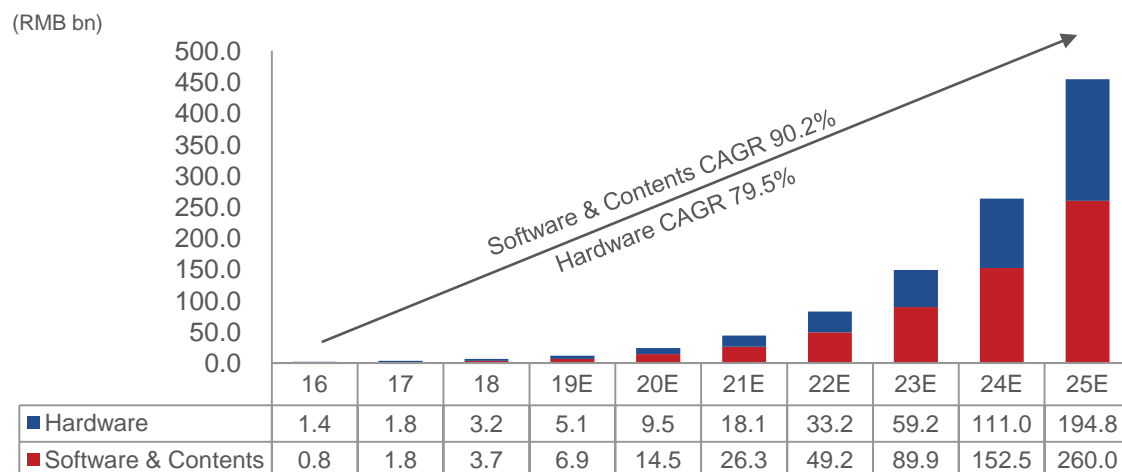
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Financial Highlights

...with software & content services expertise, we operate in a rapidly expanding industry

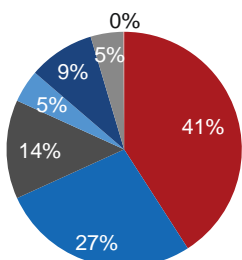
China Holo AR Market Size by Revenue



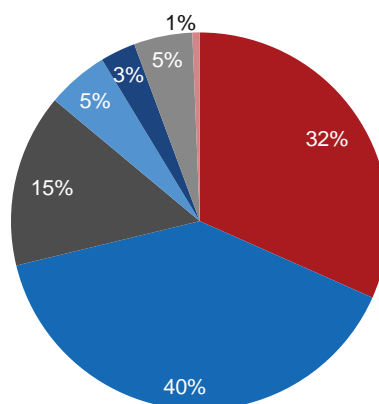
Breakdown of China's AR Industry Market Size, 2016-2025E

2016 Market size: RMB 2.2 bn

■ Advertisement
 ■ Entertainment
 ■ Education
 ■ Household
 ■ Travel
 ■ Retailing
 ■ Others



2025E Market size: RMB 454.8 bn



Key Growth Drivers



❖ **Ultimate goal for visual display medium** drives the continuous endeavor into AR holography



❖ **Technological advancement**, such as deep learning, integrated chips and 5G network, brings the Holo AR into the new heights



❖ **Diversified customer base and expanding application fields** allow AR holography industry to grow sustainably



❖ **Strong support from China's Ministry of Education**, which values the unique advantages of AR holography

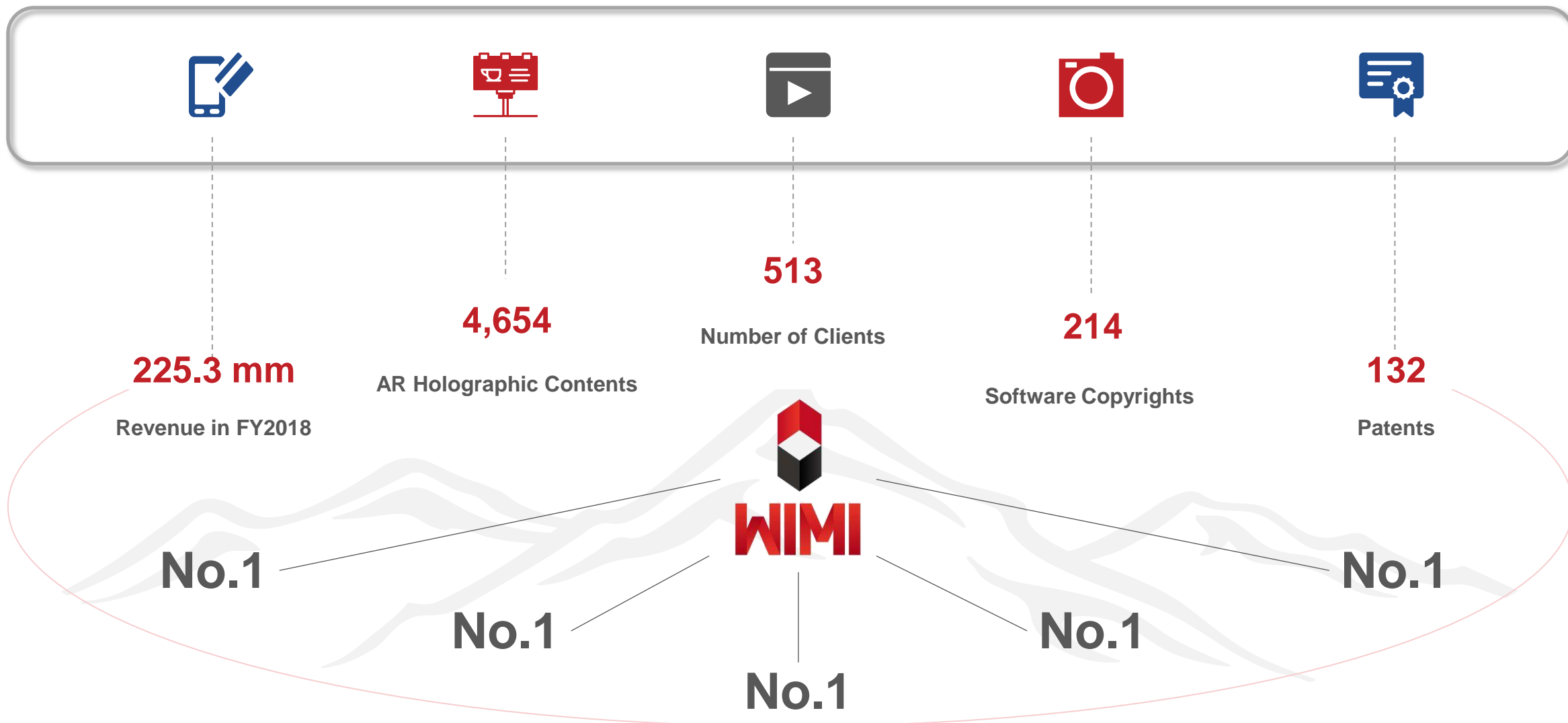


❖ **Supportive policies and regulations** promote the development of AR holography: "New generation AI development plan" and "National science and technology innovation plan for the 13th five-year plan"

NASDAQ: WIMI Holo AR Industry Pioneer with Competitive Advantage



...clear market leadership leveraging on first-mover advantage



NASDAQ: WIMI Experienced Management Team with Vision for Future



...first-class management team with extensive industry expertise



Jie Zhao

Founder, Chairman

❖ **15 years** working experience in software and mobile internet



Fanhua Meng

Chief Executive Officer

❖ **15 years** of experience in mobile phone software and mobile internet
❖ over **10 years** of successful experience in platform-based operation management



Yanghua Yang

Chief Financial Officer & Secretary Board

❖ Over **10 Years** of experience in auditing and investment management



Shuo Shi

Chief Operating Officer

❖ Over **10 years** of marketing, marketing and project management experience in IT, Internet and other industries



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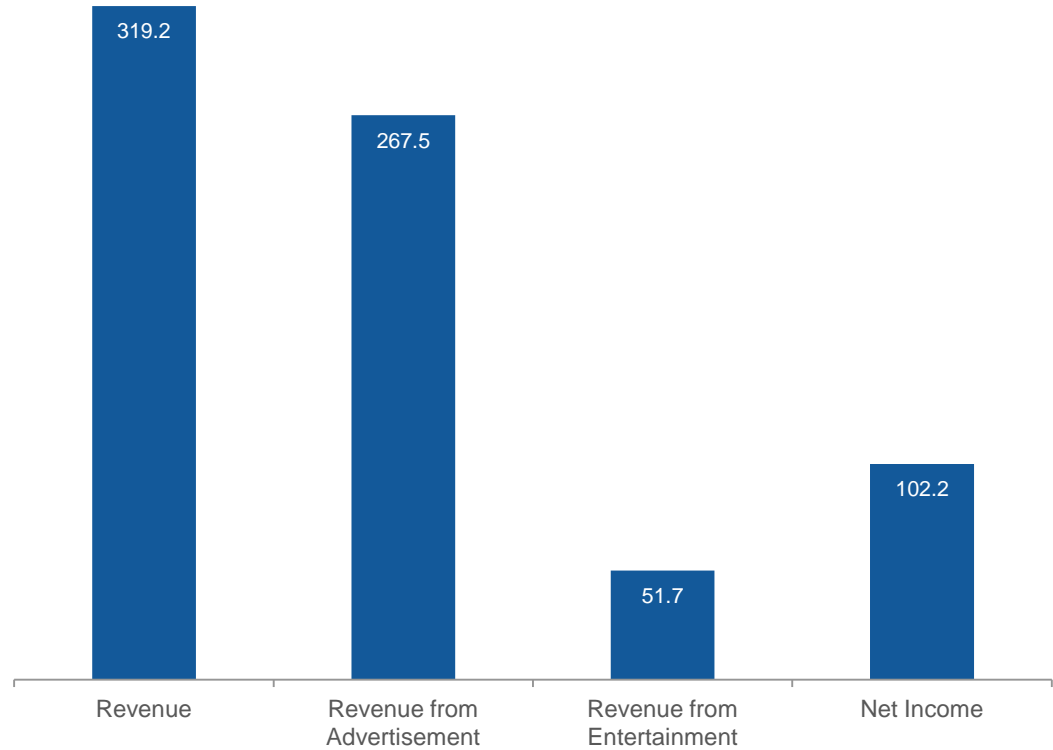
Recent Development

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Financial Highlights

2019 Financial Summary

(millions of RMB)



2018

vs.

2019



121
Customers



153
Customers



RMB 1.5M
Per Customers



RMB 1.7M
Per Customers



6.6 Billion
Paid Impressions



9.7 Billion
Paid Impressions

Note: Information regarding 2019 represents our preliminary estimated unaudited financial data for the year ended December 31, 2019, which is subject to revision based upon the completion of our year-end financial closing process and external audit of our results of operations for the same period. Friedman LLP has not audited, reviewed, compiled, or applied agreed-upon procedures for the preliminary estimated unaudited financial data presented below. Therefore, it is highly likely that adjustments to the data presented below will be made.

1

We temporally closed our offices and implemented work-from home policy in February 2020. Since March 16, 2020, **our offices have reopened and are fully operational.**

2

Our business operation has not been significantly affected given most of our work force can continue their work offsite during the COVID-19 outbreak.

3

Our revenue and income may be negatively impacted if our customers reduce their online advertising budgets. However, so far **none of our customers have terminated contracts with us.**

4

Certain customers have requested additional time for payment, and additional customers may request as well. **We have not yet experienced significant collect issues so far.**

5

However, the situation may worsen if the COVID-19 outbreak continues.



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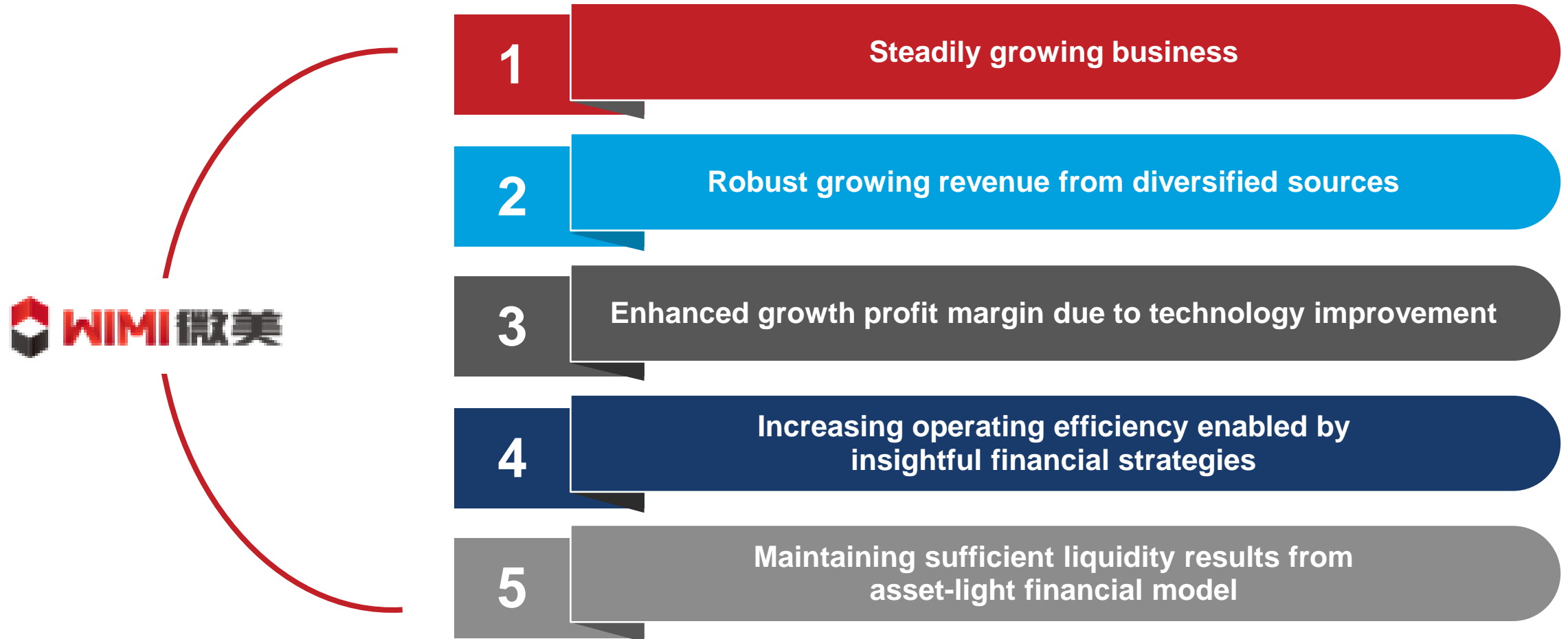
Industry

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Recent Development

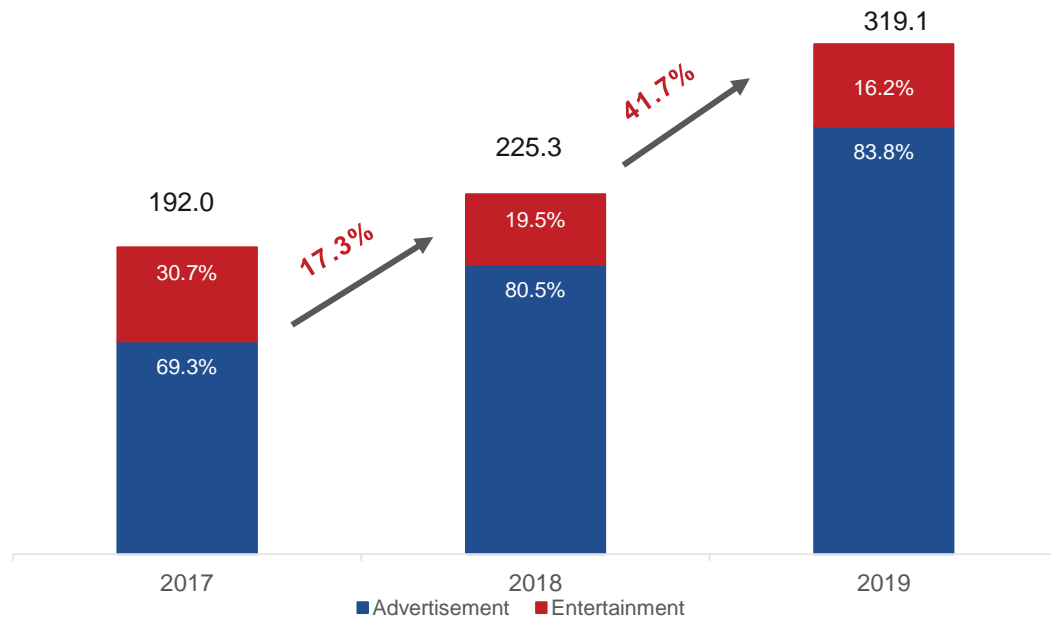
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Financial Highlights



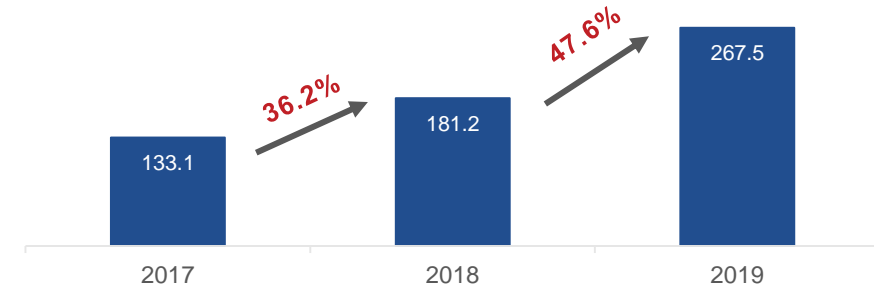
Revenue Breakdown

(millions of RMB)



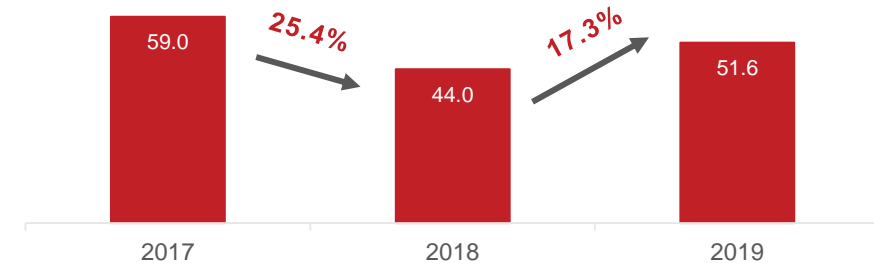
Advertisement

(millions of RMB)

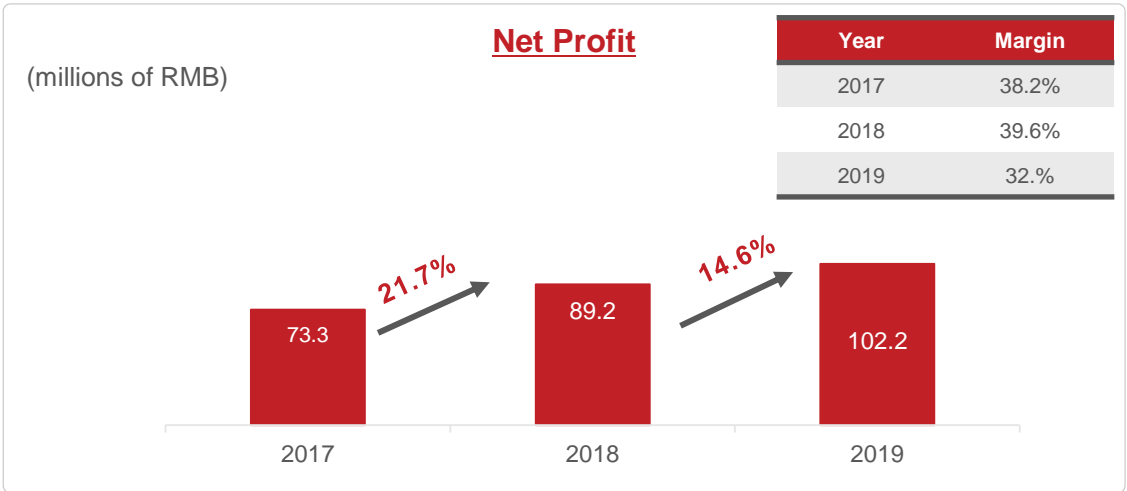
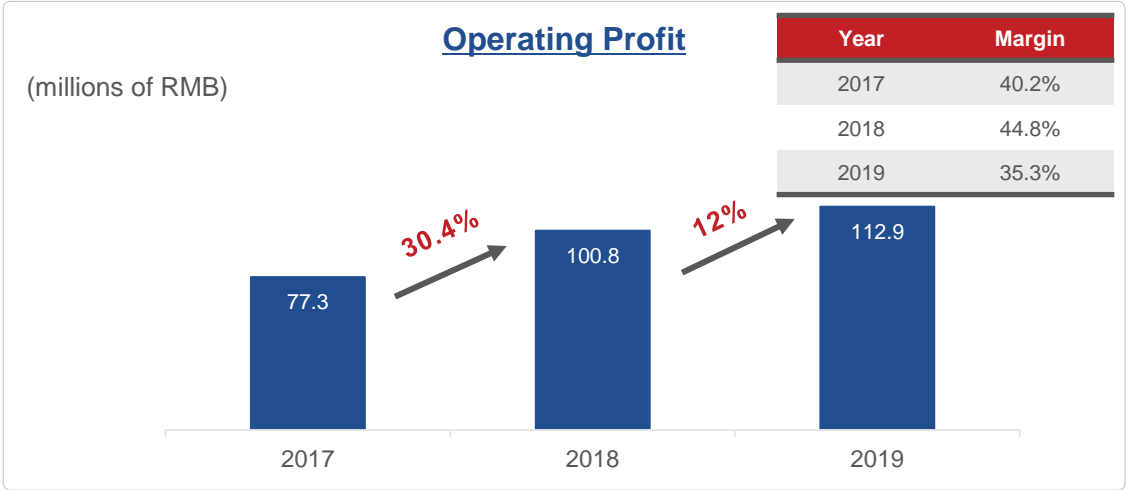
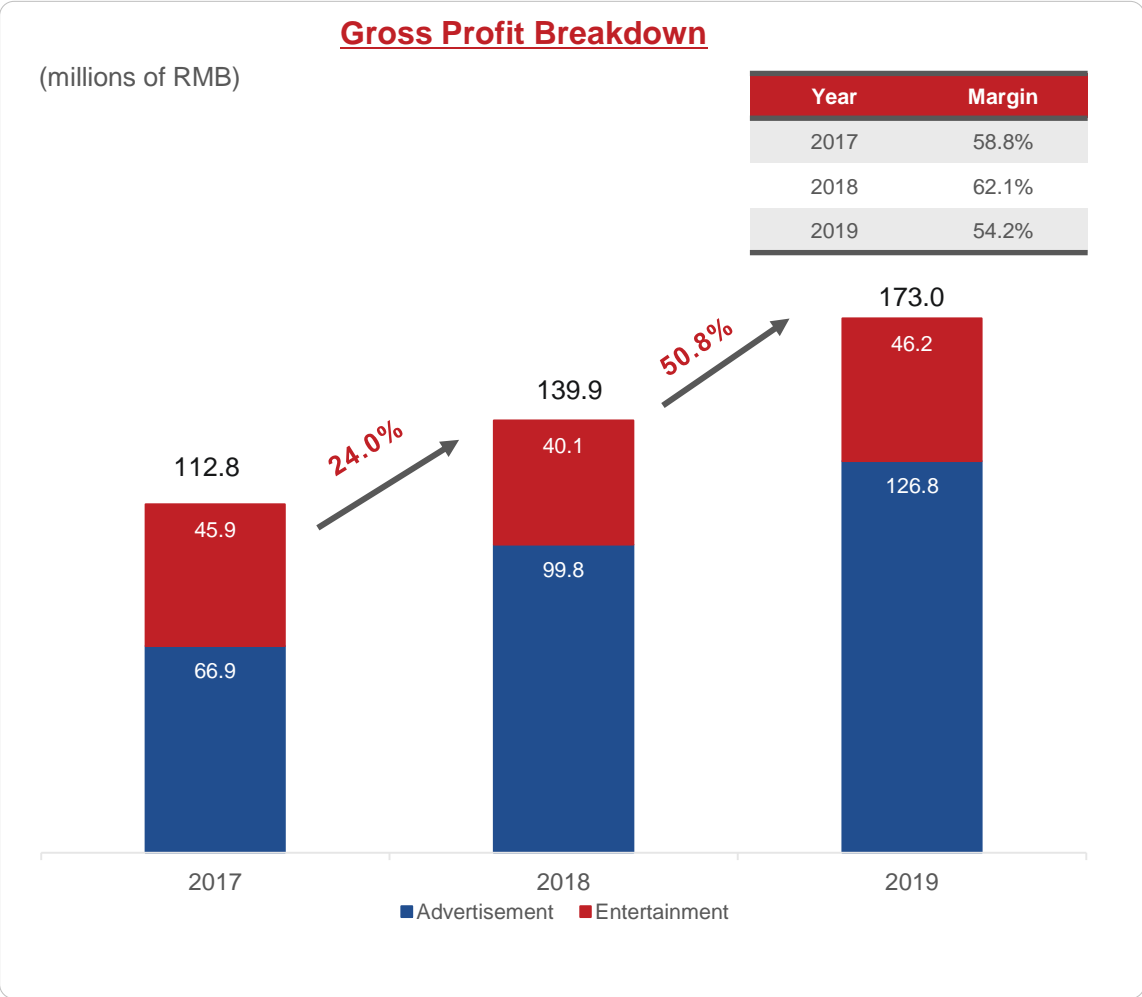


Entertainment

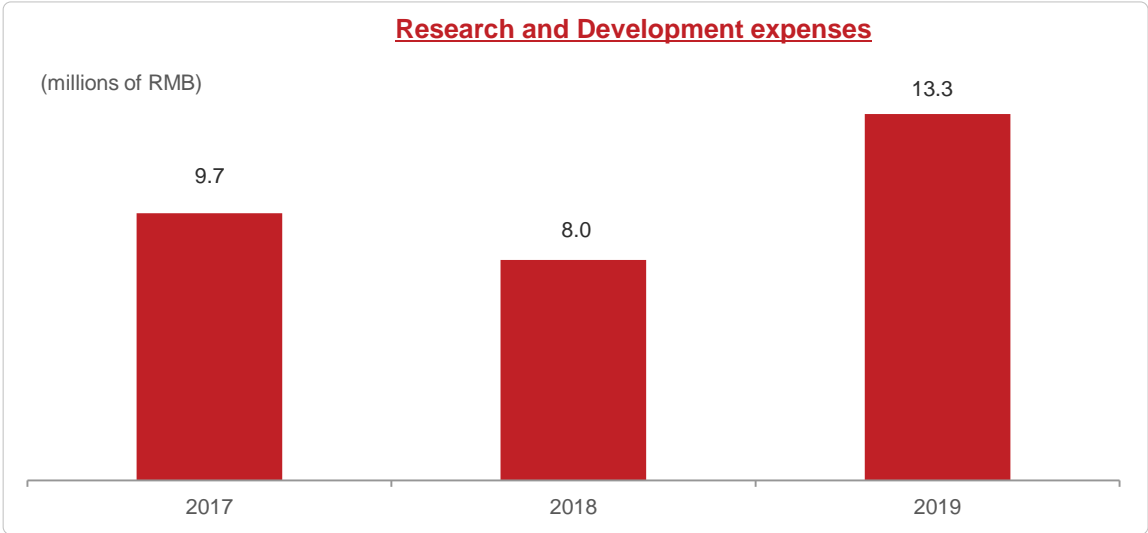
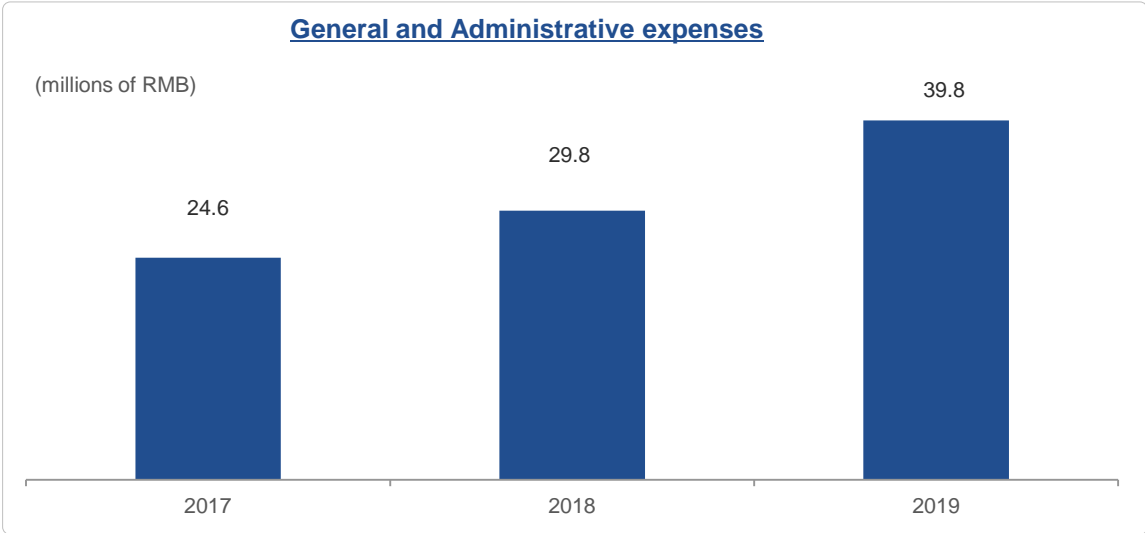
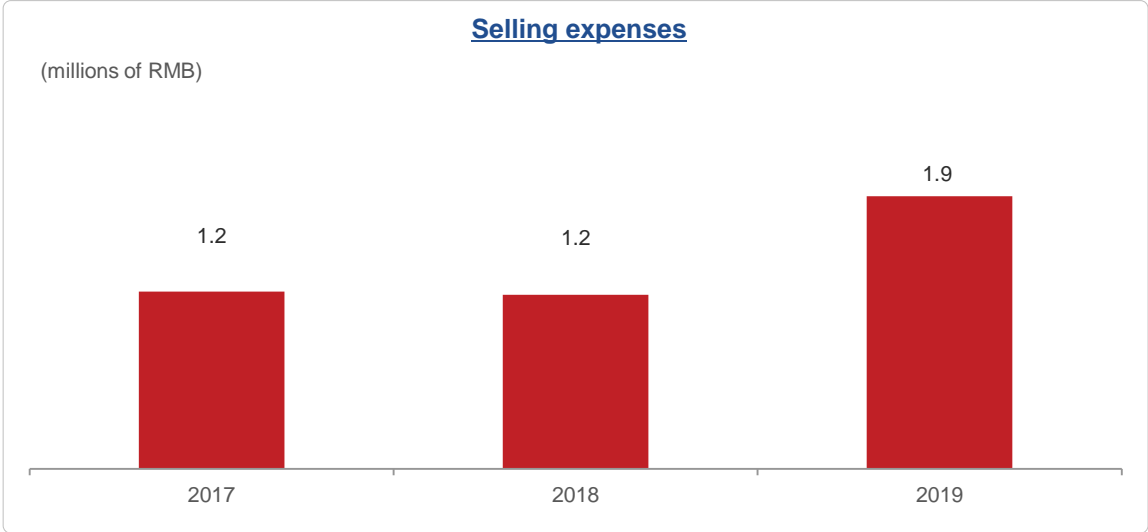
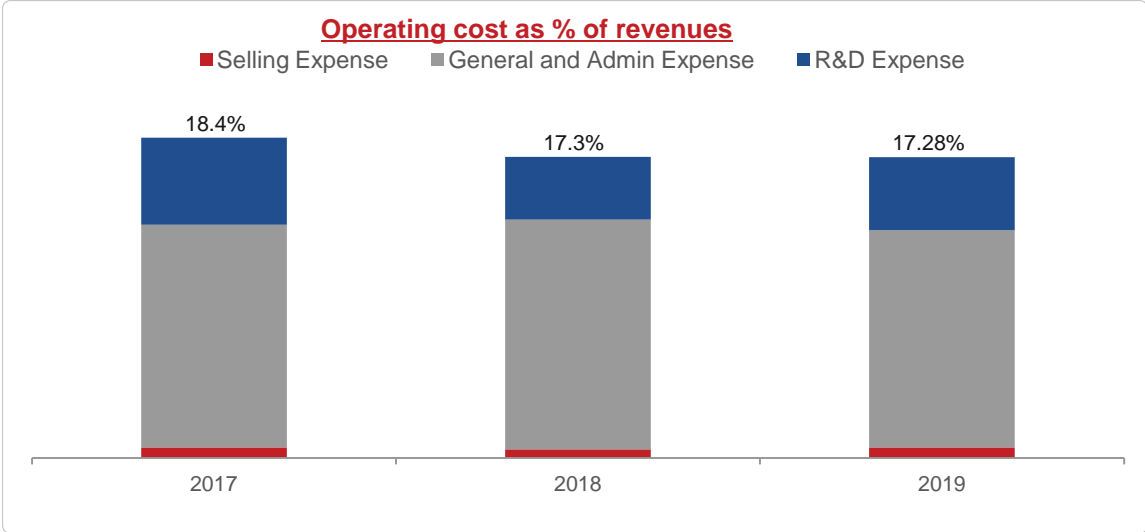
(millions of RMB)



NASDAQ: WIMI Enhanced Profit Margin due to Technology Improvement



NASDAQ: WIMI Maintaining Operating Efficiency Enabled by Insightful Financial Strategies

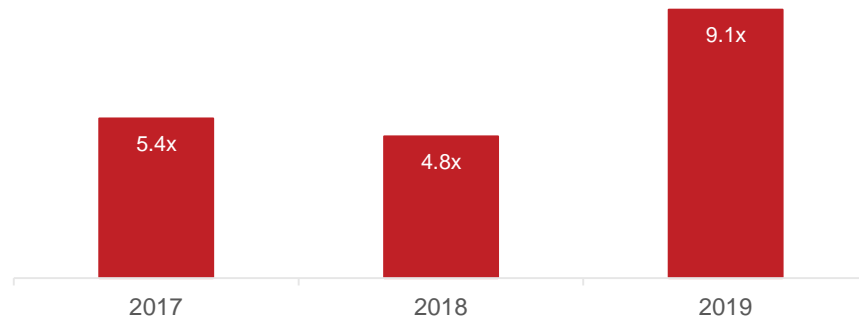


Sources: Form F-1

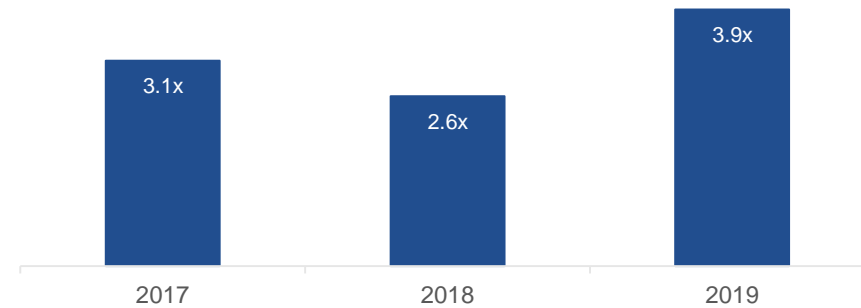
NASDAQ: WIMI Maintaining Sufficient Liquidity Results from Asset-Light Financial Model



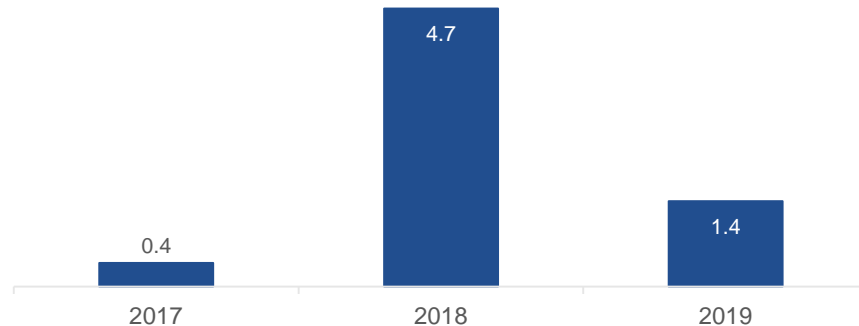
Account receivable turnover rate⁽¹⁾



Account payable turnover rate⁽²⁾

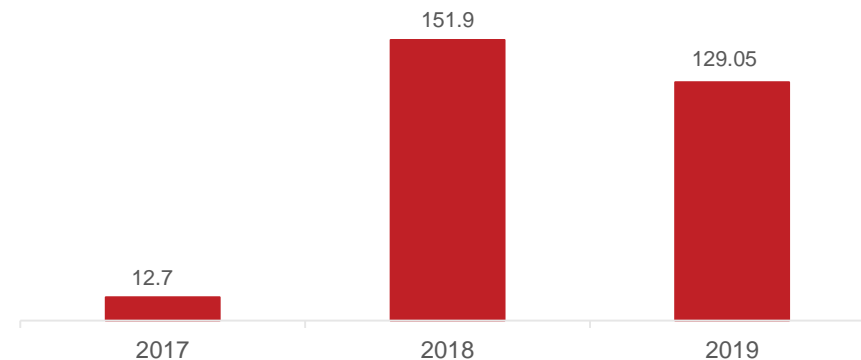


Current ratio⁽³⁾



Cash & Cash Equivalent

(millions of RMB)



Sources: Form F-1

Note(1)&(2): AR Turnover = Operating Revenue/ Account Receivable (at year end); AP Turnover = Cost of Revenue/ Account Payable (at year end)

Note(3): Current Ratio = Total Current Assets/ Total Current Liabilities

	Number Outstanding
Class A Shares	20,115,570
Class B Shares ⁽¹⁾	98,333,843
TOTAL Common Stock	118,449,413

(1) Includes 4,919,140 of the Company's ADS' trading on NASDAQ with symbol WIMI, each of which represents two class B Ordinary Shares