



容联云  
CLQOPEN

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# 2021Q3 Investor Presentation

November 18, 2021

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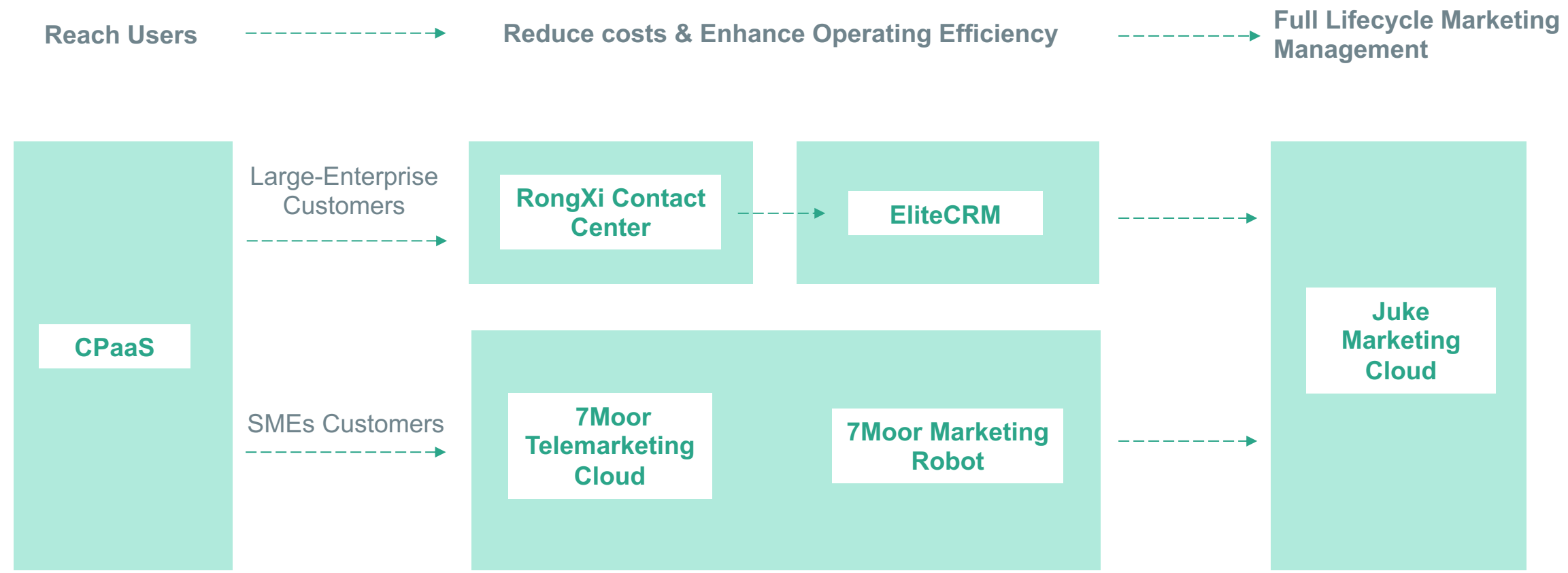
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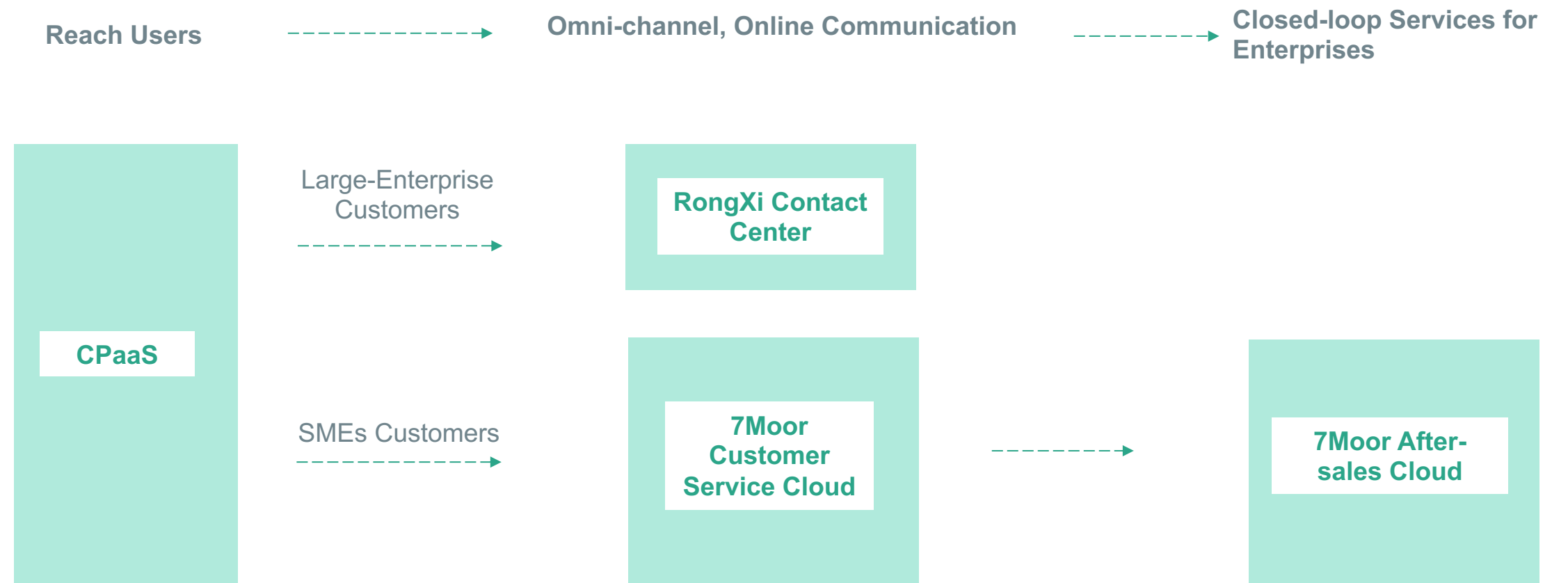
# Product Evolvment for Marketing Scenarios



EliteCRM : Leads and Sales Process Management

Juke Marketing Cloud : Public-to-private domain traffic conversion & Remarketing

# Product Evolvment for Service Scenarios



7Moor After-sales Cloud: empower businesses to achieve workflow online management

# Solid Progress in Recent Months

## Cooperation with Tencent



Cloopen and Tencent Cloud entered into a Cooperation Framework Agreement to form a long-term partnership for the Company's CC products in October 2021

## Business Milestone in Southeast Asia Market



7Moor CC won the first order from one of Thailand's largest commercial banks, marking an important milestone in our overseas expansion plan

# 2021Q3 Performance at a Glance



**RMB276.1 mm**  
Revenue<sup>(1)</sup>



**43.5%**  
Gross Margin<sup>(1)</sup>



**- RMB58.8 mm**  
ADJUSTED EBITDA<sup>(5)</sup>



**12,244**  
Active Customers<sup>(2)(4)</sup>



**219**  
Large-enterprise  
Customers<sup>(3)(4)</sup>

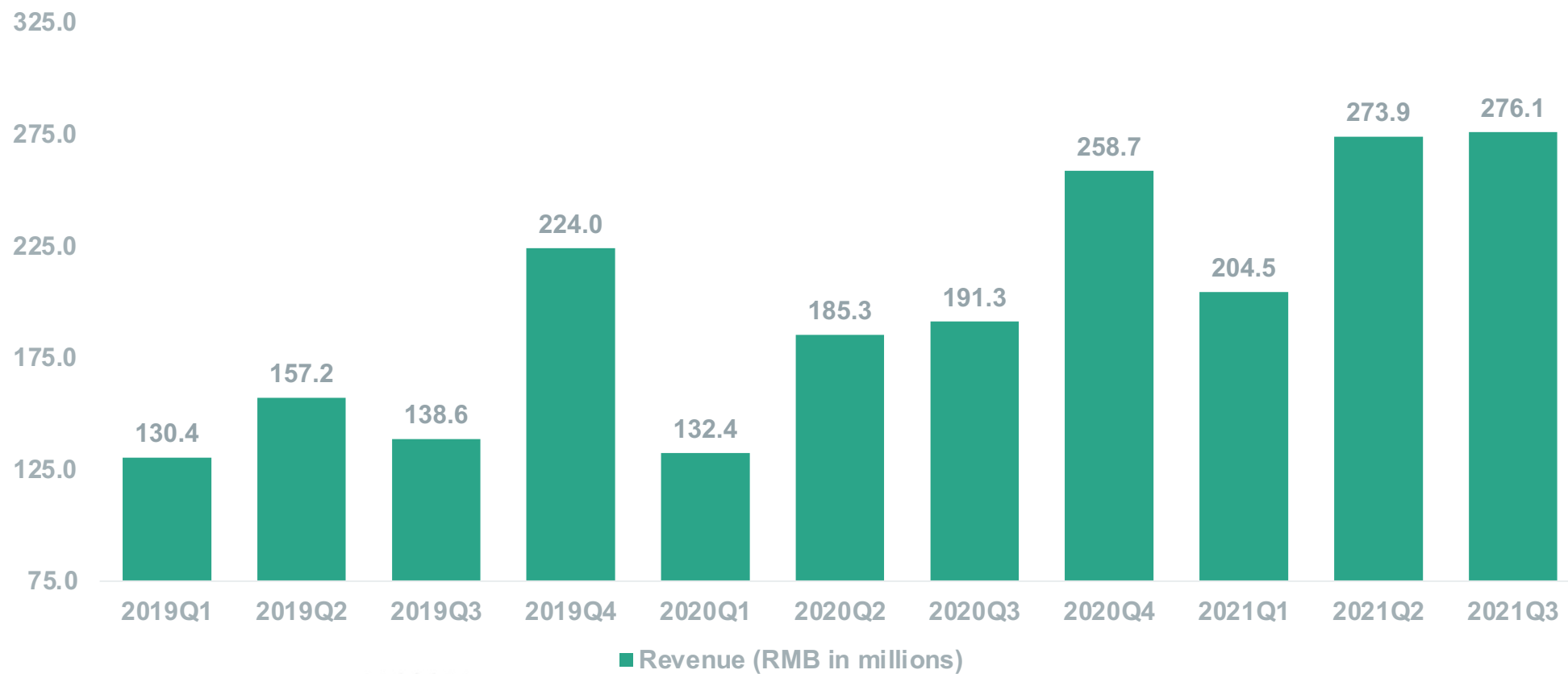


**107.1%**  
Dollar-based Retention Rate  
for all active customers for the 12 months ended  
September 30, 2021. <sup>(6)</sup>

Note: (1) 2021Q3 based on unaudited management accounts. (2) Active customers at the end of any period refers to customers which had over RMB50 in annual spending in the preceding 12 months in LTM. (3) Large-enterprise customer refers to customers which had over RMB700K (equivalent to ~US\$100K) in annual spending in LTM. (4) As of September 30<sup>th</sup>, 2021. (5) Adjusted EBITDA is a non-GAAP financial measure. See "Non-GAAP Financial Measure" for information on how the Company defines and calculates the non-GAAP financial measure. A reconciliation of non-GAAP adjusted EBITDA to net loss is set forth at the end of this document. (6) To calculate dollar-based net customer retention rate for a given period, the Company first identifies all customers for solutions that it offers on a recurring basis, unless otherwise specified, with over RMB1,000 in monthly spending in the preceding period, then calculate the quotient from dividing the revenue generated from such customers in the given period by the revenue generated from the same group of customers in the preceding period. Solutions that the Company offers on a recurring basis include CPaaS solutions and cloud-based CC solutions deployed primarily on public cloud, for which the Company charges a combination of seat subscription fees and related resource usage fees. The dollar-based net customer retention rate for customers with over RMB1,000 in monthly spending for the 3 months ended September 30, 2021 was 95.9%. And the dollar-based net customer retention rate for all active customers was 97.5% for the third quarter of 2021.

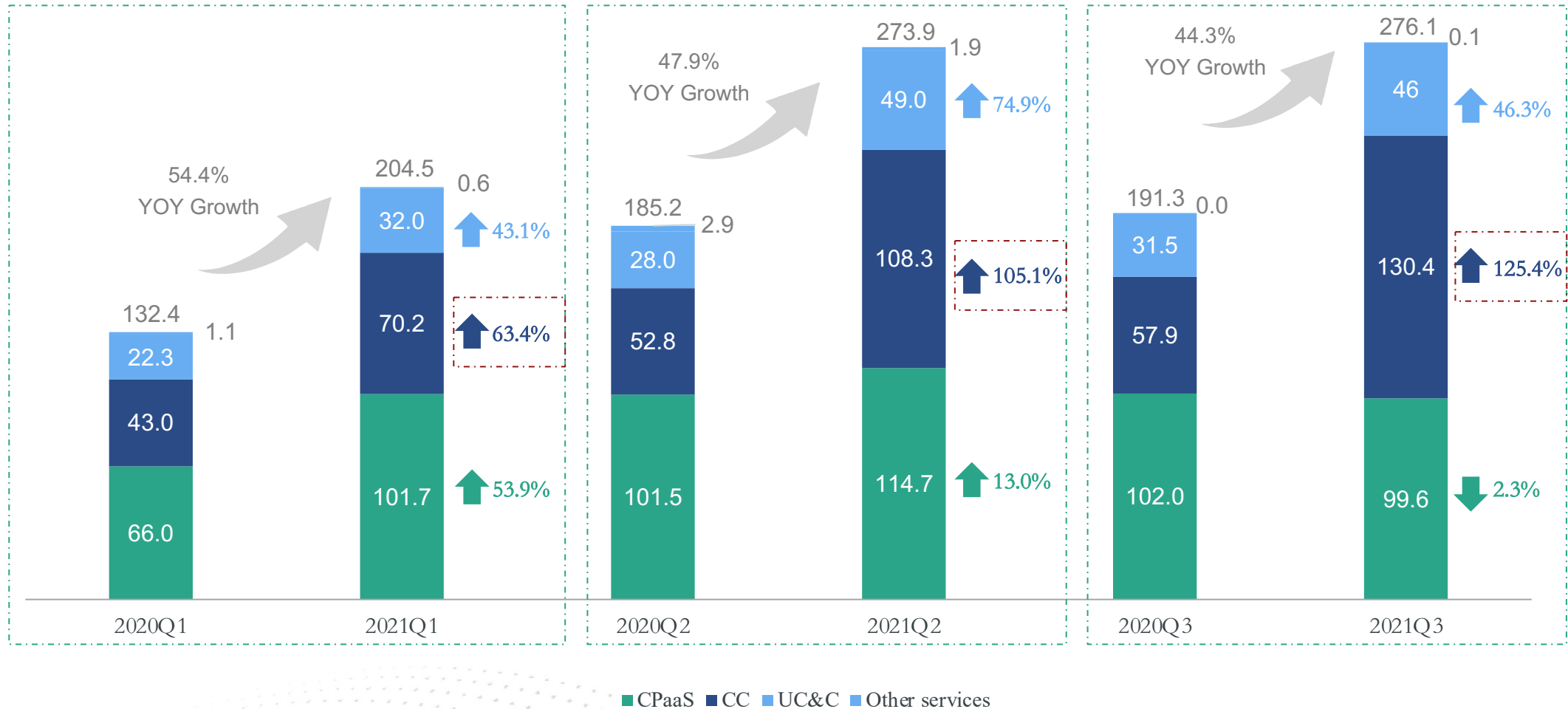
# Quarterly Revenue

Revenue by Quarter (Unaudited)



# Robust Revenue Growth

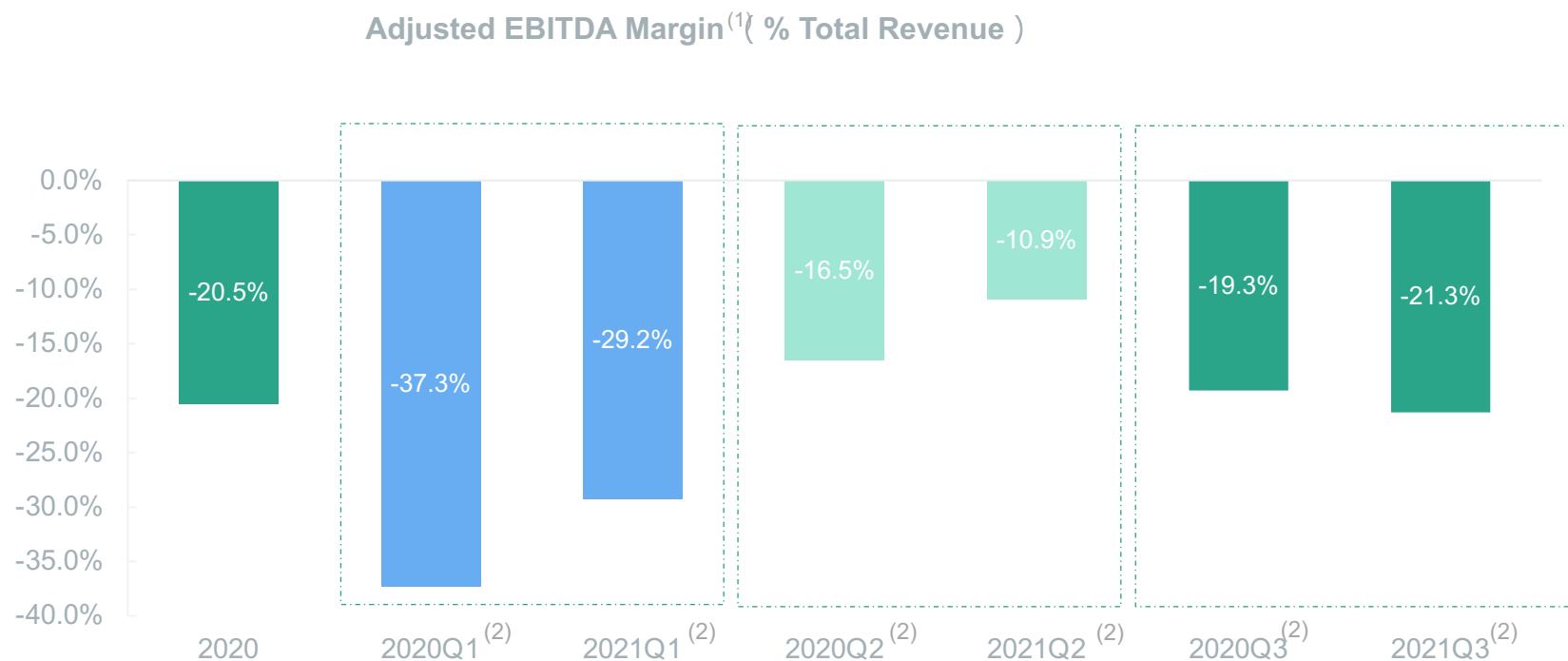
Total Revenues and Breakdown  
(RMB mm)



Note: (1) Other services include mobile network operator services and cloud-based value-added services. (2) Unaudited.



# Operating Efficiency



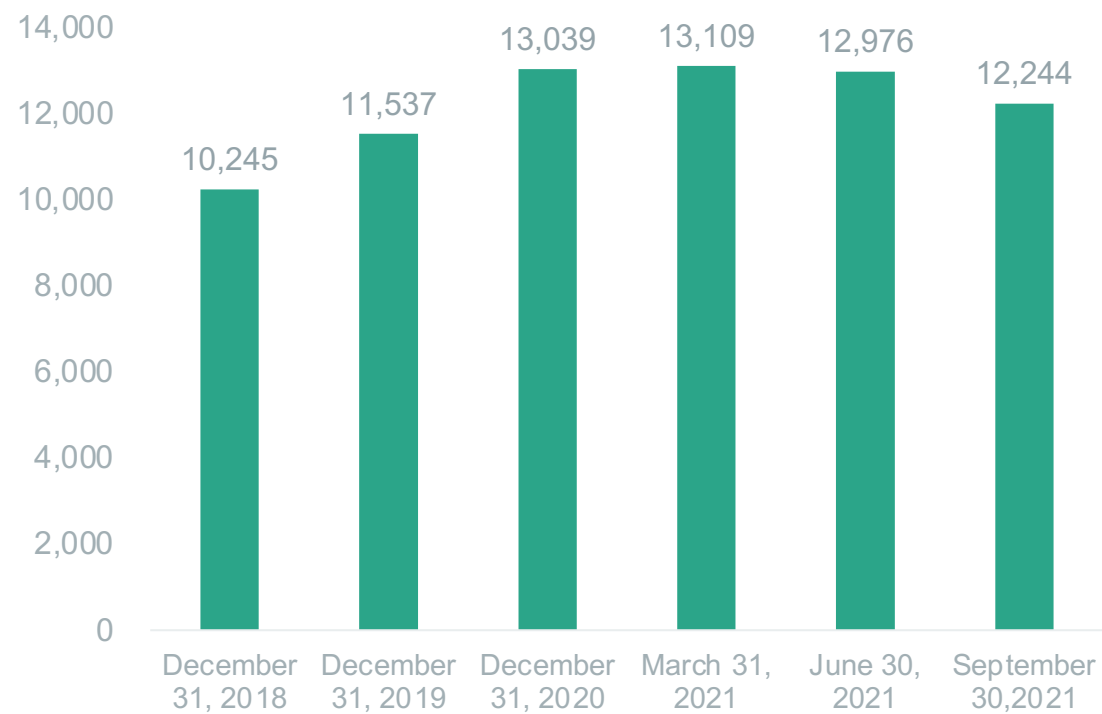
(1) The net margin for 2020 was -65.1%. The net margin for the three months ended March 31, June 30 and September 30, 2020 was -36.0%, -33.6% and -49.1%, respectively. The net margin for the three months ended March 31, June 30 and September 30, 2021 was -83.6%, -38.6% and -40.6%, respectively.

(2) Unaudited.

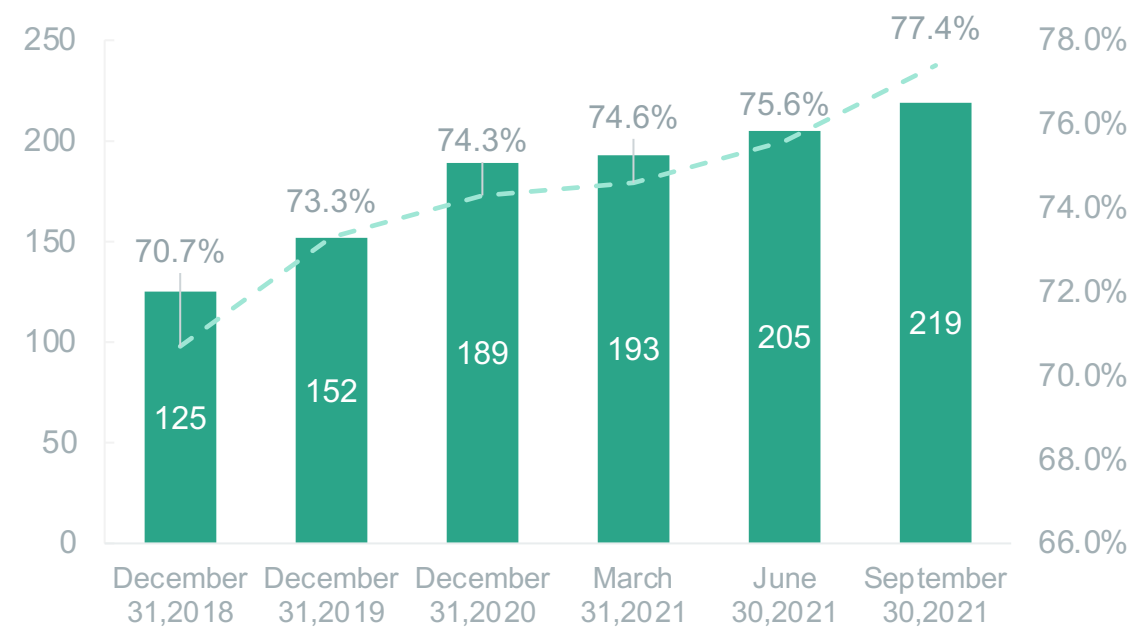
# Continuously Growing Large-enterprise Customers with High Revenue Contributions



LTM number of Active Customers

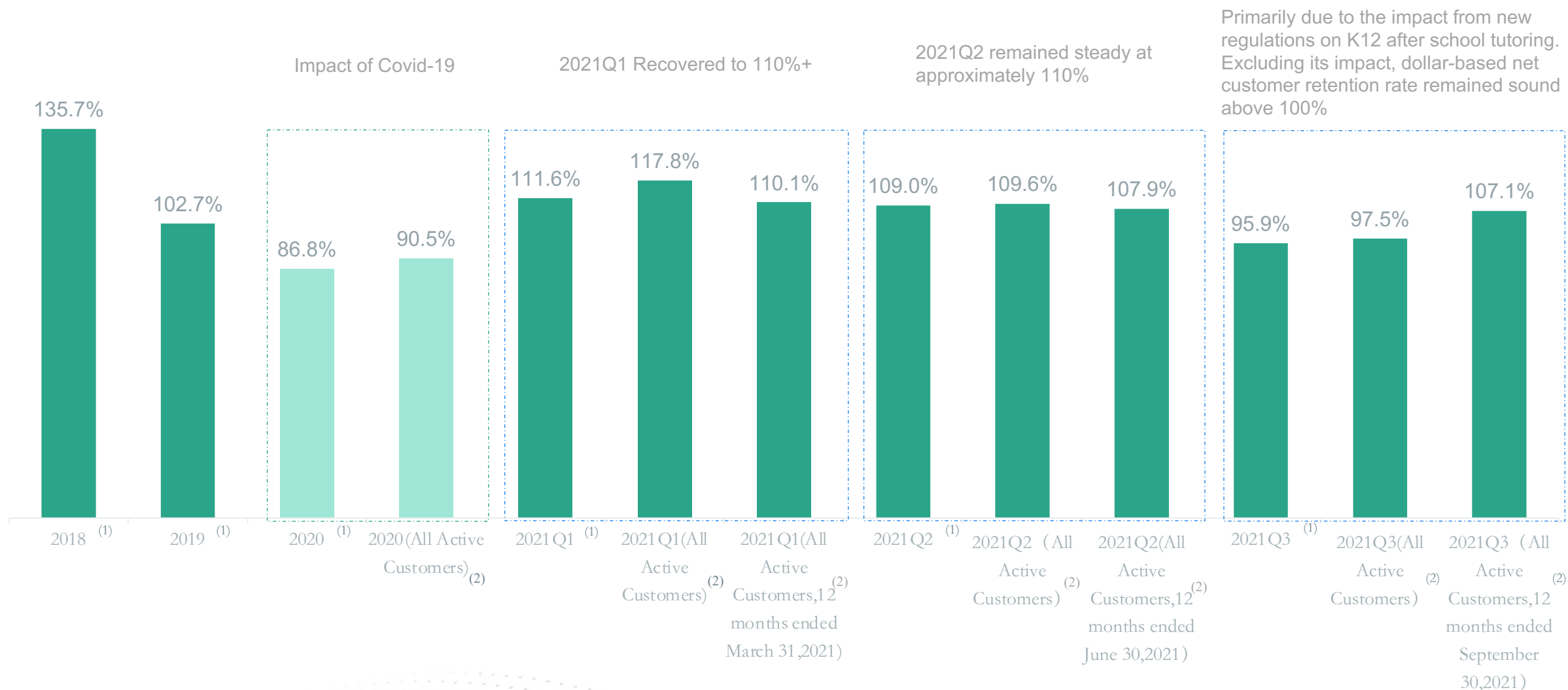


LTM number of large-enterprise customers and their revenue contributions<sup>(1)</sup>



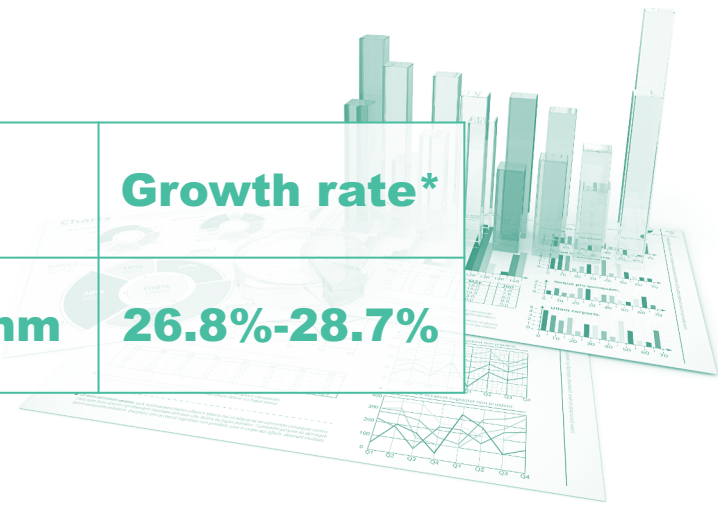
Note: (1) Unaudited.

# Dollar-based Customer Retention Rate



Note: (1) To calculate dollar-based net customer retention rate for a given period, the Company first identifies all customers for solutions that it offers on a recurring basis, unless otherwise specified, with over RMB1,000 in monthly spending in the preceding period, then calculate the quotient from dividing the revenue generated from such customers in the given period by the revenue generated from the same group of customers in the preceding period. Solutions that the Company offers on a recurring basis include CPaaS solutions and cloud-based CC solutions deployed primarily on public cloud, for which the Company charges a combination of seat subscription fees and related resource usage fees. (2) Calculated with customers which had over RMB50 in annual spending in the preceding 12 months, i.e., active customers.

# 2021Q4 Guidance



	2020Q4	2021Q4*	Growth rate*
<b>Revenue (in RMB) (Unaudited)</b>	<b>258.7mm</b>	<b>328.0mm-333.0mm</b>	<b>26.8%-28.7%</b>

\* The above outlook is based on the current market conditions and reflects the Company's current and preliminary estimates of market and operating conditions and customer demand, which are all subject to substantial change and uncertainty, such as the impact of the COVID-19 outbreak and the new regulations on K-12 after-school tutoring in China.

# Appendix

## CLOOPEN GROUP HOLDING LIMITED UNAUDITED CONDENSED CONSOLIDATED STATEMENTS OF COMPREHENSIVE LOSS

	Three-month Period Ended		
	September 30, 2020	September 30, 2021	September 30, 2021
	RMB	RMB	USD
	(in thousands, except for per share data)		
Revenues	191,308	276,130	42,855
Cost of revenues	(118,372)	(156,047)	(24,218)
<b>Gross profit</b>	<b>72,936</b>	<b>120,083</b>	<b>18,637</b>
<i>Operating expenses:</i>			
Research and development expenses	(45,268)	(75,537)	(11,723)
Sales and marketing expenses	(58,054)	(82,632)	(12,824)
General and administrative expenses	(53,660)	(79,617)	(12,356)
<b>Total operating expenses</b>	<b>(156,982)</b>	<b>(237,786)</b>	<b>(36,903)</b>
<b>Operating loss</b>	<b>(84,046)</b>	<b>(117,703)</b>	<b>(18,266)</b>
<i>Other income (expense):</i>			
Interest expenses	(1,116)	—	—
Interest income	107	2,648	411
Investment loss	—	(407)	(63)
Gain from disposal of subsidiaries, net	—	3,540	549
Share of loss of equity method investments	(1,184)	(3)	—
Change in fair value of warrant liabilities	(6,192)	—	—
Change in fair value of long-term investment	1,554	—	—
Foreign currency exchange losses, net	(131)	(1,284)	(200)
<b>Loss before income taxes</b>	<b>(91,008)</b>	<b>(113,209)</b>	<b>(17,569)</b>
Income tax benefit (expense)	(2,878)	1,042	162
<b>Net loss</b>	<b>(93,886)</b>	<b>(112,167)</b>	<b>(17,407)</b>

# Appendix

## CLOOPEN GROUP HOLDING LIMITED RECONCILIATION OF GAAP TO NON-GAAP MEASURES

	Three-month Period Ended,		
	September 30, 2020 RMB	September 30, 2021 RMB (in thousands)	September 30, 2021 USD
Net loss	(93,886)	(112,167)	(17,407)
Add:			
Share-based compensation	44,879	55,723	8,648
Gain from disposal of subsidiaries, net	—	(3,540)	(549)
Change in fair value of warrant liabilities	6,192	—	—
Non-GAAP net loss	<u>(42,815)</u>	<u>(59,984)</u>	<u>(9,308)</u>
Net loss	(93,886)	(112,167)	(17,407)
Add:			
Depreciation and amortization	2,317	3,172	492
Interest expenses (income), net	1,009	(2,648)	(411)
Income tax expense (benefit)	2,878	(1,042)	(162)
EBITDA	<u>(87,682)</u>	<u>(112,685)</u>	<u>(17,488)</u>
Add:			
Share-based compensation	44,879	55,723	8,648
Investment loss	—	407	63
Gain from disposal of subsidiaries, net	—	(3,540)	(549)
Share of losses of equity method investments	1,184	3	—
Change in fair value of warrant liabilities	6,192	—	—
Change in fair value of long-term investment	(1,554)	—	—
Foreign currency exchange losses, net	131	1,284	200
Adjusted EBITDA	<u>(36,850)</u>	<u>(58,808)</u>	<u>(9,126)</u>

# Non-GAAP Financial Measures

- ▶ The company uses adjusted EBITDA and non-GAAP net loss as additional non-GAAP financial measures, in evaluating its operating results and for financial and operational decision-making purposes.
- ▶ The Company defines adjusted EBITDA as net loss excluding depreciation and amortization, interest expenses (income), net, income tax expense (benefit), share-based compensation, investment loss (income), gain from disposal of subsidiaries, net, share of losses of equity method investments, change in fair value of warrant liabilities, impairment loss of long-term investments, change in fair value of long-term investment, and foreign currency exchange losses (gains), net. The Company defines non-GAAP net loss as net loss excluding share-based compensation, gain from disposal of subsidiaries, net, impairment loss of long-term investments and change in fair value of warrant liabilities. The Company believes that such non-GAAP financial measures provide useful information to investors and others in understanding and evaluating its operating results.
- ▶ The non-GAAP financial measure adjusts for the impact of items that the Company does not consider indicative of the operational performance of its business and should not be considered in isolation or construed as an alternative to net loss or any other measure of performance or as an indicator of its operating performance. Investors are encouraged to compare the historical non-GAAP financial measure with the most directly comparable GAAP measures. Adjusted EBITDA and non-GAAP net loss presented here may not be comparable to similarly titled measures presented by other companies. Other companies may calculate similarly titled measures differently, limiting their usefulness as comparative measures to the Company's data.
- ▶ A reconciliation of the historical non-GAAP financial measures to their respective most directly comparable GAAP measure has been provided in the tables included above. Investors are encouraged to review the reconciliation of the historical non-GAAP financial measures to their respective most directly comparable GAAP financial measures. In light of the foregoing limitations, you should not consider adjusted EBITDA and non-GAAP net loss as a substitute for, or superior to, their respective most directly comparable financial measures prepared in accordance with GAAP. The Company encourages investors and others to review financial information in its entirety and not rely on a single financial measure.