

## Who Are We

Zhaopin Limited (NASDAQ: ZPIN) is a leading career platform in China, focusing on connecting users with relevant job opportunities throughout their career lifecycle.

**120.0 m** Registered users<sup>1</sup>

**83.6 m** Completed resumes<sup>1</sup>

**36.9 m** Job postings<sup>2</sup>

**509,813** Unique customers<sup>2</sup>

<sup>1</sup> As of June 30, 2016 (Includes CJOL)

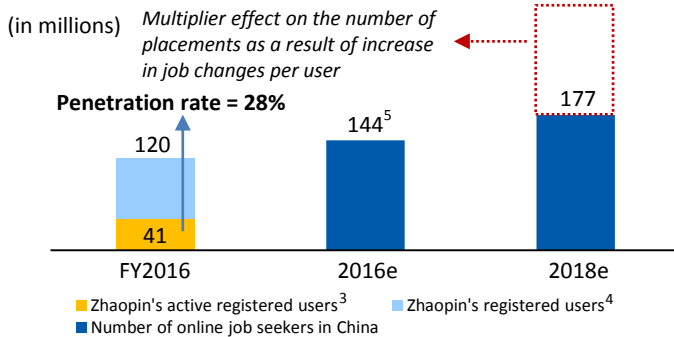
<sup>2</sup> During FY2016 (Includes CJOL)

## What We Have Achieved

- Zhaopin.com is the most popular career platform in China as measured by average daily unique visitors in each of the 12 months ended June 30, 2016, number of registered users as of June 30, 2016 and number of unique customers for the three months ended June 30, 2016.
- Zhaopin.com is the most frequently used job-search website in China.
- Register users' placement rate through Zhaopin's platform is 25%, ranked No.1 in China.

## Large and Growing Employment Market with Significant Growth Opportunities

### Zhaopin registered users vs. China online job seekers



<sup>3</sup> Number of active registered users refer to the number of Zhaopin's registered users who logged on to the website during the past 12 months ended June 30, 2016

<sup>4</sup> Zhaopin's number of registered users as of June 30, 2016

<sup>5</sup> Source: iResearch reports

<sup>6</sup> Zhaopin's number of unique customers for the 12 months ended June 30, 2016

### Zhaopin unique employers vs. China online employers

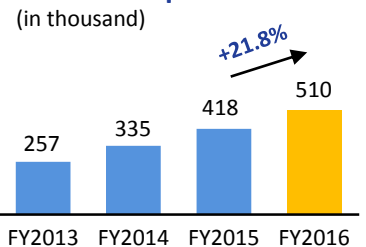


Our 0.51 million unique customers in FY2016<sup>6</sup>  
Penetration rate= 12%

## Key Investment Highlights

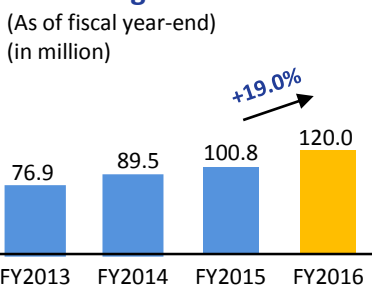
- Large addressable market with huge growth potential
- Strong market leadership in terms of both job seekers and employers
- Highly capable and productive nationwide sales network
- Robust product innovation and business expansion capabilities
- Successful execution of mobile strategy

### No. of Unique Customers

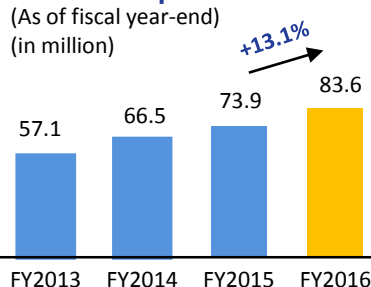


## Healthy Growth in Key Operating Metrics<sup>7</sup>

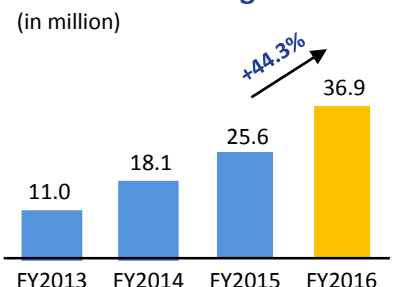
### No. of Registered Users



### No. of Completed Resumes



### No. of Job Postings



## Financial Highlights

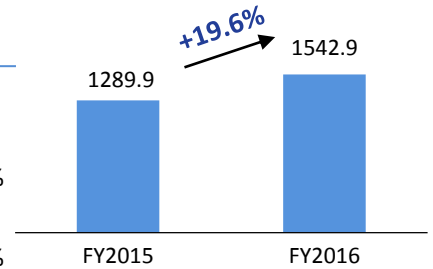
	Q4 FY2015	Q4 FY2016	YoY	FY2015	FY2016	YoY
'000	RMB	RMB	%	RMB	RMB	%
<b>Total revenues</b>	337,100	406,146	20.5%	1,289,924	1,542,896	19.6%
<b>Gross profit</b>	307,868	367,528	19.4%	1,155,357	1,385,666	19.9%
<i>Gross margin*</i>	92.6%	91.5%		90.9%	91.0%	
<b>Net Income</b>	73,133	89,900	22.9%	252,622	284,088	12.5%
<i>Net margin**</i>	22.0%	22.4%		19.9%	18.7%	
<b>Non-GAAP net income</b>	75,714	91,562	20.9%	276,069	288,253	4.4%
<i>Non-GAAP net margin***</i>	22.8%	22.8%		21.7%	18.9%	

\* Gross margin was measured by gross profit as a percentage of net revenue

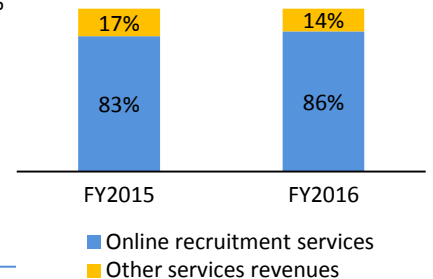
\*\* Net margin was measured by net income as a percentage of net revenue

\*\*\* Non-GAAP net margin was measured by non-GAAP net income as a percentage of net revenue

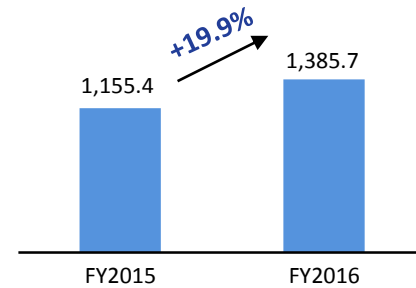
Total revenues  
(in RMB millions)



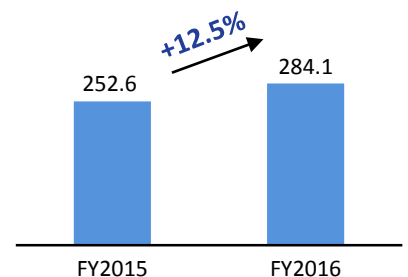
Revenue Breakdown (%)



Gross profit  
(in RMB millions)



Net income  
(in RMB millions)



*Our strategic objective is to strengthen our leadership as the No.1 career platform for job seekers in China*

Attract and retain more users and customers by growing our core marketplace aggressively

Leverage our core platform to expand into adjacent product offerings

Continue to pursue our mobile strategies

Pursue strategic investment and acquisition opportunities