

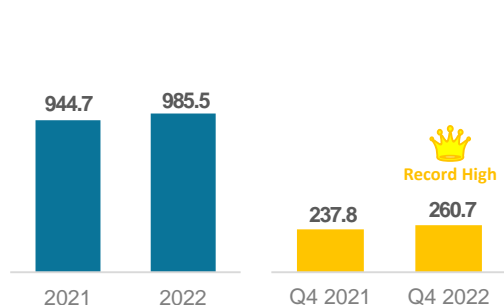
About iHuman Inc.

iHuman Inc. is a leading provider of tech-powered, intellectual development products in China that is committed to making the child-rearing experience easier for parents and transforming cognitive development into a fun journey for children. Benefiting from a deep legacy that combines over two decades of experience in the parenthood industry, superior original content, advanced high-tech innovation DNA and research & development capabilities with cutting-edge technologies, iHuman empowers parents with tools to make the child-upbringing experience more efficient. iHuman's unique, fun and interactive product offerings stimulate children's natural curiosity and exploration. The Company's comprehensive suite of innovative and high-quality products include self-directed apps, interactive content and smart devices that cover a broad variety of areas to develop children's abilities in speaking, critical thinking, independent reading and creativity, and foster their natural interest in traditional Chinese culture. Leveraging advanced technological capabilities, including 3D engines, AI/AR functionality, and big data analysis on children's behavior & psychology, iHuman believes it will continue to provide superior experience that is efficient and relieving for parents, and effective and fun for children, in China and all over the world, through its integrated suite of tech-powered, intellectual development products.

Financial and Operational Performance

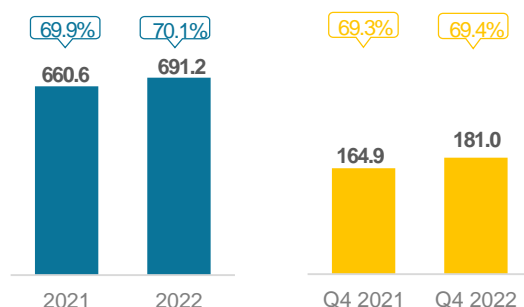
Revenues

(RMB million)



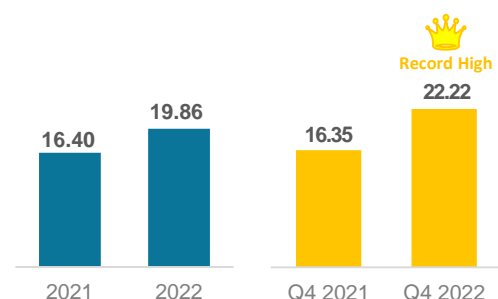
Gross Profit and Gross Margin

(RMB million)



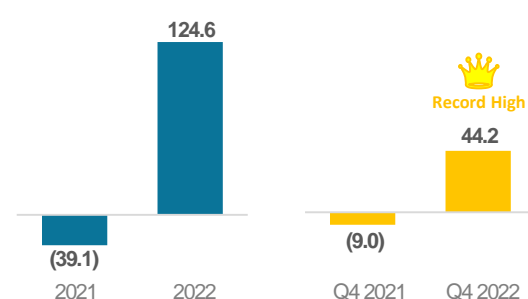
MAUs ⁽¹⁾

(Million)



Non-GAAP Operating Income⁽²⁾

(RMB million)



1. Refers to the monthly average of the sum of the MAUs of each of our apps in 2021, 2022 and for the fourth quarter in 2021, and 2022, which is counted based on the number of unique mobile devices through which such app is accessed at least once in a given month, and duplicate access to different apps is not eliminated from the total MAUs calculation.

2. Non-GAAP operating income (loss) is calculated as operating income (loss), added back share-based compensation expenses of RMB15.2mn in 2021 and RMB13.0mn in 2022, and RMB1.5mn in the fourth quarter in 2021 and RMB5.0mn in the fourth quarter in 2022.

Integrated Suite of Online Apps and Offline Products

■ Interaction and immersion ■ All-around coverage ■ High quality content ■ Integrated approach

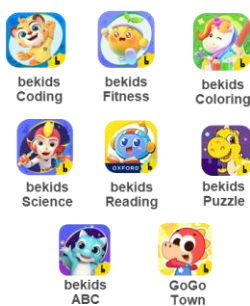
Domestic Apps

ihuman



International Apps

bekids



AHA WORLD



Smart Devices



Smart Reading Pen



Smart Writing Pen



Logic Pal

Well-Established Brand Recognition



No.1 under top grossing ranking in the kids category of the Apple App Store in China among iPad users⁽¹⁾



2022 China Best HMS Innovative Award



Distinguished Gold Seal of Approval from 2023 MCA⁽²⁾



2023 NAPPA Awards⁽³⁾



Seal of Approval from 2022 PTPA⁽⁴⁾

- (1) Refers to iHuman Chinese from October 2nd, 2019 to March 1st, 2023 under top grossing ranking in the kids category of the Apple App Store in China among iPad users, based on the data from Appfigures
- (2) Mom's Choice Awards, which is globally recognized for establishing the benchmark of excellence in family-friendly media, products, and services.
- (3) 2023 National Parenting Product Awards, which focuses on family and its mission is to find and showcase the best toys, baby and family products.
- (4) Parent Tested Parent Approved, which is recognized as one of North America's leading product awards since 2007 to provide unbiased, authentic consumer product testing to help families make informed buying decisions.

New Products Launched



AHA World
New App

- Aha World is an open-ended interactive app for kids to explore and engage in fantasy world adventures. It aims to inspire creativity and imagination by offering kids a highly immersive digital experience with comprehensive themes and captivating features.



GoGo Town
New App

- GoGo Town is an app with jam-packed activities designed for kids' early-year developments. It intends to boost kids' creativity, language, logical thinking when having fun in a digital wonderland.

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