

Disclaimer

The following presentation has been prepared by PPDAI Group Inc. (the "Company" or "PPDAI") solely for informational purposes and is not an offer to buy or sell or a solicitation of an offer to buy or sell any security or instrument or to participate in any investment activity or trading strategy, nor may it or any part of it form the basis of or be relied on in connection with any contract or commitment whatsoever. NOTHING HEREIN CONSTITUTES AN OFFER TO SELL OR THE SOLICITATION OF AN OFFER TO BUY ANY SECURITIES OR INSTRUMENT IN ANY STATE OR JURISDICTION.

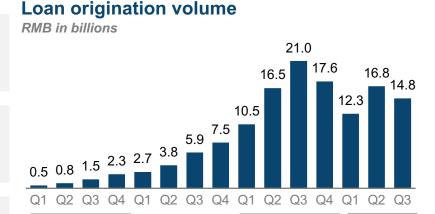
This material contains forward-looking statements. These statements constitute "forward-looking" statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "target," "confident" and similar statements. Such statements are based upon management's current expectations and current market and operating conditions, and relate to events that involve known or unknown risks, uncertainties and other factors, all of which are difficult to predict and many of which are beyond the control of PPDAI. Forward-looking statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those contained in any such statements. Potential risks and uncertainties include, but are not limited to, uncertainties as to PPDAI's ability to attract and retain borrowers and investors on its marketplace, increase volume of loans facilitated through its marketplace, its ability to compete effectively, laws, regulations and governmental policies relating to the online consumer finance industry in China, general economic conditions in China, general economic conditions in China, and its ability to meet the standards necessary to maintain listing of its ADSs on the NYSE or other stock exchange, including its ability to cure any non-compliance with the NYSE's continued listing criteria. Further information regarding these and other risks, uncertainties or factors is included in PPDAI's filings with the U.S. Securities and Exchange Commission.

The information included herein was obtained from various sources, including certain third parties, and has not been independently verified. No representation or warranty, express or implied, is made and no reliance should be placed on the truth, accuracy, fairness, completeness or reasonableness of the information or sources presented or contained in these materials. By viewing or accessing these materials, the recipient hereby acknowledges and agrees that neither the Company nor any of its directors, officers, employees, affiliates, agents, advisers or representatives accepts any responsibility for or makes any representation or warranty, express or implied, with respect to the truth, accuracy, fairness, completeness or reasonableness of the information contained in, and omissions from, these materials and that neither the Company nor any of its directors, officers, employees, affiliates, agents advisers or representatives accepts any liability whatsoever for any loss howsoever arising from any information presented or contained in these materials.

All information provided in this material is as of the date of this material, and PPDAI does not undertake any obligation to update any forward-looking statement as a result of new information, future events or otherwise, except as required under applicable law.

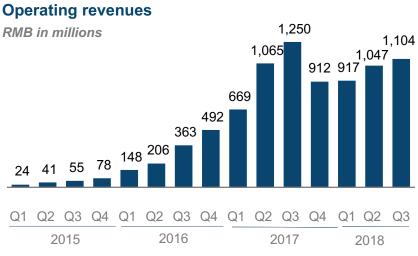
#1 online consumer finance marketplace in China

- Marketplace business model
 Driving scalability in the long run
- **11-year operating history**Consistent strategy and continuous innovation
- Technology driven
 98% of loans processed automatically(1)
- Large user base
 84mn registered users(2)/13.4mn borrowers(3)
- Consistent growth
 Sequential operating revenue increase(4)



2016

2015



2017

2018

te: Rank No.1 among China's online consumer finance marketplaces in terms of number of borrowers as of December 31, 2016 and June 30, 2017.

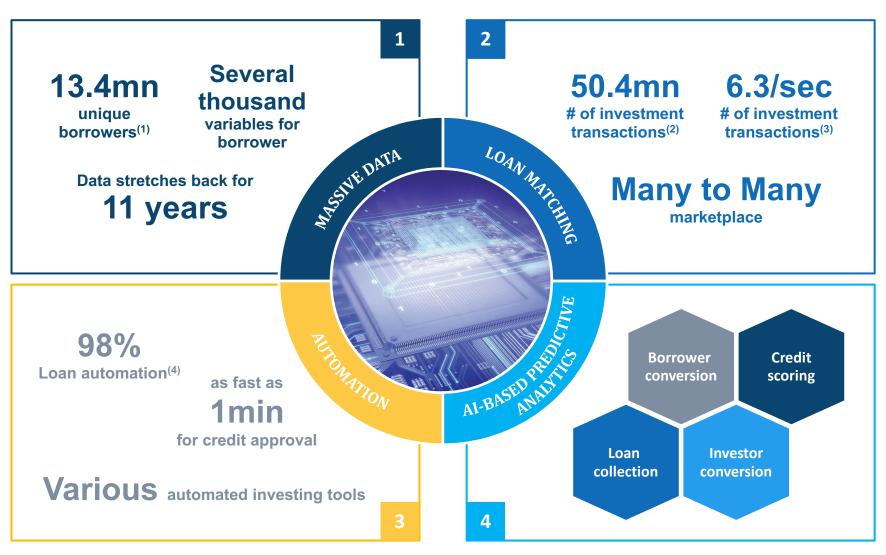
As of September 30, 2018.

Represents the % of loan applications on the marketplace that go through the automated process. Data for the three months ended September 30, 2018.

⁽³⁾ On a cumulative basis, as of September 30, 2018.

Sequential operating revenue growth from Q4 2017 to Q3 2018,

Automation powered by big data and proprietary technologies



⁽¹⁾ On a cumulative basis, data as of September 30, 2018.

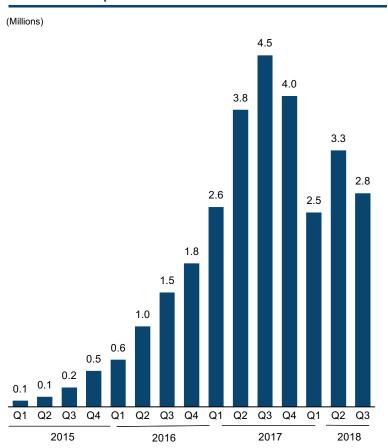
Data for the three months ended September 30, 2018.

Data for the three months ended September 30, 2018. Calculated by: (i) number of investment transactions, divided by (ii) number of seconds during the period.

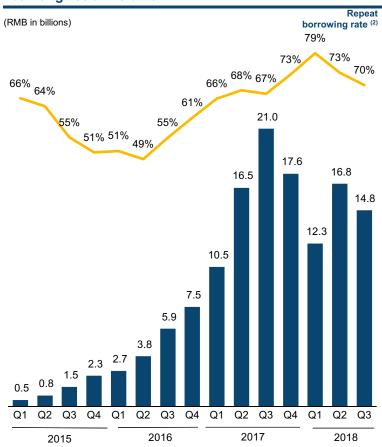
Represents the % of loan applications on the marketplace that go through the automated process. Data for the three months ended September 30, 2018.

Borrowers fuel our loan origination volume

Number of unique borrowers⁽¹⁾



Loan origination volume



⁽¹⁾ Represents number of borrowers whose loans were funded during each period presented.

^{(2) %} of loan volume generated by repeat borrowers. Repeat borrowers are borrowers who have successfully borrowed on our platform before.

Financials

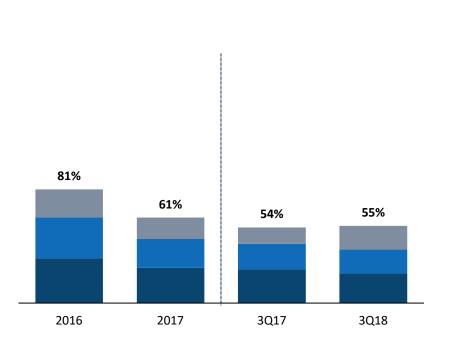


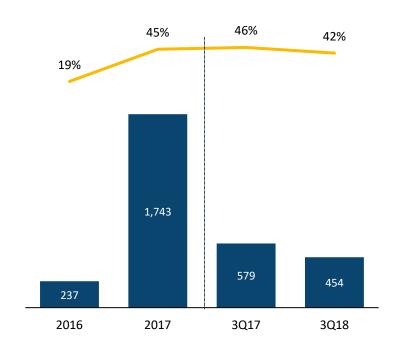
High operating leverage driving profitability

Operating expenses as percentage of net revenue

Non-GAAP adjusted operating income⁽¹⁾







General and administrative expenses

Sales and marketing expenses

Origination and servicing expenses

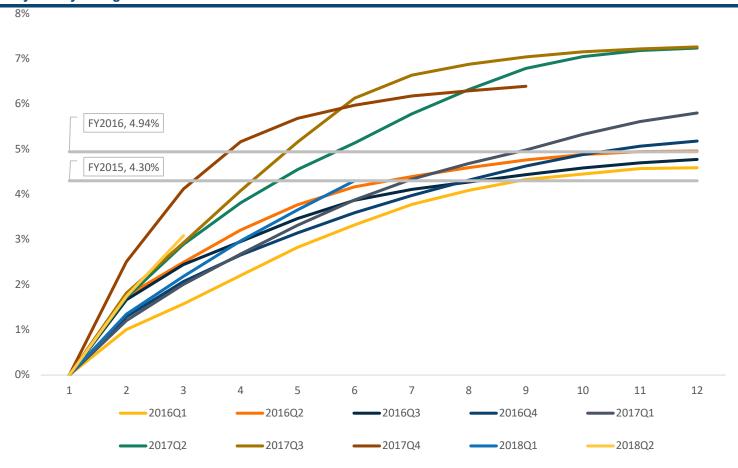
Non-GAAP adjusted operating income

Non-GAAP adjusted operating income margin

Non GAAP adjusted operating income for FY2017, which excludes share-based compensation expenses of RMB106.2 and a one time provision of RMB107.7 for expected discretionary payments to investors in investment programs protected by the Company's investor reserve funds. Non GAAP adjusted operating income for Q3 2018, which excludes share-based compensation expenses before tax and a write back provision for expected discretionary payments to investors in investment programs protected by the investor reserve funds, was RMB 454.4 million.

Cumulative delinquency rates by vintage

Delinquency rate by vintage⁽¹⁾



Note: Data as of September 30, 2018. Represents the historical cumulative 30-day plus past due delinquency rates by loan origination vintage for all continuing loan products.

Vintage is defined as loans facilitated during a specified time period. Delinquency rate by vintage is defined as (i) the total amount of principal for all loans in a vintage that become delinquent, less (ii) the total amount of recovered past due principal for all loans in the same vintage, and divided by (iii) the total amount of initial principal for all loans in such vintage.

Delinquency rate by balance(1)

Delinquent for

	15–29 days	30–59 days	60–89 days	90–179 days
March 31, 2015	0.79%	1.75%	1.10%	2.56%
June 30, 2015	0.88%	1.06%	0.67%	2.10%
September 30, 2015	0.67%	0.89%	0.61%	1.33%
December 31, 2015	0.80%	0.93%	0.51%	1.20%
March 31, 2016	0.62%	0.93%	0.72%	1.41%
June 30, 2016	0.82%	1.01%	0.63%	1.34%
September 30, 2016	0.83%	1.11%	0.80%	1.50%
December 31, 2016	0.63%	0.91%	0.75%	2.04%
March 31, 2017	0.57%	0.95%	0.79%	1.64%
June 30, 2017	0.86%	1.11%	0.79%	1.58%
September 30, 2017	0.89%	1.40%	1.15%	2.41%
December 31, 2017	2.27%	2.21%	1.72%	4.19%
March 31, 2018	0.87%	2.11%	2.43%	8.01%
June 30, 2018	0.83%	1.21%	1.05%	4.61%
September 30, 2018	1.03%	1.77%	1.49%	3.37%

⁽¹⁾ Delinquency rate by balance is defined as the balance of outstanding principal for loans that were 15-29, 30-59, 60-89, 90-179 calendar days past due as of the date indicated as a percentage of the total outstanding principal for loans, excluding those at 180+ days delinquent, as of the same date.

Income statement summary

RMB million	FY2016	FY2017	3Q2017	3Q2018	9M2017	9M2018
Operating revenues	1,209	3,896	1,250	1,104	2,984	3,068
Loan facilitation service fees	911	2,843	907	708	2,223	2,082
Post-facilitation service fees	127	669	200	240	442	673
Other revenue	170	491	143	112	319	269
Expected discretionary payment to IRF investors	-	(108)	-	45	-	45
Net revenues	1,216	3,881	1,247	1,084	2,982	3,088
% YoY growth	521%	219%	239%	(13%)	314%	3.6%
Operating expenses	(979)	(2,351)	(668)	(593)	(1,566)	(1,728)
Origination and servicing expenses	(388)	(975)	(298)	(226)	(678)	(708)
Sales and marketing expenses	(353)	(788)	(225)	(184)	(550)	(530)
General and administrative expenses	(238)	(589)	(145)	(183)	(338)	(490)
Operating income ⁽¹⁾	237	1,529	579	491	1,416	1,360
Operating income margin ⁽²⁾	19%	39%	46%	45%	47%	44%
Other income ⁽³⁾	313	(172)	121	251	523	680
Profit before income tax expenses	550	1,358	700	742	1,939	2,040
Net profit	502	1,083	541	650	1,590	1,695
Net profit margin ⁽⁴⁾	41%	28%	43%	60%	53%	55%

Operating income = net revenues – total operating expenses.

Operating income margin = (net revenues – operating expenses) divided by net revenues

Other income includes (i) Gain from quality assurance fund, (ii) Realized gain from financial guarantee derivatives, (iii) Fair value change of financial guarantee derivatives, (iv) Gain from disposal of a subsidiary, and (1) (2) (3) (v) Other income/(expenses), net.

Net profit margin = Net profit divided by net revenues.

Selected balance sheet items

RMB million	As of Dec 31, 2016	As of Dec 31, 2017	As of September 30, 2018
Cash and cash equivalents	405	1,891	1,655
Restricted cash:	803	2,393	3,502
Quality assurance fund	330	1,059	2,065
Investor reserve fund	52	175	-
Cash received from investors or borrowers	422	1,114	1,294
Short-term investments	260	1,959	1,835
Quality assurance fund receivable	287	1,153	2,003
Loan receivable, net provision for loan losses	28	682	1,486
Financial guarantee derivative	167	-	46
Total assets	2,147	8,604	11,908
Payable to platform customers	422	1,114	1,294
Quality assurance fund payable	474	2,063	3,431
Funds payable to investors of consolidated trusts	30	503	951
Financial guarantee derivative	-	216	-
Total liabilities	1,375	4,921	6,618
Total shareholders' equity	(438)	3,682	5,290

Selected Statement of Cash Flow

RMB million	1Q2018	2Q2018	3Q2018	9M2018
Net cash provided by operating activities	88	152	1,126	1,366
Net cash used in investing activities	(227)	716	(1,117)	(628)
Net cash generated in financing activities	(64)	(110)	263	89
Effect of exchange rate changes on cash and cash equivalents	(41)	49	37	45
Net increase/(decrease) in cash and cash equivalents	(244)	807	310	873
Cash and cash equivalent at beginning of year/period	4,284	I I 4,040 I	4,847	I I 4,284 I
Cash and cash equivalent at end of year/period	4,040	4,847	5,157	5,157