

ZTO Express

Q2 of Fiscal Year 2019 Investor Relations Presentation

Aug 16, 2019



Safe Harbor Statement and Disclaimer



This presentation contains "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements include but are not limited to our unaudited results for the second quarter of 2019, our management quotes and our financial outlook for 2019

Our forward-looking statements are not historical facts but instead represent only our belief regarding expected results and events, many of which, by their nature, are inherently uncertain and outside of our control. Our actual results and other circumstances may differ, possibly materially, from the anticipated results and events indicated in these forward-looking statements. Announced results for the second quarter of 2019 are preliminary, unaudited and subject to audit adjustment. In addition, we may not meet our financial outlook for 2019 and may be unable to grow our business in the manner planned. We may also modify our strategy for growth. In addition, there are other risks and uncertainties that could cause our actual results to differ from what we currently anticipate, including those relating to the development of the e-commerce industry in China, our significant reliance on the Alibaba ecosystem, risks associated with our network partners and their employees and personnel, intense competition which could adversely affect our results of operations and market share, any service disruption of our sorting hubs or the outlets operated by our network partners or our technology system. For additional information on these and other important factors that could adversely affect our business, financial condition, results of operations, and prospects, please see our filings with the U.S. Securities and Exchange Commission.

All information provided in this presentation is as of the date of the presentation. We undertake no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise, after the date of this release, except as required by law.

Why ZTO



Market Opportunity

- Significant growth opportunity driven by strong growth of China e-commerce
- Favorable government policies and industry regulations supporting growth
- Largest market share in terms of parcel volume of 19.9% by Q2 2019

Strategy

 A scaled platform with superior efficiency supporting nationwide outlets that are grassroots yet highly profitable

Business Model

- Owned and operated sorting & transit network/platform integrated with network-partner outlets
- "Shared-success" system provides fairness by aligning interests and equalizing disparities
- Scale, automation and lean management enabling operational efficiency and cost leadership

Team/People

- Highly experienced team with thought leadership and long-term vision
- Effective execution and empowering organizational structure
- Stable partner network connecting millions of courier entrepreneurs

Scale Innovation

- Highest nationwide coverage with flagship presence in strategic locations
- Early-mover investments in infrastructure and innovative automation and digitization
- High barriers to entry, and solid track record of economies of scale

Operational Excellence

- Centralized planning and monitoring and real-time data analytics
- Leading I.T. capabilities in automation, ecosystem connectivity
- Result-oriented KPIs driving performance and results

Financial Performance

- Superior profitability on back of robust growth
- Industry-leading margins and strong cash generation
- Value investment opportunity with strong upside potential

Our Competitive Advantages





Shared Success System

- Key regional managers are also shareholders of ZTO
- ZTO provides a well-established network partner entry and exit mechanism
- Accountability and high level of decentralization at sorting hubs

Early Built-out

- Highest capital expenditure among peer players in past 5 years securing land use rights & constructing to unique designs
- Early investments and innovation in sorting automation and IT solutioning



Superior Service Quality

Industry leading service quality in overall customer satisfaction¹, 72hour punctuality rate² and customer complaint rate²



- ✓ Sophisticated last-mile delivery fee and transit fee mechanisms tailored to local market to balance and counter-balance profit among network partners in different regions
- ✓ The highest last-mile delivery fee among peer players to ensure competitive rates for couriers



Operating Efficiency

- Standardized design and layout of sorting hubs to accommodate high capacity vehicles
- Increasing use of cost advantageous self-owned fleet, particularly large capacity trailer trucks

- 1. According to Horizon Consulting Group and State Post Bureau for 2016, 2017, 2018 and 2019
- 2. According to State Post Bureau for 2016, 2017, 2018 and 2019

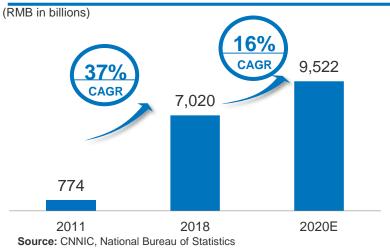


Huge Market Opportunities

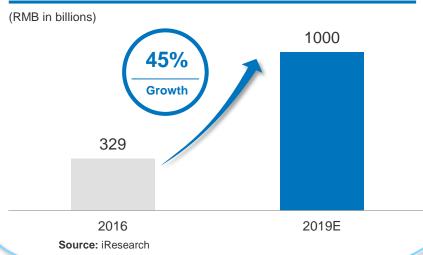


Market Opportunities

Online Retail Sales (GMV) in China Maintaining Robust Growth

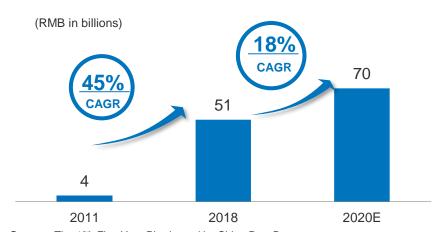


China Micro Merchants⁽¹⁾ Market Demonstrating High Growth Potential



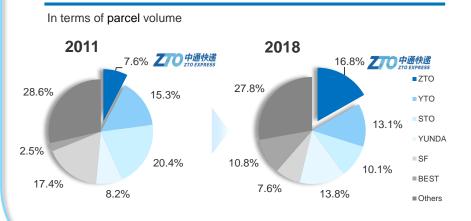
Express Delivery Industry

Express Delivery Parcel Volume in China Benefiting from E-Commerce Growth



Source: The 13^{th} Five-Year Plan issued by China Post Bureau.

19.9% Market Share by 2Q2019

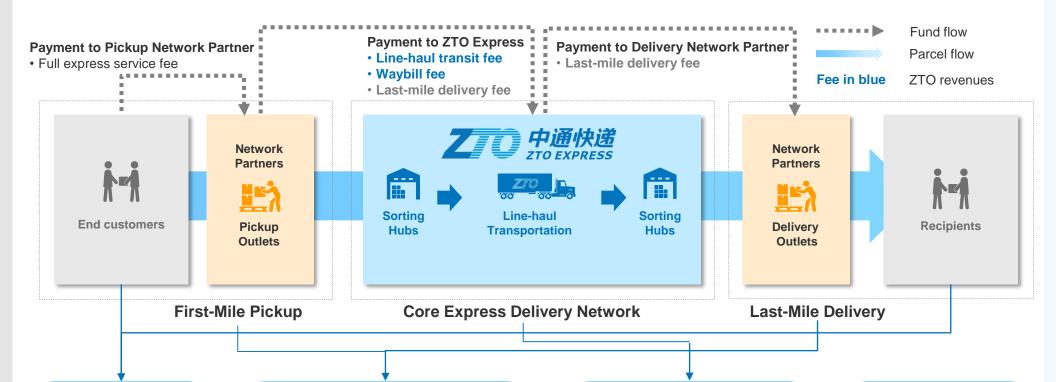


Source: Companies' annual report

Our History and Key Milestones 2019 2018 · ZTO was included in 2017 Received MSCI Global 10% strategic 2016 Zhongtongji Standard Index 2015 equity recognized as a Raised the parcel Achieved leading investment of national High Achieved ~70% volume growth rate position and **US\$1.38** and New digital waybill target to 15 ppt faster became No 1 2014 billion lead **Technology** adoption than industry player in China in by Alibaba **Enterprise** Acquired and MSCI 💮 terms of parcel Acquired 8 and Cainiao 2013 centrally controlled Achieved 10 ppt regional volume faster parcel national delivery Restructured network IPO on NYSE in 2002~2009 volume growth network by adding partners and business to October raised rate than 16 network partners their combine assets ZTO Express US\$1.4bn industry Attracted more operating founded in May of Shanghai world-class 2002 in Shanghai Zhongtongji and assets investors 15 network Shanghai partners to form Standard Chartered 計打銀行 Zhongtongji WARBURG PINCUS 美国华平投资集团 **ZTO Express** commenced 3,196 Sequoia Capital express delivery services in 2009 invested in ZTO 学 SEGUOIA CAPITAL 紅杉資本 中通快递 60% 2,304 2011-2019 **CAGR** 1,700 1,550 1.140 740 **Annual Parcel Increments (in Millions)** 542 2011 2014 2018 2019E 2002 2012 2013 2015 2016 2017 Parcel Volume 4.5Bn 6.2Bn 2.95Bn 8.5Bn 11.7Bn 1.81Bn **279MM** 1.07Bn **528MM** Market Share 7.6% 14.3% 14.4% 11.6% 13.0% 15.5% 16.8% 18.9% 9.3%

Our Distinctive Network Partner Business Model ("NPM")





Our End-Customers



E-Commerce merchants



Enterprise clients



Individual consumers

Our Network Partners



Our network partners provide pickup and last-mile delivery services



Our network partners are also our direct customers, paying us a fee for each parcel transited through our network



~4,650 Direct Network Partners1

~30,000 Pickup/Delivery Outlets

Our Core Network



87 Sorting Hubs²



5,800+ Line-haul Vehicles³



2,200+ Line-haul Routes4



>98% Cities and Counties Covered

Our Business Scale



The largest express delivery company in China by market share since 2016



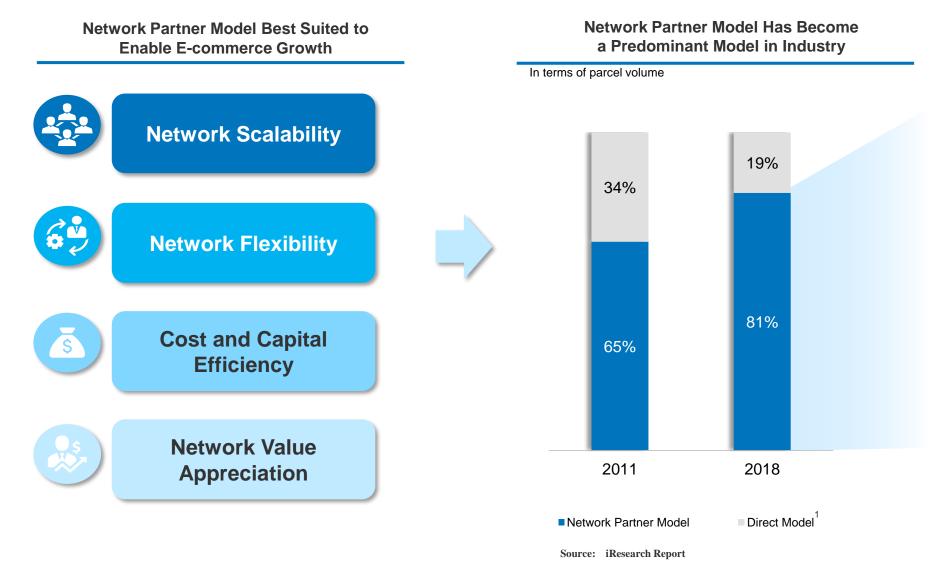
3,107M Parcels⁵ in 2Q 2019

- 1. Includes over 4,650 direct network partners as of June 30, 2019; conduct business relationship through corporation agreement
- 2. Includes 78 self-operated sorting hubs, and 9 sorting hubs operated by our network partners
- 3. Includes over 4,950 self-owned vehicles and over 850 vehicles owned and operated by Tonglu Tongze Logistics Ltd., an entity majority owned by our employees
- 4. Only includes line-haul routes between sorting hubs as of June 30, 2019
- "Parcel volume" in any given period is defined as the number of parcels collected by our network partners using our waybills

Network Partner Model Widely Adopted



- Explosive growth of e-commerce in China demands scalability and flexibility
- Network partner players gaining market share from direct model players;
- ZTO network partner model offers the most stability than peers



^{1.} Include SF, EMS, JD and other express delivery companies that use direct model. EMS market share based on assumptions

Our Experienced Management Team





Meisong Lai
Founder , Chairman
& Chief Executive
Officer

- 17 years of experience in express delivery industry
- Deputy chairman of the China Express Delivery Association



Jianfa Lai
Co-founder,
Director and Vice
President of
operations

- 17 years of experience in express delivery industry
- Former executive director of ZTO Supply Chain Management Co. Ltd.



Jilei Wang
Director and Vice
President of
Infrastructure
Management

- 12 years of experience in infrastructure management
- Former deputy general manager of ZTO's network partner in Beijing



Huiping Yan
Chief Financial
Officer

- Over 27 years of experience in corporate and financial management
- 11 years at GE in US and Asia, 8 years in public accounting and tax consulting
- 5 years in large Chinese hotel chain management and 3 years in TMT/logistics



Renqun Jin Vice President of Development Research Center

- 26 years of experience in express delivery industry
- Former vice president of TTK Express and STO Express





Shared Success



Strong Execution



Our Superior Service Quality



Superior Service Quality Indicated by Cainiao Index

Consistent High Level of Customer Satisfaction



Overall rating top ranked by Cainiao

Index, a highly regarded set of metrics in express delivery industry

1

Overall Customer Satisfaction Score (2014 – 2019Q2)²

Highest Among Tongdas⁴

Monthly average effective complaint rate < 1 per million

Customer Complaint Rate (2017 – 2019Q2)³

Comprehensive Quality Control Framework



- Completion rate and certainty of Next Day Delivery
- Completion rate of Third Day Delivery
- · Timely pick-up rate



- Rating of negative review on courier
- Rating of negative review on delivery
- · False receipt complaint rate



- Timeliness of information feed
- · Completeness of information provided
- · Accuracy of information

- ✓ Call centers in 28 provinces with 1,500+ customer service representatives across China
- ✓ Local hires with relevant knowledge of distinctive local market conditions
- √ 7 days/week real-time access to customer service during business hours with mobile app. assistant after business hours
- ✓ Constant monitoring of KPIs, such as response time, customer complaint rate
- ✓ Performance-based reward system and comprehensive training & operational support

- According to Cainiao Index 2Q 2019 ranking
- According to Horizon Consulting Group
- According to State Post Bureau
- 4. Tongdas refer to ZTO Express, YTO Express, STO Express and Yunda Express, all of which are major express delivery companies in China that adopt the network partner model

Scale and Nationwide Network Create High Entry Barriers and Strong Network Effects





- Nationwide Network
 Coverage
- Critical Scale at Right
 Locations Leads to High
 Barriers to Entry
- Network Effect Reducing
 Unit Costs
- Standardized Customer Services at the Last Mile
- Global Connectivity
 Capturing Cross Border
 e-Commerce Demand

^{1. 78} self-operated sorting hubs and 9 network partner-operated sorting hubs as of June 30, 2019

Our efficient, well-integrated management of network partners



Centralized IT System

- Integrated IT system to monitor each service outlet
- Customized IT solutions to equip network partners and outlets with the best management practice
- Tailored mobile app to connect all delivery personnel

Performancebased Incentives

- Comprehensive and results-driven KPIs based on parcel volume, service quality and profitability
- Well established rewards system
- Elimination of weak performers to ensure the competitiveness of service outlets

Quality Control and Monitoring

- Over 1,500 customer service representatives across the country to ensure service quality
- Real-time monitoring and analysis of parcel volumes
- Frequent reviews with regional management

Training and Advancement

- Comprehensive training to improve operational efficiency and service quality of network partners
- Consistent training on new systems and products for service outlets
- Field visits to help service outlets improve operational management

Stable Network

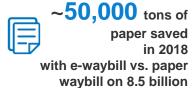
Network partner turnover rate less than 5.0% in 2018

Sustainability Through Continuous ESG Practices¹



Green Packaging

E-Waybills



- Smaller size and two-sheet e-waybill uses over 70% less paper than the traditional quadruple-print paper waybill
- E-waybill was introduced in 2016

equivalent to saving 150,000 cubic meters of timber in 2018

parcels

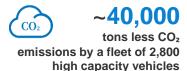
By the end of 2018, ewaybills utilization rate reached 99.6% throughout the entire network

Environmental Protection

Green Transportation

High-Capacity Trailer Trucks

Increase use of high capacity trailer trucks with better fuel efficiency. reducing fuel consumption by ~55% and emissions by ~70% per parcel





or equivalent to CO₂ produced

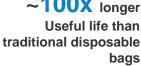
 $_{\rm by} \sim 8,000$ passenger cars





Environment-Friendly Packing bags

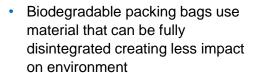






biodegradable bags were circulated across our major sorting hubs in 2018

 Reusable canvas packing bags that can last for 4 to 6 months are widely used throughout sorting hubs for parcel aggregation



12 to 14 cubic-meter electric vans that can carry up to 3,000 packages are frequently used for pick-up and delivery achieving a "green last-mile







Alternative Fuel Vehicle

Cruising range of

70km

per charge

High delivery capacity with minimal pollution

Sustainability Through Continuous ESG Practices¹ (Cont'd)



Supporting Social Responsibility





Job Creation

Create diverse and specialized employment opportunities across China. In 2018 we added more than 1000 outlets, which then hired more than 10,000 local employees

Rural Markets Revival

Applying "Internet +" concept and launched an agriculturefocused e-commerce platform, bringing agriculture products to rural population through priority services such as "fresh delivery" and "time-definite delivery"



Society & **Corporate** Governance

Good Citizenship Advocacy

ZTO offered assistance during the natural disasters







ZTO employees participated in the "2018 International Volunteer Day" sponsored by the **Ethics Committee**

Stringent Corporate Governance

Strict internal control

- Board of Directors has clear duties pertaining to corporate governance related issues such as:
 - ✓ review periodically the corporate governance principles to ensure appropriateness, and propose changes if needed
 - ✓ advise the board regarding significant developments in the law and practice of corporate governance; and
 - consider any other corporate governance issues that may arise
- 5 independent directors providing objective oversight

Code of Business Conduct and Ethics²

In October 2016, our board of directors adopted a code of business conduct and ethics that applies to everyone in ZTO

- Designed to deter misconduct and to promote:
 - Compliance with applicable laws, rules and regulations
 - Honest and ethical conduct, including the ethical handling of conflicts of interests
 - Transparent, accurate, timely and clear public disclosures in reports and documents
 - Confronting or whistle blowing of violations of the Code
 - Clear accountability or punishment for violations

- ESG data as of fiscal year end of 2018; full 2018 ESG report can be downloaded from http://ir.zto.com
- A copy of code of business conduct can be downloaded from https://www.sec.gov/Archives/edgar/data/1677250/000104746916015850/a2229567zex-99 1.htm

Double Ninth

and respect

our elders

Sustainable R&D capabilities enabling end-to-end digitization of processes and user experience



Connectivity & Visibility



- Real time data synchronized at centralized data repository
- Connecting all users through digital devices, mobile apps and desktop suits:
 - Pickup & Delivery personnel
 - Network partners & outlets
 - Vehicles and drivers
 - Senders & recipients

Automation & AI Solution

- Proprietary Al algorithm for addresses recognition, codification and locationbased computing
- Deployed automatic sorting equipment with integrated embedded sensory system to record weight and size



Integrated IT R&D Platform

Progressive & Transformative



- In-house R&D capability with over 1,000 tech. talents
 - 62 software copyrights and
 2 patent as of Jun 2019
- Advanced technologies e.g. facial recognition & machine learning

Openness & Empowerment

- Customer-centric data-driven open platform enabling operational ease & fair allocation of profits, e.g.:
 - For network partners: proprietary SaaS customized with data analytics against best practice benchmark
 - For couriers: transparent pickup & delivery fee, verified for competitiveness



Our Strong Operational Efficiency and Cost Leadership



Continued Operational Improvements

Significant Cost Productivity

Unit cost (1)(2) (RMB per parcel)

Self-owned Line-haul Fleet

- Approximately 4,950 self-owned vehicles with approximately 3,150 high capacity 15-17 meter trailer trucks
- Increase in the use of cost efficient, high capacity, self-owned line-haul fleet



Centralized Route Optimization

- Prioritize efficiency of the entire network
- Centralized line-haul route planning by HQ



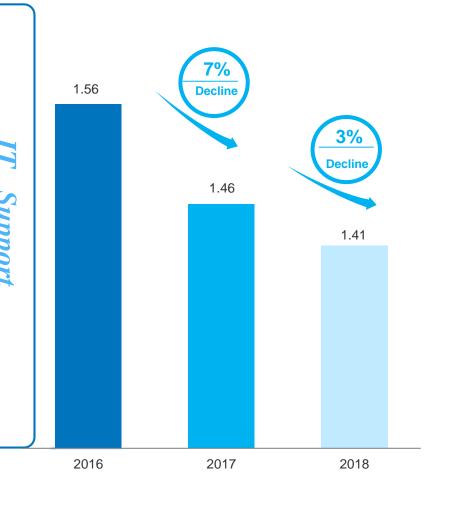
Expansion and Automation of Sorting Hubs

- 87 sorting hubs, of which 78 are self operated
- 155 sets of automated sorting equipment



Waybill Digitization and Technology Focus

- Digital waybill adoption rate 99.9% in 2Q19
- Increased investment in technology and data initiatives



- 1. Sum of cost of revenues and total operating expenses of the applicable period divided by total parcel volume during the same period
- 2. Excluding COE business which was acquired by company in 4Q 2017

Q2 2019 Key Highlights



Robust Growth

3,107m parcel volume

+46.8% outpace industry growth of 28.4%¹
19.9% market share



RMB5,424m

revenue,

+29.2% in Q2 2019



RMB1,493m operating profit, +25.6%

Superior Profitability



RMB1,365m

net income, -8.5% (2Q18 included one time disposal gains of RMB425m), with net margin rate of

25.2% in Q2 2019



RMB1,376m

Adjusted net income,

+25.6%

beat Q2019 expectations, with margin rate of

25.4%



RMB1.74 Adjusted basic earnings per ADS, +14.5%

Significant Scale



5,800+

Line-haul Vehicles²



~30,000

Pickup/Delivery Outlets

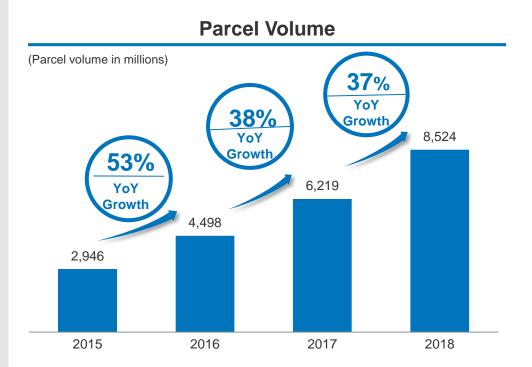


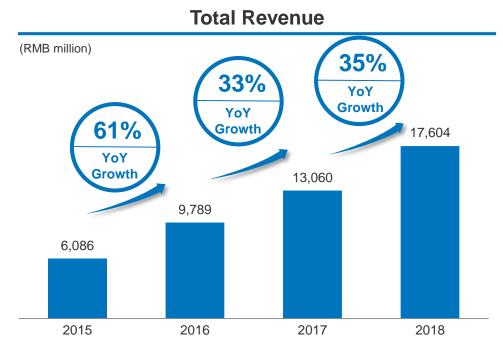
87Sorting Hubs³

- Average industry parcel volume growth rate for 2Q 2019 according to State Post Bureau
- 2. Includes 4,950 self-owned trucks (an increase from 4,850 as of March 30, 2019) among which 3,150+ were high capacity 15-17 meter long trucks
- 3. Includes 78 self-operated sorting hubs and 9 sorting hubs operated by our network partners

Strong Revenue Growth Driven by Robust Volume Growth



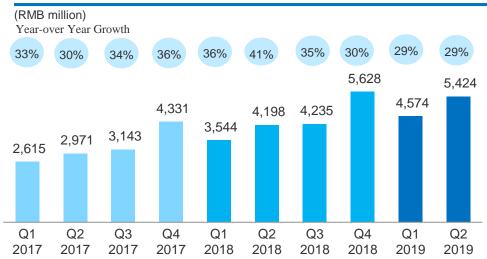




Quarterly Parcel Volume



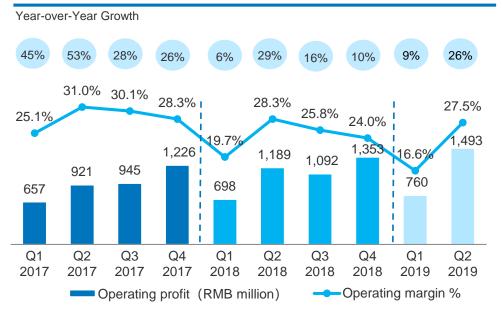
Quarterly Revenue



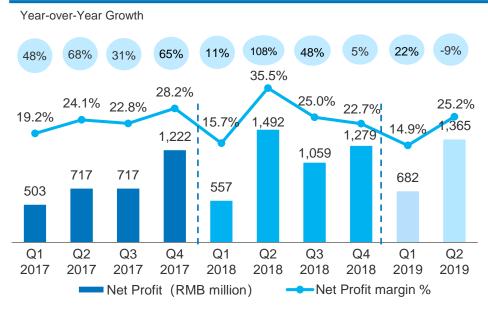
Strong Profit Growth and Healthy Margins



Income from Operations and Margin



Net Income and Margin



Adjusted EBITDA¹ and Margin



Adjusted Net Income² and Margin



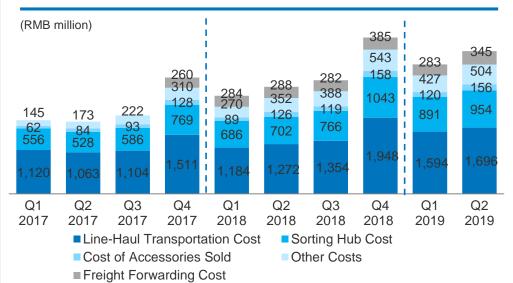
- 1. Adjusted EBITDA is a non-GAAP financial measure, which is defined as net income before depreciation, amortization, interest expenses and income tax expenses, and further adjusted to exclude (i) shared-based compensation expense; (ii) gain on disposal of equity investees, and (iii) impairment of equity investments
- 2. Adjusted net income is a non-GAAP financial measure, which is defined as net income before (i) share-based compensation expense, (ii) gain on disposal of equity investees and (iii) impairment of equity investments

[.] Adjusted net income of Q4 2017 included a full year tax rebate of RMB286 million related to High and new technology enterprise

Cost Efficiencies and Productivity



Cost of Revenues - Breakdown

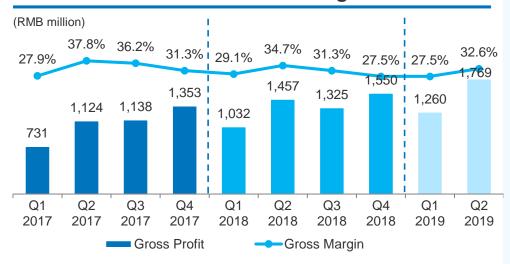


Cost of Revenues per Parcel¹



- Line-Haul Transportation Cost
- Cost of Accessories Sold ■ Freight Forwarding Cost
- Other Costs

Gross Profit and Margin

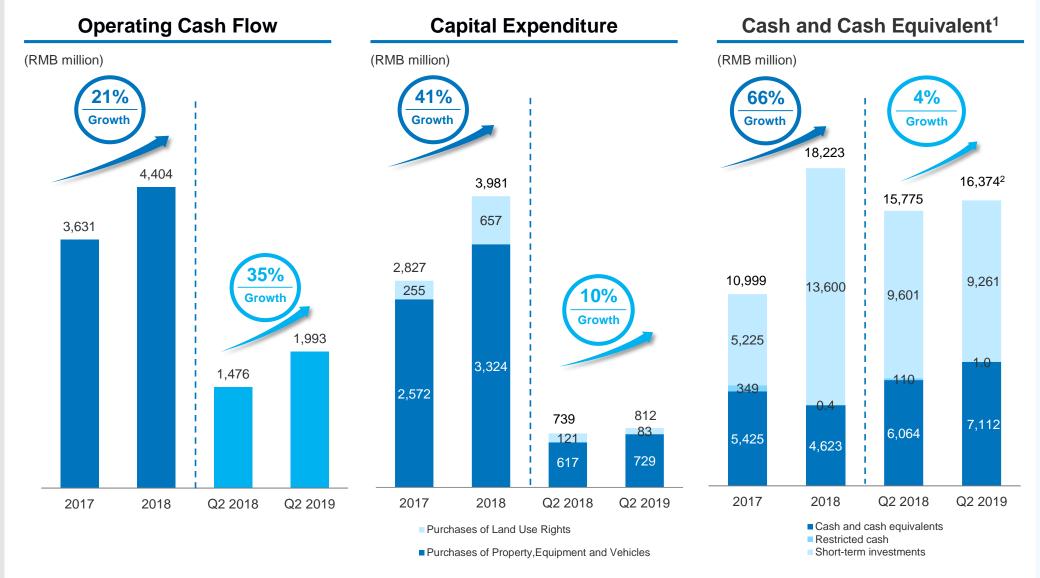


Key Observations on Q2 2019 Results

- Line-haul transportation cost efficiency
 - ✓ Increased use of high-capacity trailer trucks
 - ✓ Increased proportion of self-owned trucks
 - Improved loading rate
- Sorting hub cost efficiency
 - Ramp up of automation equipment with improved utilization
 - Reasonable usage of human resources in sorting center
- Cost of accessories sold per parcel
 - ✓ increased in line with increases in digital waybill utilization (up to 99.9%)
- Gross margin decrease due to (i) a decrease in unit price per parcel due to competition, (ii) freight forwarding business with lower gross margin of 1.4%, (iii) an increase in service to larger enterprise customers at a relatively lower margin, and (iv) an increase of RMB47.7 million in IT related costs

Strong Cash Flow and Continued Investment in Capacity Expansion

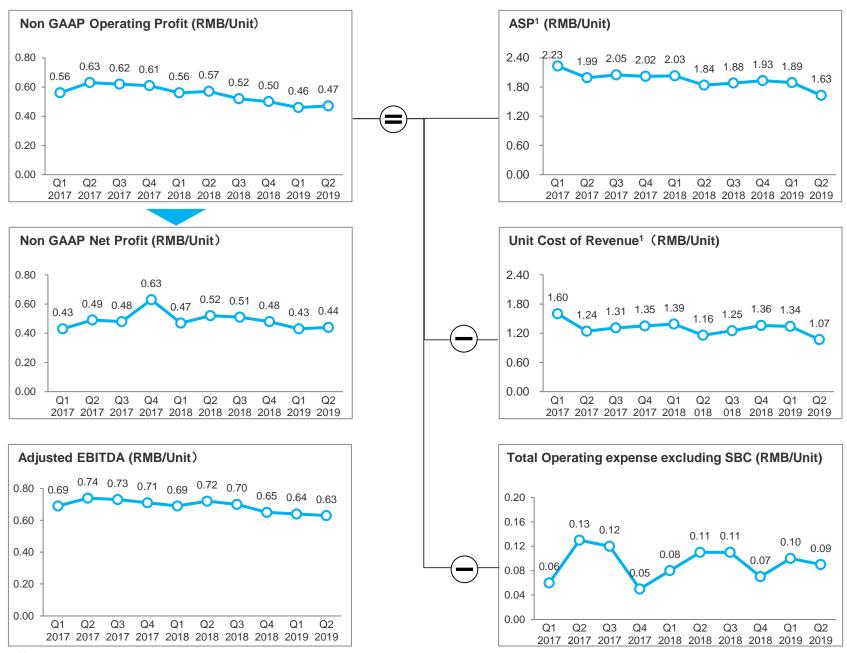




- 1. Including cash and cash equivalents, restricted cash and short-term investment. In June 2018, the company received majority portion of the proceeds from the US\$1.38 billion strategic investment led by Alibaba
- 2. The company spent US\$103 million to repurchase 5.81 million shares with average price US\$17.76 per share in Q2 2019, such shares have been cancelled

Per Parcel Unit Economics





- Excluding freight forwarding business
- 2. Non GAAP net profit in Q4 2017 included a full year tax rebate of RMB286 million related to High and new technology enterprise
- 3. Numbers may not add up due to rounding

Reconciliation of GAAP to Adjusted / Non-GAAP Measures



For the Three Months Ended

Jun 30, 2018	Jun 30, 2019 RMB million 1,365		
RMB million			
1,492			
186	283		
13	15		
-	-		
351	289		
2,042	1,952		
28	11		
-			
550	-		
1,520	1,963		
36.2%	36.2%		
1,492	1,365		
28	11		
-	-		
425	-		
1,096	1,376		
26.1%	25.4%		
	1,492 186 13 - 351 2,042 28 - 550 1,520 36.2% 1,492 28 - 425 1,096		

Note: Numbers may not add up due to rounding

Reconciliation of GAAP to Adjusted / Non-GAAP Measures



For the Three Months Ended

	Mar 31, 2016	Jun 30, 2016	Sep 30, 2016	Dec 31, 2016	Mar 31, 2017	Jun 30, 2017	Sep 30, 2017	Dec 31, 2017	Mar 31, 2018	Jun 30, 2018	Sep 30, 2018	Dec 31, 2018	Mar 31, 2019	Jun 30, 2019
Adjusted EBITDA	RMB '000													
Net Income	338,814	425,802	547,177	739,811	502,870	716,923	717,230	1,221,874	557,455	1,492,227	1,059,377	1,278,854	681,647	1,365,095
Add: Depreciation	51,008	62,453	89,174	99,032	122,011	127,083	138,757	135,002	176,197	186,200	202,669	243,940	271,423	283,409
Add: Amortization	4,688	5,349	6,310	6,963	7,595	8,702	8,455	12,760	10,670	12,693	11,709	9,641	11,293	14,676
Add: Interest Expenses	3,644	4,742	3,766	834	5,708	5,029	2,479	2,452	773	3	4	-	-	-
Add: Income Tax Expenses	122,018	171,954	186,468	251,547	166,609	233,323	237,670	8,759	154,280	350,858	201,355	222,639	191,858	288,803
EBITDA	520,172	670,300	832,895	1,098,187	804,793	1,091,060	1,104,591	1,380,847	899,375	2,041,981	1,475,114	1,755,074	1,156,221	1,951,983
Add: Share-based Compensation Expense	38,634	83,366	251	251	251	13,492	13,492	13,492	199,744	27,983	10,876	10,876	284,264	10,800
Add: Impairment of the investments	-	-	-	-	-	-	-	30,000	-	-	-	-	-	-
Less: Gain on Deemed Disposal of Equity Method Investments	-9,551	_	-	-	-	-	-	-	-	-549,733	-12,904	-	-529	
Adjusted EBITDA	549,255	753,666	833,146	1,098,438	805,044	1,104,552	1,118,083	1,424,339	1,099,119	1,520,231	1,473,086	1,765,950	1,441,014	1,962,783
Adjusted EBITDA margin	28.00%	32.96%	35.40%	34.40%	30.77%	37.17%	35.57%	32.89%	31.01%	36.21%	34.79%	31.38%	31.50%	36.19%
Adjusted Net Income	RMB '000													
Net Income	338,814	425,802	547,177	739,881	502,870	716,923	717,230	1,221,874	557,455	1,492,227	1,059,377	1,278,854	681,647	1,365,095
Add: Share-based Compensation Expense	38,634	83,366	251	251	251	13,492	13,492	13,492	199,744	27,983	10,876	10,876	284,264	10,800
Add: Impairment of the investments	-	-	-	-	-	-	-	30,000	-	-	-	-	-	-
Less: Gain on disposal of equity investees and subsidiary, net of income taxes	-9,551	-	-	-	-	-	-	-	-	-424,521	-11,756	-	-529	
Adjusted Net Income	367,897	509,168	547,428	740,062	503,121	730,415	730,722	1,265,366	757,199	1,095,689	1,058,497	1,289,730	966,440	1,375,895
Adjusted Net Margin	18.80%	22.27%	23.30%	23.20%	19.24%	24.58%	23.25%	29.22%	21.36%	26.10%	25.00%	22.92%	21.13%	25.37%



NYSE Ticker: ZTO

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