

ZTO Express Q3 of Fiscal Year 2019 Investor Relations Presentation

ZTO #808

Nov 19, 2019

Z70 +#48



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 third 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 forwardlooking statements. Announced results for the third 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 18.9% by Q3 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



- 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

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

\$ 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

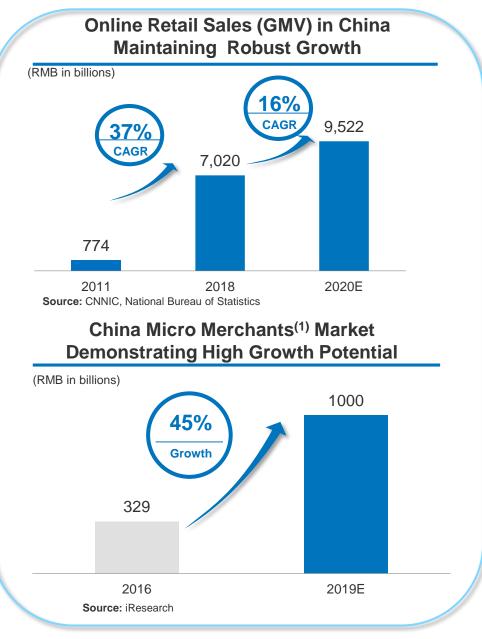


- 1. According to Horizon Consulting Group and State Post Bureau for 2016, 2017, 2018 and 2019
- 2. According to State Post Bureau for 2016, 2017, 2018 and 2019

Huge Market Opportunities



Market Opportunities



Express Delivery Industry



10.8%

7.6%

Source: Companies' annual report

20.4%

8.2%

2.5%

17.4%

Note:

1. Micro merchants refer to online merchants who promote and sell merchandise on social networking and other mobile platforms

YUNDA

SF

■ BEST

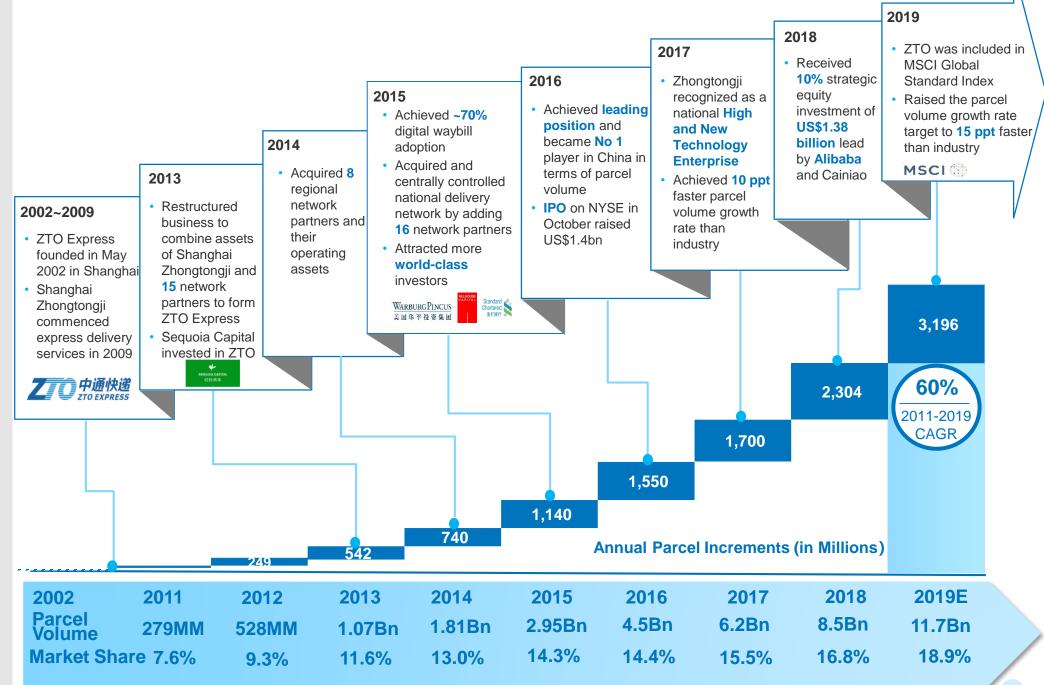
■ Others

10.1%

13.8%

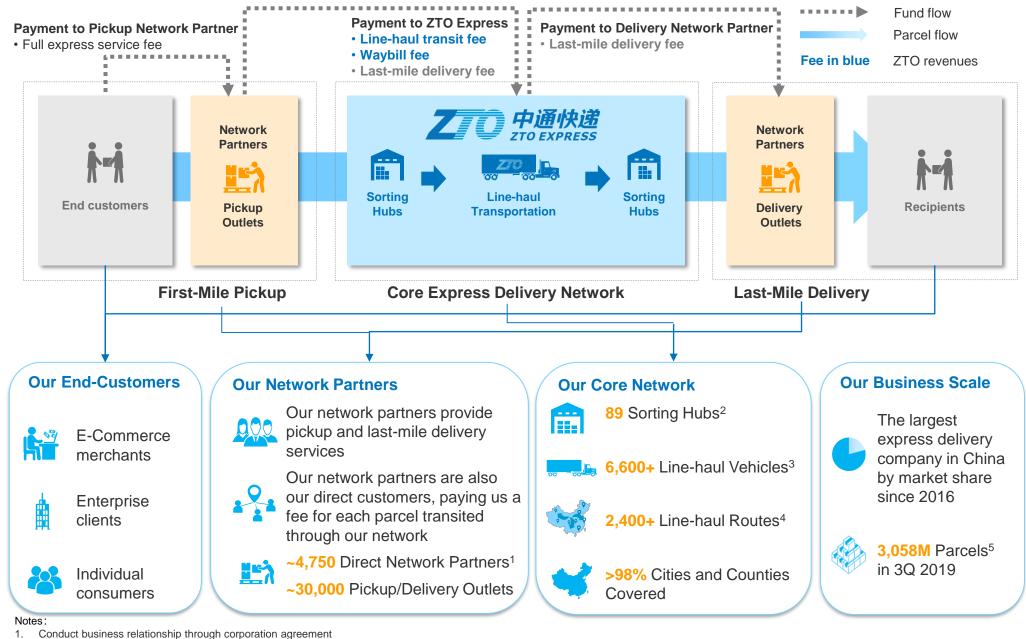
Our History and Key Milestones





Our Distinctive Network Partner Business Model ("NPM")



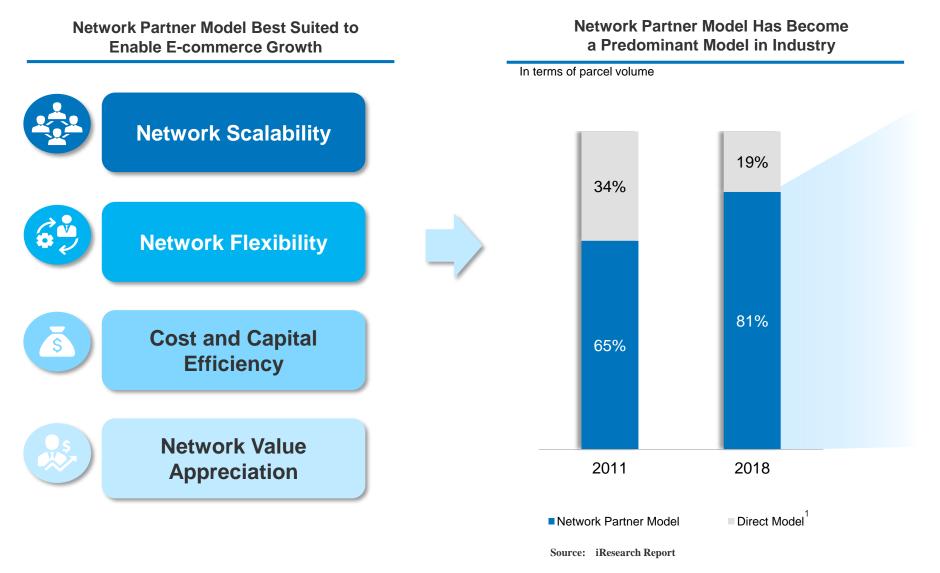


- Includes 80 self-operated sorting hubs, and 9 sorting hubs operated by our network partners 2.
- Includes over 5,700 self-owned vehicles and over 900 vehicles owned and operated by Tonglu Tongze Logistics Ltd., an entity majority owned by our employees 3.
- Only includes line-haul routes between sorting hubs as of Sep. 30, 2019 4.
- "Parcel volume" in any given period is defined as the number of parcels collected by our network partners using our waybills 5.

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



Notes:

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



Jianfa Lai

Co-founder. Director and Vice President of operations



Jilei Wang

Director and Vice President of Infrastructure Management





- 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



Rengun Jin Vice President of Development Research Center

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

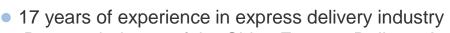




Shared Success







- Deputy chairman of the China Express Delivery Association
- 17 years of experience in express delivery industry
- Former executive director of ZTO Supply Chain Management Co. Ltd.
- 12 years of experience in infrastructure management
- Former deputy general manager of ZTO's network partner in Beijing

Our Superior Service Quality

Superior Service Quality Indicated by **Cainiao Index**



Overall rating **top ranked**¹ by Cainiao

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



- · 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

Information

Notes

- 2. According to Horizon Consulting Group
- According to State Post Bureau 3.



Consistent High Level of Customer Satisfaction

Highest **Overall Customer Satisfaction Score** (2014 - 2019Q3)²

Among Tongdas⁴

Monthly average effective

complaint rate < 1 per million

Customer Complaint Rate (2017 - 2019Q3)³

Comprehensive Quality Control Framework

- ✓ Call centers in 28 provinces with 1,800+ 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

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

According to Cainiao Index 3Q 2019 ranking

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





Notes:

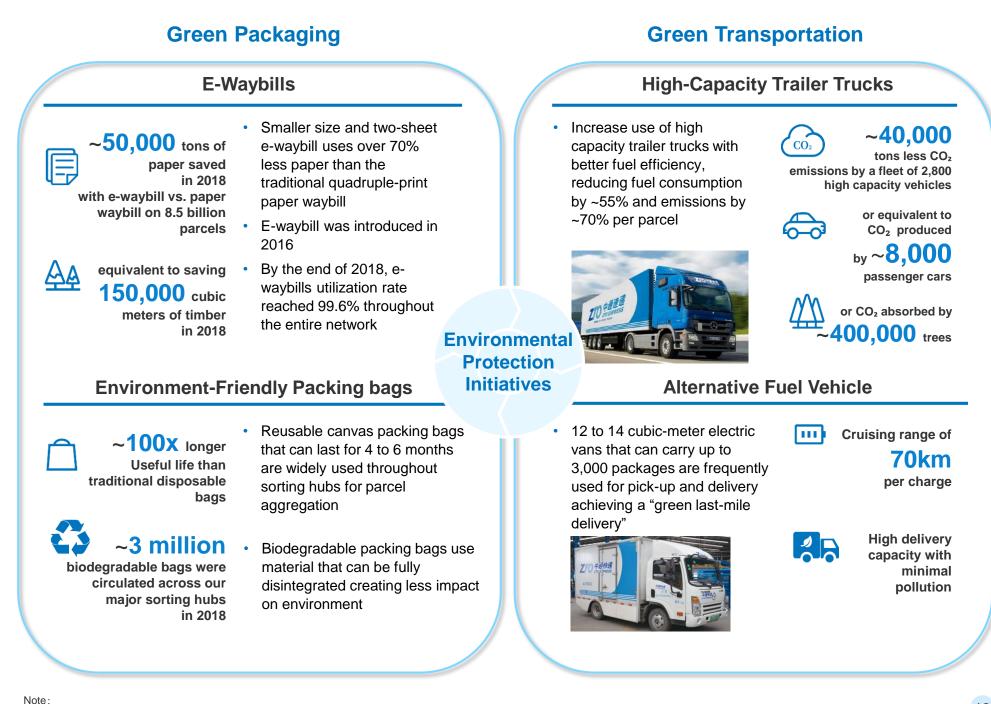
1. 80 self-operated sorting hubs and 9 network partner-operated sorting hubs as of Sep. 30, 2019

Our efficient, well-integrated management of network partners **工**页中通快递

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 	
Performance- based 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 	Stable Network Network partner turnover rate less
Quality Control and Monitoring	 Over 1,800 customer service representatives across the country to ensure service quality Real-time monitoring and analysis of parcel volumes Frequent reviews with regional management 	than 5.0% in 2018
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 	

Sustainability Through Continuous ESG Practices¹





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"

Good Citizenship Advocacy

ZTO offered assistance during the natural disasters





Festival: love and respect our elders

Double Ninth

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



Society & Corporate Governance

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

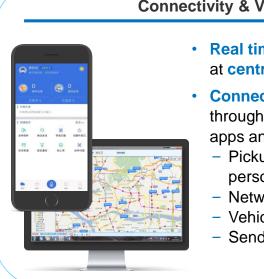
- Designed to deter misconduct and to promote:
 - Compliance with applicable laws, rules and regulations
 - Honest and ethical conduct, including the ethical handling of conflicts of interests
 - Transparent, accurate, timely and clear public disclosures in reports and documents
 - Confronting or whistle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

Note:

- 1. ESG data as of fiscal year end of 2018; full 2018 ESG report can be downloaded from http://ir.zto.com
- 2. A copy of code of business conduct can be downloaded from https://www.sec.gov/Archives/edgar/data/1677250/000104746916015850/a2229567zex-99_1.htm

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

Integrated IT R&D Platform

- 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



Progressive & Transformative



- In-house R&D capability with over 1,100 tech. talents
 - 85 software copyrights and 3 patent as of Sep. 2019
- Advanced technologies e.g. facial recognition & machine learning

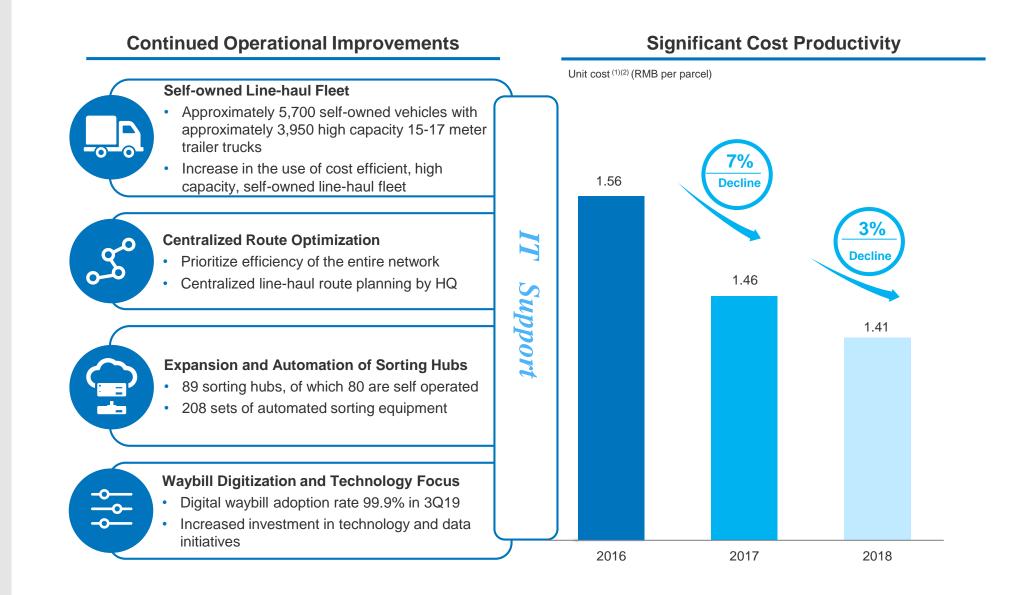
Openness & Empowerment

- 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



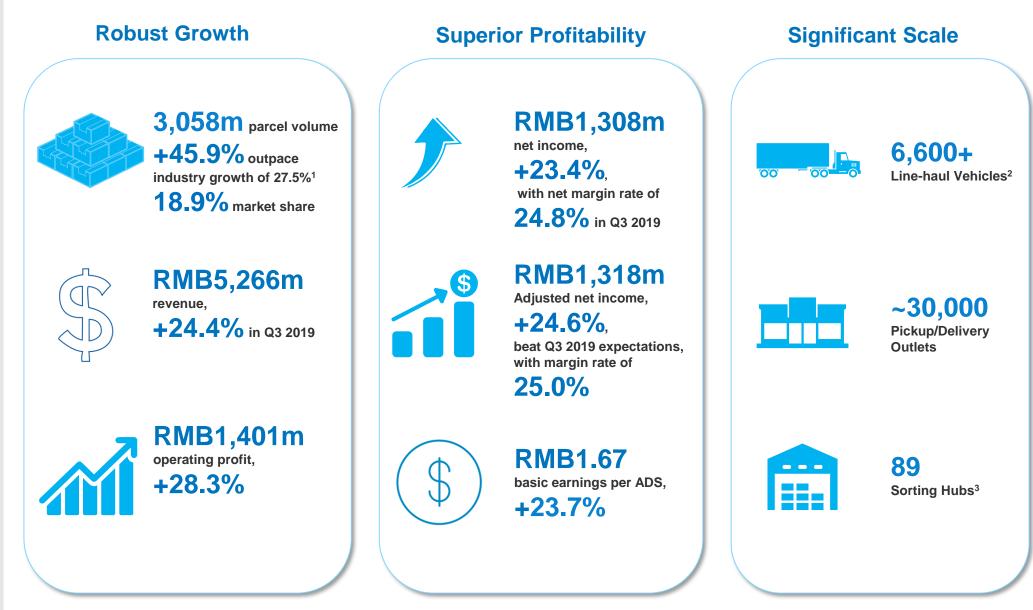


Notes:

- 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

Q3 2019 Key Highlights



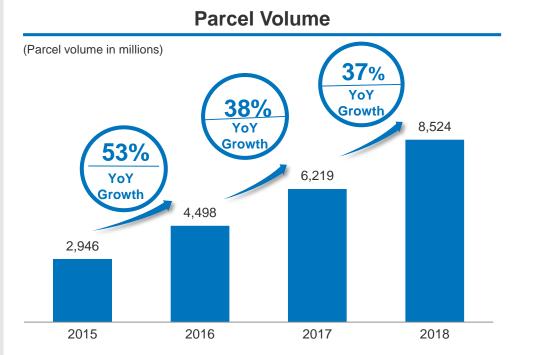


Notes:

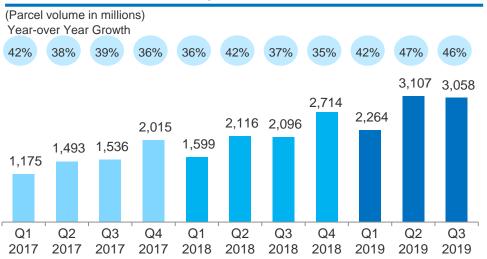
- 1. Average industry parcel volume growth rate for 3Q 2019 according to State Post Bureau
- 2. Includes 5,700 self-owned trucks (an increase from 4,950 as of Jun 30, 2019) among which 3,950+ were high capacity 15-17 meter long trucks
- 3. Includes 80 self-operated sorting hubs and 9 sorting hubs operated by our network partners

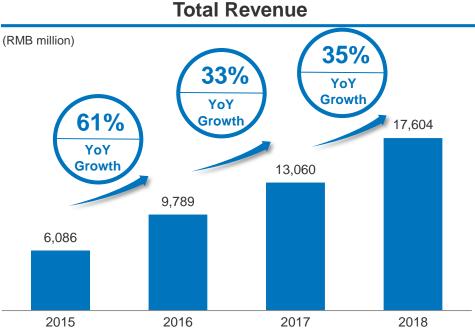
Strong Revenue Growth Driven by Robust Volume Growth





Quarterly Parcel Volume





Quarterly Revenue



Strong Profit Growth and Healthy Margins

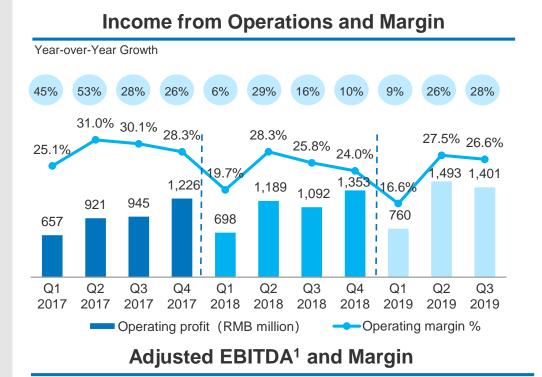


22%

23%

25.2%

24.8%



Net Income and Margin

108%

35.5%

1.492

48%

5%

25.0% 22.7%

Year-over-Year Growth

31%

24.1% 22.8%

65%

28.2%

11%

15.7%

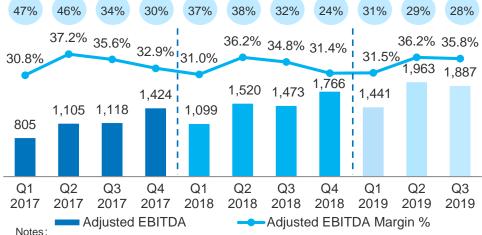
68%

19.2%





Year-over-Year Growth



1.

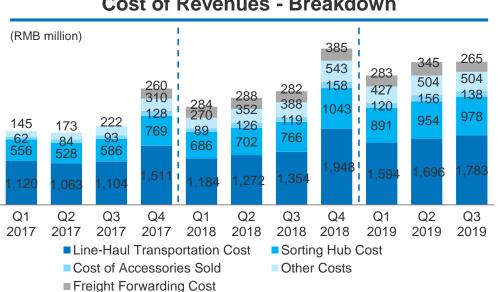
Adjusted EBITDA is a non-GAAP financial measure, which is defined as net income before depreciation, amortization, interest expenses and income tax expenses, and further adjusted to exclude (i) shared-based compensation expense; (ii) gain on disposal of equity investees, and (iii) impairment of equity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

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 2. equity investments

Adjusted net income of Q4 2017 included a full year tax rebate of RMB286 million related to High and new technology enterprise 3.

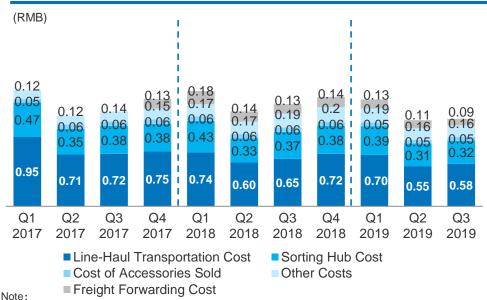
Cost Efficiencies and Productivity

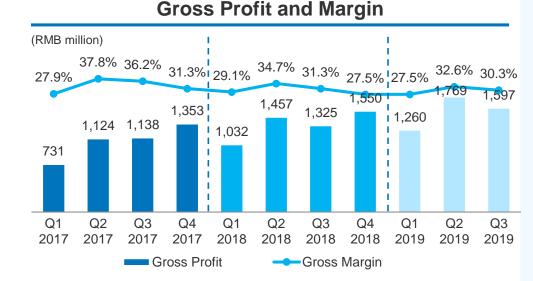




Cost of Revenues - Breakdown





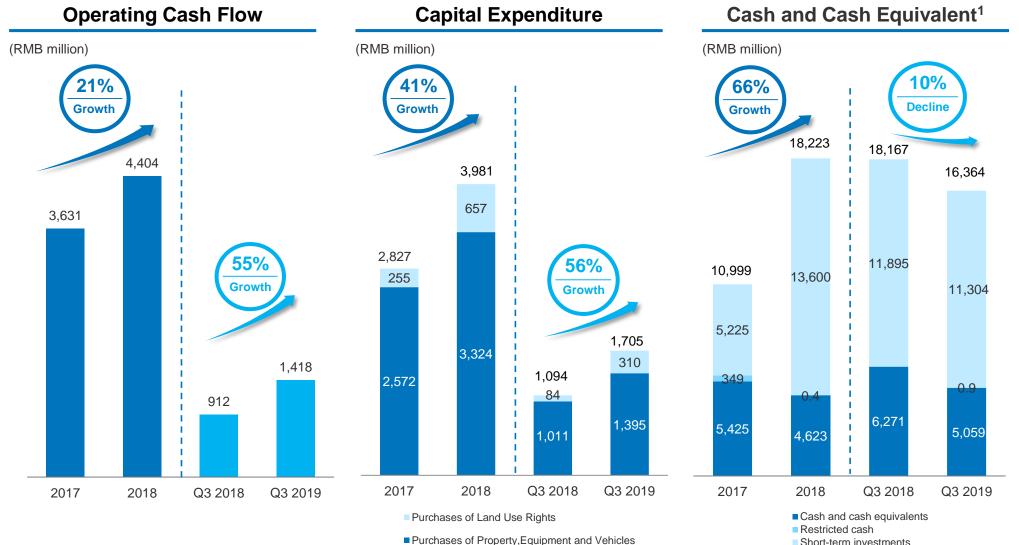


Key Observations on Q3 2019 Results

- 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) an increase in service to larger enterprise customers at a relatively lower margin, and (iii) an increase of RMB57.8 million in IT related costs

Strong Cash Flow and Continued Investment in Capacity Expansion





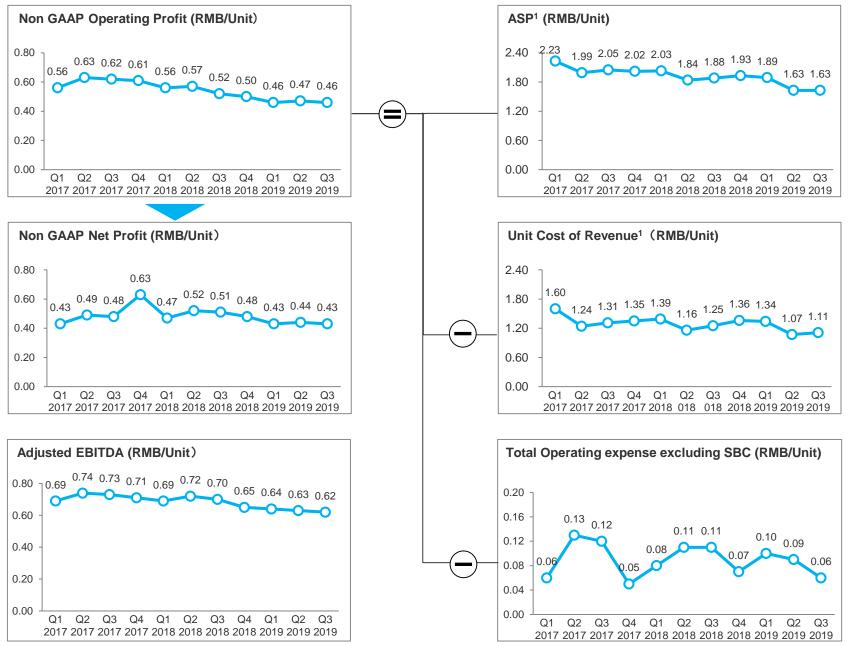
Short-term investments

Note:

1. Including cash and cash equivalents, restricted cash and short-term investment

Per Parcel Unit Economics





Note:

1. 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



	For the Three Months Ended					
	Sep 30, 2018	Sep 30, 2019				
Adjusted EBITDA	RMB million	RMB million				
Net Income	1,059	1,308				
Add: Depreciation	203	288				
Add: Amortization	12	14				
Add: Interest Expenses	-	-				
Add: Income Tax Expenses	201	266				
EBITDA	1,475	1,877				
Add: Share-based Compensation Expense	11	11				
Impairment of investment in equity investee	-	-				
Less: Loss on deemed disposal of equity method investments	13	-				
Adjusted EBITDA	1,473	1,887				
Adjusted EBITDA margin	34.8%	35.8%				
Adjusted Net Income						
Net Income	1,059	1,308				
Add: Share-based Compensation Expense	11	11				
Impairment of investment in equity investee	-	-				
Less: Loss on disposal of equity investees and subsidiary, net of income taxes	12	-				
Adjusted Net Income	1,058	1,318				
Adjusted Net Margin	25.0%	25.0%				

Note: Numbers may not add up due to rounding

Reconciliation of GAAP to Adjusted / Non-GAAP Measures



							For the	nree Mon							
	Mar 31,	Jun 30,	Sep 30,	Dec 31,	Mar 31,	Jun 30,	Sep 30,	Dec 31,	Mar 31,	Jun 30,	Sep 30,	Dec 31,	Mar 31,	Jun 30,	Sep 30,
	2016	2016	2016	2016	2017	2017	2017	2017	2018	2018	2018	2018	2019	2019	2019
Adjusted EBITDA	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	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	1,307,681
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	288,818
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	13,882
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	266,297
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	1,876,678
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	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	1,887,478
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%	35.84%
Adjusted Net Income	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	RMB '000	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	1,307,681
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	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	1	
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	1,318,481
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%	25.04%

For the Three Months Ended



NYSE Ticker: ZTO Website: www.zto.com Email: ir@zto.com