

# Rapport MutuaValue

iQIYI, Inc.

23/05/2025

XNAS:IQ

|                     |                                |
|---------------------|--------------------------------|
| <b>Pays</b>         | China                          |
| <b>Industrie</b>    | Technology                     |
| <b>Supersecteur</b> | Technology                     |
| <b>Secteur</b>      | Software and Computer Services |
| <b>Sous Secteur</b> | Consumer Digital Services      |

**Employés** 4 673

|                                |       |      |                            |        |
|--------------------------------|-------|------|----------------------------|--------|
| <b>Chiffre d'affaires 2024</b> | 3 822 | mEUR | <b>PER 2024</b>            | 2,7    |
| <b>Résultat net 2024</b>       | 100   | mEUR | <b>Dividend Yield 2024</b> | 0,0%   |
| <b>Market Cap 31.12.2024</b>   | 272   | mEUR | <b>Béta boursier</b>       | - 0,13 |
| <b>Cours au 31.12.2024</b>     | 14,7  | CNY  |                            |        |

iQIYI, Inc. est une société basée en Chine dont l'activité principale est la fourniture de services de divertissement en ligne. La Société fournit principalement du contenu vidéo authentique tel que des films, des séries télévisées, des émissions de variétés et des dessins animés via sa plate-forme d'application. Grâce à la plate-forme, la Société fournit principalement The Lost Tomb, The Mystic Nine, Burning Ice, Qipa Talk, The Rap of China et d'autres programmes pour ses clients. La Société a construit une plate-forme de médias sociaux basée sur le divertissement, iQIYI Paopao, permettant aux fans de suivre et d'interagir avec les célébrités et la communauté du divertissement.

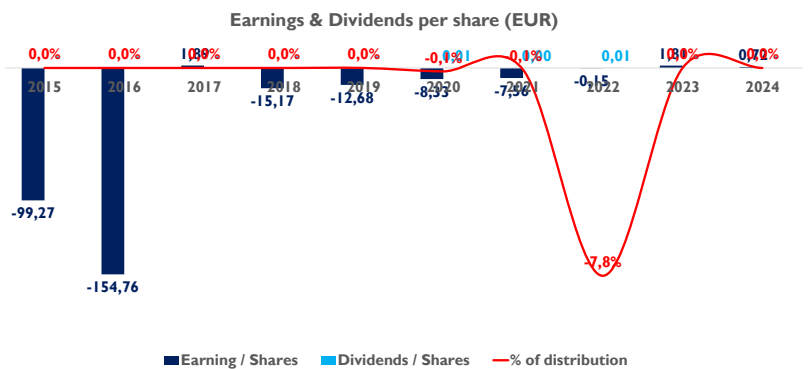
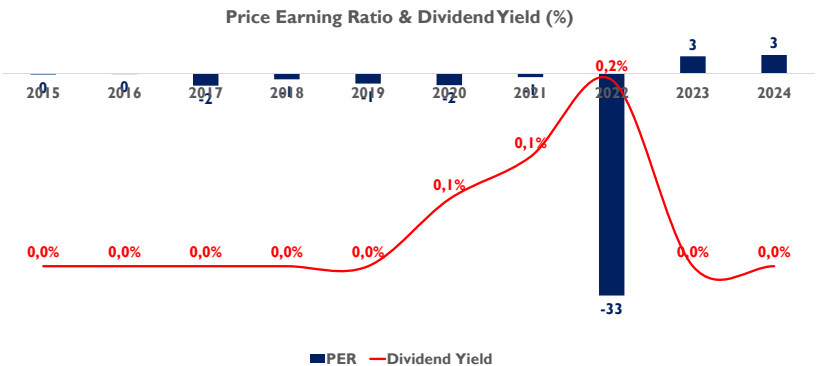
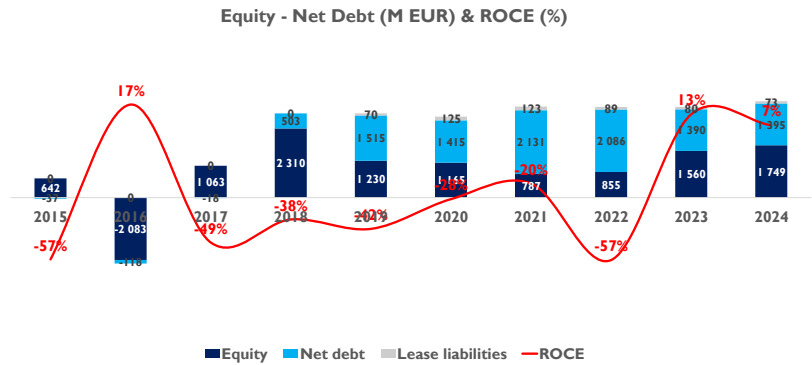
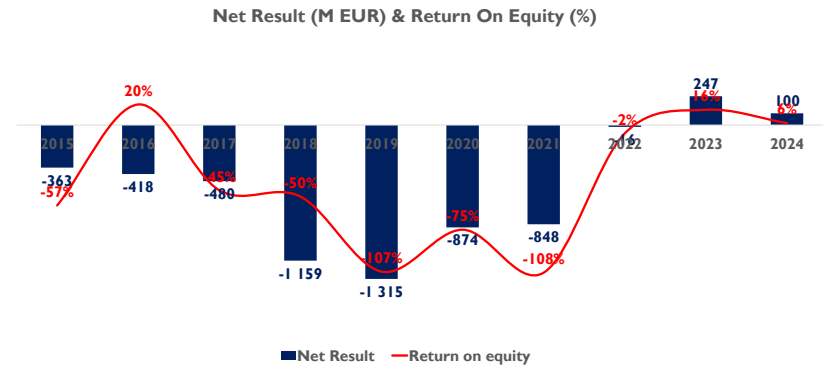
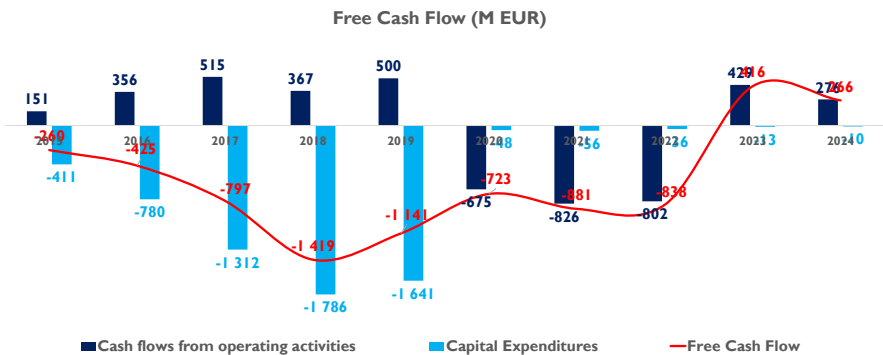
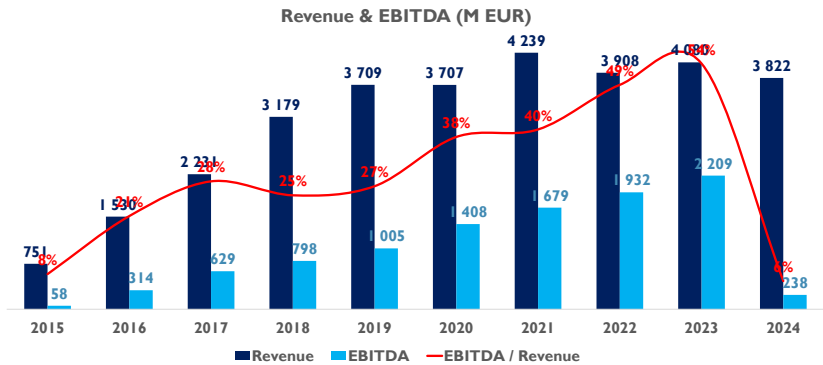
## Documents

- 1 - KPI Financiers (2014 - 2023)
- 2 - Benchmark Industry (Revenue & Net Result )
- 3 - Benchmark Industry ( Return On Capital Employed & PER)
- 4 - Données financières 2014 - 2023 (P&L , Bilan, Cash-Flow)

# I - Financial KPI (2015 - 2024)

iQIYI, Inc.

Industry Technology  
Supersector Technology  
Sector Software and Computer Services  
Sub Sector Consumer Digital Services



## 2 - Benchmark Industry (Revenue & Net Result )

### iQIYI, Inc.

|                    |                                |
|--------------------|--------------------------------|
| <b>Industry</b>    | Technology                     |
| <b>Supersector</b> | Technology                     |
| <b>Sector</b>      | Software and Computer Services |
| <b>Sub Sector</b>  | Consumer Digital Services      |

### Revenue

| m€                       | 2015          | 2016          | 2017          | 2018          | 2019           | 2020           | 2021           | 2022           | 2023           | 2024           |
|--------------------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>iQIYI, Inc.</b>       | <b>751</b>    | <b>1 530</b>  | <b>2 231</b>  | <b>3 179</b>  | <b>3 709</b>   | <b>3 707</b>   | <b>4 239</b>   | <b>3 908</b>   | <b>4 080</b>   | <b>3 822</b>   |
| Tencent Holdings Limited | 14 517        | 20 681        | 30 518        | 39 781        | 48 266         | 60 162         | 77 716         | 74 728         | 77 968         | 86 350         |
| Pinterest, Inc.          | -             | -             | 394           | 660           | 1 017          | 1 379          | 2 276          | 2 628          | 2 802          | 3 510          |
| Snap Inc.                | 54            | 384           | 688           | 1 031         | 1 527          | 2 043          | 3 635          | 4 315          | 4 225          | 5 161          |
| Meta Platforms, Inc.     | 16 467        | 26 220        | 33 897        | 48 767        | 62 931         | 70 055         | 104 122        | 109 328        | 123 729        | 158 342        |
| iFLYTEK CO.,LTD          | 353           | 452           | 699           | 1 007         | 1 289          | 1 625          | 2 541          | 2 536          | 2 516          | 3 053          |
| Kuaishou Technology      | -             | -             | 1 070         | 2 583         | 5 005          | 7 335          | 11 250         | 12 692         | 14 527         | 16 596         |
| Weibo Corporation        | 439           | 622           | 959           | 1 501         | 1 573          | 1 377          | 1 993          | 1 722          | 1 614          | 1 689          |
| Bilibili Inc.            | 18            | 71            | 317           | 525           | 867            | 1 497          | 2 689          | 2 951          | 2 884          | 3 509          |
| <b>Total</b>             | <b>32 599</b> | <b>49 959</b> | <b>70 773</b> | <b>99 034</b> | <b>126 184</b> | <b>149 182</b> | <b>210 463</b> | <b>214 806</b> | <b>234 345</b> | <b>282 031</b> |

### Revenue - Annual Growth Rate

|                          | 2015 | 2016        | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023      | 2024       | CAGR*      |
|--------------------------|------|-------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|
| <b>iQIYI, Inc.</b>       |      | <b>104%</b> | <b>46%</b> | <b>43%</b> | <b>17%</b> | <b>0%</b>  | <b>14%</b> | <b>-8%</b> | <b>4%</b> | <b>-6%</b> | <b>8%</b>  |
| Tencent Holdings Limited |      | 42%         | 48%        | 30%        | 21%        | 25%        | 29%        | -4%        | 4%        | 11%        | 16%        |
| Pinterest, Inc.          |      |             |            | 67%        | 54%        | 36%        | 65%        | 15%        | 7%        | 25%        | 37%        |
| Snap Inc.                |      | 612%        | 79%        | 50%        | 48%        | 34%        | 78%        | 19%        | -2%       | 22%        | 33%        |
| Meta Platforms, Inc.     |      | 59%         | 29%        | 44%        | 29%        | 11%        | 49%        | 5%         | 13%       | 28%        | 25%        |
| iFLYTEK CO.,LTD          |      | 28%         | 55%        | 44%        | 28%        | 26%        | 56%        | 0%         | -1%       | 21%        | 23%        |
| Kuaishou Technology      |      |             |            | 141%       | 94%        | 47%        | 53%        | 13%        | 14%       | 14%        | 48%        |
| Weibo Corporation        |      | 42%         | 54%        | 57%        | 5%         | -12%       | 45%        | -14%       | -6%       | 5%         | 8%         |
| Bilibili Inc.            |      | 285%        | 345%       | 66%        | 65%        | 73%        | 80%        | 10%        | -2%       | 22%        | 41%        |
| <b>Moyenne</b>           |      | <b>53%</b>  | <b>42%</b> | <b>40%</b> | <b>27%</b> | <b>18%</b> | <b>41%</b> | <b>2%</b>  | <b>9%</b> | <b>20%</b> | <b>22%</b> |

### Net result attributable to owners of the company

| m€                       | 2015         | 2016          | 2017          | 2018           | 2019           | 2020          | 2021          | 2022          | 2023          | 2024          |
|--------------------------|--------------|---------------|---------------|----------------|----------------|---------------|---------------|---------------|---------------|---------------|
| <b>iQIYI, Inc.</b>       | <b>- 363</b> | <b>- 418</b>  | <b>- 480</b>  | <b>- 1 159</b> | <b>- 1 315</b> | <b>- 874</b>  | <b>- 848</b>  | <b>- 16</b>   | <b>247</b>    | <b>100</b>    |
| Tencent Holdings Limited | 4 065        | 5 594         | 9 179         | 10 015         | 11 937         | 19 949        | 31 194        | 25 367        | 14 750        | 25 381        |
| Pinterest, Inc.          | -            | -             | 108           | 55             | 1 212          | 105           | 279           | 90            | 33            | 1 792         |
| Snap Inc.                | - 343        | - 488         | - 2 873       | - 1 097        | - 920          | - 770         | - 431         | - 1 340       | - 1 213       | - 672         |
| Meta Platforms, Inc.     | 3 370        | 9 665         | 13 274        | 19 311         | 16 455         | 23 752        | 34 761        | 21 751        | 35 860        | 60 025        |
| iFLYTEK CO.,LTD          | 60           | 66            | 56            | 69             | 105            | 170           | 216           | 76            | 84            | 73            |
| Kuaishou Technology      | -            | -             | - 2 573       | - 1 581        | - 2 514        | - 14 556      | - 10 833      | - 1 845       | 819           | 2 006         |
| Weibo Corporation        | 32           | 102           | 294           | 499            | 440            | 255           | 378           | 80            | 314           | 290           |
| Bilibili Inc.            | - 52         | - 124         | - 24          | - 70           | - 167          | - 381         | - 945         | - 1 012       | - 617         | - 176         |
| <b>Total</b>             | <b>6 769</b> | <b>14 397</b> | <b>16 746</b> | <b>25 932</b>  | <b>22 809</b>  | <b>27 440</b> | <b>53 772</b> | <b>42 971</b> | <b>50 211</b> | <b>88 819</b> |

### Net result attributable to owners of the company - Annual Growth Rate

|                          | 2015 | 2016        | 2017       | 2018        | 2019        | 2020        | 2021       | 2022        | 2023          | 2024        | CAGR*        |
|--------------------------|------|-------------|------------|-------------|-------------|-------------|------------|-------------|---------------|-------------|--------------|
| <b>iQIYI, Inc.</b>       |      | <b>15%</b>  | <b>15%</b> | <b>142%</b> | <b>13%</b>  | <b>-33%</b> | <b>-3%</b> | <b>-98%</b> | <b>-1653%</b> | <b>-59%</b> | <b>-180%</b> |
| Tencent Holdings Limited |      | 38%         | 64%        | 9%          | 19%         | 67%         | 56%        | -19%        | -42%          | 72%         | 16%          |
| Pinterest, Inc.          |      |             |            | -49%        | 2103%       | -91%        | -367%      | -132%       | -64%          | -5588%      | -249%        |
| Snap Inc.                |      | 43%         | 488%       | -62%        | -16%        | -16%        | -44%       | 211%        | -10%          | -45%        | -19%         |
| Meta Platforms, Inc.     |      | 187%        | 37%        | 45%         | -15%        | 44%         | 46%        | -37%        | 65%           | 67%         | 24%          |
| iFLYTEK CO.,LTD          |      | 10%         | -15%       | 24%         | 52%         | 62%         | 27%        | -65%        | 11%           | -13%        | 4%           |
| Kuaishou Technology      |      |             |            | -39%        | 59%         | 479%        | -26%       | -83%        | -144%         | 145%        | -197%        |
| Weibo Corporation        |      | 221%        | 187%       | 70%         | -12%        | -42%        | 48%        | -79%        | 292%          | -8%         | 0%           |
| Bilibili Inc.            |      | 136%        | -81%       | 198%        | 138%        | 129%        | 148%       | 7%          | -39%          | -71%        | 33%          |
| <b>Moyenne</b>           |      | <b>113%</b> | <b>16%</b> | <b>55%</b>  | <b>-12%</b> | <b>20%</b>  | <b>96%</b> | <b>-20%</b> | <b>17%</b>    | <b>77%</b>  | <b>27%</b>   |

\* 2017 - 2024

3 - Benchmark Industry ( Return On Capital Employed & PER)

|             |                                |
|-------------|--------------------------------|
| iQIYI, Inc. |                                |
| Industry    | Technology                     |
| Supersector | Technology                     |
| Sector      | Software and Computer Services |
| Sub Sector  | Consumer Digital Services      |

Operating Profit

| m€                       | 2015   | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   |       |     |       |     |       |       |   |       |   |     |
|--------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----|-------|-----|-------|-------|---|-------|---|-----|
| iQIYI, Inc.              | -      | 343    | -      | 380    | -      | 507    | -      | 1 057  | -      | 1 184  | -     | 754 | -     | 621 | -     | 1 726 | - | 383   | - | 237 |
| Tencent Holdings Limited | 5 734  | 7 638  | 11 591 | 12 423 | 15 184 | 16 650 | 15 065 | 11 847 | 20 493 | 27 216 |       |     |       |     |       |       |   |       |   |     |
| Pinterest, Inc.          | -      | -      | -      | 115    | -      | 65     | -      | 1 236  | -      | 116    | 288   | -   | 95    | -   | 115   | 173   |   |       |   |     |
| Snap Inc.                | -      | 351    | -      | 494    | -      | 2 906  | -      | 1 108  | -      | 982    | -     | 703 | -     | 620 | -     | 1 308 | - | 1 283 | - | 758 |
| Meta Platforms, Inc.     | 5 718  | 11 789 | 16 846 | 21 758 | 25 802 | 26 625 | 41 279 | 31 460 | 42 879 | 66 782 |       |     |       |     |       |       |   |       |   |     |
| iFLYTEK CO.,LTD          | 42     | 52     | 69     | 80     | 126    | 179    | 284    | 136    | 55     | 37     |       |     |       |     |       |       |   |       |   |     |
| Kuaishou Technology      | -      | -      | -      | 78     | -      | 66     | 92     | -      | 1 310  | -      | 3 812 | -   | 1 502 | 823 | 1 999 |       |   |       |   |     |
| Weibo Corporation        | 34     | 134    | 340    | 532    | 532    | 413    | 616    | 765    | 434    | 476    |       |     |       |     |       |       |   |       |   |     |
| Bilibili Inc.            | -      | 52     | -      | 122    | -      | 29     | -      | 93     | -      | 191    | -     | 392 | -     | 892 | -     | 1 126 | - | 648   | - | 176 |
| Total                    | 10 783 | 18 618 | 25 366 | 32 404 | 38 143 | 40 593 | 51 586 | 38 450 | 63 021 | 95 986 |       |     |       |     |       |       |   |       |   |     |

Capital employed

| m€                       | 2015   | 2016   | 2017   | 2018    | 2019    | 2020    | 2021    | 2022    | 2023    | 2024    |       |       |        |
|--------------------------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|-------|-------|--------|
| iQIYI, Inc.              | 605    | -      | 2 201  | 1 045   | 2 812   | 2 815   | 2 705   | 3 040   | 3 030   | 3 030   | 3 217 |       |        |
| Tencent Holdings Limited | 20 404 | 30 468 | 38 931 | 55 682  | 76 828  | 112 778 | 146 313 | 136 107 | 140 214 | 169 884 |       |       |        |
| Pinterest, Inc.          | -      | -      | -      | 218     | 705     | 1 769   | 1 694   | 2 057   | 2 163   | 1 946   | 3 479 |       |        |
| Snap Inc.                | 138    | 1 327  | 2 243  | 1 680   | 2 957   | 3 354   | 4 243   | 5 406   | 5 113   | 6 014   |       |       |        |
| Meta Platforms, Inc.     | 36 502 | 47 710 | 55 539 | 65 160  | 91 350  | 107 589 | 120 099 | 144 657 | 153 526 | 200 252 |       |       |        |
| iFLYTEK CO.,LTD          | 584    | 729    | 794    | 895     | 1 160   | 1 042   | 1 816   | 2 111   | 2 491   | 2 752   |       |       |        |
| Kuaishou Technology      | -      | -      | -      | 3 040   | -       | 4 930   | 1 853   | -       | 22 081  | 4 058   | 6 966 | 8 145 | 10 632 |
| Weibo Corporation        | 359    | 372    | 895    | 1 221   | 2 257   | 2 868   | 3 372   | 3 049   | 3 386   | 3 479   |       |       |        |
| Bilibili Inc.            | 24     | 157    | 168    | 465     | 803     | 1 478   | 4 665   | 2 809   | 1 926   | 1 137   |       |       |        |
| Total                    | 58 616 | 78 562 | 96 358 | 123 690 | 181 792 | 211 427 | 289 663 | 306 299 | 319 776 | 400 846 |       |       |        |

Operating Profit / Capital employed

|                          | 2015  | 2016 | 2017  | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | Avg* |
|--------------------------|-------|------|-------|------|------|------|------|------|------|------|------|
| iQIYI, Inc.              | -57%  | 17%  | -49%  | -38% | -42% | -28% | -20% | -57% | 13%  | 7%   | -36% |
| Tencent Holdings Limited | 28%   | 25%  | 30%   | 22%  | 20%  | 15%  | 10%  | 9%   | 15%  | 16%  | 15%  |
| Pinterest, Inc.          |       |      | 53%   | -9%  | -70% | -7%  | 14%  | -4%  | -6%  | 5%   | -14% |
| Snap Inc.                | -254% | -37% | -130% | -66% | -33% | -21% | -15% | -24% | -25% | -13% | -36% |
| Meta Platforms, Inc.     | 16%   | 25%  | 30%   | 33%  | 28%  | 25%  | 34%  | 22%  | 28%  | 33%  | 28%  |
| iFLYTEK CO.,LTD          | 7%    | 7%   | 9%    | 9%   | 11%  | 17%  | 16%  | 6%   | 2%   | 1%   | 9%   |
| Kuaishou Technology      |       |      | -3%   | 1%   | 5%   | 6%   | -94% | -22% | 10%  | 19%  | 63%  |
| Weibo Corporation        | 10%   | 36%  | 38%   | 44%  | 24%  | 14%  | 18%  | 25%  | 13%  | 14%  | 22%  |
| Bilibili Inc.            | -218% | -78% | -17%  | -20% | -24% | -27% | -19% | -40% | -34% | -15% | -28% |
| Moyenne                  | 18%   | 24%  | 26%   | 26%  | 21%  | 19%  | 18%  | 13%  | 20%  | 24%  | 19%  |

\* 2017 - 2024

Market Cap

| m€                       | 2015    | 2016    | 2017    | 2018    | 2019    | 2020    | 2021    | 2022    | 2023    | 2024      |
|--------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| iQIYI, Inc.              | 52      | 40      | 860     | 994     | 1 959   | 1 504   | 457     | 602     | 622     | 272       |
| Tencent Holdings Limited | 154 416 | 199 745 | 387 225 | 305 208 | 374 637 | 518 057 | 453 376 | 359 650 | 333 496 | 474 762   |
| Pinterest, Inc.          | -       | -       | 9 128   | 11 280  | 6 977   | 32 022  | 20 541  | 15 155  | 22 919  | 18 949    |
| Snap Inc.                | 22 861  | 26 875  | 14 205  | 6 259   | 19 994  | 59 397  | 64 736  | 13 496  | 25 039  | 17 200    |
| Meta Platforms, Inc.     | 272 855 | 318 344 | 434 551 | 330 873 | 521 438 | 634 650 | 835 975 | 303 163 | 835 635 | 1 428 128 |
| iFLYTEK CO.,LTD          | 6 540   | 4 827   | 10 241  | 6 396   | 9 252   | 10 869  | 16 200  | 10 280  | 13 939  | 14 750    |
| Kuaishou Technology      | -       | -       | 131 665 | 137 602 | 140 843 | 129 401 | 31 205  | 35 963  | 27 282  | 22 381    |
| Weibo Corporation        | 3 728   | 8 271   | 20 812  | 11 418  | 9 302   | 7 580   | 6 259   | 4 216   | 2 275   | 2 182     |
| Bilibili Inc.            | 2 441   | 3 673   | 656     | 2 974   | 5 357   | 24 136  | 15 536  | 7 614   | 4 569   | 7 405     |
| Total                    | 462 892 | 561 775 | #####   | 813 005 | #####   | #####   | #####   | 750 138 | #####   | 1 986 029 |

Net result attributable to owners of the company

| m€                       | 2015  | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   |        |     |       |     |       |       |   |       |   |     |
|--------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-------|---|-------|---|-----|
| iQIYI, Inc.              | -     | 363    | -      | 418    | -      | 1 159  | -      | 1 315  | -      | 874    | -      | 848 | -     | 16  | 247   | 100   |   |       |   |     |
| Tencent Holdings Limited | 4 065 | 5 594  | 9 179  | 10 015 | 11 937 | 19 949 | 31 194 | 25 367 | 14 750 | 25 381 |        |     |       |     |       |       |   |       |   |     |
| Pinterest, Inc.          | -     | -      | -      | 108    | -      | 55     | -      | 1 212  | -      | 105    | 279    | -   | 90    | -   | 33    | 1 792 |   |       |   |     |
| Snap Inc.                | -     | 343    | -      | 488    | -      | 2 873  | -      | 1 097  | -      | 920    | -      | 770 | -     | 431 | -     | 1 340 | - | 1 213 | - | 672 |
| Meta Platforms, Inc.     | 3 370 | 9 665  | 13 274 | 19 311 | 16 455 | 23 752 | 34 761 | 21 751 | 35 860 | 60 025 |        |     |       |     |       |       |   |       |   |     |
| iFLYTEK CO.,LTD          | 60    | 66     | 56     | 69     | 105    | 170    | 216    | 76     | 84     | 73     |        |     |       |     |       |       |   |       |   |     |
| Kuaishou Technology      | -     | -      | 2 573  | -      | 1 581  | -      | 2 514  | -      | 14 556 | -      | 10 833 | -   | 1 845 | 819 | 2 006 |       |   |       |   |     |
| Weibo Corporation        | 32    | 102    | 294    | 499    | 440    | 255    | 378    | 80     | 314    | 290    |        |     |       |     |       |       |   |       |   |     |
| Bilibili Inc.            | -     | 52     | -      | 124    | -      | 24     | -      | 70     | -      | 167    | -      | 381 | -     | 945 | -     | 1 012 | - | 617   | - | 176 |
| Total                    | 6 769 | 14 397 | 16 746 | 25 932 | 22 809 | 27 440 | 53 772 | 42 971 | 50 211 | 88 819 |        |     |       |     |       |       |   |       |   |     |

Price-Earnings Ratio

|                          | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | Avg* |    |     |     |     |    |   |    |   |    |   |    |
|--------------------------|------|------|------|------|------|------|------|------|------|------|------|----|-----|-----|-----|----|---|----|---|----|---|----|
| iQIYI, Inc.              | -    | 0    | -    | 0    | -    | 2    | -    | 1    | -    | 1    | -    | 38 | 3   | 3   | -   | 1  |   |    |   |    |   |    |
| Tencent Holdings Limited | 38   | 36   | 42   | 30   | 31   | 26   | 15   | 14   | 23   | 19   | 23   |    |     |     |     |    |   |    |   |    |   |    |
| Pinterest, Inc.          |      |      | -    | 84   | -    | 205  | -    | 6    | -    | 306  | 74   | -  | 168 | -   | 702 | 11 | - | 89 |   |    |   |    |
| Snap Inc.                | -    | 67   | -    | 55   | -    | 5    | -    | 6    | -    | 22   | -    | 77 | -   | 150 | -   | 10 | - | 21 | - | 26 | - | 25 |
| Meta Platforms, Inc.     | 81   | 33   | 33   | 17   | 32   | 27   | 24   | 14   | 23   | 24   | 24   |    |     |     |     |    |   |    |   |    |   |    |
| iFLYTEK CO.,LTD          | 109  | 73   | 184  | 93   | 88   | 64   | 75   | 136  | 166  | 201  | 97   |    |     |     |     |    |   |    |   |    |   |    |
| Kuaishou Technology      |      |      | -    | 51   | -    | 87   | -    | 56   | -    | 9    | -    | 3  | -   | 19  | 33  | 11 | - | 19 |   |    |   |    |
| Weibo Corporation        | 117  | 81   | 71   | 23   | 21   | 30   | 17   | 53   | 7    | 8    | 30   |    |     |     |     |    |   |    |   |    |   |    |
| Bilibili Inc.            | -    | 47   | -    | 30   | -    | 28   | -    | 42   | -    | 32   | -    | 63 | -   | 16  | -   | 8  | - | 7  | - | 42 | - | 19 |
| Moyenne                  | 68   | 39   | 60   | 31   | 48   | 52   | 27   | 17   | 25   | 22   | 33   |    |     |     |     |    |   |    |   |    |   |    |

4 - Financial Data (2015 - 2024)

iQIYI, Inc.  
Devise Reporting

| M CNY                                                | 2015        | 2016        | 2017       | 2018       | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        |
|------------------------------------------------------|-------------|-------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| EUR / CNY                                            | 7,09        | 7,35        | 7,79       | 7,86       | 7,82        | 8,01        | 7,21        | 7,42        | 7,81        | 7,65        |
| Income Statement                                     |             |             |            |            |             |             |             |             |             |             |
| Revenue                                              | 5 319       | 11 237      | 17 378     | 24 989     | 28 994      | 29 707      | 30 554      | 28 998      | 31 873      | 29 225      |
| Gross Profit                                         | - 723 -     | 199 -       | 8 -        | 2 144 -    | 1 355       | 1 823       | 3 041       | 6 678       | 8 770       | 7 272       |
| Operating Profit                                     | - 2 428 -   | 2 789 -     | 3 953 -    | 8 306 -    | 9 258 -     | 6 041 -     | 4 479 -     | 12 806      | 2 989       | 1 811       |
| Profit before tax                                    | - 2 564 -   | 3 061 -     | 3 744 -    | 8 982 -    | 10 225 -    | 6 984 -     | 6 012 -     | 34          | 2 033       | 852         |
| Income Tax                                           | - 11 -      | 13          | 8 -        | 79 -       | 52 -        | 23          | 97 -        | 84 -        | 80 -        | 61          |
| Net result attributable to owners of the company     | - 2 575 -   | 3 074 -     | 3 737 -    | 9 110 -    | 10 277 -    | 7 007 -     | 6 109 -     | 118         | 1 925       | 764         |
| EBITDA                                               | 412         | 2 307       | 4 898      | 6 273      | 7 859       | 11 278      | 12 104      | 14 336      | 17 254      | 1 817       |
| Balance Sheet                                        |             |             |            |            |             |             |             |             |             |             |
| Net debt                                             | - 261 -     | 864 -       | 140        | 3 950      | 12 388      | 12 335      | 16 239      | 16 142      | 11 481      | 11 222      |
| Equity                                               | 4 548 -     | 15 305      | 8 283      | 18 156     | 9 613       | 9 336       | 5 673       | 6 343       | 12 185      | 13 374      |
| Capital employed                                     | 4 286 -     | 16 169      | 8 143      | 22 106     | 22 001      | 21 671      | 21 912      | 22 486      | 23 666      | 24 596      |
| Fixed Assets                                         | 5 675 -     | 9 433       | 14 068     | 22 065     | 21 901      | 24 235      | 32 865      | 36 830      | 33 372      | 36 546      |
| Working Capital                                      | - 1 389 -   | 6 736 -     | 5 925      | 41         | 100 -       | 2 564 -     | 10 952 -    | 14 344 -    | 9 706 -     | 11 950      |
| Cash Flows                                           |             |             |            |            |             |             |             |             |             |             |
| Net cash generated from operating activities         | 1 071       | 2 612       | 4 012      | 2 884      | 3 906 -     | 5 411 -     | 5 952 -     | 5 952       | 3 352       | 2 110       |
| Net cash generated from investing activities         | - 3 133 -   | 6 663 -     | 10 661 -   | 20 949 -   | 11 750      | 159         | 1 262       | 1 262 -     | 1 740 -     | 2 445       |
| Net cash generated from financing activities         | - 132       | 3 412       | 6 561      | 23 475     | 7 880       | 9 374 -     | 2 959 -     | 2 959 -     | 4 285 -     | 1 370       |
| Net increase / decrease in cash and cash equivalents | - 2 122 -   | 625 -       | 231        | 6 027      | 149         | 4 031 -     | 7 866 -     | 7 866 -     | 2 581 -     | 1 690       |
| Share Information                                    |             |             |            |            |             |             |             |             |             |             |
| Number of shares                                     | 3 659 701   | 2 703 542   | 66 186 684 | 76 428 929 | 104 181 279 | 105 636 338 | 113 688 517 | 122 205 206 | 140 340 306 | 141 755 101 |
| Price per shares                                     | 100,91      | 107,96      | 101,17     | 102,24     | 146,96      | 114,06      | 28,97       | 36,56       | 34,63       | 14,67       |
| Market Cap                                           | 369         | 292         | 6 696      | 7 814      | 15 311      | 12 049      | 3 293       | 4 467       | 4 861       | 2 080       |
| Earning / Shares                                     | - 703,430 - | 1 137,010   | 14,700 -   | 119,210 -  | 99,120 -    | 66,710 -    | 54,460 -    | 1,120       | 14,140      | 5,530       |
| Earning / Shares (Diluted)                           | - 703,640 - | 1 137,010 - | 56,490 -   | 119,210 -  | 99,120 -    | 66,710 -    | 54,460 -    | 1,120       | 13,720      | 5,390       |
| Dividends                                            | -           | -           | -          | -          | -           | 0,08        | 0,03        | 0,08        | -           | -           |
| Financial KPI                                        |             |             |            |            |             |             |             |             |             |             |
| Sales Variation                                      |             | 111%        | 55%        | 44%        | 16%         | 2%          | 3%          | -5%         | 10%         | -8%         |
| Gross Profit / Revenue                               | -14%        | -2%         | 0%         | -9%        | -5%         | 6%          | 10%         | 23%         | 28%         | 25%         |
| EBITDA / Revenue                                     | 8%          | 21%         | 28%        | 25%        | 27%         | 38%         | 40%         | 49%         | 54%         | 6%          |
| Operating Profit / Revenue                           | -46%        | -25%        | -23%       | -33%       | -32%        | -20%        | -15%        | -44%        | 9%          | 6%          |
| Finance Result / Revenue                             | -3%         | -2%         | 1%         | -3%        | -3%         | -3%         | -5%         | 44%         | -3%         | -3%         |
| Tax Rate                                             | 0%          | 0%          | 0%         | 1%         | 1%          | 0%          | 2%          | 249%        | -4%         | -7%         |
| Return on equity                                     | -57%        | 20%         | -45%       | -50%       | -107%       | -75%        | -108%       | -2%         | 16%         | 6%          |
| Sales / Capital employed                             | 1,2 -       | 0,7         | 2,1        | 1,1        | 1,3         | 1,4         | 1,4         | 1,3         | 1,3         | 1,2         |
| Return on capital employed before income tax         | -57%        | 17%         | -49%       | -38%       | -42%        | -28%        | -20%        | -57%        | 13%         | 7%          |
| Free Cash Flow / Revenue                             | -35%        | -28%        | -36%       | -45%       | -31%        | -20%        | -21%        | -21%        | 10%         | 7%          |
| Net Debt / EBITDA*                                   | - 0,6 -     | 0,4 -       | 0,0        | 0,6        | 1,5         | 1,0         | 1,3         | 1,1         | 0,6         | 5,9         |
| Net Debt / Equity*                                   | -6%         | 6%          | -2%        | 22%        | 123%        | 121%        | 271%        | 244%        | 89%         | 80%         |
| % Investments                                        | -55%        | -51%        | -59%       | -56%       | -44%        | -1%         | -1%         | -1%         | 0%          | 0%          |
| % Working Capital                                    | -26%        | -60%        | -34%       | 0%         | 0%          | -9%         | -36%        | -49%        | -30%        | -41%        |
| % Fixed Assets                                       | 107%        | -84%        | 81%        | 88%        | 76%         | 82%         | 108%        | 127%        | 105%        | 125%        |
| Price to book ratio                                  | 0,1 -       | 0,0         | 0,8        | 0,4        | 1,6         | 1,3         | 0,6         | 0,7         | 0,4         | 0,2         |
| PER                                                  | - 0 -       | 0 -         | 2 -        | 1 -        | 1 -         | 2 -         | 1 -         | 33          | 3           | 3           |
| Dividend Yield                                       | 0,0%        | 0,0%        | 0,0%       | 0,0%       | 0,0%        | 0,1%        | 0,1%        | 0,2%        | 0,0%        | 0,0%        |
| % of distribution                                    | 0,0%        | 0,0%        | 0,0%       | 0,0%       | 0,0%        | -0,1%       | -0,1%       | -7,8%       | 0,0%        | 0,0%        |

\*Total net debt excluding lease liabilities

## 4 - Financial Data (2015 - 2024)

iQIYI, Inc.

EUR

| M EUR                                                       | 2015         | 2016           | 2017           | 2018           | 2019           | 2020         | 2021           | 2022           | 2023           | 2024           |
|-------------------------------------------------------------|--------------|----------------|----------------|----------------|----------------|--------------|----------------|----------------|----------------|----------------|
| <b>Income Statement</b>                                     |              |                |                |                |                |              |                |                |                |                |
| Revenue                                                     | 751          | 1 530          | 2 231          | 3 179          | 3 709          | 3 707        | 4 239          | 3 908          | 4 080          | 3 822          |
| Gross Profit                                                | - 102        | - 27           | - 1            | - 273          | - 173          | - 227        | - 422          | - 900          | - 1 123        | - 951          |
| Operating Profit                                            | - 343        | - 380          | - 507          | - 1 057        | - 1 184        | - 754        | - 621          | - 1 726        | - 383          | - 237          |
| Profit before tax                                           | - 362        | - 417          | - 481          | - 1 143        | - 1 308        | - 872        | - 834          | - 5            | - 260          | - 111          |
| Income Tax                                                  | - 2          | - 2            | - 1            | - 10           | - 7            | - 3          | - 13           | - 11           | - 10           | - 8            |
| <b>Net result attributable to owners of the company</b>     | <b>- 363</b> | <b>- 418</b>   | <b>- 480</b>   | <b>- 1 159</b> | <b>- 1 315</b> | <b>- 874</b> | <b>- 848</b>   | <b>- 16</b>    | <b>- 247</b>   | <b>- 100</b>   |
| <b>EBITDA</b>                                               | <b>58</b>    | <b>314</b>     | <b>629</b>     | <b>798</b>     | <b>1 005</b>   | <b>1 408</b> | <b>1 679</b>   | <b>1 932</b>   | <b>2 209</b>   | <b>238</b>     |
| <b>Balance Sheet</b>                                        |              |                |                |                |                |              |                |                |                |                |
| <b>Net debt</b>                                             | <b>- 37</b>  | <b>- 118</b>   | <b>- 18</b>    | <b>503</b>     | <b>1 585</b>   | <b>1 539</b> | <b>2 253</b>   | <b>2 175</b>   | <b>1 470</b>   | <b>1 468</b>   |
| <b>Equity</b>                                               | <b>642</b>   | <b>- 2 083</b> | <b>1 063</b>   | <b>2 310</b>   | <b>1 230</b>   | <b>1 165</b> | <b>787</b>     | <b>855</b>     | <b>1 560</b>   | <b>1 749</b>   |
| <b>Capital employed</b>                                     | <b>605</b>   | <b>- 2 201</b> | <b>1 045</b>   | <b>2 812</b>   | <b>2 815</b>   | <b>2 705</b> | <b>3 040</b>   | <b>3 030</b>   | <b>3 030</b>   | <b>3 217</b>   |
| <b>Fixed Assets</b>                                         | <b>801</b>   | <b>- 1 284</b> | <b>1 806</b>   | <b>2 807</b>   | <b>2 802</b>   | <b>3 025</b> | <b>4 560</b>   | <b>4 963</b>   | <b>4 272</b>   | <b>4 780</b>   |
| <b>Working Capital</b>                                      | <b>- 196</b> | <b>- 917</b>   | <b>- 761</b>   | <b>5</b>       | <b>13</b>      | <b>- 320</b> | <b>- 1 520</b> | <b>- 1 933</b> | <b>- 1 243</b> | <b>- 1 563</b> |
| <b>Cash Flows</b>                                           |              |                |                |                |                |              |                |                |                |                |
| <b>Net cash generated from operating activities</b>         | <b>151</b>   | <b>356</b>     | <b>515</b>     | <b>367</b>     | <b>500</b>     | <b>- 675</b> | <b>- 826</b>   | <b>- 802</b>   | <b>429</b>     | <b>276</b>     |
| <b>Net cash generated from investing activities</b>         | <b>- 442</b> | <b>- 907</b>   | <b>- 1 368</b> | <b>- 2 665</b> | <b>- 1 503</b> | <b>20</b>    | <b>175</b>     | <b>170</b>     | <b>- 223</b>   | <b>- 320</b>   |
| <b>Net cash generated from financing activities</b>         | <b>- 19</b>  | <b>464</b>     | <b>842</b>     | <b>2 986</b>   | <b>1 008</b>   | <b>1 170</b> | <b>- 411</b>   | <b>- 399</b>   | <b>- 549</b>   | <b>- 179</b>   |
| <b>Net increase / decrease in cash and cash equivalents</b> | <b>- 300</b> | <b>- 85</b>    | <b>- 30</b>    | <b>767</b>     | <b>19</b>      | <b>503</b>   | <b>- 1 091</b> | <b>- 1 060</b> | <b>- 330</b>   | <b>- 221</b>   |
| <b>Share Information</b>                                    |              |                |                |                |                |              |                |                |                |                |
| Number of shares                                            | 3 659 701    | 2 703 542      | 66 186 684     | 76 428 929     | 104 181 279    | 105 636 338  | 113 688 517    | 122 205 206    | 140 340 306    | 141 755 101    |
| Price                                                       | 14,24        | 14,69          | 12,99          | 13,01          | 18,80          | 14,23        | 4,02           | 4,93           | 4,43           | 1,92           |
| <b>Market Cap</b>                                           | <b>52</b>    | <b>40</b>      | <b>860</b>     | <b>994</b>     | <b>1 959</b>   | <b>1 504</b> | <b>457</b>     | <b>602</b>     | <b>622</b>     | <b>272</b>     |
| Earning / Shares                                            | - 99,27      | - 154,76       | - 1,89         | - 15,17        | - 12,68        | - 8,33       | - 7,56         | - 0,15         | - 1,81         | - 0,72         |
| Earning / Shares (Diluted)                                  | - 99,30      | - 154,76       | - 7,25         | - 15,17        | - 12,68        | - 8,33       | - 7,56         | - 0,15         | - 1,76         | - 0,70         |
| Dividends                                                   | -            | -              | -              | -              | -              | 0,01         | 0,00           | 0,01           | -              | -              |
| <b>Financial KPI</b>                                        |              |                |                |                |                |              |                |                |                |                |
| Sales Variation                                             |              | 104%           | 46%            | 43%            | 17%            | 0%           | 14%            | -8%            | 4%             | -6%            |
| Gross Profit / Revenue                                      | -14%         | -2%            | 0%             | -9%            | -5%            | 6%           | 10%            | 23%            | 28%            | 25%            |
| EBITDA / Revenue                                            | 8%           | 21%            | 28%            | 25%            | 27%            | 38%          | 40%            | 49%            | 54%            | 6%             |
| Operating Profit / Revenue                                  | -46%         | -25%           | -23%           | -33%           | -32%           | -20%         | -15%           | -44%           | 9%             | 6%             |
| Finance Result / Revenue                                    | -3%          | -2%            | 1%             | -3%            | -3%            | -3%          | -5%            | 44%            | -3%            | -3%            |
| Tax Rate                                                    | 0%           | 0%             | 0%             | 1%             | 1%             | 0%           | 2%             | 249%           | -4%            | -7%            |
| Return on equity                                            | -57%         | 20%            | -45%           | -50%           | -107%          | -75%         | -108%          | -2%            | 16%            | 6%             |
| Sales / Capital employed                                    | 1,2          | 0,7            | 2,1            | 1,1            | 1,3            | 1,4          | 1,4            | 1,3            | 1,3            | 1,2            |
| Return on capital employed before income tax                | -57%         | 17%            | -49%           | -38%           | -42%           | -28%         | -20%           | -57%           | 13%            | 7%             |
| Free Cash Flow / Revenue                                    | -35%         | -28%           | -36%           | -45%           | -31%           | -20%         | -21%           | -21%           | 10%            | 7%             |
| Net Debt / EBITDA*                                          | - 0,6        | - 0,4          | 0,0            | 0,6            | 1,5            | 1,0          | 1,3            | 1,1            | 0,6            | 5,9            |
| Net Debt / Equity*                                          | -6%          | 6%             | -2%            | 22%            | 123%           | 121%         | 271%           | 244%           | 89%            | 80%            |
| % Investments                                               | -55%         | -51%           | -59%           | -56%           | -44%           | -1%          | -1%            | -1%            | 0%             | 0%             |
| % Working Capital                                           | -26%         | -60%           | -34%           | 0%             | 0%             | -9%          | -36%           | -49%           | -30%           | -41%           |
| % Fixed Assets                                              | 107%         | -84%           | 81%            | 88%            | 76%            | 82%          | 108%           | 127%           | 105%           | 125%           |
| Price to book ratio                                         | 0,1          | 0,0            | 0,8            | 0,4            | 1,6            | 1,3          | 0,6            | 0,7            | 0,4            | 0,2            |
| PER                                                         | - 0          | - 0            | - 2            | - 1            | - 1            | - 2          | - 1            | - 33           | - 3            | - 3            |
| Yield                                                       | 0,0%         | 0,0%           | 0,0%           | 0,0%           | 0,0%           | 0,1%         | 0,1%           | 0,2%           | 0,0%           | 0,0%           |
| % of distribution                                           | 0,0%         | 0,0%           | 0,0%           | 0,0%           | 0,0%           | -0,1%        | -0,1%          | -7,8%          | 0,0%           | 0,0%           |

\*Total net debt excluding lease liabilities