

# Ping An Healthcare Ecosystem: Good Doctor Deep Dive

平安医疗生态圈（二）：好医生



# Deep-dive of City Ecosystem

## 医疗生态圈



Financial Services Ecosystem  
金融服务生态圈



Healthcare Ecosystem  
医疗生态圈



Auto Ecosystem  
汽车生态圈



City Ecosystem  
城市生态圈

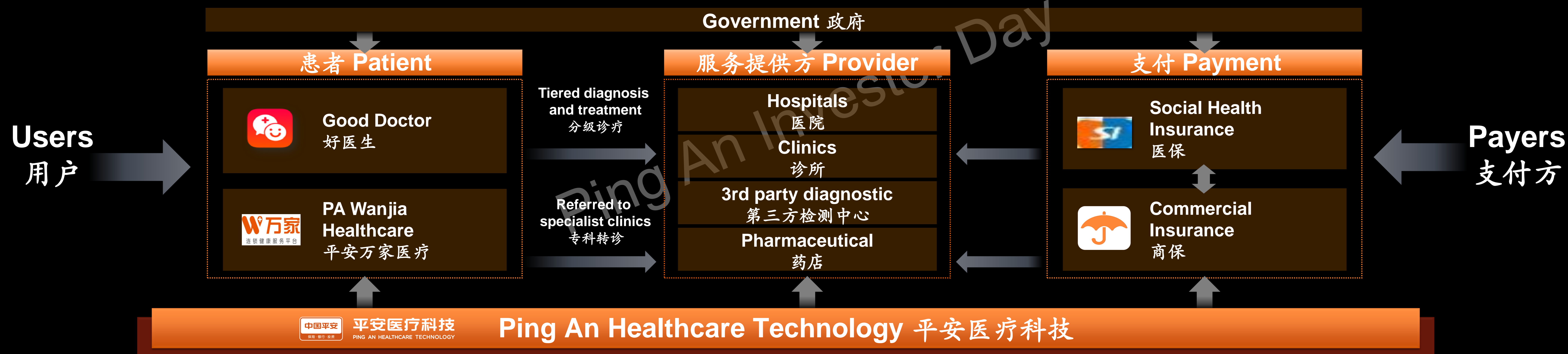




# Healthcare ecosystem: PPP platform to provide full integration of resources

智慧医疗：构建“PPP”开放平台，全面整合医疗健康数据、技术和服务资源

## Ping An Healthcare Ecosystem 平安医疗生态圈





Edwin Morris

欣荣

CFO

首席财务官

Ping An Investor Day



# Visionary management team

## 富有远见的管理团队



COO  
首席运营官

**15+** years of corporate operations experience  
丰富运营经验



CTO  
首席技术官

**20+** years of Internet technology experience  
丰富网络技术经验



CEO  
首席执行官

**20+** years of management experience  
丰富管理经验



CFO  
首席财务官

**20+** years of finance and accounting experience  
丰富财务会计经验



CPO  
首席产品官

**10+** years of product design experience  
丰富产品经验





- 1 **Our Opportunities** 市场机遇
- 2 **Our Value Proposition** 价值主张
- 3 **Our Future** 未来展望

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# Growing China healthcare market with great potential

中国健康医疗市场规模日益扩大，潜力巨大

## Total healthcare expenditure in China

中国健康医疗总支出



# But...the pain points are obvious

痛点有目共睹

## Medical resources 医疗资源



Scarcity and uneven distribution of quality medical resources<sup>1</sup>  
优质医疗资源稀缺和分布不均

## Patient experience 患者体验



Poor medical service experience<sup>1</sup>  
医疗服务体验不佳

## Social Health Insurance cost 医保支出



Expected deficit of the basic social medical insurance  
社会医疗保险预计将出现赤字

<sup>1</sup> In the PRC, as of 2016 中国，截至2016年





# Internet + AI is the ultimate solution to the pain points

互联网+人工智能是解决痛点的最终解决方案



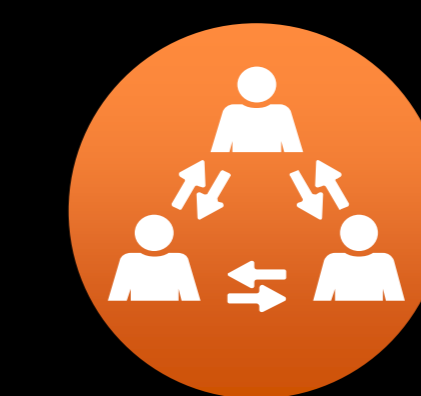
**Medical resources**  
医疗资源

- Leverage Internet to share medical resources in real-time across regions  
利用互联网跨地区实时共享医疗资源



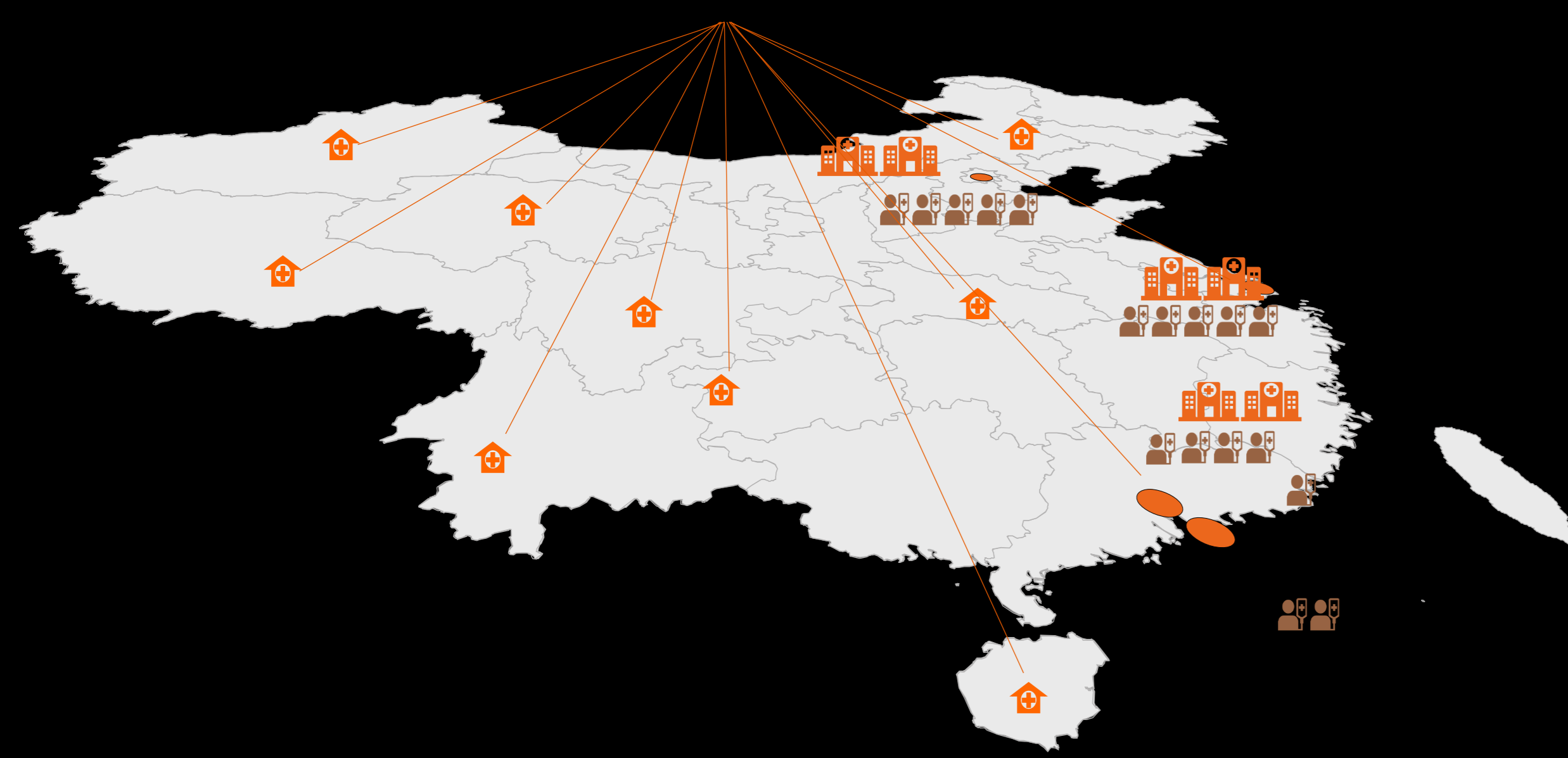
**User experience**  
用户体验

- 7×24 access to quality healthcare with minimal waiting time on users' fingertip  
全天候都能获得高质量的医疗服务



**Expenditure impact**  
费用影响

- Low cost and scalable model to improve access to care  
低成本、可扩展，增加了获得医疗服务的机会



# Internet healthcare has huge market potential

互联网健康医疗市场潜力巨大

Potential total market size<sup>1</sup>  
潜在市场规模<sup>1</sup>

Potential market size in 2026  
2026年潜在市场规模

~\$1,600 Bn

Estimated penetration rate<sup>2</sup>  
预估潜在渗透率<sup>2</sup>

Potential penetration rate of online medical  
线上医疗潜在渗透率

5%~10%

\$100+  
Bn

1,000亿美元以上

Potential GMV  
of online medical + consumer healthcare  
线上医疗+消费健康医疗的潜在交易额

<sup>1</sup> Assume the CAGR of social insurance is 12%, out-of-pocket is 8.2%, commercial insurance is 40%; Assume the proportion of social insurance is 43%, out-of-pocket is 34%, commercial insurance is 23%; 假设社保的复合年增长率为12%, 自付为8.2%, 商保为40%; 假设社保的份额为43%, 自付占34%, 商保占23%; <sup>2</sup> the penetration rate of online medical is estimated, social insurance is 5%, out-of-pocket is 5%, commercial insurance is 10%; 预估线上医疗渗透率, 社保为5%, 自付为5%, 商保为10%



1 Our Opportunities 市场机遇

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# Demonstration for Good Doctor

好医生视频展示



Video not broadcasted 视频不在线直播

Investor Day

1,000+

AI+ in-house medical professionals

AI+ 内部医生和医疗助理

260K+

Health mall SKU

健康商场产品品类

24/7

Access to quality healthcare

获取高质医疗服务



# Good doctor has four core unique value propositions

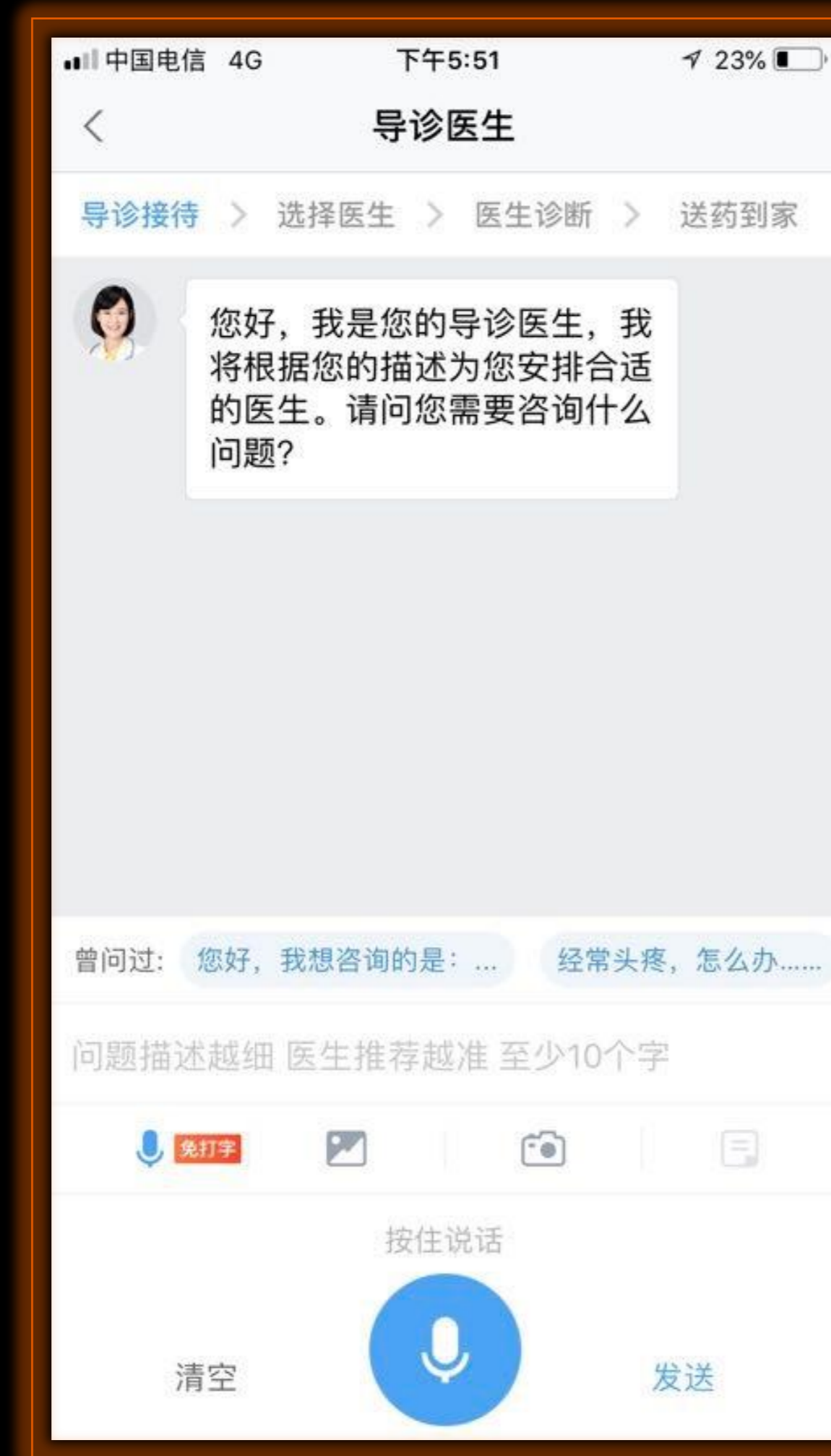
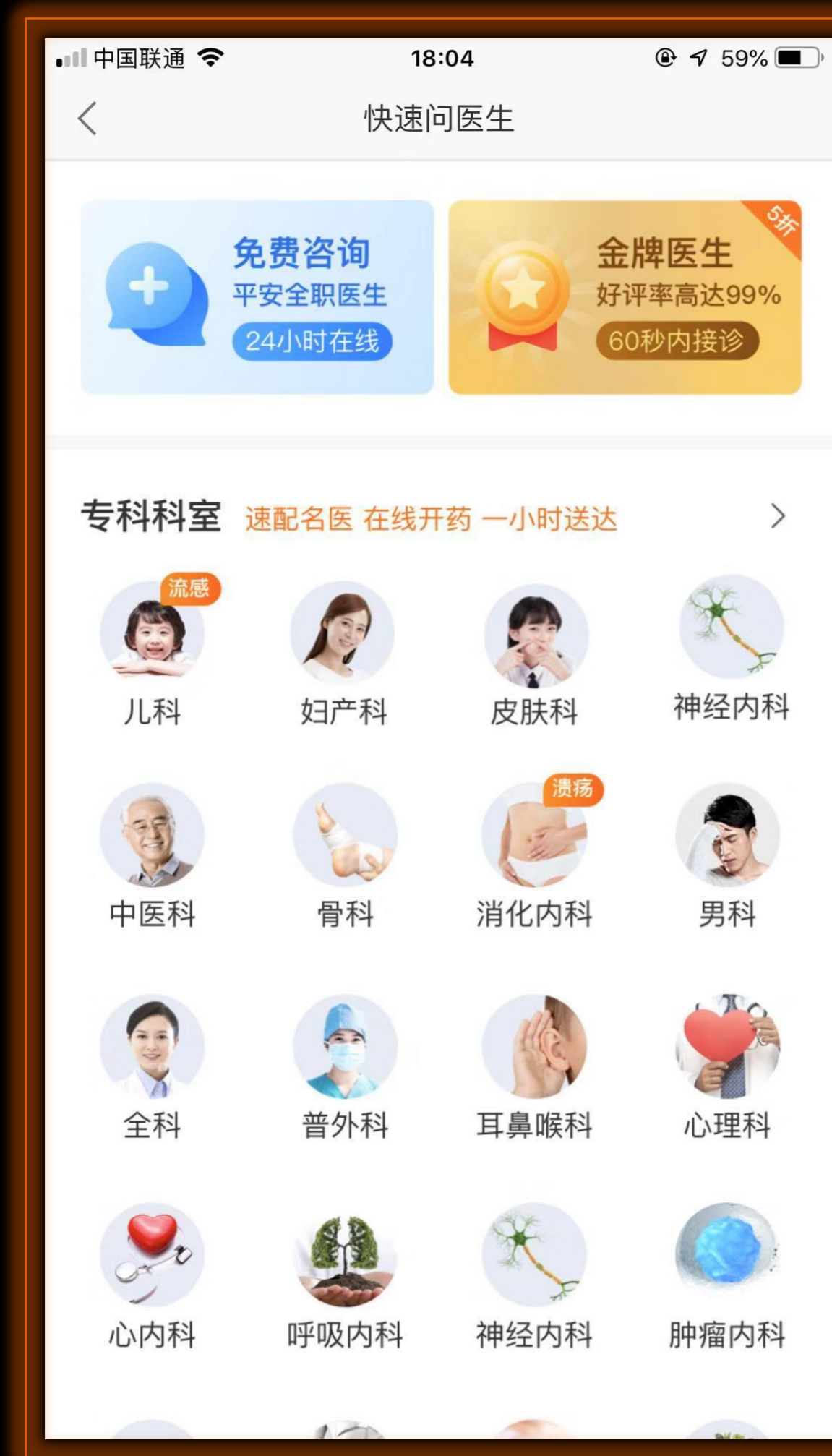
好医生拥有四大独特价值主张





# AI-assisted medical capability to address burning pain points

人工智能辅助医疗能力解决行业痛点



AI-assisted medical capability to address resource shortage

优质医疗资源触手可及

No waiting time through internet hospitals

互联网医院实现就医零等待

Reduce the cost of single visit

降低单次就诊费用



# Good doctor has formed one-stop platform offering comprehensive services

好医生建立了提供全面服务的一站式平台



AI +1,000+ in-house medical professionals  
AI+1,000+内部医生和医疗助理



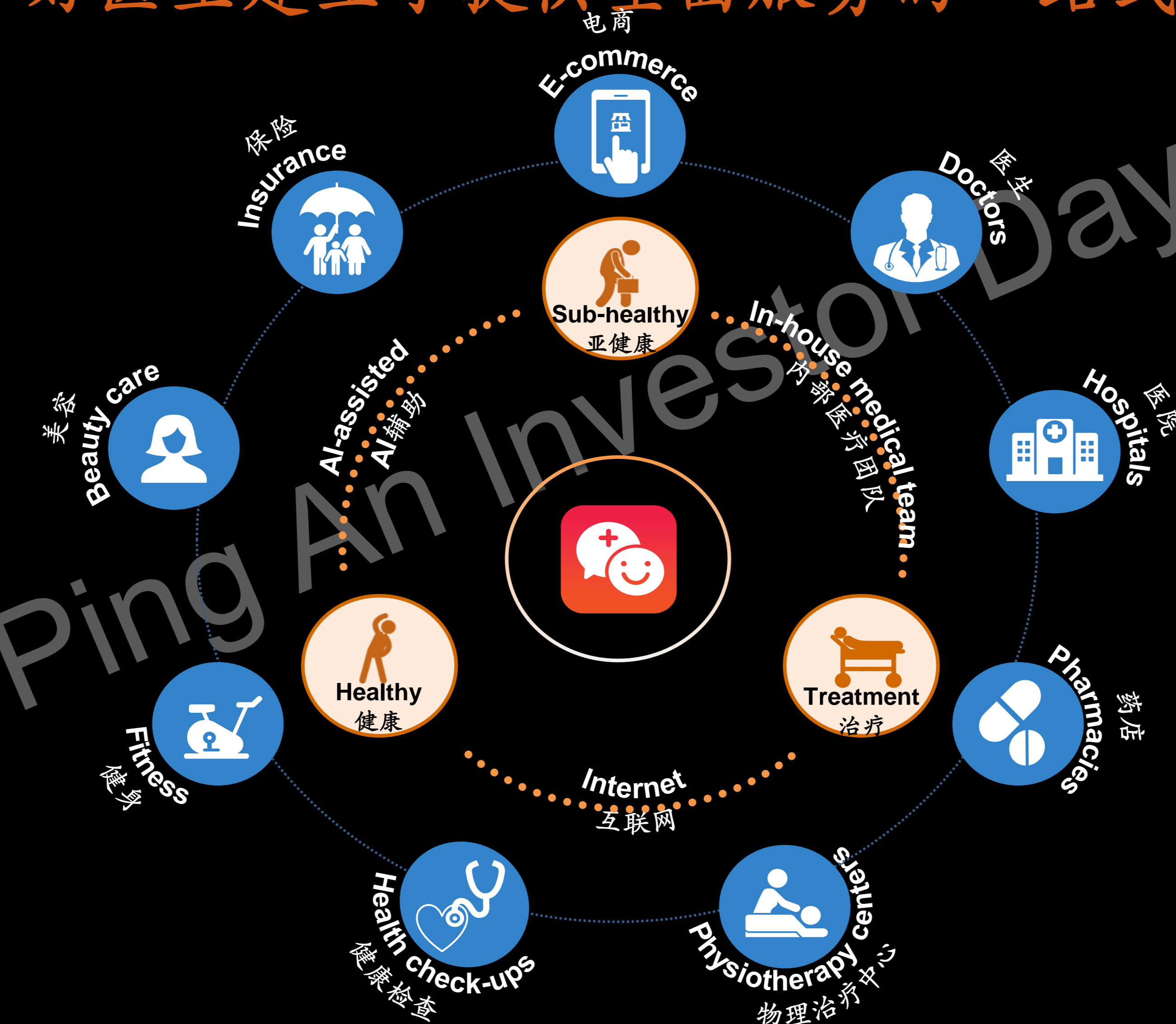
~3,100 hospitals, 1,200+ Class III Grade A hospitals  
~3,100家医院, 1,200+家三级甲等医院



“Renowned Doctor” program: 4,000+ external doctors  
“名医”项目: 4000+外部医生



260K+ SKUs in our health mall  
26万+库存单位于健康商场



12,000+ pharmacy outlets  
12,000+ 药店



2,000+ health service institutions  
2,000+ 医疗服务机构



Commercial insurance coverage by Ping An E Jia Bao  
平安e家保商业保险



63,000+ registered offline clinics in China  
63,000+ 国内线下注册诊所



# Diversified Monetization Channels

多元化的变现渠道







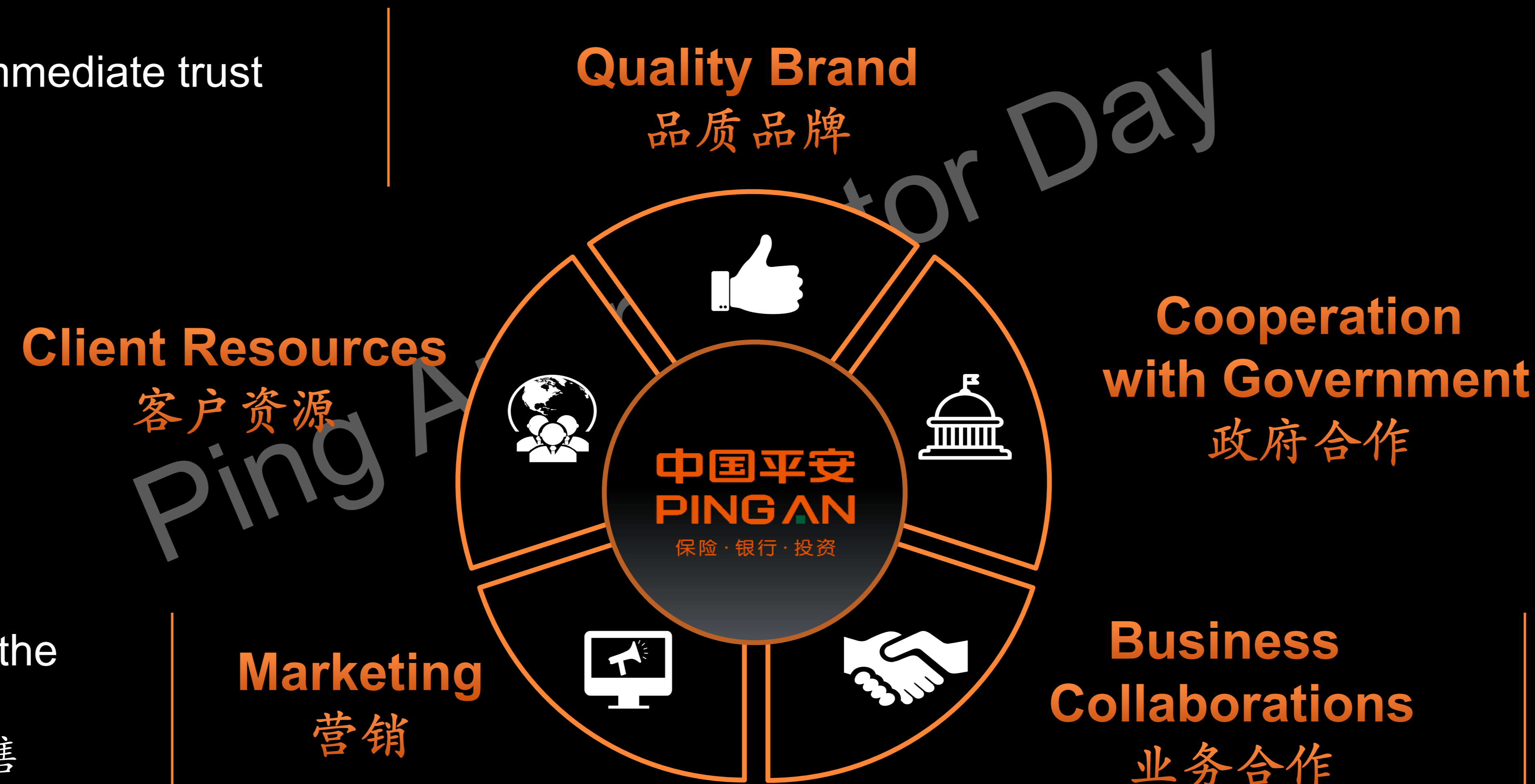
# Incubated by Ping An Group with strong synergies and shareholder support

由平安集团孵化，具有强大的协同效应和股东支持

- **Brand reputation of Ping An** can evoke user's immediate trust  
平安的品牌声誉可以即刻唤起用户信任

- **Cross-sell to over 182 million financial services customers<sup>1</sup>**  
面向逾**1.82亿金融客户<sup>1</sup>**进行交叉销售

- **Strong sales and marketing support** to facilitate the distribution of healthcare products  
强大的销售和营销支持，以促进医疗保健产品的销售



- Well positioned to benefit from the **close cooperative relationship with government**  
完全可以从与政府紧密的合作关系中获益

- **Incubated from Ping An Group** 由平安集团孵化
- **Commercial insurance coverage** 商业保险
- **Business opportunities** 业务机会



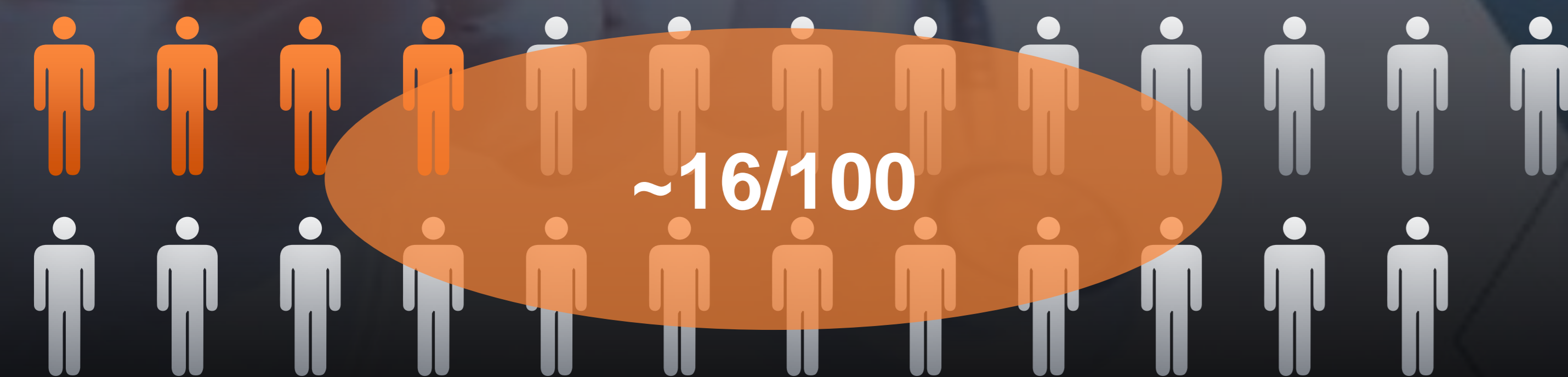
# Established dominant market position

## 领先的市场地位

**~228 Mn**  
约2.28亿

**Total registered users<sup>1</sup>**  
注册用户数<sup>1</sup>

- **16 in 100** persons are PAGD's registered users  
每百人中**16**个是平安好医生注册用户



**~531 K**  
约53万

**Daily average number of online consultations<sup>2</sup>**  
日均问诊量<sup>2</sup>

- PAGD's daily average consultations **equal to** the amount of that in **250+ Grade III hospitals**  
平安好医生的日均问诊量**等于250多家三级医院**的日均问诊量



**~48.6 Mn**  
约4860万

**MAU<sup>3</sup>**  
月活跃用户数量<sup>3</sup>

- PAGD's MAU **exceeds the combined MAU of top 2-10 companies** in Internet healthcare industry  
平安好医生的月活跃用户数量**超过**互联网医疗行业**前2-10家公司的合计总量**





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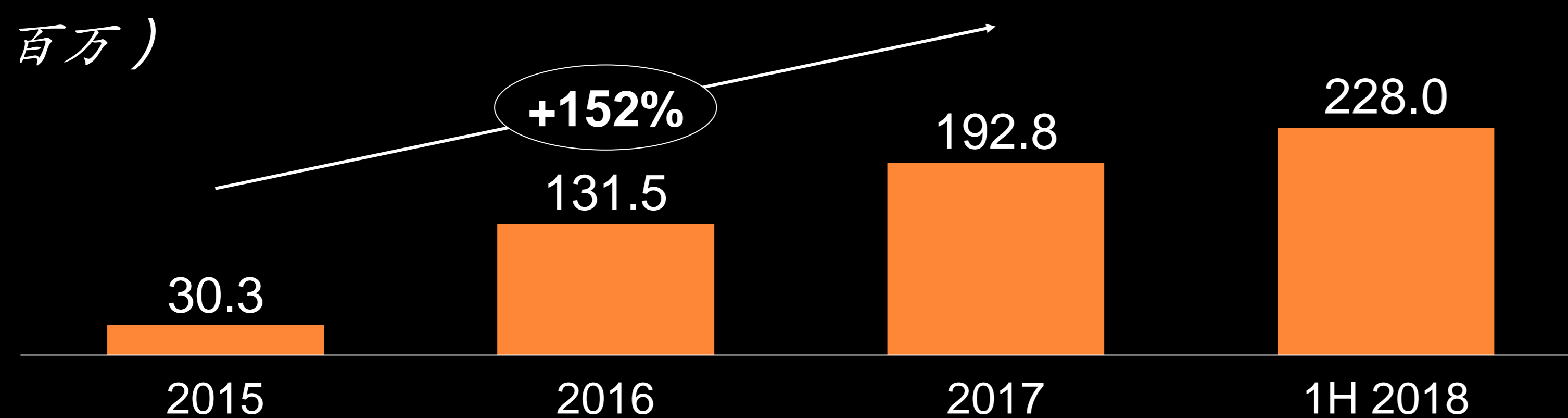


# Exceptional historical performances

## 业绩亮点

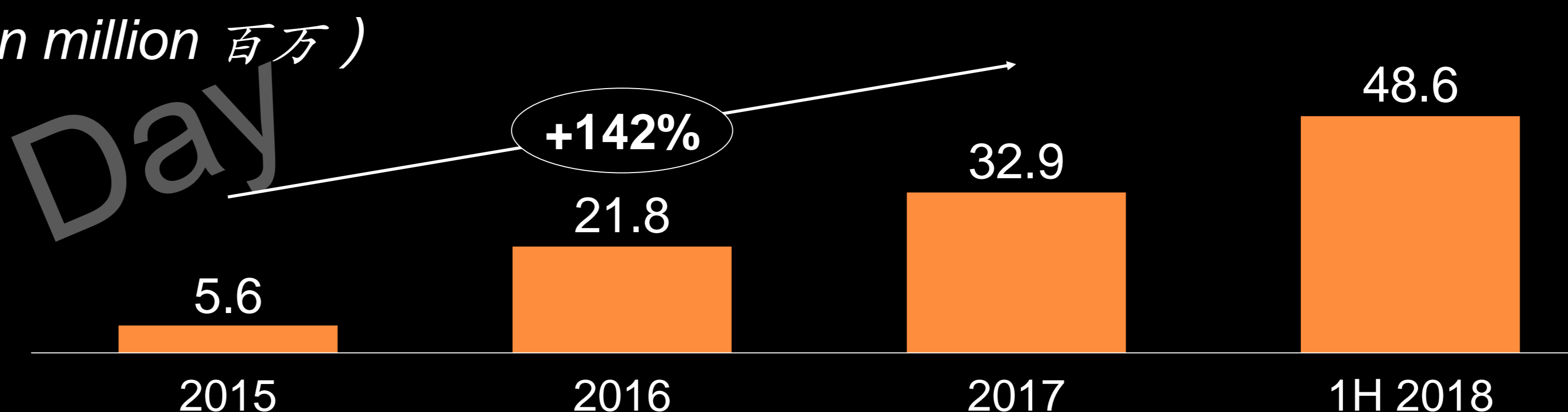
### Total registered users 注册用户总数

(in million 百万)



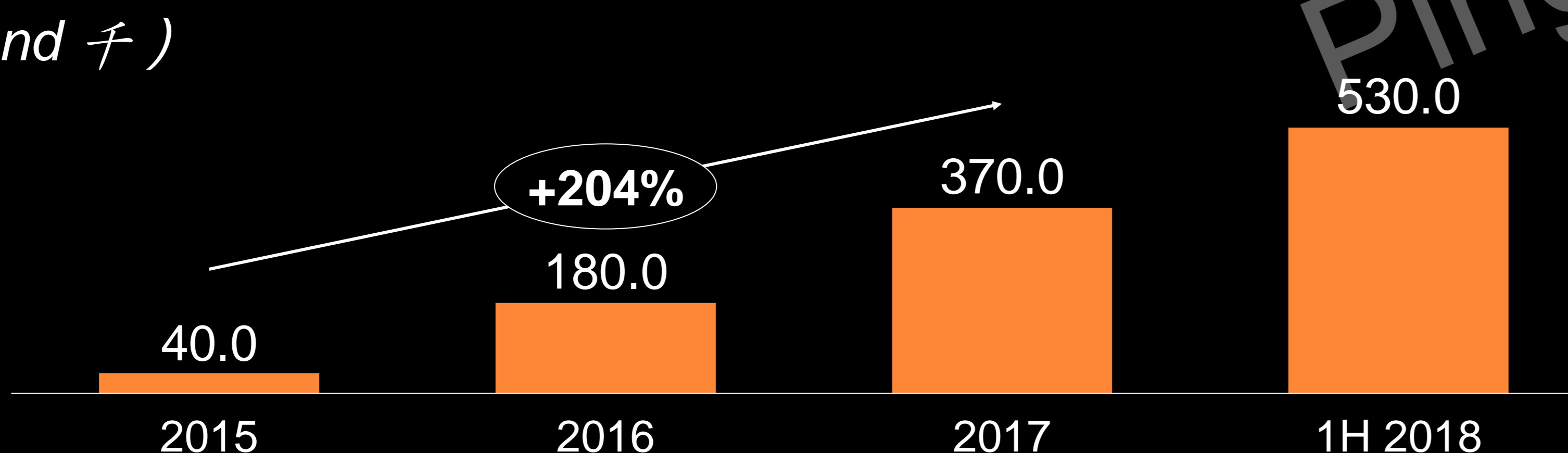
### MAU<sup>1</sup> 月活跃用户

(in million 百万)



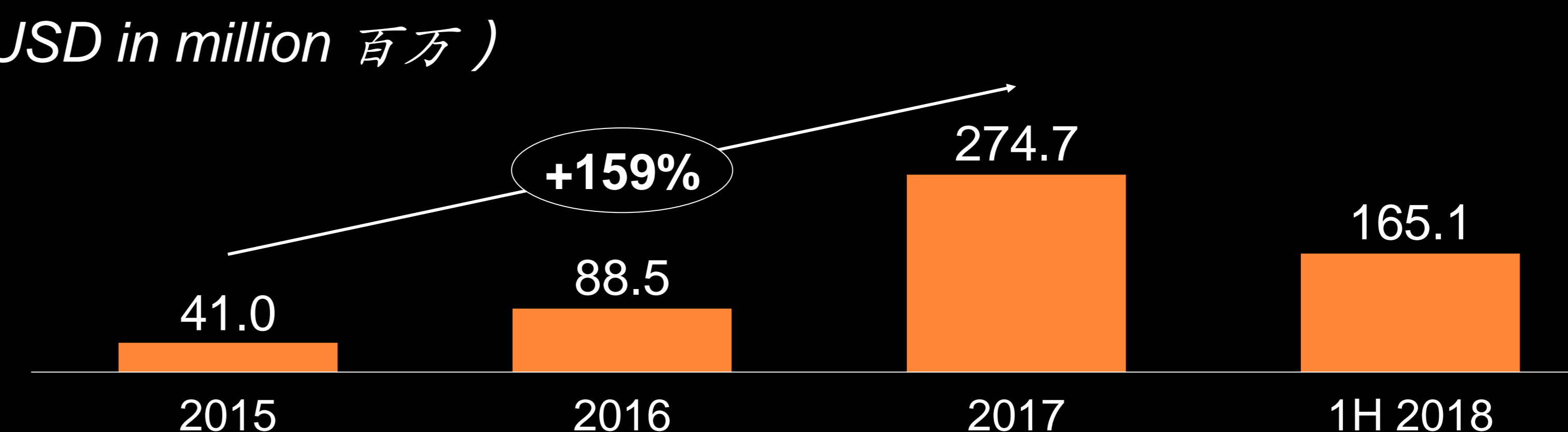
### Daily average consultations 日均问诊

(in thousand 千)



### Revenue 营业收入

(USD in million 百万)



Note: 1 Refers to the active users those who access our platform of services or products through mobile app, WAP or plug-in channels at least once during the month of June 2018. 2018年6月中通过移动端、WAP和插件渠道至少一次使用平台的活跃用户



# Government policies proactively supporting “Internet + Medicare” globally

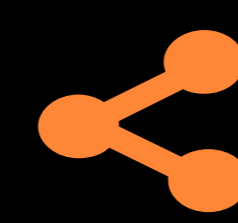
政府政策在全球范围内积极支持“互联网+医疗保险”

**France:** Tele-consultation practice reimbursed by Public Health Insurance and Complementary Health  
**法国:** 公共医疗保险和补充医疗保险报销远程问诊费用

**Japan:** Eligible Telemedicine in Free Zone  
**日本:** Free Zone内远程医疗



**Opportunity**  
机会点



**Tiered medical system**  
分级诊疗体系

- Online and offline service network 线上线下服务网络
- Chronic disease management 慢性病管理



**Prescription transfer**  
处方转移

- Closed loop of e-prescription and e-pharmacy 电子处方和电子药房闭环
- Minute Clinic 1分钟诊所



**Online hospital**  
线上医院

- Develop online hospital 发展互联网医院
- Promote AI CDSS 促进人工智能临床诊断支持系统



**Insurance**  
保险

- Online medical service coverage by insurance 线上医疗服务保险
- Support insurance to manage medical expense 支持保险管理医疗支出



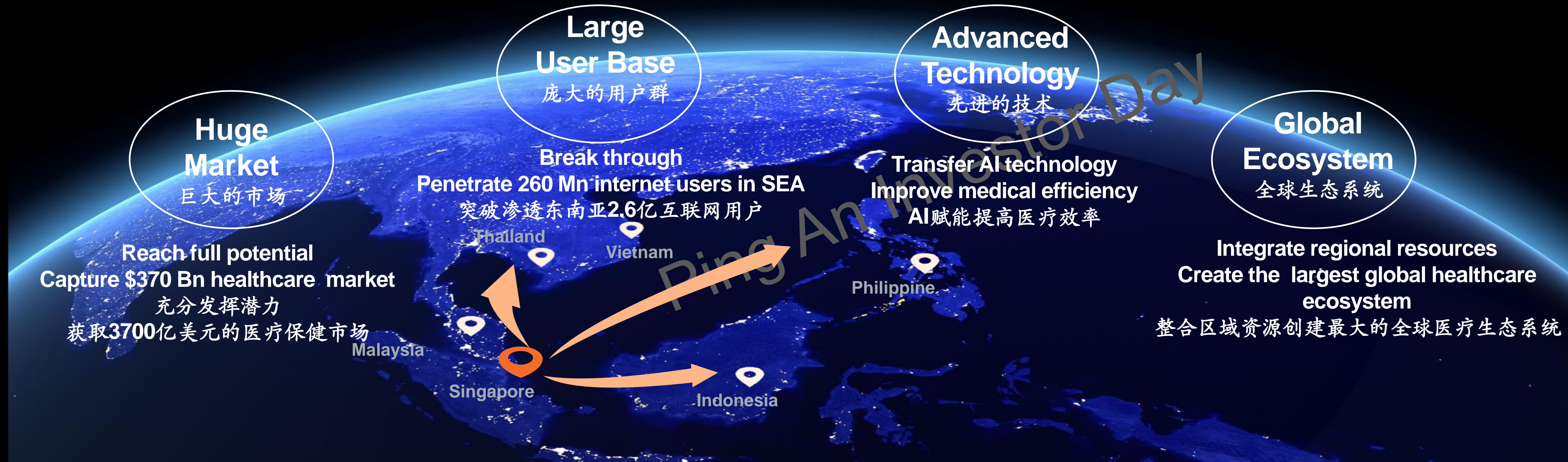
**Big Data**  
大数据

- Promote big data application of medical and health 促进医疗和健康大数据的应用



# Scalable business – aspire to lead online healthcare market in Southeast Asia

可扩展业务——立志成为东南亚在线医疗保健市场领导者





# Poised for next stage of explosive growth

准备迎接下一轮爆炸式增长



Current Stage of Life Cycle  
现阶段



Explosive Revenue Growth

爆炸式收入增长



Significant Profitability

显著的盈利能力

- 延续强大的用户粘性  
Perpetuate **strong user stickiness**
- **Significant profits by operating leverage**  
经营杠杆带来的巨额利润
- **AI Doctor** improves efficiency and reduce cost AI医生提高效率并降低成本

2015



Complete User Scenario

完整的用户场景

- **Multi-scenario one-stop service platform** 多场景一站式服务平台



Traffic and Data Accumulation

流量和数据积累

- Cultivate habit of online medical consultations  
培养在线医疗问诊习惯
- Create **leading traffic and application portal; Accumulate vast amount of clinical data**  
创建领先流量和应用程序门户，积累大量临床数据



- **Exponential market growth**  
指数式市场增长
- **Explosive revenue growth of PAGD** driven by user base, health demand and WTP<sup>1</sup>  
用户群、健康需求和支付意愿推动收入爆炸式增长

1 Willingness to pay 支付意愿



## Key message

### 关键点

**Good Doctor is the dominant player in a high growth potential market:** our MAU exceeds the combined MAU of the top 2-10 competitors

**好医生在高增长高潜力市场中占有领先地位:**  
月活跃用户数量超过互联网医疗行业前2-10家公司的合计总量

**Our unique value propositions are AI-assisted medical capabilities (aided by 1000 in-house medical staff):** one stop platform with comprehensive services, diversified monetization channels and synergistic support from Ping An Group

**好医生拥有独特价值主张(1,000+内部医生):**  
一站式服务;多元变现渠道和强大集团支持

**Our business is internationally scalable:** we recently established a 70/30 JV with Grab to penetrate SE Asia

**业务可国际扩展:** 最近与Grab成立了70/30合资公司拓展东南亚市场





Thank You 谢谢

IR Contact 投资者关系联系方式: [IR\\_PAGoodDoctor@pingan.com.cn](mailto:IR_PAGoodDoctor@pingan.com.cn)

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