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**PING AN**

Insurance • Banking • Investment

**中国平安保险(集团)股份有限公司**

**Ping An Insurance (Group) Company of China, Ltd.**

*(A joint stock limited company incorporated in the People's Republic of China with limited liability)*

**(Stock Code: 2318)**

## **OVERSEAS REGULATORY ANNOUNCEMENT**

This announcement is made pursuant to Rule 13.10B of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

“The Announcement of Ping An Insurance (Group) Company of China, Ltd. regarding the Disclosure of Relevant Reports on Ping An Investor Day – Technology”, which is published by Ping An Insurance (Group) Company of China, Ltd. on the website of Shanghai Stock Exchange, is reproduced herein for your reference.

By order of the Board

**Yao Jun**

*Company Secretary*

Shenzhen, PRC, November 6, 2018

*As at the date of this announcement, the Executive Directors of the Company are Ma Mingzhe, Sun Jianyi, Ren Huichuan, Yao Jason Bo, Lee Yuansiong and Cai Fangfang; the Non-executive Directors are Soopakij Chearavanont, Yang Xiaoping, Liu Chong and Wang Yongjian; the Independent Non-executive Directors are Yip Dicky Peter, Wong Oscar Sai Hung, Sun Dongdong, Ge Ming and Ouyang Hui.*

**THE ANNOUNCEMENT OF  
PING AN INSURANCE (GROUP) COMPANY OF CHINA, LTD.  
REGARDING THE DISCLOSURE OF RELEVANT REPORTS ON  
PING AN INVESTOR DAY – TECHNOLOGY**

The board of directors and all directors of Ping An Insurance (Group) Company of China, Ltd. (hereinafter referred to as the "**Company**") confirm that there are no false representations and misleading statements contained in, or material omissions in this announcement, and severally and jointly accept the responsibility for the truthfulness, accuracy and completeness of the contents of this announcement.

The Company will hold the “Ping An Investor Day – Technology” event on Wednesday, November 7, 2018, in which *Introduction and Overview of Ping An’s Core Technologies, Ping An Ecosystem Strategy*, etc. will be reported.

Please refer to the attachments of this announcement as disclosed by the Company on the website of Shanghai Stock Exchange ([www.sse.com.cn](http://www.sse.com.cn)) on the same day for the details of the above reports.

Attachments of this announcement on the website:

1. Introduction and Overview of Ping An’s Core Technologies
2. Ping An Core Technologies 1: Ping An AI and Deep-dives in Financial Services and Healthcare AI
3. Ping An Core Technologies 2: Ping An Blockchain (FiMAX)
4. Ping An Core Technologies 3: Ping An Cloud
5. Ping An Ecosystem Strategy
6. Ping An Financial Services Ecosystem: OneConnect Deep-dive
7. Ping An Healthcare Ecosystem: Good Doctor Deep Dive
8. Ping An Auto Ecosystem: Autohome Deep-dive
9. Ping An Ecosystems 4: Ping An Smart City Deep Dive

The Board of Directors  
Ping An Insurance (Group) Company of China, Ltd.  
November 6, 2018

# 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



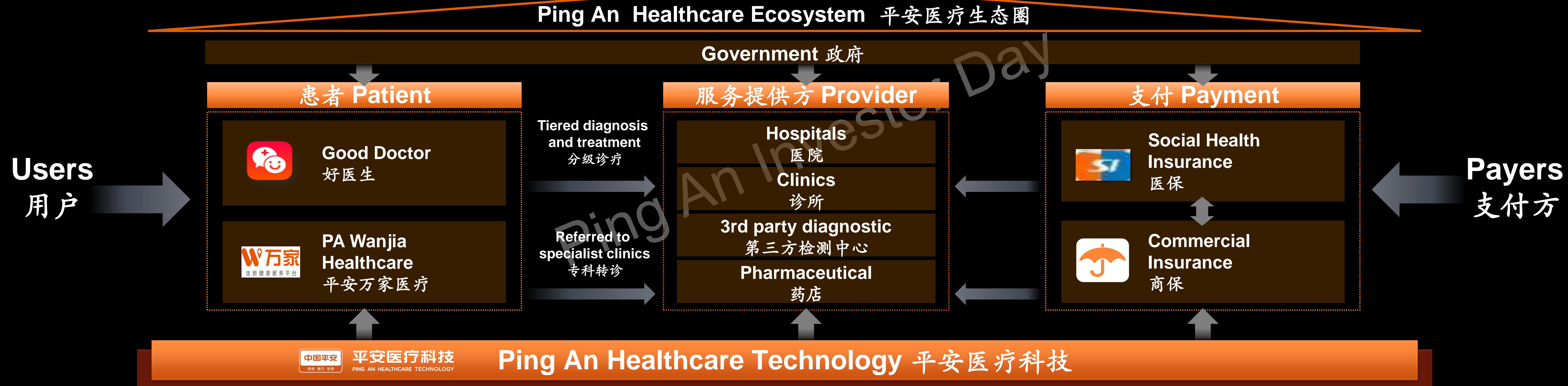
City Ecosystem  
城市生态圈





# 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







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



# 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

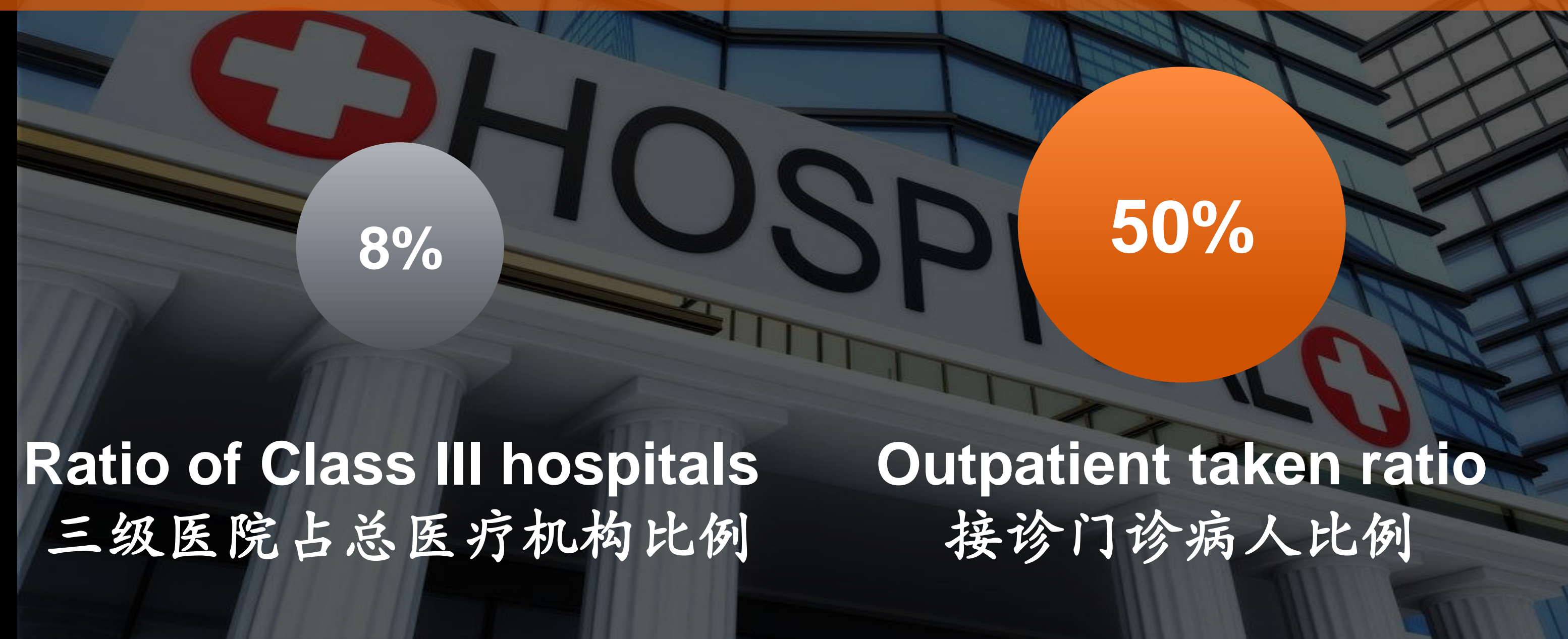




## But...the pain points are obvious

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



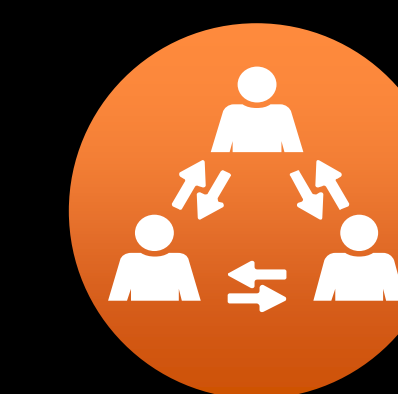
**Medical resources**  
医疗资源

- 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



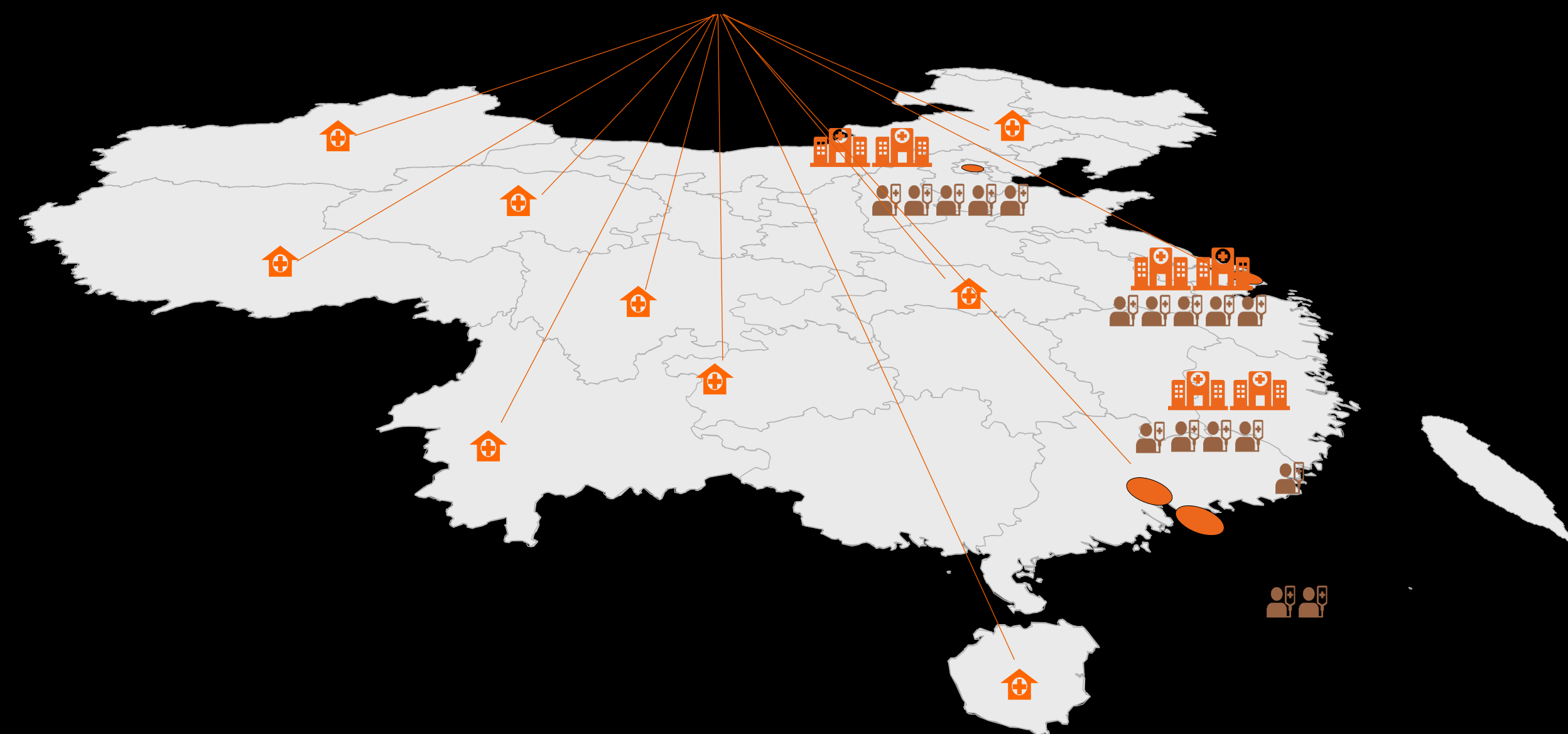
**User experience**  
用户体验

- 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%



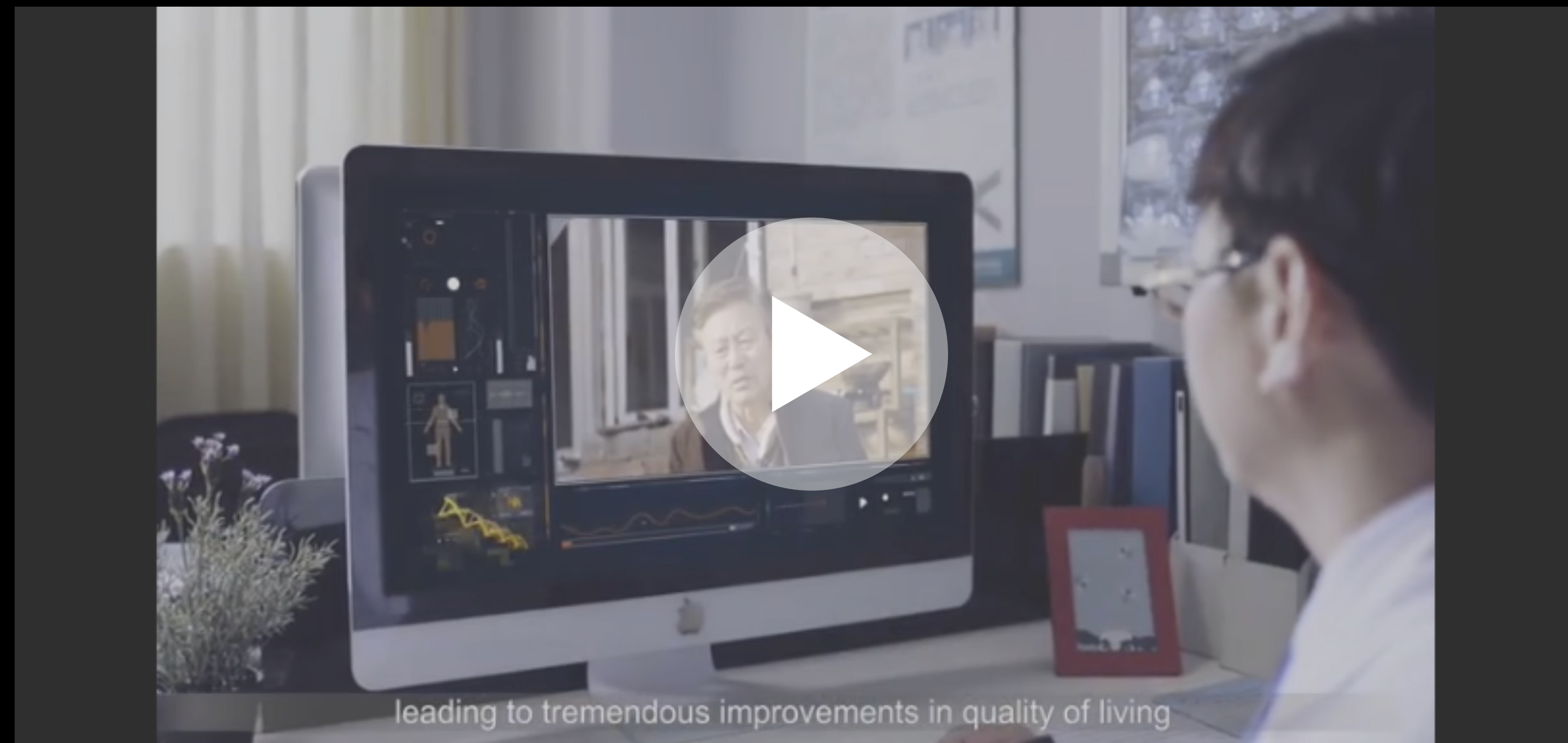


- 1 Our Opportunities 市场机遇
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# Demonstration for Good Doctor

好医生视频展示



Video not broadcasted 视频不在线直播

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



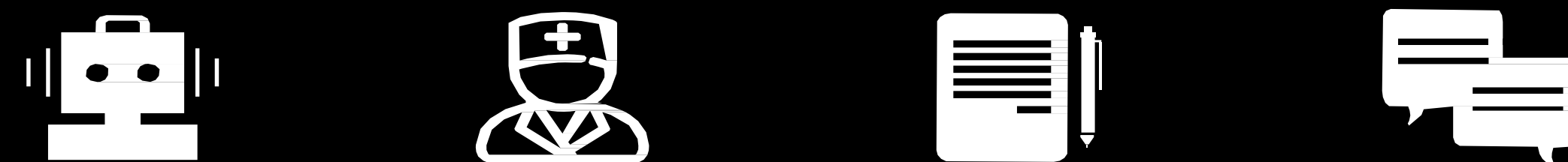
# Diversified Monetization Channels

多元化的变现渠道

Collaboration with  
commercial insurance  
与商业保险合作

Sales of largely health  
and medical related  
products  
健康和医疗相关产品销售

## Family Doctor Services 家庭医生服务

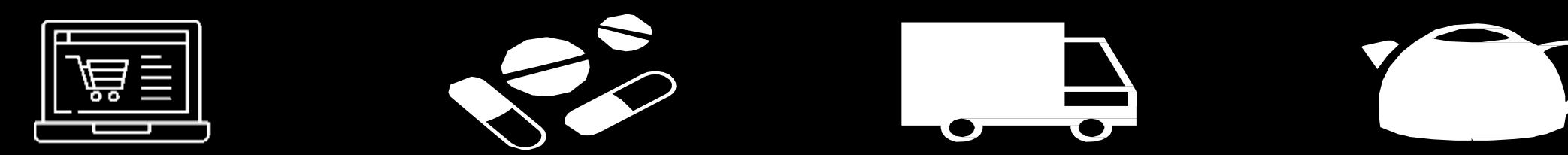


## Consumer Healthcare 消费医疗

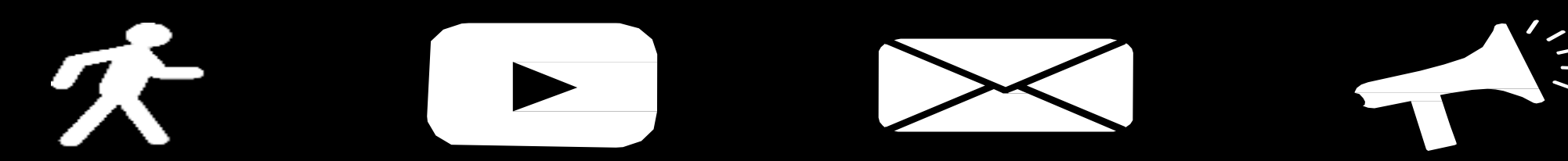


Sales of healthcare  
packages  
医疗保健服务销售

## Health Mall 健康商城



## Health Management and Wellness Interaction 健康管理和互动



Monetize through  
advertising  
广告收入

多元盈  
利渠道



# 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

**Client Resources**  
客户资源

**Marketing**  
营销

**Quality Brand**  
品质品牌

**Cooperation with Government**  
政府合作

**Business Collaborations**  
业务合作

- 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





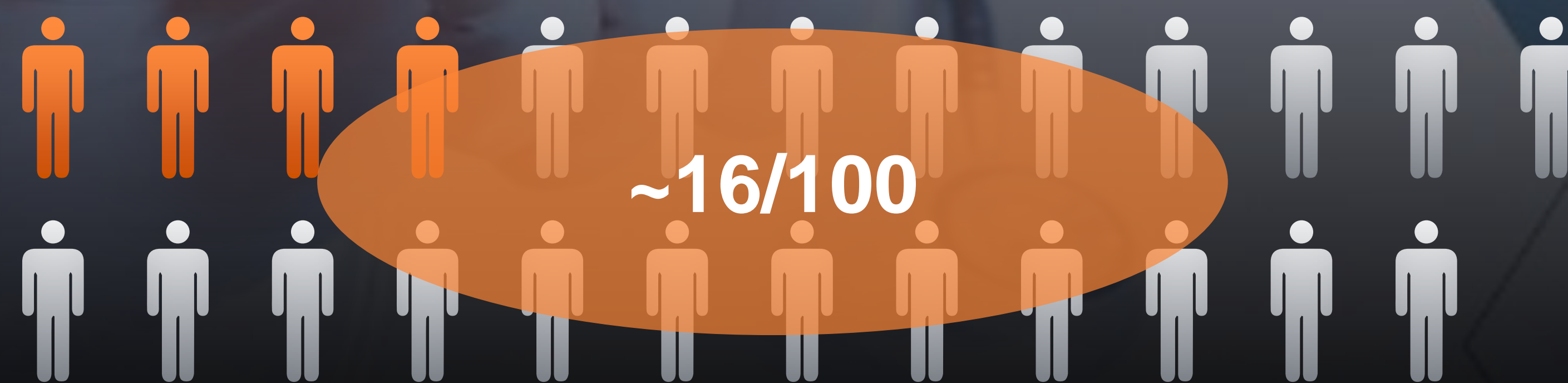
# Established dominant market position

## 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**







- 1 Our Opportunities 市场机遇
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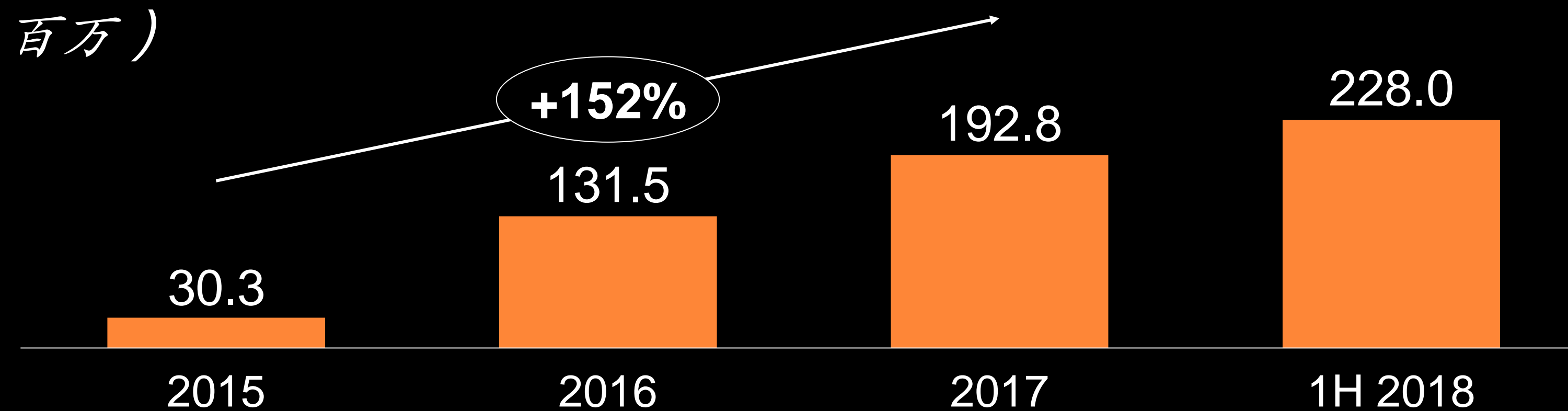


# Exceptional historical performances

## 业绩亮点

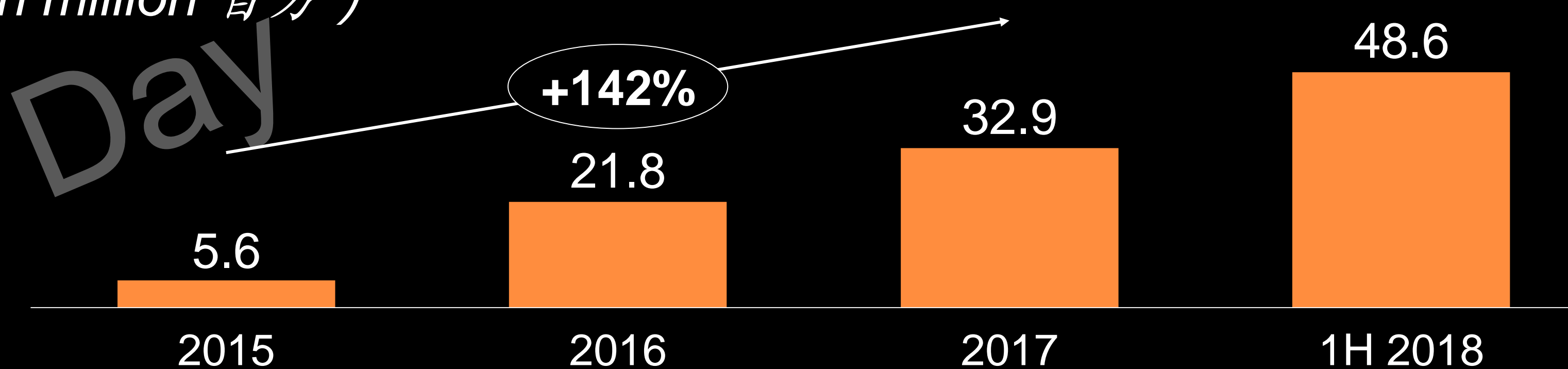
### Total registered users 注册用户总数

(in million 百万)



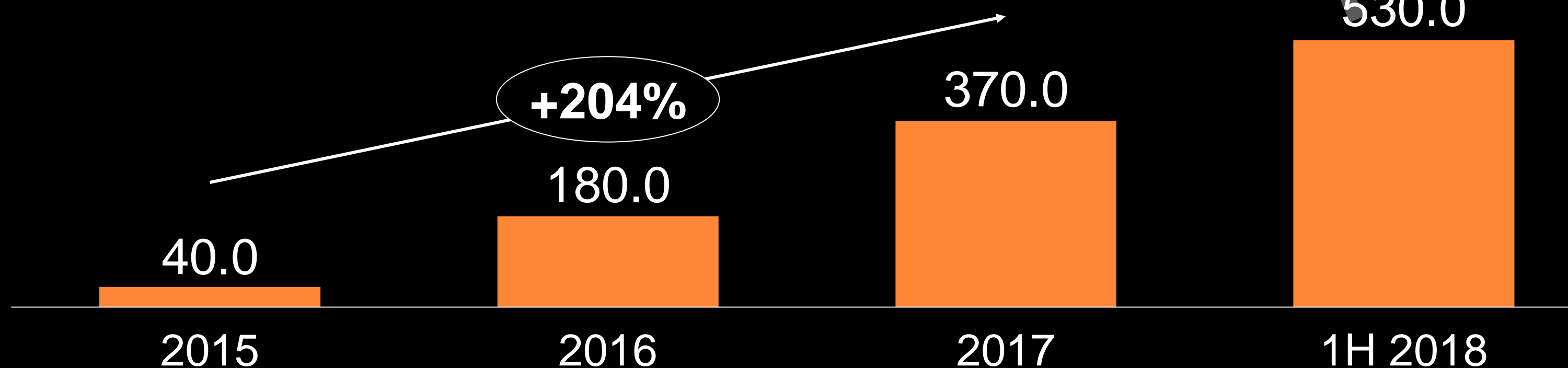
### MAU<sup>1</sup> 月活跃用户

(in million 百万)



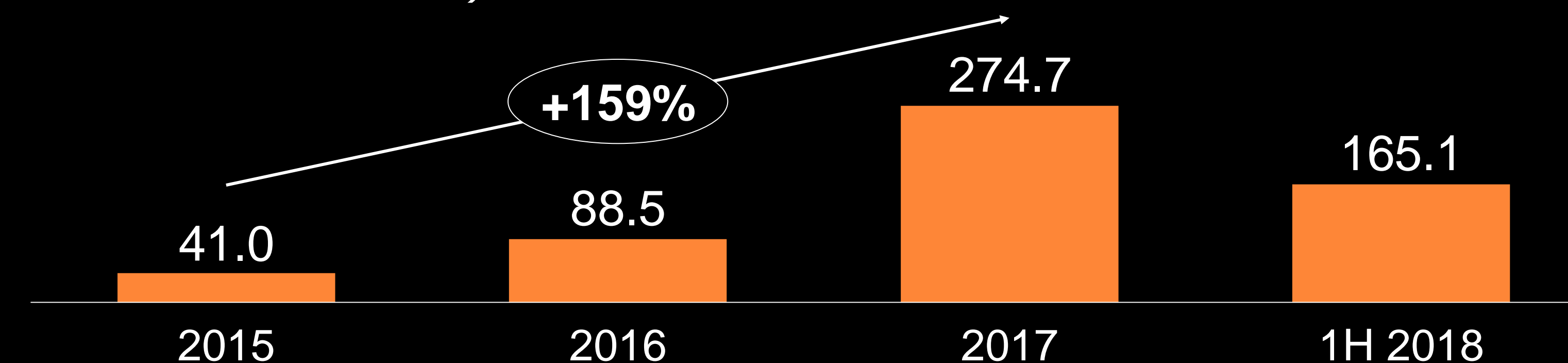
### Daily average consultations 日均问诊

(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

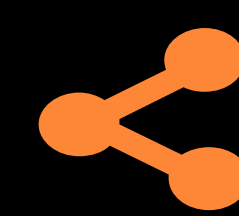
政府政策在全球范围内积极支持“互联网+医疗保险”

**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



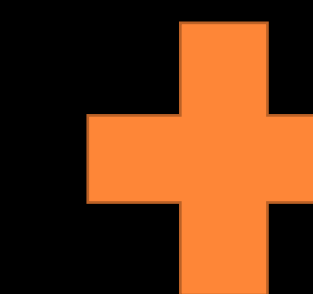
**Big Data**  
大数据

- 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

2015

1  
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

2  
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

- 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





# 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)

Ping An Investor Day