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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 13.09(2) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

The “Pre-announcement of Results of the First Three Quarters in 2011 of Shenzhen Development Bank Co., Ltd.”, which is published by Shenzhen Development Bank Co., Ltd., a subsidiary of Ping An Insurance (Group) Company of China, Ltd. on the website of Shenzhen Stock Exchange and designated Chinese newspaper, is reproduced herein for your reference.

By order of the Board
Yao Jun
Company Secretary

Shenzhen, PRC, October 15, 2011

As at the date of this announcement, the Executive Directors of the Company are Ma Mingzhe, Sun Jianyi, Wang Liping and Yao Jason Bo; the Non-executive Directors are Lin Lijun, Chen Hongbo, Wong Tung Shun Peter, Ng Sing Yip, Li Zhe, Guo Limin and Cheung Chi Yan Louis; the Independent Non-executive Directors are Zhang Hongyi, Chen Su, Xia Liping, Tang Yunwei, Lee Ka Sze Carmelo, Chung Yu-Wo Danny and Woo Ka Biu Jackson.

Stock code: 000001 Share abbr: SDB A Announcement no.: 2011-039

Pre-announcement of Results of the First Three Quarters in 2011 of Shenzhen Development Bank Co., Ltd.

The Company and all members of the Board of Directors guarantee that the information disclosed herein is truthful, correct and complete in content and contains no false record, misleading statement or material omission.

I. Forecast of performance of current period

1. Period of performance pre-announcement: January 1, 2011 - September 30, 2011

2. Forecasted performance: Loss Turn loss into profit Up YoY Down YoY

Item	Current Reporting period	Same period last year
Net profit attributable to shareholders of the listed company	Increase in comparison to the same period last year: 60% - 70%	Profit: 4,718,210,000 yuan
	Profit: 7,549,140,000 yuan - 8,020,960,000 yuan	
Basic earnings per share	Profit: 1.96 yuan - 2.08 yuan	Profit: 1.46 yuan

3. Performance pre-announcement for July 1, 2011 - September 30, 2011

Item	July 1, 2011 - September 30, 2011	July 1, 2010 - September 30, 2010
Net profit attributable to shareholders of the listed company	Increase in comparison to the same period last year: 70% - 80%	Profit: 1,699,370,000
	Profit: 2,888,930,000 yuan - 3,058,870,000 yuan	
Basic earnings per share	Profit: 0.63 yuan - 0.67 yuan	Profit: 0.49 yuan

Note: In accordance with the Company's announcement entitled "Announcement of Shenzhen Development Bank Co., Ltd. on Accounting Policy Changes and Retroactive Adjustment Items" (announcement no.: 2011 - 031), the Company has made retroactive adjustments to the remainder amount for the initial period in the financial statements and the comparison data in respect of year-on-year performance for the same periods.

II. Pre-auditing of performance pre-announcement

This performance pre-announcement was not pre-audited by a registered accountant.

III. Explanation of reasons for changes in performance

1. Consolidation of financial statements factor. The Company acquired 90.75% of the shares in Ping An Bank via non-public issuance of shares in July 2011, and became the controlling shareholder of Ping An Bank. Pursuant to the requirements of the Accounting Standards for Business Enterprises, the Company started preparing consolidated statements since the third quarter of 2011. The net profit for January to September 2011 in the consolidated statements includes the net profit of the parent company (SDB) from January to September and the net profit of the subsidiary (Ping An Bank) from the date of purchase to 30 September, as well as the corresponding adjustments for consolidation; the net profit for July to September 2011 in the consolidated statements includes the net profit of the parent company (SDB) from July to September and the net profit of the subsidiary (Ping An Bank) from the date of purchase to 30 September, as well as the corresponding adjustments for consolidation; the net profits for the corresponding period in the previous year were the net profits of the parent company (SDB), and were not affected by any consolidation factors;

2. The net profit of the parent company (SDB) recorded a substantial increase over the same period in the previous year. The net profit of the parent company (SDB) from January to September increased by approximately 50% over the same period in the previous year, which was mainly attributable to the steady growth in the scale of assets, improvement in interest spread as well as effective cost control.

IV. Other related explanations

For specific financial data of January to September 2011, the 2011 Third Quarterly Report to be disclosed by us will be final. Investors please make decisions discreetly and pay attention to investment risks.

It is hereby announced.

Board of Directors,
Shenzhen Development Bank Co., Ltd.
October 15, 2011