

**Chairman Ma's Speech on the 27th Anniversary of Ping An's Birth
(May 27, 2015)**

My dear colleagues,

Congratulations to Ping An on her 27 years of remarkable growth. On behalf of the Group Board of Directors and the Executive Committee, I would like to express my sincere thanks for your endeavor and devotion.

Not long ago, the 98th birthday of Mr. Yuan Geng, our highly-respected pioneer, was celebrated across the city of Shenzhen, which gave rise to a discussion about the "Shekou gene". It was unanimously agreed that Ping An is one of the best performers of carrying the torch of Shekou spirit. As it happened, the construction of Ping An Finance Center was just completed and became a new landmark in Shenzhen. A couple of our veteran colleagues climbed up to the top of the 600-meter building and looked in the direction of Shekou to make out Ping An's 400-square meters office when Ping An started up 27 years ago. Everyone was emotional at that moment as the memory flashed back.

It is dated back to the time when much remained to be started from scratch in China, and numerous people with lofty ideals devoted themselves to the economic reform and opening-up, with the aspirations to rejuvenate the country. The rumbling dynamite opened up the silent mountains of Shekou, so did it to the economy of China. The people in Shekou, represented by Mr. Yuan Geng were well known for their open-mindedness with the courage to think, to speak, to test, to break through and to innovate, which

brought about a new era in which “Shenzhen was a pioneer of China’s reform, while Shekou was the top performer in Shenzhen”.

30 years ago, in order to improve the investment environment of Shekou Industrial District, I proposed to Chairman Yuan for establishing a commercial insurance company, and obtained the PBOC’s approval in March 1988 after a long and painful process. On May 27th, Ping An was founded in Shekou as China’s first joint-stock commercial insurance company, which marked a significant step towards the market-based reform of China’s financial and insurance industry.

Over the past three decades, Ping An has started from scratch, grown from strength to strength, and witnessed Shenzhen Special Economic Zone’s rapid growth and rise amid China’s economic reforms and opening-up. Ping An has established its brand across China and the world, and grown from a property insurance company to a world-leading integrated financial services group. Meanwhile, we have created value for our shareholders, customers, employees as well as the public, and fulfilled our commitments.

As of the end of 2014, Ping An Group’s total assets exceeded RMB 4 trillion, with profits approaching RMB40bn. Now, with its market capitalization of more than RMB800bn, Ping An ranks 12th and 2nd among the world’s listed financial enterprises and insurance enterprises respectively; and in terms of brand value, Ping An ranks first among the world’s insurance companies. Meanwhile, Ping An ranks 128th among Fortune 500 enterprises and 32nd among Forbes’s Global 2000 companies. Ping An has received numerous awards including the Most Respected Company of China, the Best Insurance

Management Company in Asia, and the Director of the Year for several years in a row.

Ping An has made unremitting efforts to promote its values, culture, management mechanisms, products and services, and innovation in integrated finance and Internet finance, contributing its expertise and energy to the industry.

“Striving for survival in the competition and driving development through innovation” is a vivid description of Shekou’s spirit and Ping An’s 27 years of development. I hope this motto will always inspire all employees of Ping An to make more headway and rise to the challenge with our innovative approach and pioneering work, in an effort to build Ping An into China’s leading century-old integrated financial service provider by offering the best customer experience.

Last but not least, I would like to extend my best wishes to all of you and your families!