Ping An Good Doctor: the First Entrance of Online Health Services of the Group's "Health Strategy"

**Service provider**
- Ping An Good Doctor
- SMI
- Health cloud

**Insureds/Consumers**
- Partnership with hospitals
- Fintech

**Payer**
- Payment platform: Ping An Pay
- Account platform: The One Account

**Health management and medical services:**
- One-stop and whole-process O2O service platform
- Private clinics
  - Self-established clinics
  - Certified clinics
  - Franchise clinics
- Testing center
- Checkup center
- Partner hospitals

**Smart management**
- Smart services
- Smart guarantees

**Commercial insurance:**
- Professional and innovative health insurance provider
  - Risk control
  - Expanded services
  - One-stop payment
  - Optimized guarantees

**Health cloud:**
- Accurate and professional service provider of medical data operations

**Supporting platforms**
- SMI: Social Medical Insurance
Ping An Good Doctor APP

Online health service platform

Network of doctors
- Self-established doctor team
- Signed doctors

Individual and group clients
- Online users
- Various corporate users

Offline network of Medical & health service

Online port

Providing health consultation services

Aiming to Create an One-stop and Whole-process O2O Service Platform
The First and Largest Full-time Online Doctor Team in China

- Self-established medical team
- External specialists
- External general practitioners

- **High quality**
  - 24-hour non-stop service
  - Consultation of no-less than 15 minutes
  - Customer satisfaction of 98%

- **Fast**
  - Inquiry without waiting
  - Medicine delivery within 2 hours

- **Comprehensive**
  - Closed-loop service including online inquiry and online purchase
  - One-stop medical service including online inquiry and offline visits

- **Customized**
  - Client-centered health management service
  - Personal electronic health files
Unique O2O Health Resource Network

Self-owned doctor
Self-established medical team of 1000 people

External doctor
50,000 external doctors

Hospital
3,000+ partner hospitals and clinics

Pharmacy
1200+ partner pharmacies

Checkup facility
400+ partner checkup facilities
Maintain users activity and loyalty by unique health-related social interaction experience

**Health circle**
- The target for health circles is to create health-related social interaction community with contents, interests and popular users
- Including health-related information, health plan, health assessment, communication groups and vertical management tools
- 8 health circles with different target users and topics

**Health incentive plan**
- Users get rewards for exercise and app activities
- The more exercise, the more rewards
- Educate users to form good habits through rewards and product support

- Cosmetics
- Parenting
- Exercise
- Weight-loss
- Healthcare
- Heterosexual relationship
- Chronic illness
- Anti-cancer
In-depth integration with insurance to explore HMO model in China

Family doctor as service entrance

- **Minor illnesses**
  - Online consultation and medicine purchase for upper respiratory tract infection, bronchitis, gastroenteritis, dental problem and acne.

- **Chronic illnesses**
  - Medicine consultation and delivery for patients with chronic illnesses (hypertension, hyperlipemia and diabetes, etc.)

- **Appointment and medical guidance**
  - Guidance and intervention on appointment for outpatient and inpatient cases of luxury hospitals

- **Individualized health Plan**
  - Push individualized health management plan to reduce morbidity rate by improving unhealthy habits and behaviors.

Guidance on appointment for outpatient and inpatient cases of luxury hospitals

Push individualized health management plan to reduce morbidity rate by improving unhealthy habits and behaviors.
Mobile Medical App with the Highest Coverage in Less than a Year

<table>
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<th>Coverage of health-related app in Oct.</th>
<th>Accumulated registered users (in 10K)</th>
<th>Daily consultation volume</th>
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<td>Source: talking data</td>
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<td>Coverage = number of active devices that the app installed / number of active devices in the industry</td>
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<tr>
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Introduction of Ping An Good Doctor
7*24 family doctors that provide one-to-one real-time consultation, establish personal health record, formulate individualized health plan and provide one-stop health management services, diagnosis, triage, or referral.
Product Presentation: Appointment with Famous Doctors

Online appointment, telephone inquiry and extra registration with famous doctors in 3A hospitals
Registration appointment and real-time waiting in famous public hospitals nationwide with payment by commercial insurance.
O2O medicine delivery: medicines in urgent need can be delivered within 2 hours in Shanghai, Beijing, Shenzhen and first-tier and second-tier cities;
B2C medicine mall: near 20000 common medicines and health care products

- Product: Health Mall
- Features:
  - O2O medicine delivery: medicines in urgent need can be delivered within 2 hours in Shanghai, Beijing, Shenzhen and first-tier and second-tier cities;
  - B2C medicine mall: near 20000 common medicines and health care products
- Services:
  - Family doctor
  - Appointment with famous doctors
  - Registration
  - Health mall
  - Health management
  - Health checkup
  - Gene test
  - Ping An Good Doctor enterprise version
Establish a vertical health management service ecosphere with the bottom being comprehensive health management service based on health index and horizontal products
Health checkup data + health management services that develop scientific health checkup packages based on age, constitution, lifestyle and health requirements and provide interpretation of checkup reports
Product Presentation: Gene Test

Evaluate the risk of suffering from illnesses and take proactive intervening measures according to test results, avoiding illnesses.
Product Presentation: Ping An Good Doctor Enterprise Version

One-stop health management platform for corporates

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<th>Core services</th>
<th>Value-added services</th>
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<td>Checkup service</td>
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<td>Registration appointment</td>
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<td>Customized solution</td>
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Family doctor
Appointment with famous doctors
Registration
Health mall
Health management
Health checkup
Gene test
Ping An Good Doctor enterprise version
Vision

A family doctor for every family
An electronic health record for each person
A health insurance plan for everyone
Ping An Good Doctor
Oliver Wang