

Ping An Insurance (Group) Company of China Limited



**The One Account
(TOA)
Dec. 2015**

Ping An Group (PAG) aims to become the leading personal financial & life service provider globally

1 goal

Leading personal financial & life service provider

2 focuses

Integrated financial service + internet
(one customer, one account, multi-products, one-stop service)

Internet + integrated financial service
(one user, one account, multi-access, one-stop service)

3 value propositions

Wealth manager

Health consultant

Life related service assistant

4 business segments

Insurance

Banking

Investment

Internet Finance

Internet related

PAG showed significant progress in acquiring users online over the past few years

Ping An **Traditional Finance**, in business for 27 years, acquired 90 million customers offline

Ping An **Internet Finance**, started 3 years ago, has already acquired 200 million users

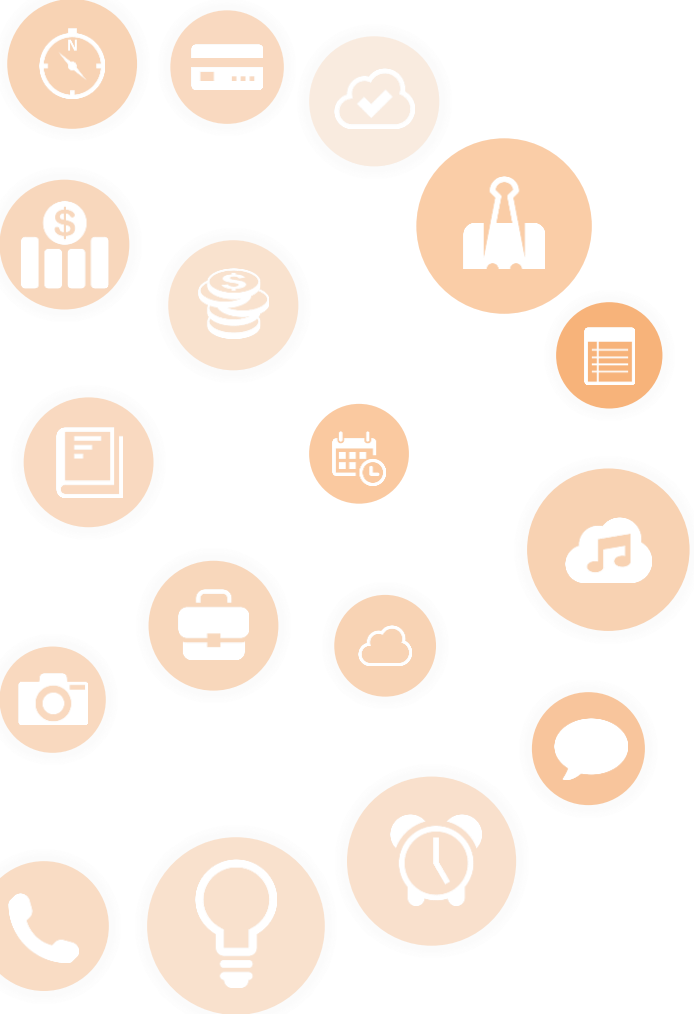
90 Million



200 Million



Strategic Goal of TOA: to become China's largest open Internet finance service platform



**China's largest
open Internet finance service platform**

open internet finance service platform

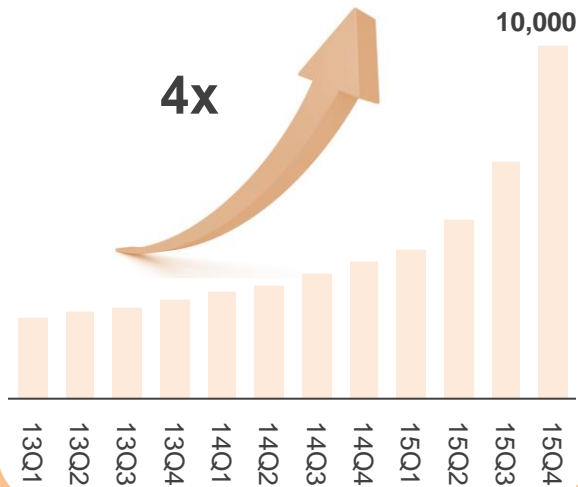
Total One Account (TOA) earns recognition from the market and users, and saw rapid development in the past two years

Users

At the end of 2015, the number of TOA users reaches 100mn, nearly **4 times** that at the beginning of 2013

Number of users

Unit: 10K

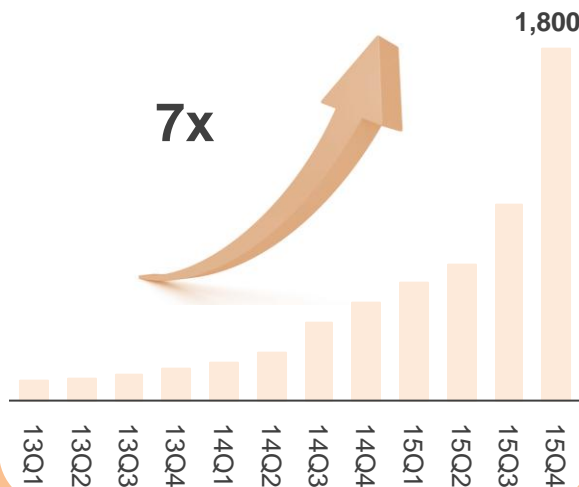


Active users

The number of monthly active users in 2015 is over 18mn, nearly **7 times** that at the beginning of 2013

Monthly active users

Unit: 10K

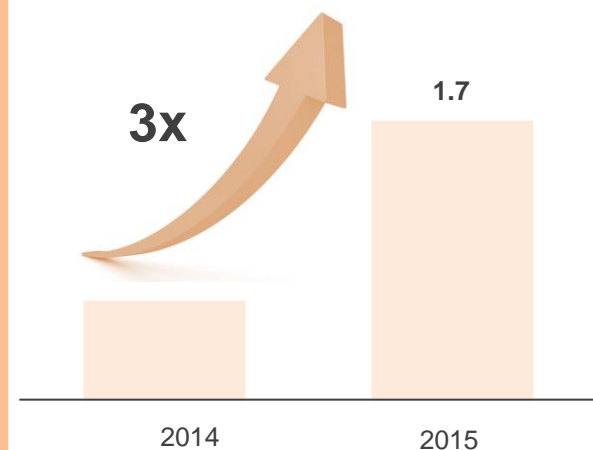


AUM

The AUM (asset under management) in 2015 reaches 1.7tn, over **3 times** that of 2014

AUM

Unit: 1 trillion



Internet finance users face difficulties in managing accounts, managing wealth, applying for loans and managing documents

Difficult to manage accounts

- A Chinese citizen on average owns **4 bank cards, 1.72 credit cards**, etc.; users are not clear about their own asset situation and total net-worth



Difficult to manage wealth

- **Too many financial product offerings in the market**, e.g., bank investment products (65,000+), insurance products (100,000+), trusts...



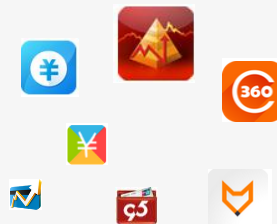
Difficult to take loans

- Only 300mn Chinese citizens have credit records; young people, self-employed and blue collars, etc. **lack credit records to take loan**



Difficult to manage documents

- A Chinese citizen on average have 100+ documents/credentials over his/her life; however, **none of the 100,000+ related apps in the market help users manage these documents systematically**



TOA aspires to be the largest open-ended financial service platform in China, covering every aspect of users' needs through 4 value propositions

Account Management

- 5 types of financial & 4 types of life service accounts
- 360° personal financial analysis
- 5 major types of intelligent alerts



One user, One set of passwords, Multiple accounts, One-stop management

Wealth Management

- Self-service
- Consultation
- Robo-advisory / Intelligent recommendation



Wealth management decision support for low risk and high returns



PING AN

Credit Management

- Personal credit management
- Full range of credit-related financial & life applications



Better personal credit management

Life-related services

- Auto valuation, O2O services
- House valuation, buy/sell & rent
- Others, e.g., credential management, loss reporting



Comprehensive services connecting financial and life-service needs

Account Management: TOA integrate 5 types of financial accounts and 4 types of life-service accounts



5 types of financial accounts

Investment

- Investment product purchase & redemption
- Stock & futures trading

Expense

- Money transfer
- Credit card repayment
- Utility bill payment

Deposit

- Cash deposit & withdrawal
- Deposit rate management

Loan

- Loan application
- Loan draw down

Insurance

- Insurance application
- Claims & assistance services



4 types of life-service accounts

Auto

- Trading
- Traffic violation inquiry & fine payment

House

- Valuation
- Buy/Sell/Rent

Health

- Health records
- Social health insurance

Others

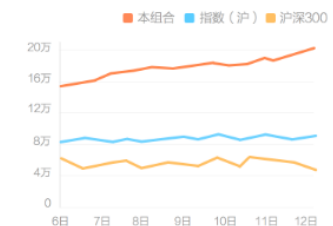
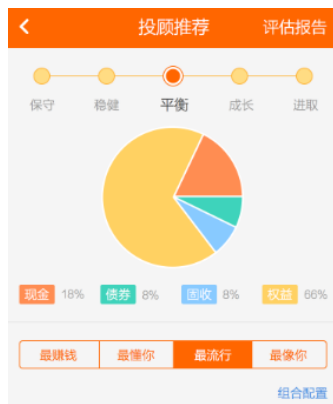
- Credential application & renewal



- Over **90mn** users manage their accounts on TOA; of which over **18mn** are active on a monthly basis
- TOA integrates **117** financial and life-services accounts, both internal and external to PingAn; covering **80+%** Internet users

One-stop: Account, Data, Assets

Wealth Management: TOA provides 3 types of wealth management services, helping different types of users grow their wealth



Self-service



- Support users in making investment decisions by providing **comprehensive analysis and comparison** of over **10,000 financial products**

Consultation



- Wealth management suggestions given by finance professionals, and **200+ advisors / KOLs**, with daily active users of close to 400K

Robo-advisory



- Product recommendation using big data algorithm with 1000+ user tags, and based on **investment portfolio theory** of Economics Nobel Laureate

- TOA's wealth management platform provides services to over **10mn users** every month
- AUM over **RMB 1.7tn**

Credit Management: TOA drives individuals to better manage their personal credits, through a full range of credit-related financial and life applications



Financial applications

- Loan with credit
- Pay with credit
- Insure with credit

Life applications

- Shop with credit
- Own-home with credit
- Drive with credit
- Job-hunt with credit
- Travel with credit

• Corporate with **400+ institutions** to offer financial and life applications

• **10mn credit queries** within 6 months after launch

Life-related Services: TOA provides professional and comprehensive life-related services by integrating PAG's resources



Auto

- Auto valuation
- Traffic violations inquiry & notification, fine payment alert, etc.



House

- House valuation
- House valuation change notification, trend analysis, etc.



Others

- Management of credentials and frequently used documents / cards
- One-click loss reporting



TOA contributed significantly to PAG in 2015 in customer acquisition, activeness, customer migration and sales

Acquisition

19%

Activeness

37%

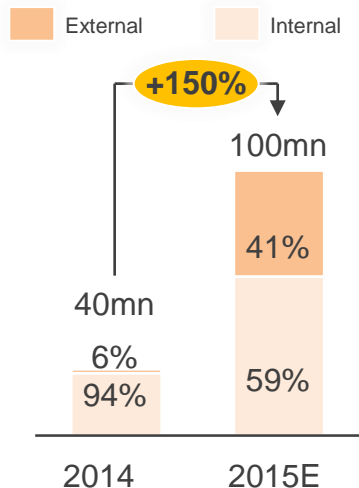
Migration

11%

Sales

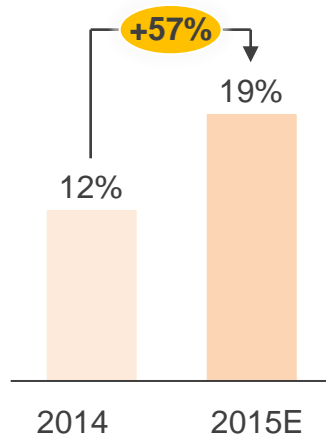
Among **100mn TOA users** by end of 2015, **40%** were acquired from **external** channels

Total # of users



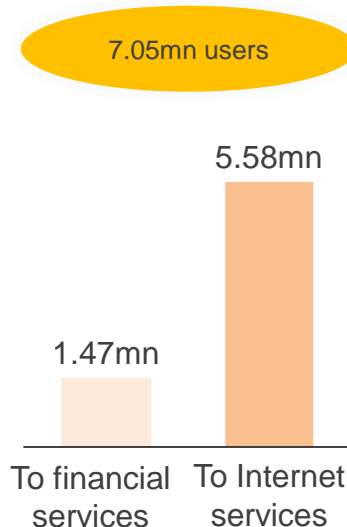
Through continuous improvement of our services, TOA's monthly active rate in 2015 is at a historical high of **19%**

Monthly active rate (%)



TOA contributed to **1.47mn (20%)** of PAG financial services' total customer migration; and migrated another **5.58mn** to PAG's internet services

Migration



Among users migrated, 730K users have purchased financial products, achieving a **sales volume of RMB 10.2bn**

Number of traders / Sales volume

