

PINGAN HEALTHCARE AND TECHNOLOGY COMPANY LIMITED
平安健康医疗科技有限公司

公司介绍 | 股票代码 01833.HK



平安好医生

要健康上平安好医生

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使命

打造全球最大的**医疗健康生态系统**

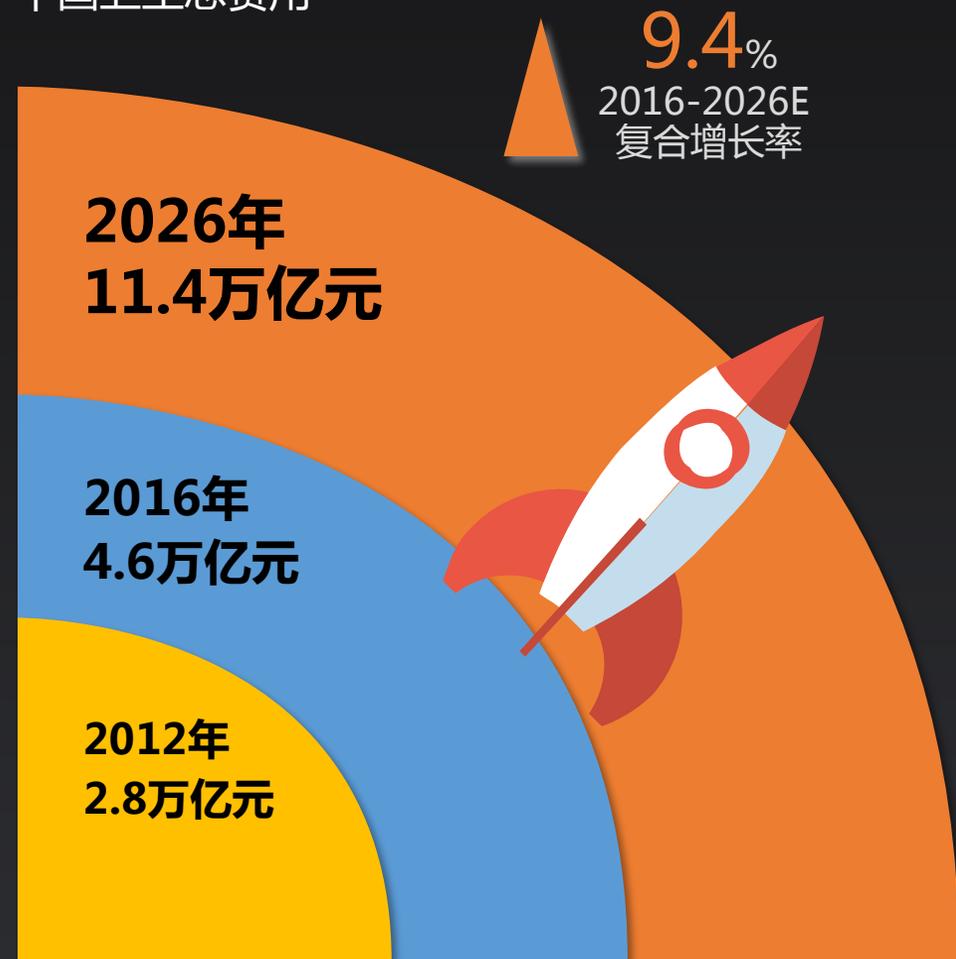
用科技让人类更健康

愿景

- ✓ 为每个家庭提供一位**家庭医生**
- ✓ 为每个人创建一份**电子健康档案**
- ✓ 为每个人制定一个**健康管理计划**

中国医疗健康服务市场：大规模，迅速发展，伴随着结构性缺陷

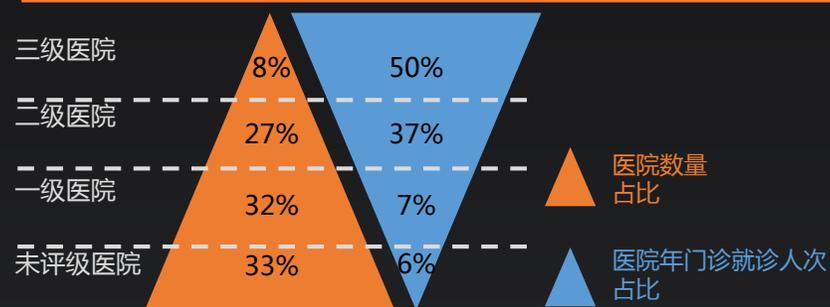
中国卫生总费用



目前中国医疗健康服务市场的缺陷

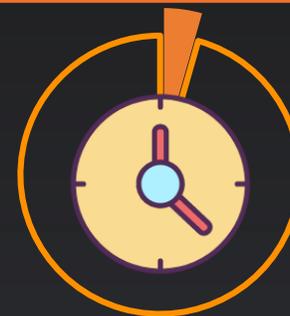


优质医疗资源稀缺及分布不均¹



医疗服务体验差¹

3小时
平均就诊时长



8分钟
问诊实际时间



基本社会医疗保险资金赤字

预计开始出现赤字

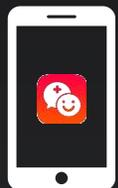
(2.3万亿元)

2020E

2026E

资料来源：沙利文分析。¹ 2016年中国数据。

互联网+人工智能是当前行业痛点的唯一解决方案



医疗资源

- ✓ 借力互联网实现跨地域医疗资源即时共享
- ✓ 人工智能助理弥补家庭医生缺口，缓解线下医疗机构压力



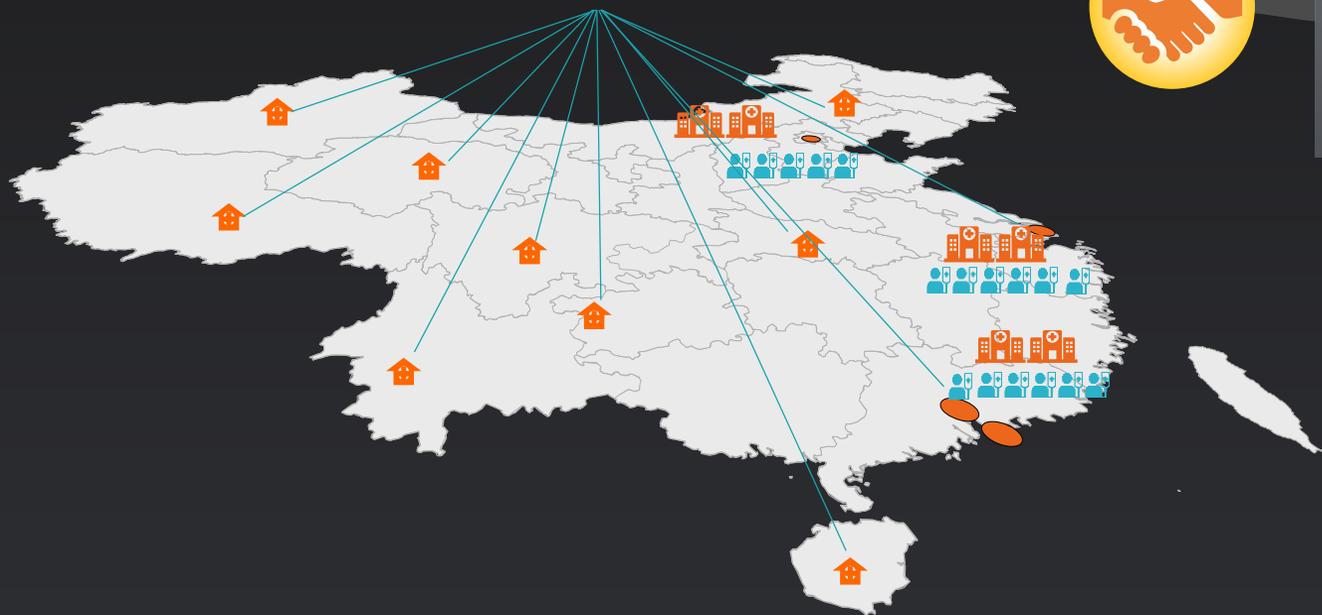
用户体验

- ✓ 24×7 便捷高效的优质医疗健康服务，轮候时间短
- ✓ 减少病人的医疗成本

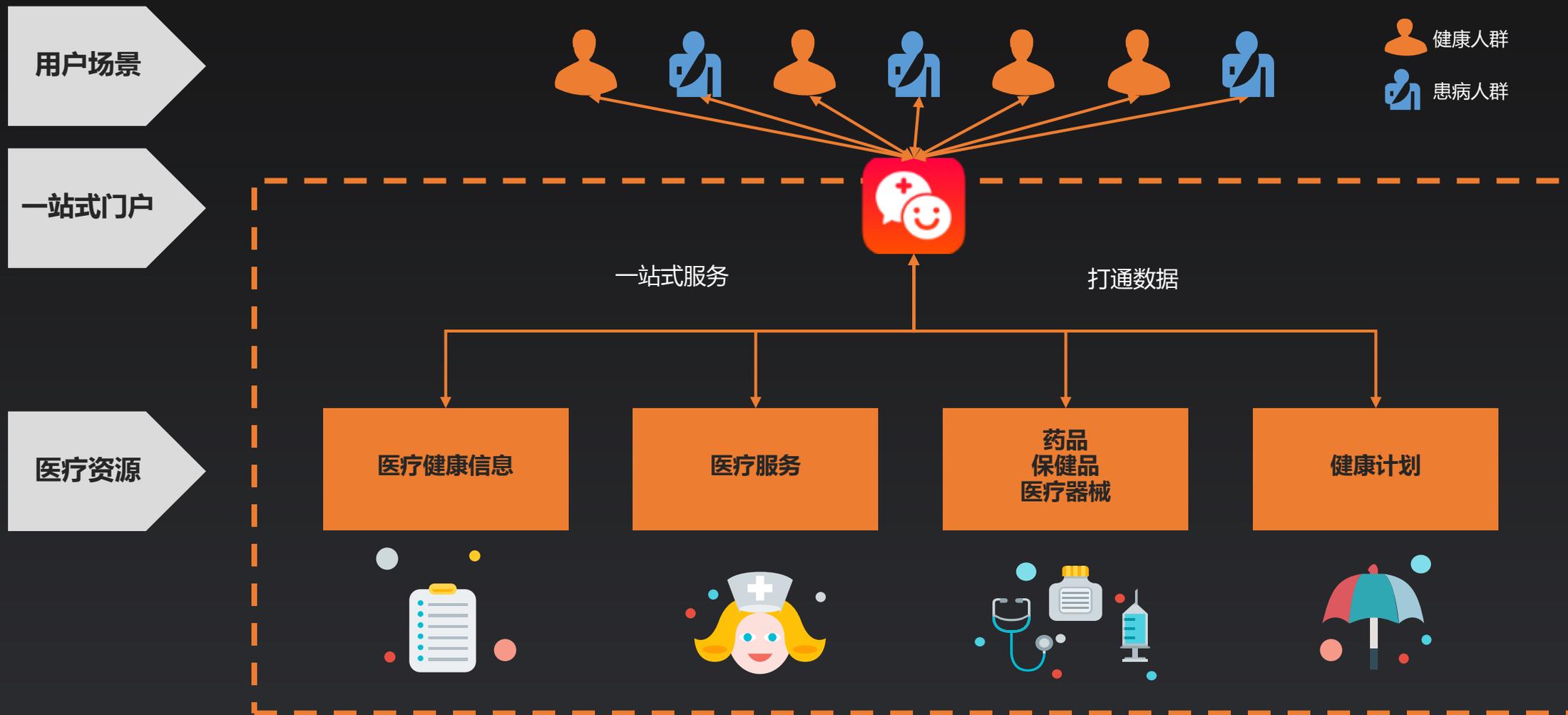


社会影响

- ✓ 低成本和可扩展的模式，提供可及性更高的医疗服务
- ✓ 整体提高全民健康水平



我们打造一站式医疗健康平台，重塑用户行为



全面、个性化、持续高质量的医疗健康服务

医疗健康生态系统提供全面的服务



888 位全职医生和医务助理



约3,100家合作医院，包括1,000家以上三甲医院



与约2,100 名来自三甲医院的外部医生签约，构建“找名医”计划



7,500 家合作药房



国泰永康大药房
GUOTAI YONGKANG LARGE

健多网 健康送到家
JIANKE.COM
做中国最大的网上药店



~约1,100家合作体检中心，覆盖逾300个城市



约500家牙科诊所，覆盖约60个城市

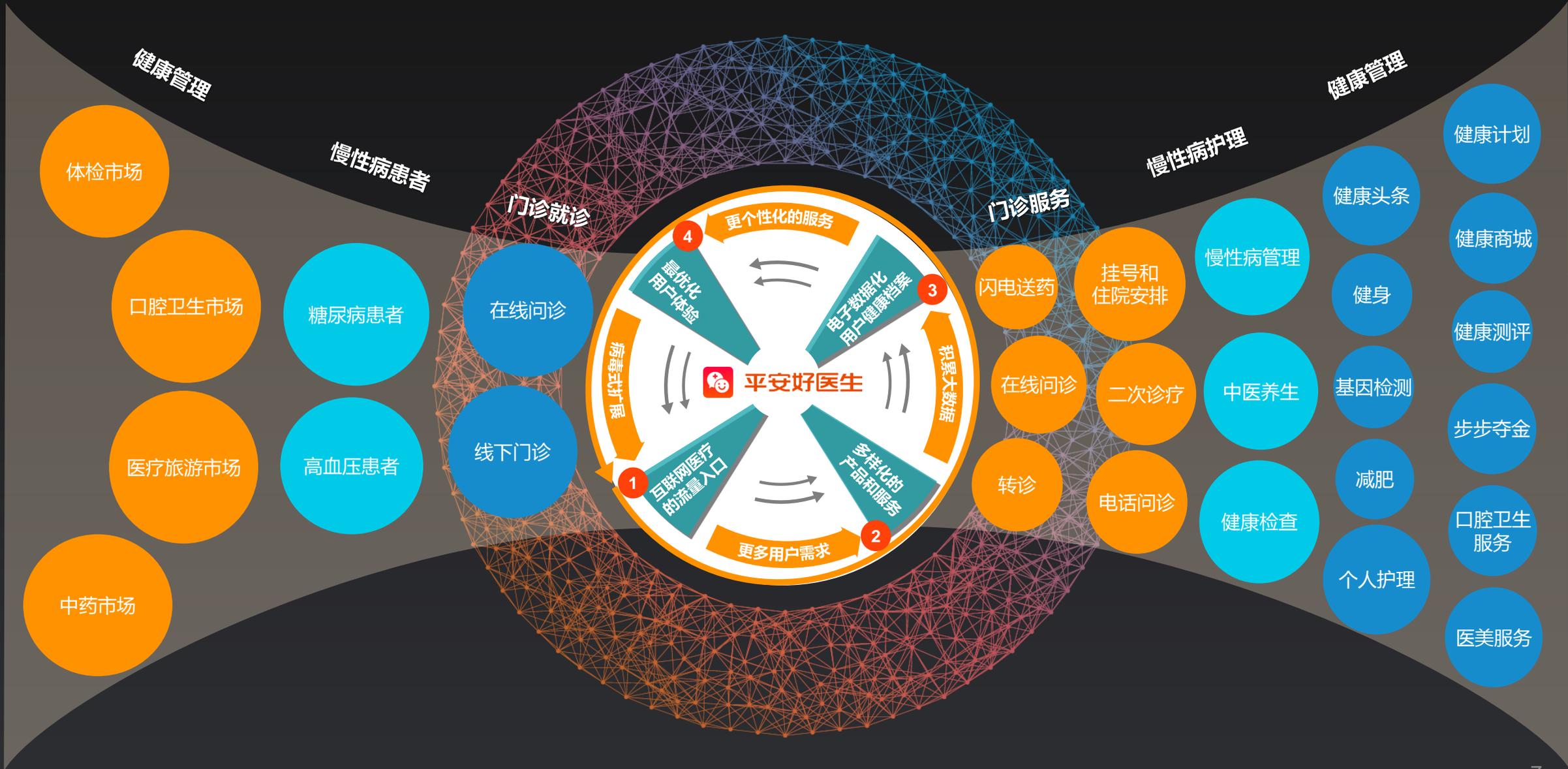


约70家医美中心，覆盖约30个城市



平安e家保提供商业保险覆盖

我们是中国医疗健康的门户





平安好医生

要健康上平安好医生

投资亮点

1 在中国迅速发展的互联网医疗健康行业中处于绝对的市场领先地位

~1.928亿

总注册用户¹

2015-2017 复合增长率：152.3%

3,290万

月活跃用户²

2015-2017 复合增长率：142.4%

~370,000

日在线咨询量³

2015-2017 复合增长率：204.1%



资料来源：公司招股说明书，沙利文分析。

注：¹总注册用户截至2017年年底。²2017年各月的月活跃用户平均值。³2017年平均值。⁴2016年平均值。

2 独特的商业模式提供一站式门户，将用户与全面的线上及线下医疗资源建立联系



3 自有医疗团队及创新的技术解决方案为用户提供超卓体验



医生



888名医疗人员组成的自有医疗团队



14年平均医疗专业经验



多数来自三级医院



多为主治医师以上职称



24×7 满足服务需求



实时质量控制



ISO 9001:2015 质量管理体系标准



迄今零医疗事故索赔

专职的自有医疗团队¹

+

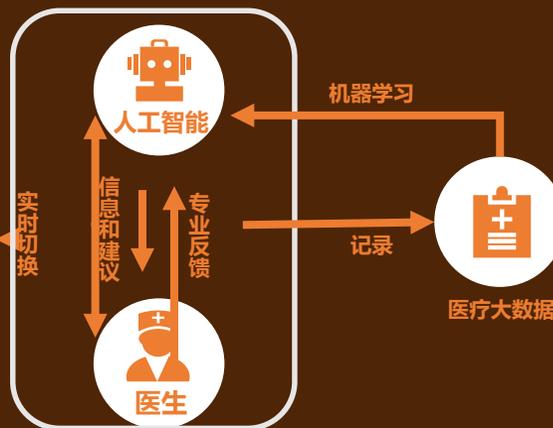


人工智能助理



病人

初步症状收集
建议



增强问诊效率



节省劳动力成本



提高诊断精确度

97% 用户满意率²

注：¹截至2017年12月31日。²2017年满意率。

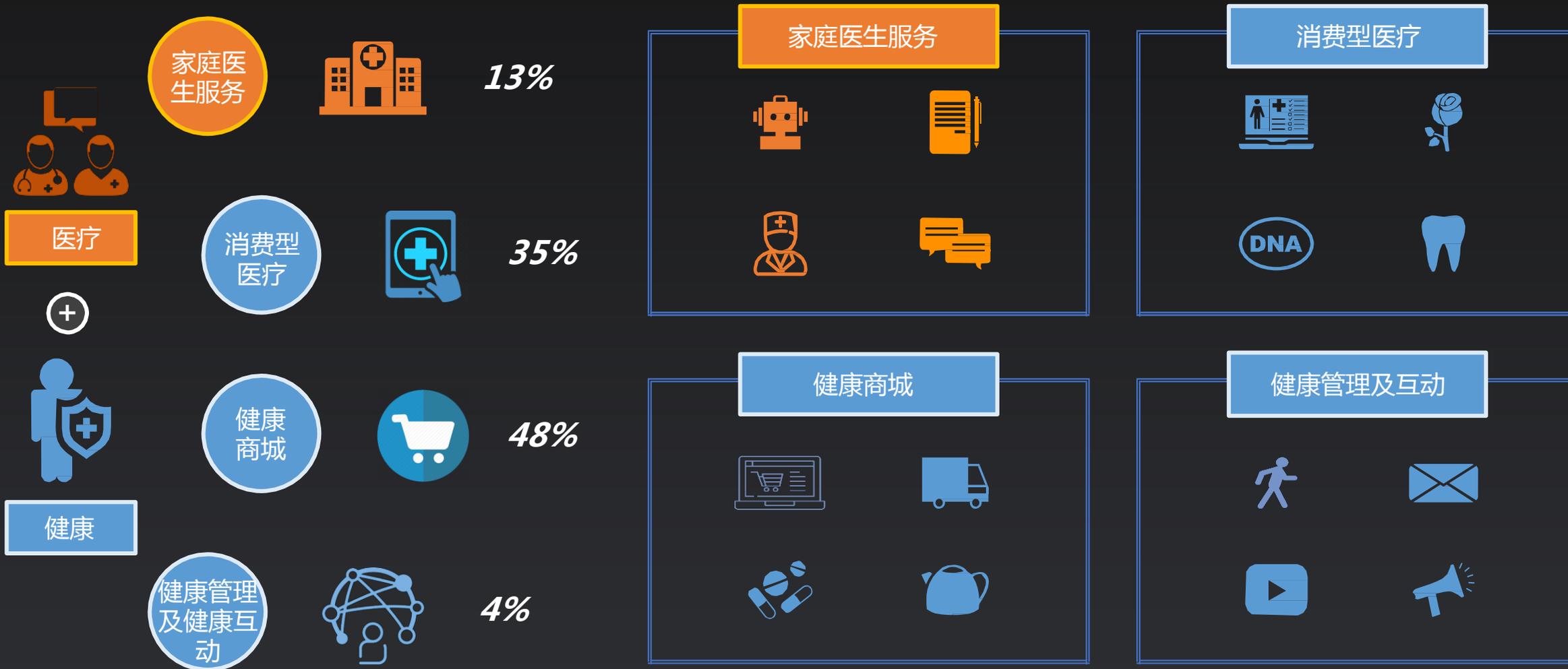
4 满足用户全部医疗健康需求，战略性推动用户互动及参与度最大化



资料来源：预估基于沙利文分析及国家统计局数据。
注：2017年平均比率。

5 快速增长及多元化的收入实现渠道

2017年总收入 18.7亿元人民币



6 拥有互联网及医疗经验的一流管理团队...



王涛
董事长兼首席执行官



- 曾任阿里巴巴高级副总裁和阿里软件（阿里云前身）总裁
 - 领导开发阿里巴巴、淘宝和支付宝的技术平台
 - 领导阿里软件为中国的中小企业提供在线软件服务
- 曾任金山软件前首席技术官；美国微软总部软件工程经理
- 曾任平安健康险的主席兼行政总裁，在医疗健康行业积累了丰富的经验
- 2008年被中国软件行业协会评为“中国SaaS领军人物大奖”，2016年被《第一财经周刊》评为“中国商业创新50人”之一，2017年被《胡润百富》授予“2017胡润中国产业领袖”



吴宗逊
首席产品官

- 在阿里巴巴集团拥有逾10年的产品设计及运营经验
- 淘宝商户平台事业部高级总监
- 曾任阿里软件管理软件部运营总监



白雪
首席运营官

- 在企业运营和营销方面拥有逾15年经验
- 曾任平安健康险首席市场官
- 曾在阿里软件担任多个职务，包括人力资源部总监和市场部总监



王齐
首席技术官

- 曾任阿里巴巴集团技术副总裁
- 在互联网技术和计算机系统开发及管理方面拥有逾20年经验



欣荣
首席财务官

- 曾任Asia Miles首席财务官
- 在财务和会计方面拥有丰富的经验，曾经担任的职务包括太古地产有限公司的财务总监、香港联合船坞集团的高级经理、Shaw, Kwei & Partners的联席董事



谢红
医院院长

- 曾在南京医科大学附属第一医院工作逾20年，曾经担任分院负责人、副主任医师和研究生导师



望亭松
医院副院长

- 曾在瑞金医院急诊科工作逾20年时间，担任副主任医师



6

...平安集团的强大股东支持

- 平安的品牌声誉 可即刻唤起用户的信任

- 面向超过1.65亿零售客户¹的交叉销售

- 强大的销售和营销支持 促进医疗健康产品的分销



- 有条件获益于 与政府紧密的合作关系

- 商业保险覆盖
- 业务机会



平安好医生

要健康上平安好医生

业务概览

1 家庭医生服务—便捷高效的医疗服务

付费服务模式

在线咨询体验



ISO 质量管理体系标准

会员模式

会员服务



与保险公司合作，提供增值服务

对于用户

- 优质健康服务
- 获得保险理赔

对于保险公司

- 改善保单持有人的健康状况
- 降低疾病发生率
- 增强保险产品的竞争力

平安e家保

商业保险覆盖

收入来源

- ✓ 来自在线咨询和其它医疗服务的服务收费
- ✓ 来自增值服务组合和会员计划的收费

2 消费型医疗 – 标准化的消费型医疗服务组合

服务组合种类	线下合作伙伴	收入贡献 ¹	营销渠道
 体检	  	81.2%	 线上营销
 医美	  	3.9%	
 基因检测	  	1.0%	
 口腔卫生	   		
 海外体检	   	13.9%	
 未来开发更多种类产品		 线下营销

收入来源

✓ 向个人和企业用户销售定制化医疗服务组合

3 健康商城 – 生态系统变现的战略渠道

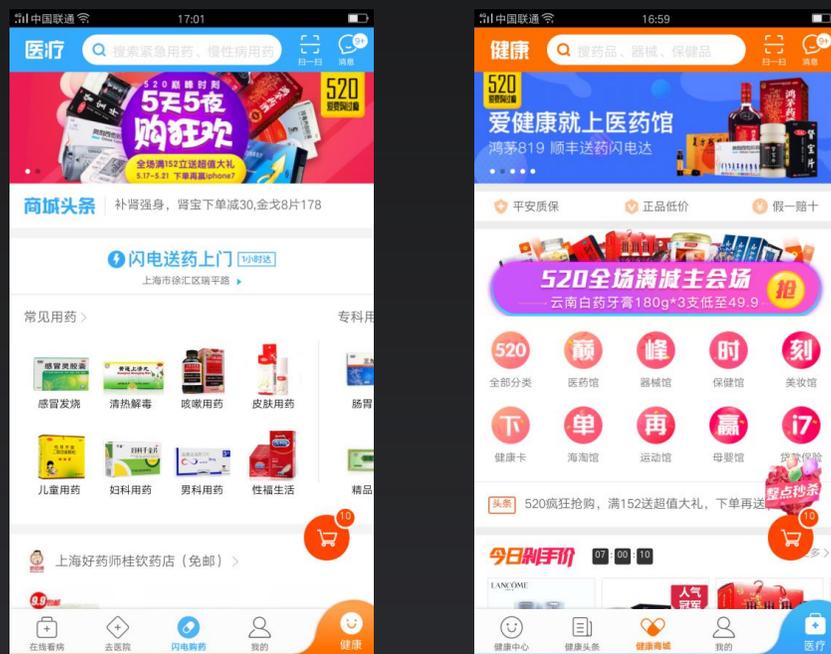
GMV ~11.93亿元¹

同比增长537%

~17.88万个SKU²

同比增长156%

健康商城用户界面



健康商城提供产品

医疗保健产品 (53%)



保健滋补



中西药品



医疗器械

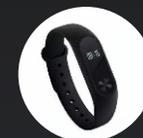
健康产品 (23%)³



个人护理



母婴护理

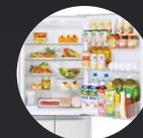


运动健身

其他产品 (24%)³



家居百货



家用电器

收入来源

- ✓ 自营业务模式下的产品销售
- ✓ 平台业务模式下的佣金

注：¹ 2017年。² 截至2017年12月31日。³ 按2017年的交易总额计算。

4 健康管理和健康互动 – 最大程度提高用户参与度

健康头条¹

- 平均日活跃用户数 >100万
- 日均网页浏览量~290万
- 日均信息流广告~4,300条

健康头条用户界面



奖励计划¹

- 吸引了~1,320万个新用户
- 平均月活跃用户数~1,840万

奖励计划用户界面



健康计划²

- 131个健康计划

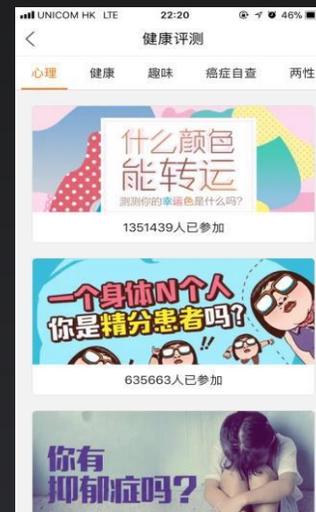
健康计划用户界面



健康评测

- 健康评测涉及生理健康和心理健康

健康评测用户界面



收入来源

✓ 广告收入

注：¹ 2017年数据。² 截至2017年12月31日数据。



平安好医生

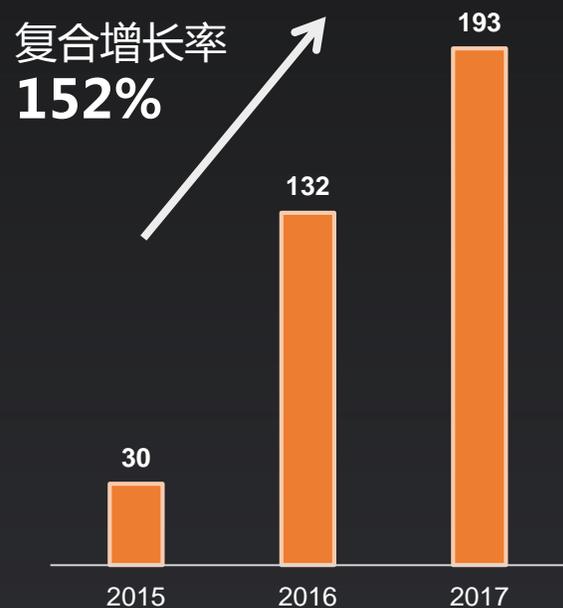
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财务概览

主要业务驱动因素

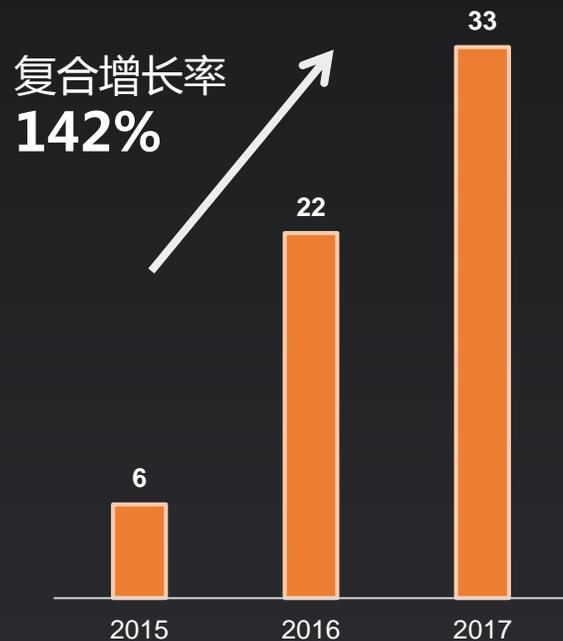
注册用户

(百万人)



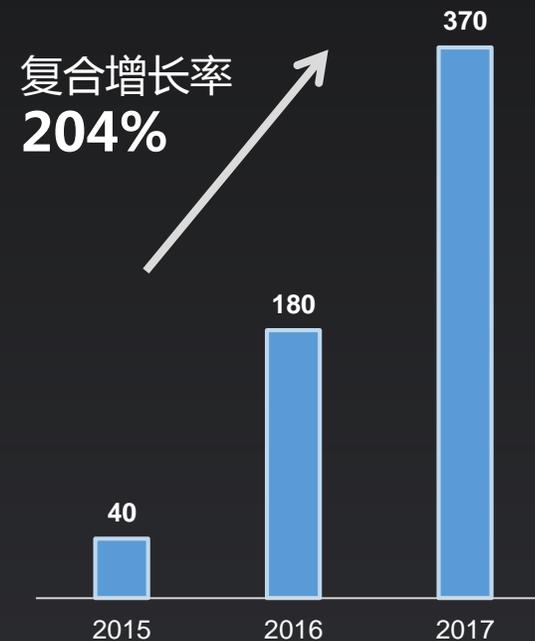
月活跃用户 (MAU)¹

(百万人)



日均在线咨询量

(千次)



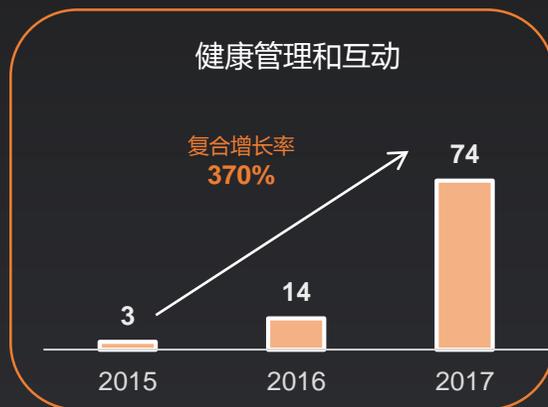
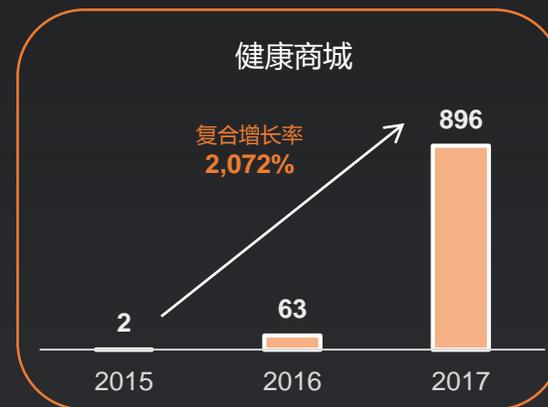
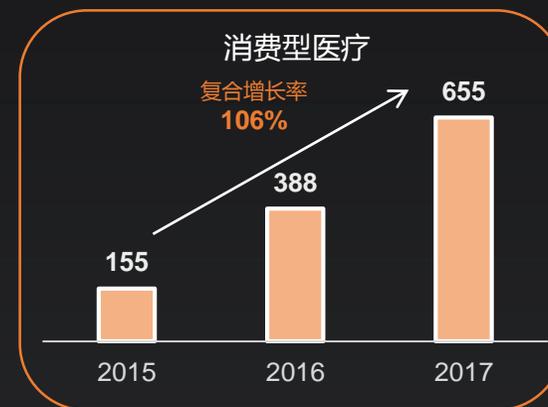
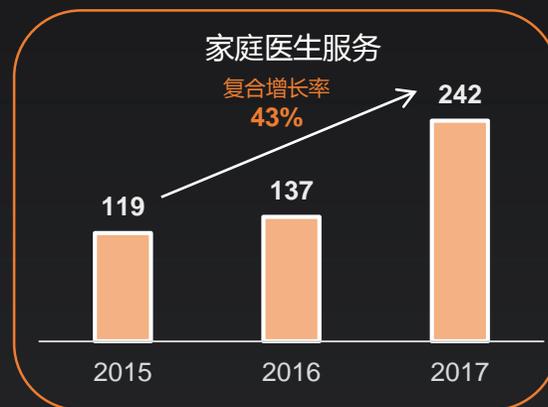
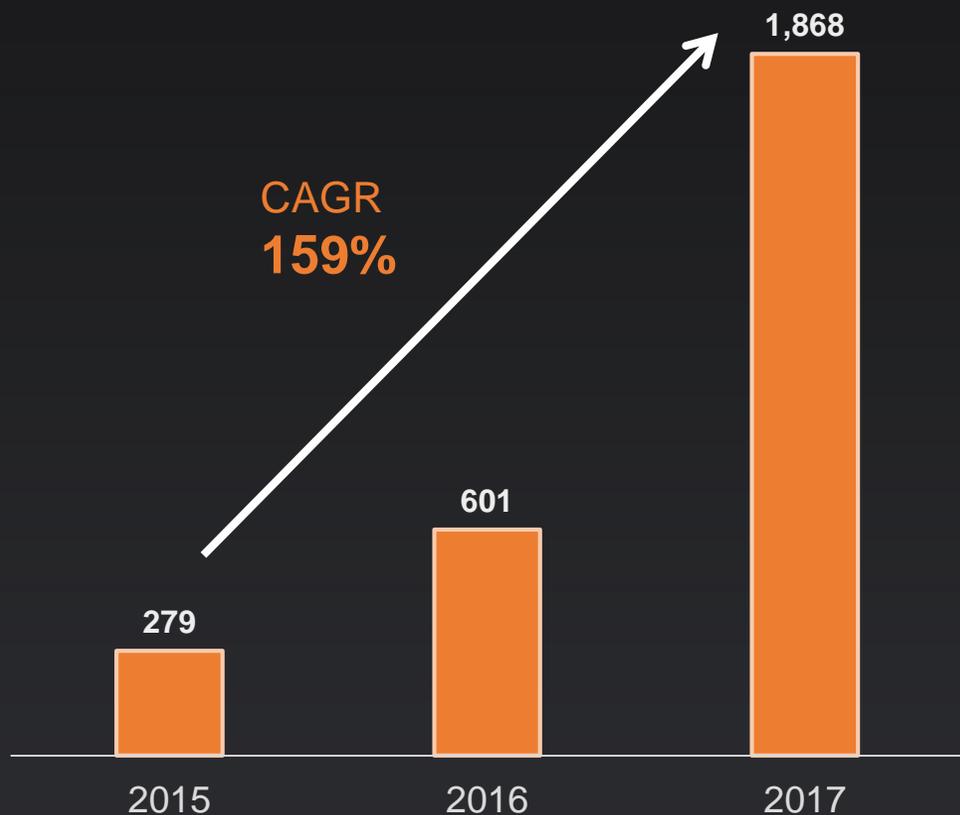
注：所有指标截至2015年、2016年、2017年12月31日。

¹ 按各日历月MAU平均值计算

收入概览

收入

(人民币 百万元)



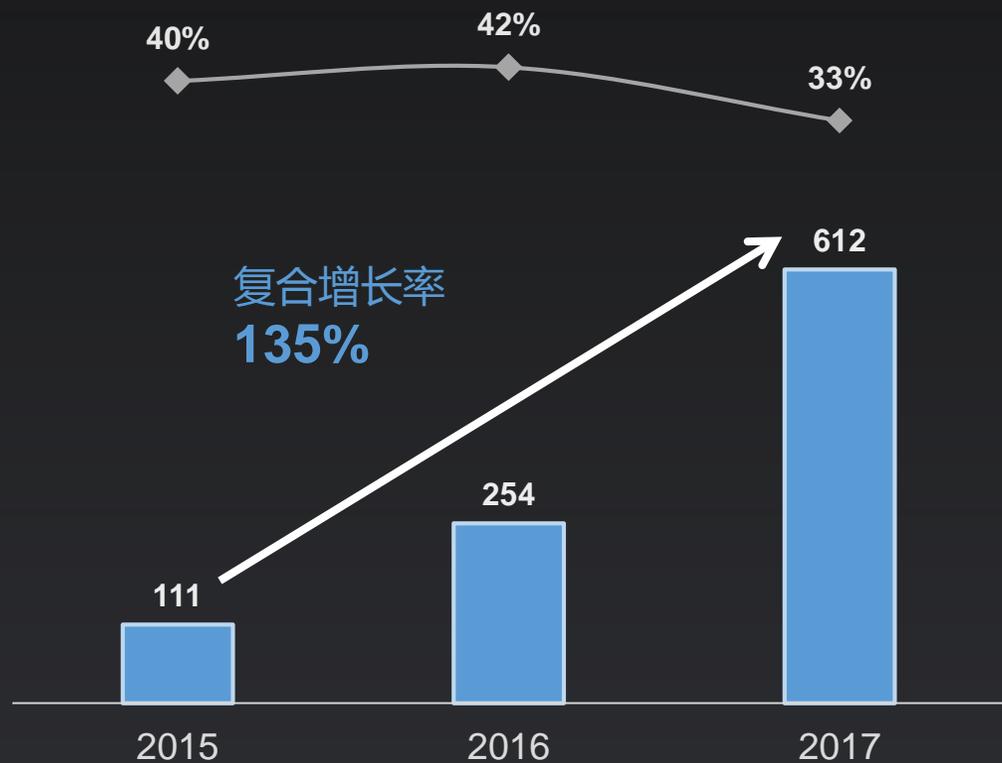
■ 2015至2017年间，4大业务板块均实现了显著的高速增长

毛利润概览

毛利润

(人民币百万元)

毛利率



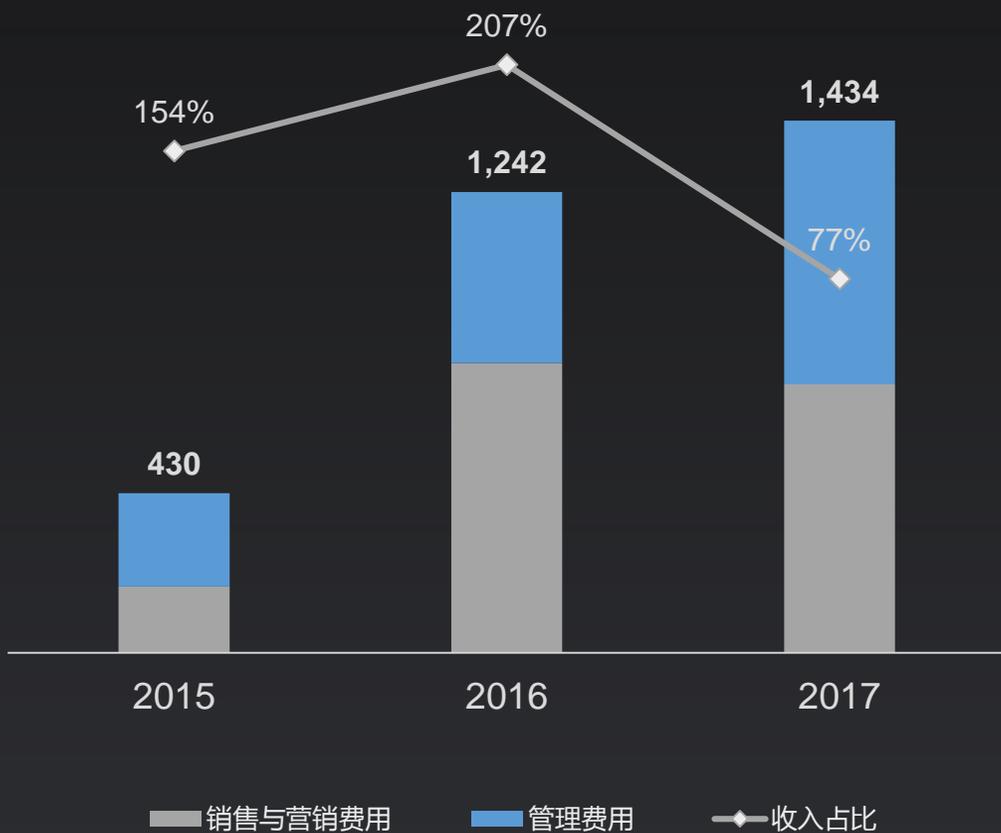
分析：

- 2015至2017年间，毛利润增速明显
- 2017年毛利率降低的主要原因是，健康商城的收入贡献大幅增长，占总收入的比例较2016年大幅提升。然而，健康商城的毛利率低于其他三个业务板块

费用结构

销售、营销与管理费用

(人民币百万元)



主要驱动因素：

- 2017年销售与营销费用降低主要是为提升营销费用成本效益提升了营销的针对性，同时还修改了健康奖励活动
- 2017年管理费用增长是因为员工福利和上市费用增长

谢谢!

