



# Ping An Good Doctor 2018 Interim Results

Ping An Healthcare and Technology Company Limited

# Highlights

## Potential

## M&A

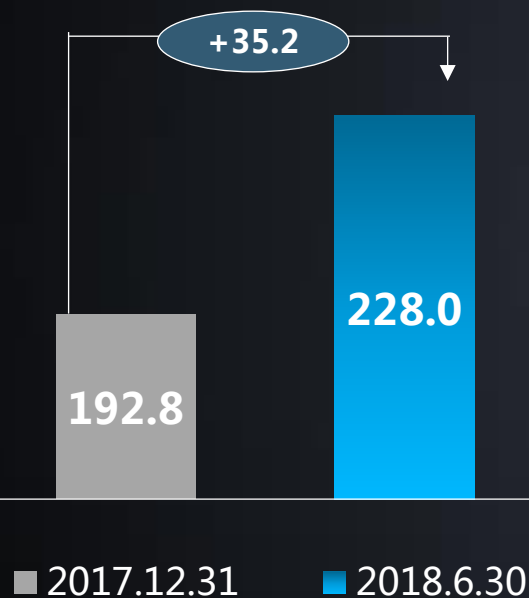
## Finance

# Sustained traffic growth



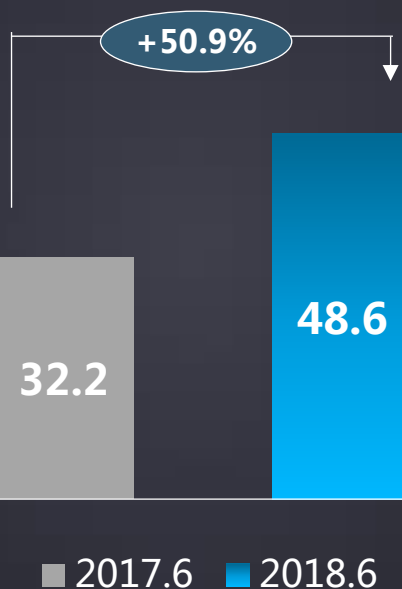
## ◆ Total registered users

( in million )



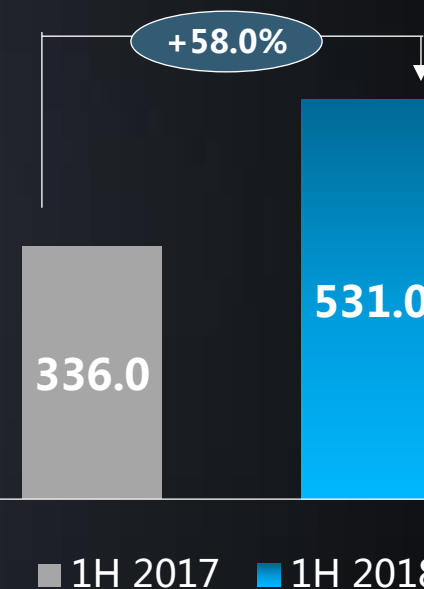
## ◆ MAU<sup>1</sup>

( in million )



## ◆ Daily average consultations

( in thousand )



**Note:** 1. Refers to the active users those who access our platform of services or products through mobile app, WAP or plug-in channels at least once during the month of June 2017 and June 2018.

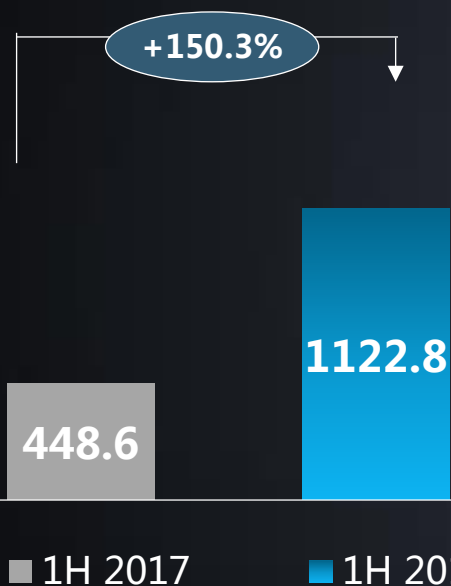


# Growing monetization ability



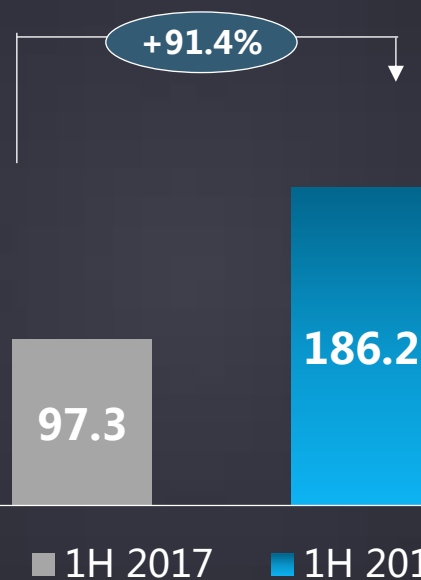
## ◆ Revenue

( in million )



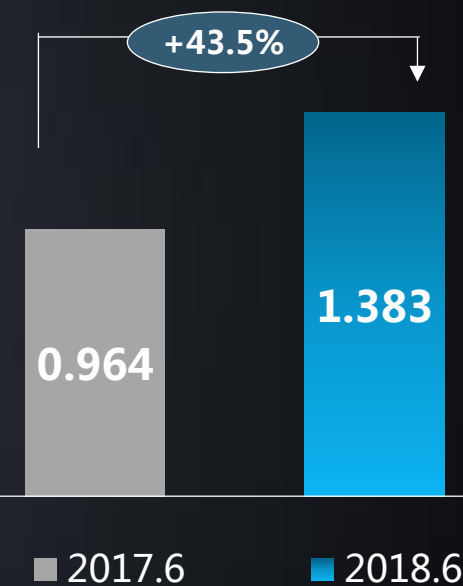
## ◆ Family doctor revenue

( in million )



## ◆ MPU<sup>1</sup>

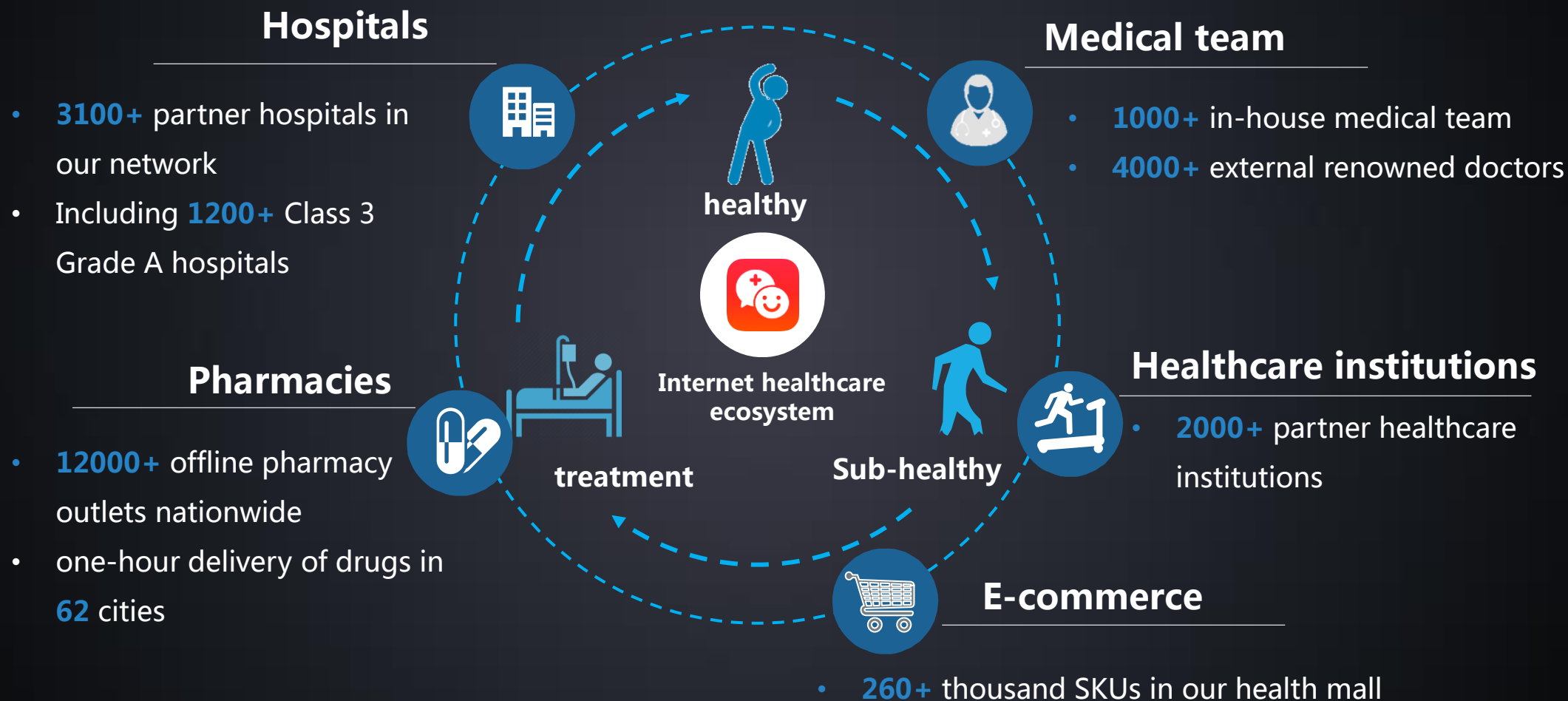
( in million )



**Note:** 1. Refers to monthly paying users, i.e. the number of users that purchase our products and /or services on our platform during the month of June 2017 and June 2018.



# Ecosystem improvement



Highlights

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M&A

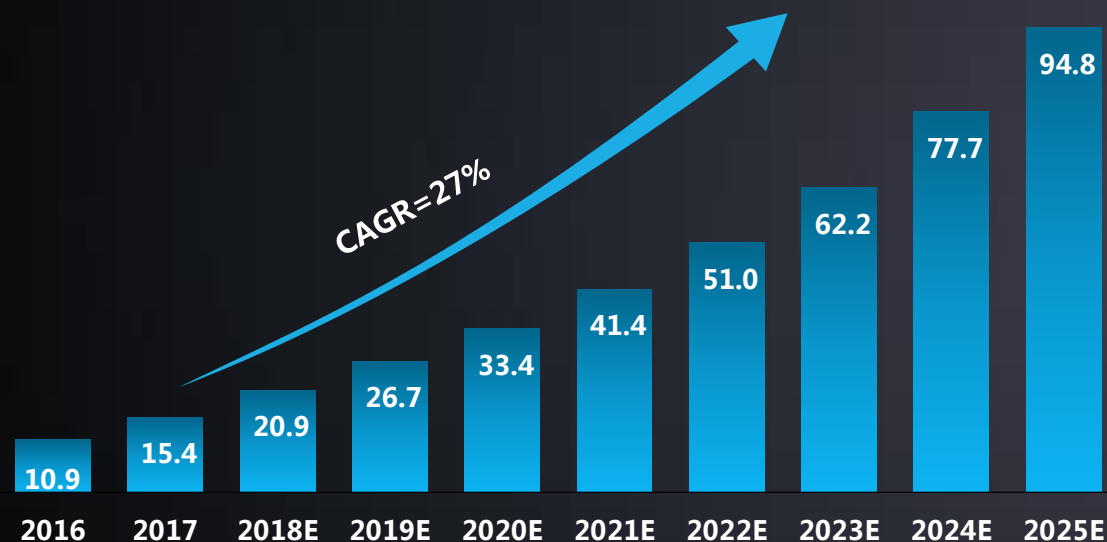
Finance

# Tremendous market potential



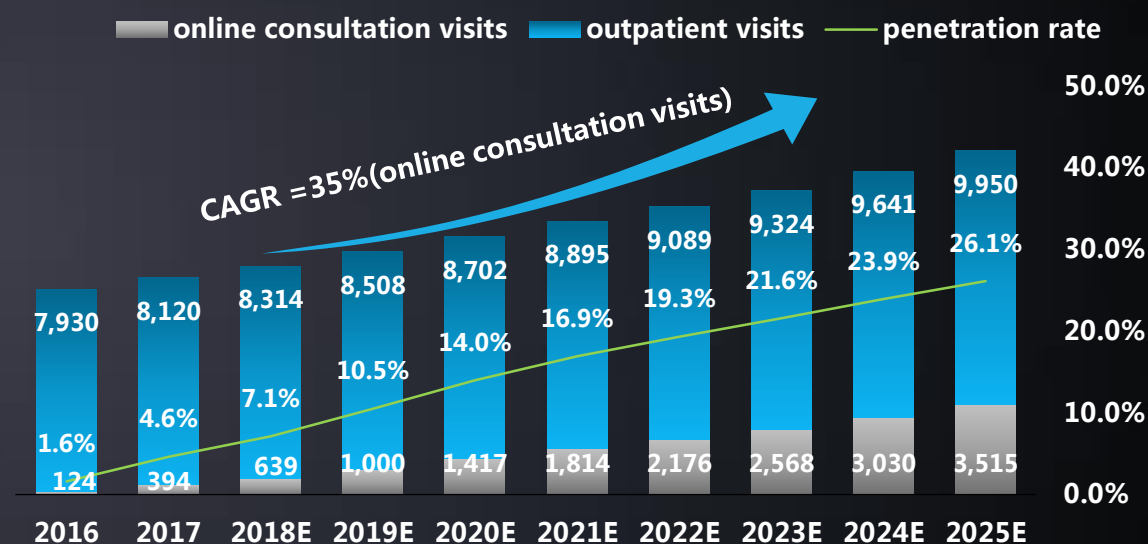
## ◆ Internet healthcare market

(in billion)



## ◆ Adoption of online healthcare<sup>1</sup>

(million visits)



**Note:** 1. Penetration rate refers to online consultation visits / (online consultation visits + outpatient visits); Online consultation visits include both free-of-charge and fee-for-service visits.  
Source: NHFPC, industry expert interview, Frost & Sullivan Analysis.



# Favorable policy release worldwide



**China** : Policies promoting telemedicine have been issued one after another, bringing prospects in the development of online consultation, family doctor services, and prescription circulation and so on. Pilot projects have been initiated in various provinces and cities.

**Abroad** : Governments promote the development of telemedicine from the service contents, service areas and insurance payments and so on.

**France** : A health professional can give a remote consultation. Tele-consultation practice will be reimbursed by Public Health Insurance and Complementary Health.

**Japan** : Telemedicine will be eligible in Free Zone.

**Morocco** : Official approved telemedicine will be reimbursed by Public Health Insurance.

**Guangdong** : Primary care services provided online will be eligible to reimbursement by social insurance.

**Shanghai** : Family doctor service packages are highly promoted. The community service centers are encouraged to pay for the packages.

**Guangxi** : Bills for specific chronic disease in prescription sharing pharmacies will be reimbursed by social insurance.





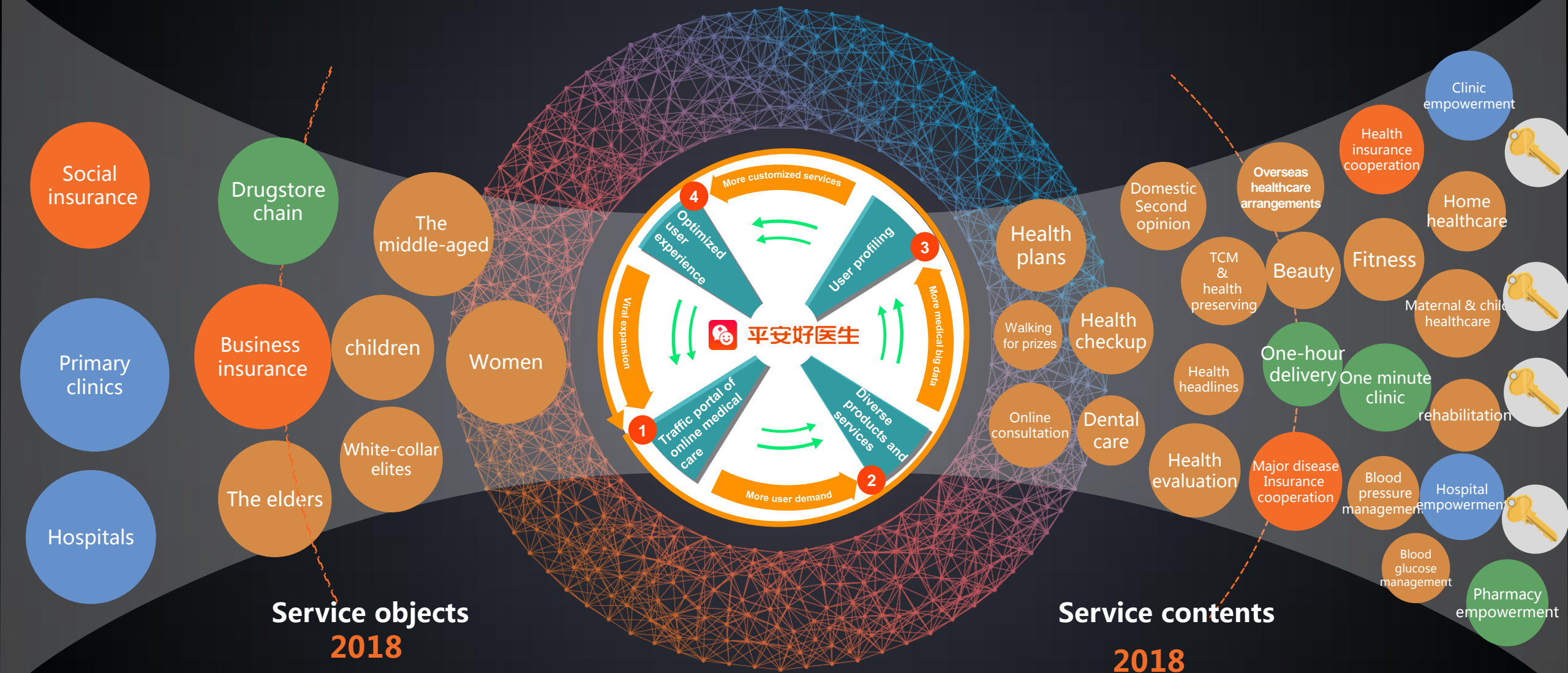
# Our six core strengths



- 1 Leading position in internet healthcare industry
- 2 Unique business model to build the largest healthcare ecosystem
- 3 Superior user experience empowered by in-house medical team and AI-assistant
- 4 Healthcare platform offering comprehensive services and products online and offline
- 5 Rapid growing and diversified monetization channels
- 6 Best-in-class management team and strong shareholder support



# Roadmap of products and services



Highlights

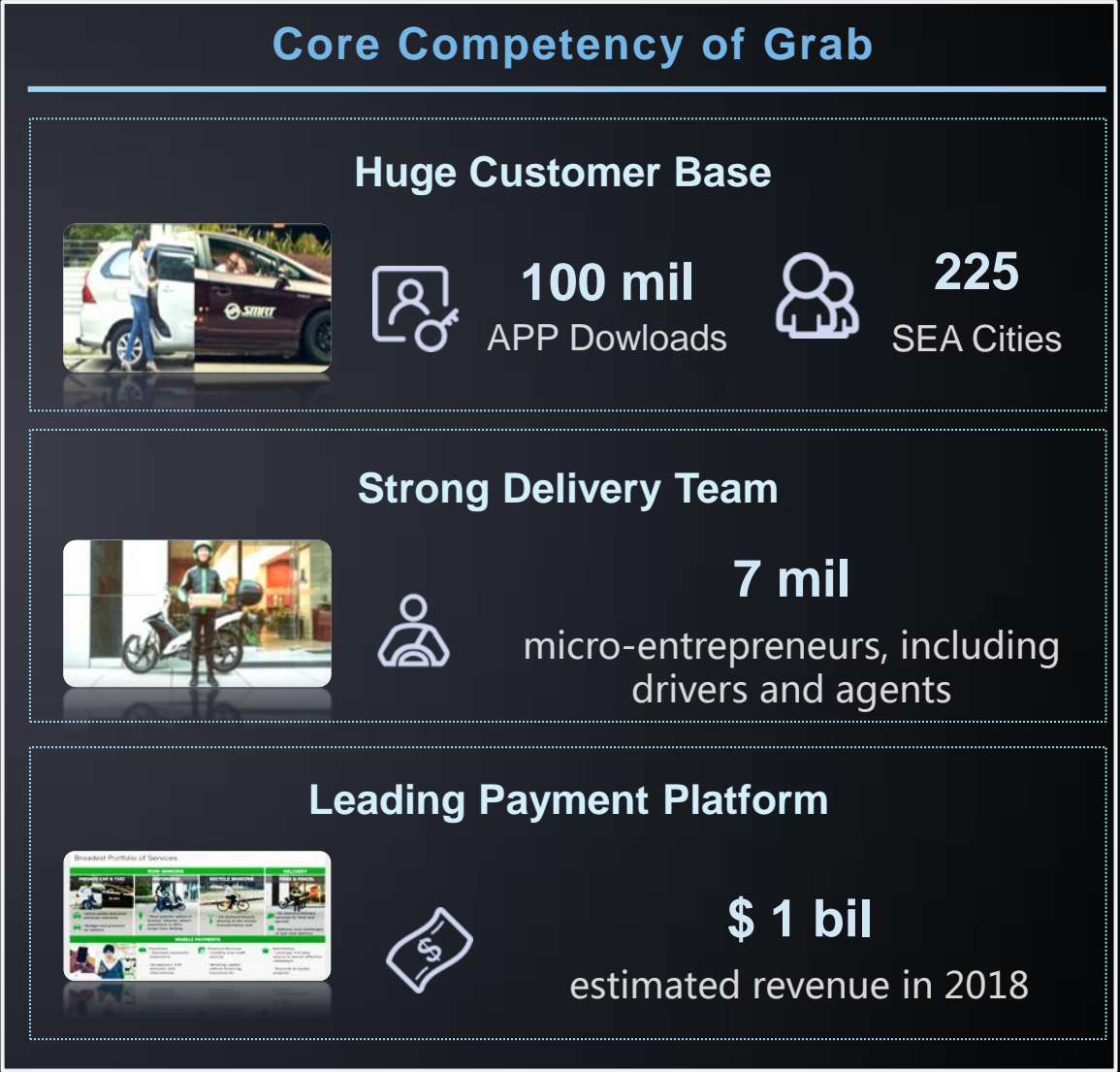
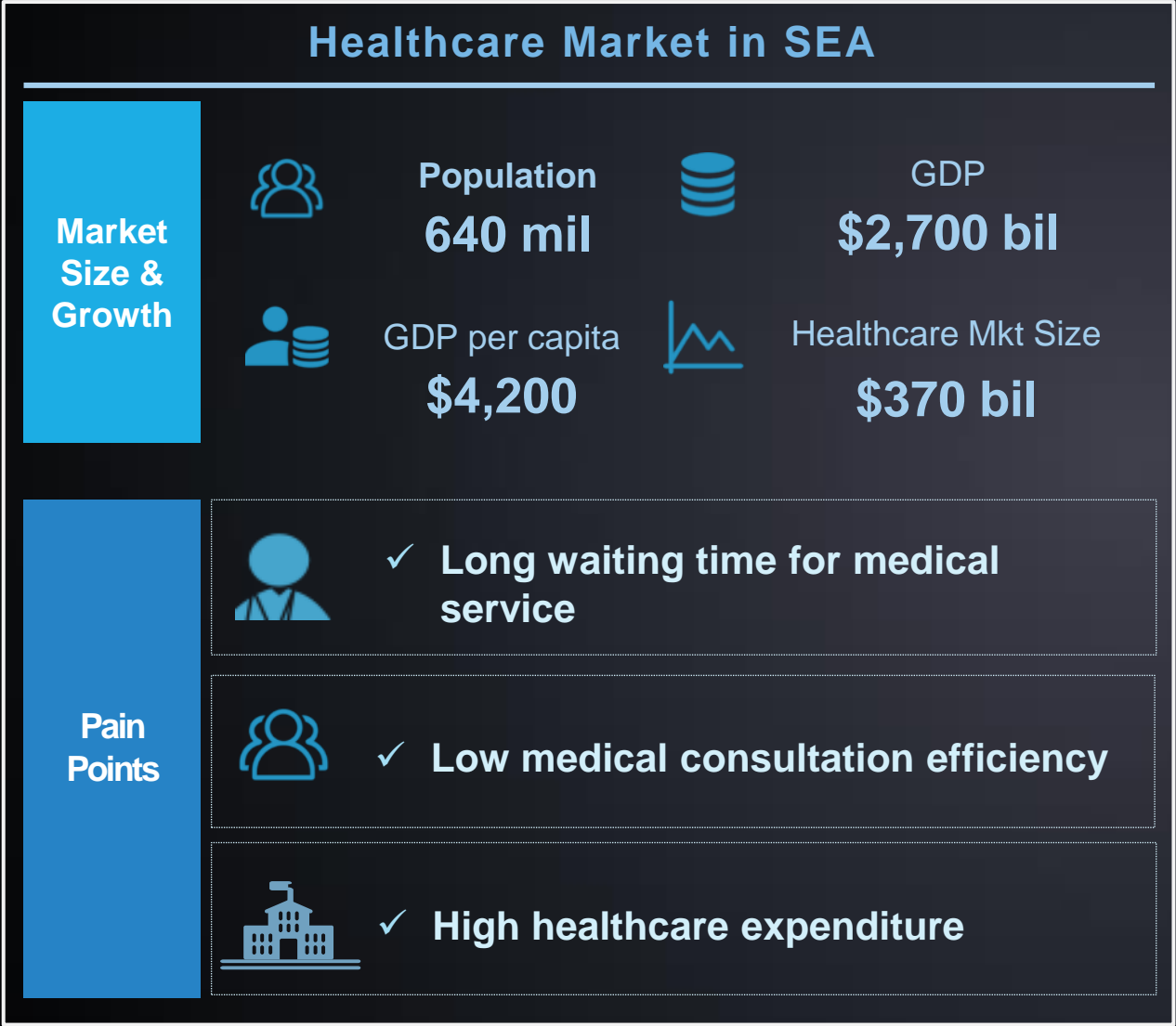
Potential

**M&A**

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Finance

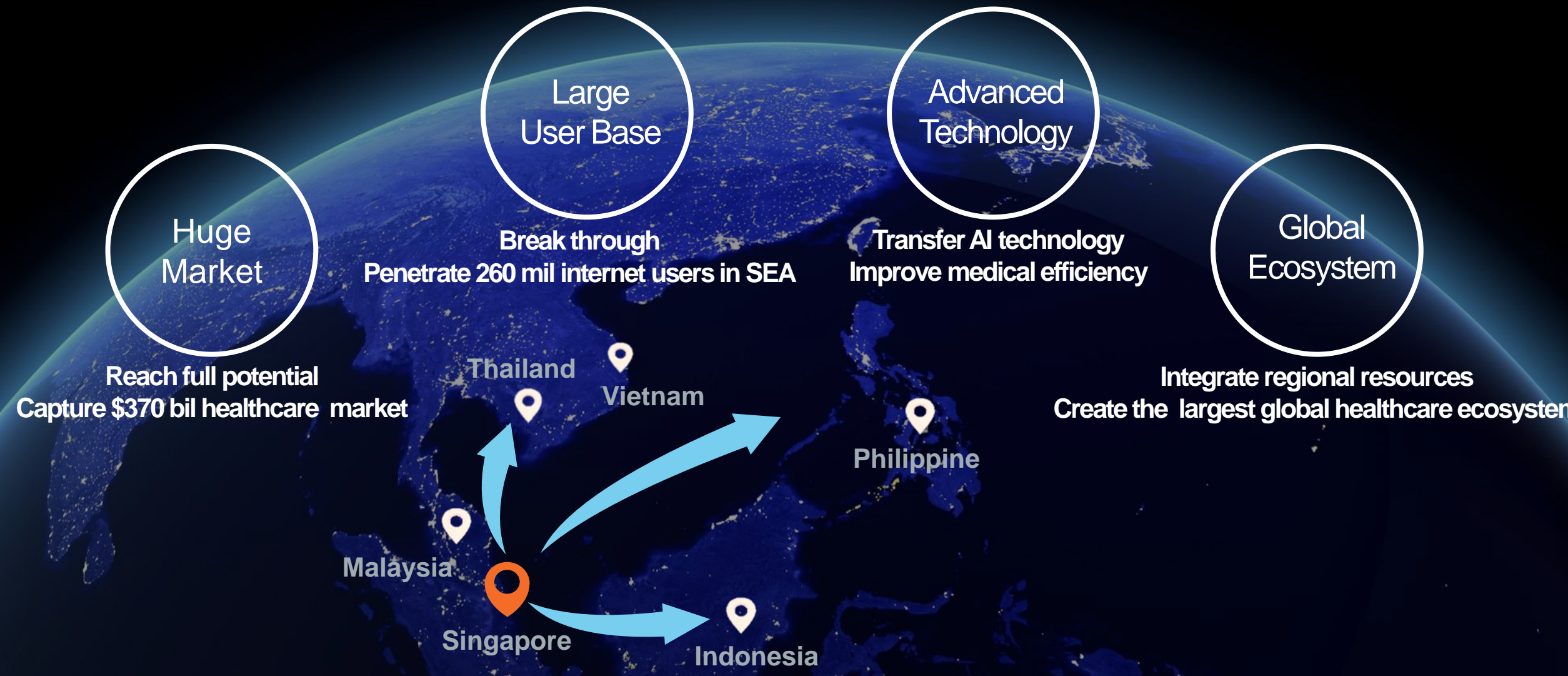
# Set up online healthcare platform in SEA by establishing partnership with Grab



PS: At present, most SEA countries have no specific laws and regulations on telemedicine and online prescriptions, that licensed doctors are eligible to diagnose and prescribe online, and drugs and medical instruments are permitted to be delivered directly to patients.



# Establish leading position in SEA online healthcare market through AI technology transfer



# The Acquisition of Ping An Wanjia Healthcare



Founded in **July 2016**, it is a significant open platform connecting primary healthcare institutions in China.



Integrates “**system + standard + service**” value proposition to improve operating performance of primary healthcare institutions.



Over **63,000** registered clinics in China. Connects clinics to social medial insurance in **Shenzhen and Harbin**



# The acquisition of Ping An Wanjia Healthcare has great strategic significance



Accelerate offline expansion to create **offline portal** of primary care traffic



Empower primary clinics to improve the **online and offline closed service loop for family doctor services**



Expand medical service to promote the “**one-Km service zone**”

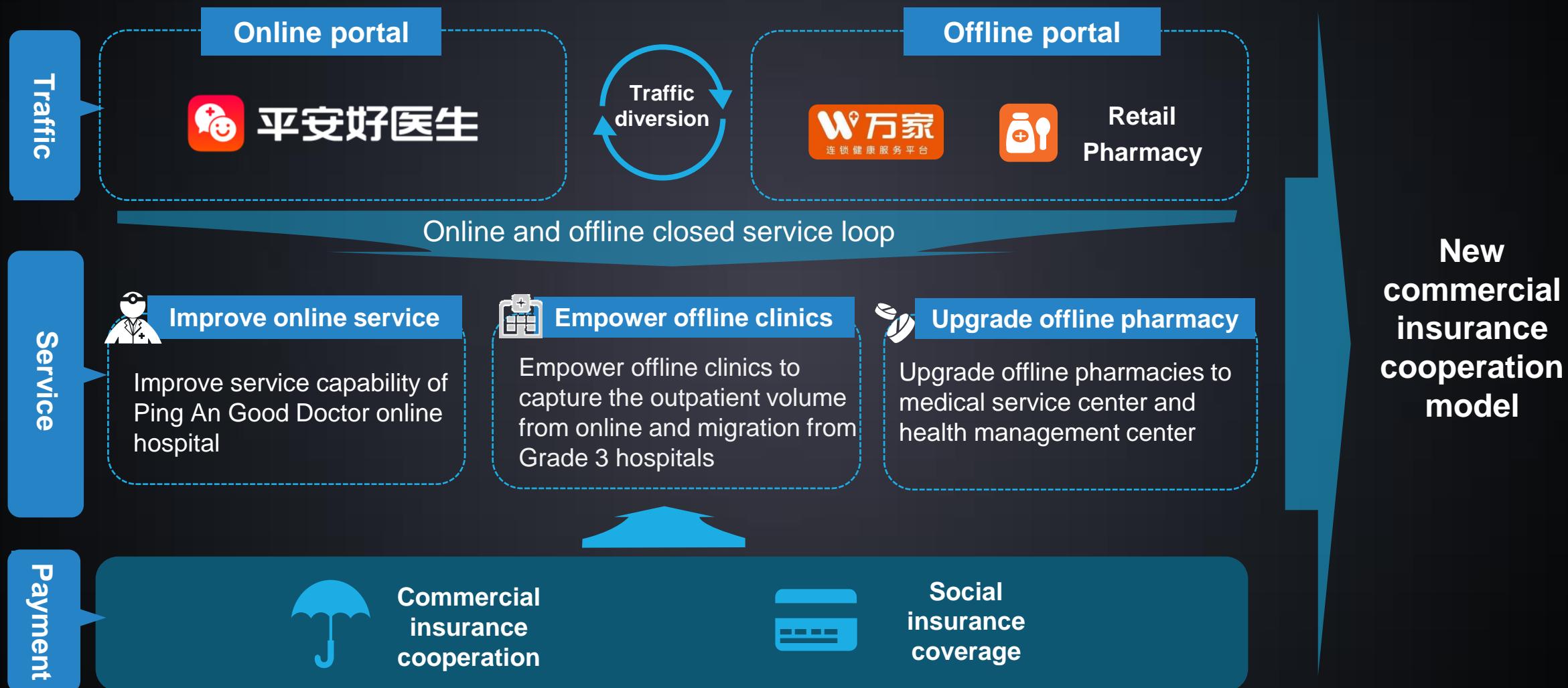


Consolidate **medical data** to improve the AI family doctor capability



Deepening **cooperation with commercial insurance** through online and offline closed service loop

# Develop new commercial insurance model through close collaboration with Insurance Company





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**Finance**

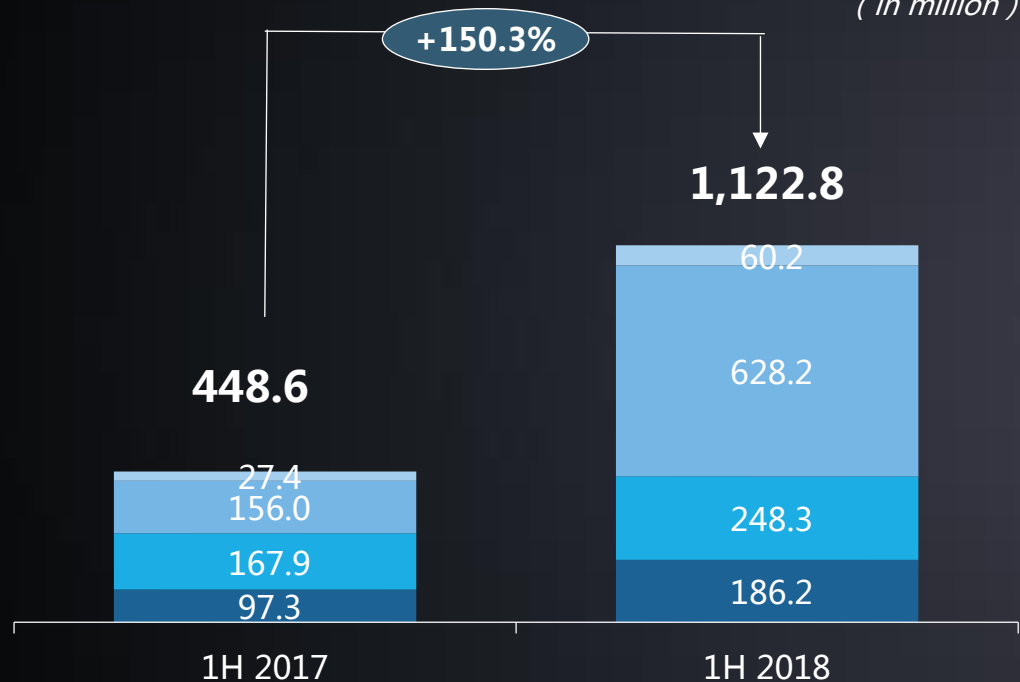
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# Revenue and Gross Profit performance by segment



## ◆ Revenue by segments

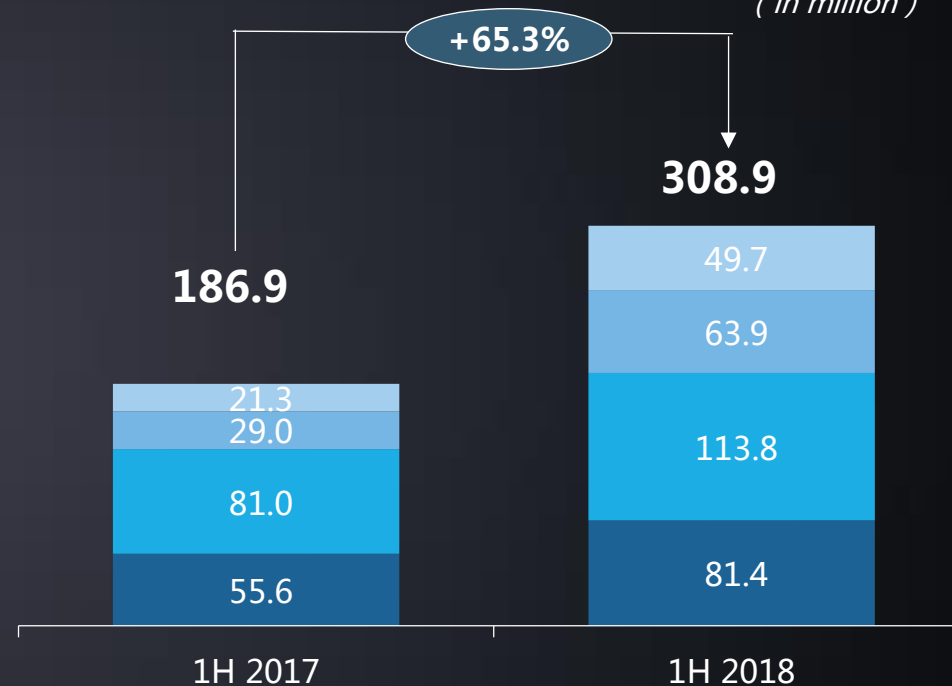
( in million )



- Health management and wellness interaction
- Health mall
- Consumer healthcare
- Family doctor services

## ◆ Gross Profit by segments

( in million )



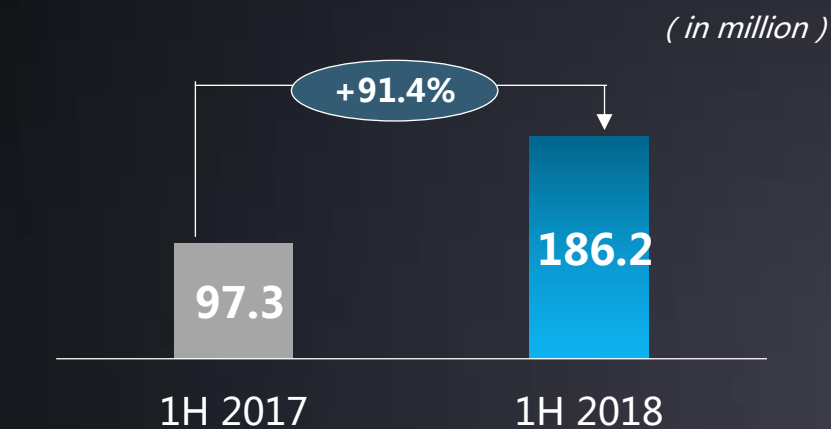
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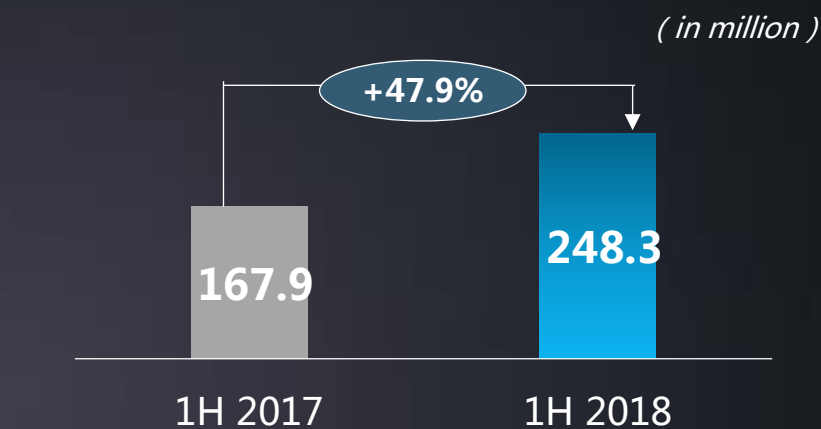
# Revenue by segment



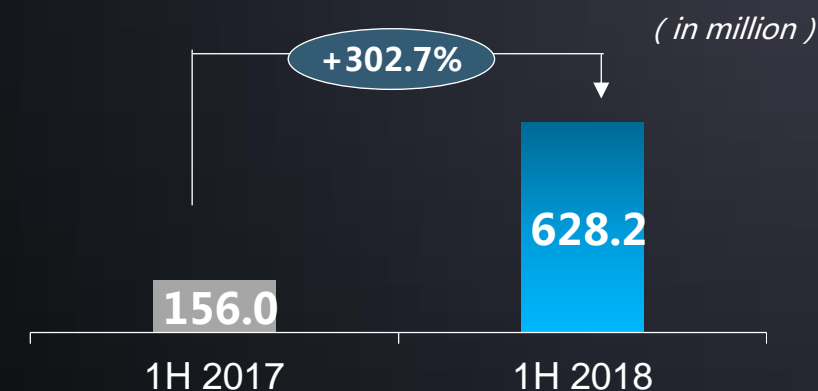
## ◆ Family doctor services



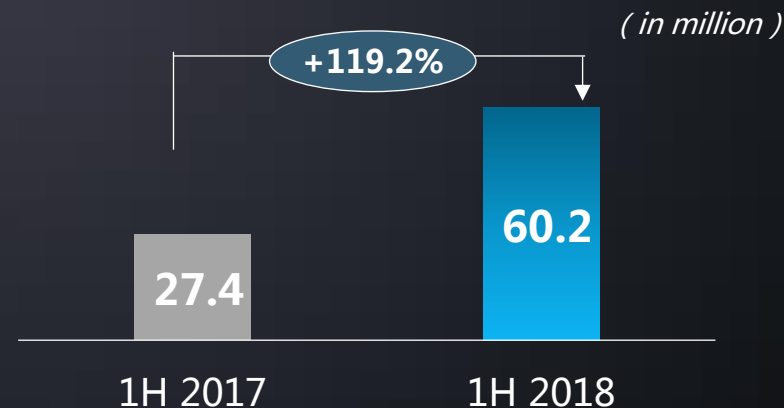
## ◆ Consumer healthcare



## ◆ Health mall



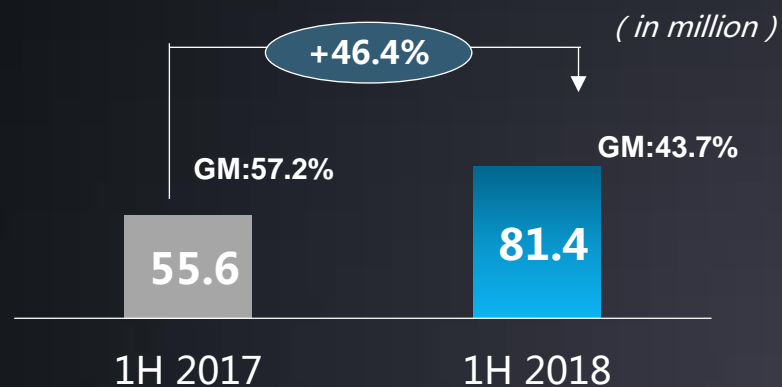
## ◆ Health management and wellness interaction



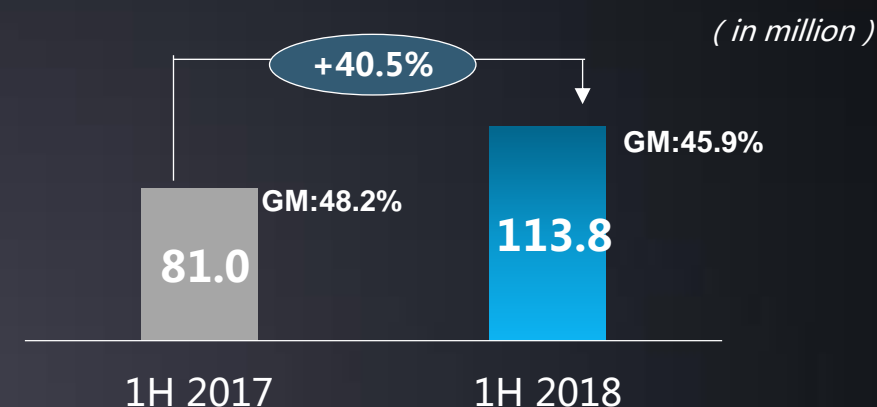
# Gross Profit by segment



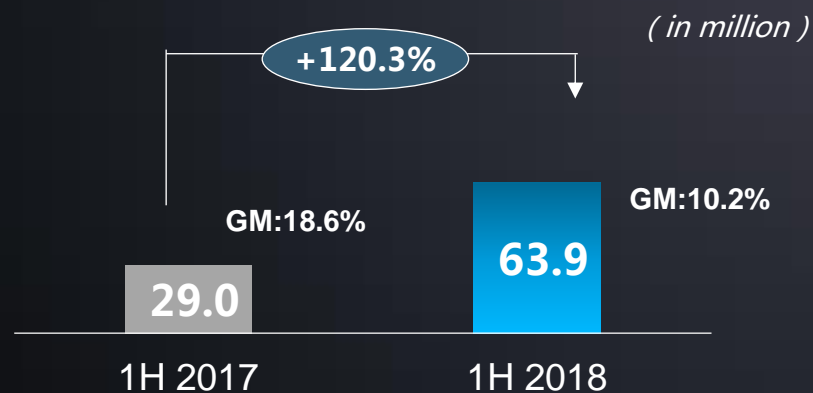
## ◆ Family doctor services



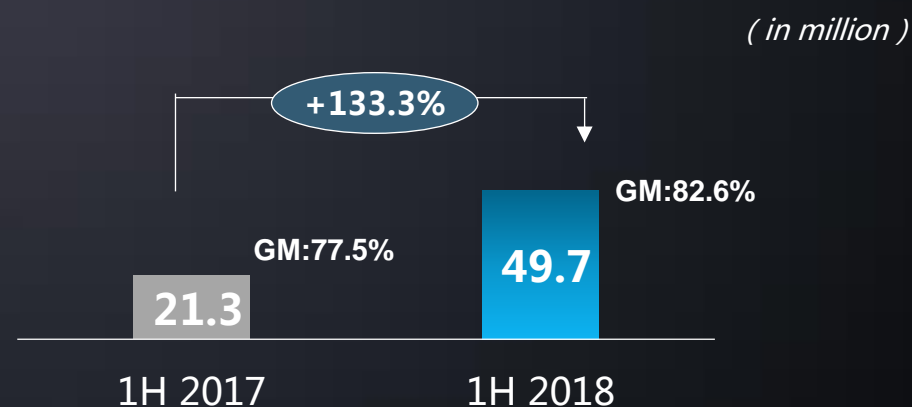
## ◆ Consumer healthcare



## ◆ Health mall



## ◆ Health management and wellness interaction

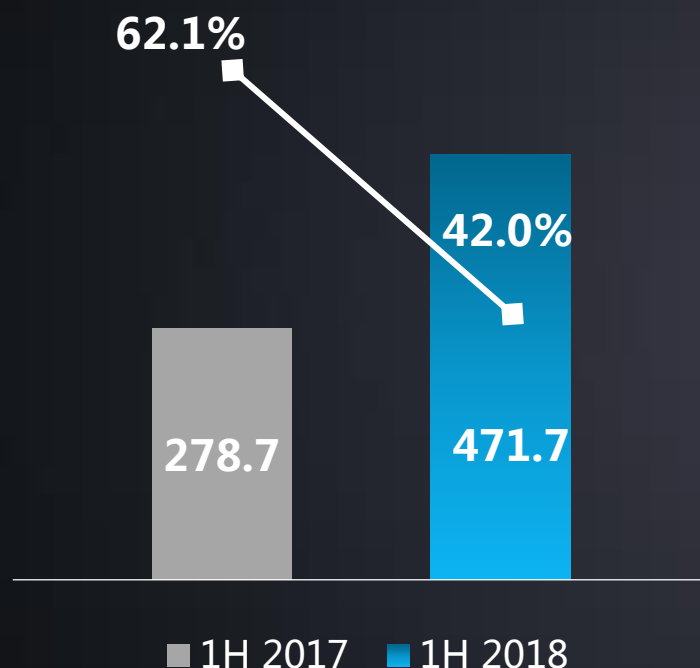


# Operating Expenses



## ◆ Selling and marketing expenses (% of revenue )

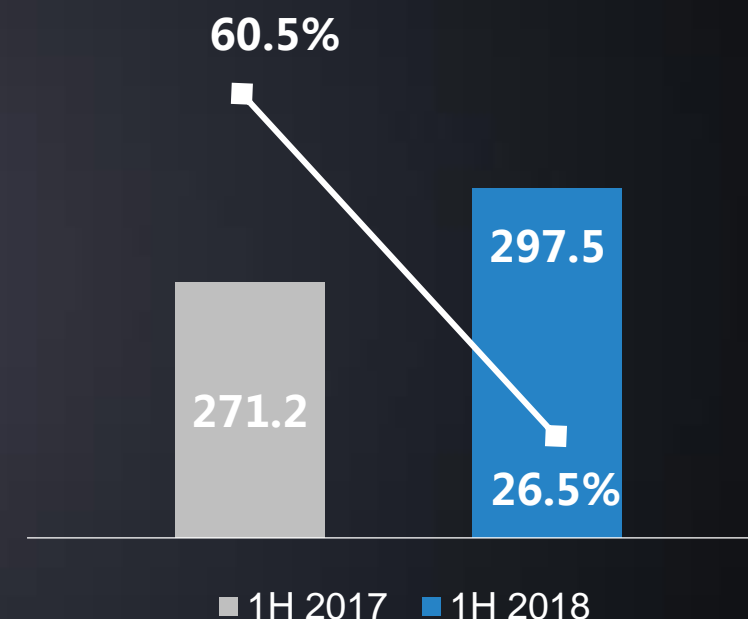
( in million )



Selling and marketing expenses in 1H 2018 was 42.0% of revenues, down from 62.1% in 1H 2017.

## ◆ Administrative expenses<sup>1</sup> (% of revenue )

( in million )



Administrative expenses excluding listing fees and share-based payments in 1H 2018 was 26.5% of revenues, down from 60.5% in 1H 2017.

**Note:** 1. Listing-related fees and share –based payments have been eliminated from G&A expenses.



# Simplified Income Statement



RMB in millions

	1H 2017	1H 2018	YoY%
I Revenue	448.6	1,122.8	150.3%
II Cost of sales	(261.7)	(813.9)	211.0%
III Gross profit	186.9	308.9	65.3%
IV Operating expenses	(549.9)	(769.2)	39.9%
Selling and marketing expenses	(278.7)	(471.7)	69.3%
Administrative expenses <sup>1</sup>	(271.2)	(297.5)	9.7%
V Other income	4.50	8.27	83.8%
VI Operating loss	(358.5)	(452.0)	26.1%
VII Finance income/(costs), foreign exchange gain/loss, and others	(83.3)	86.3	N/A
VIII Share based payment + One-off listing expenses	(14.2)	(78.5)	452.8%
IX Loss for the year	(456.0)	(444.2)	-2.6%

**Note:** 1. Listing-related fees and share –based payments have been eliminated from G&A expenses.



# Thank You !