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**中國太平洋保險(集團)股份有限公司**

**CHINA PACIFIC INSURANCE (GROUP) CO., LTD.**

*(A joint stock company incorporated in the People's Republic of China with limited liability)*

**(Stock Code: 02601)**

**ANNOUNCEMENT IN RESPECT OF DISCLOSURE OF  
RELEVANT PRESENTATIONS ON 2019 INVESTOR DAY**

This announcement is made pursuant to the disclosure requirements under Rule 13.10B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Company hereby announces that it will host an investor day for 2019 on Thursday, 31 October 2019 and the Company will focus on the ideas and initiatives of the new management team of CPIC Life in individual business development with the themes of “Individual Business Development Strategy of Life Insurance” and “Transformation 2.0”.

For specific details of the abovementioned presentations, please refer to the appendix of this announcement.

By Order of the Board  
**China Pacific Insurance (Group) Co., Ltd.**  
**KONG Qingwei**  
*Chairman*

Hong Kong, 31 October 2019

*As at the date of this announcement, the Executive Director of the Company is Mr. KONG Qingwei; the Non-executive Directors of the Company are Mr. WANG Tayu, Mr. KONG Xiangqing, Ms. SUN Xiaoning, Mr. LI Qiqiang, Mr. WU Junhao, Mr. CHEN Xuanmin and Mr. HUANG Dinan; and the Independent Non-executive Directors of the Company are Mr. LEE Ka Sze, Carmelo, Mr. CHEN Jizhong, Ms. LAM Tyng Yih, Elizabeth, Mr. JIANG Xuping and Mr. GAO Shanwen.*

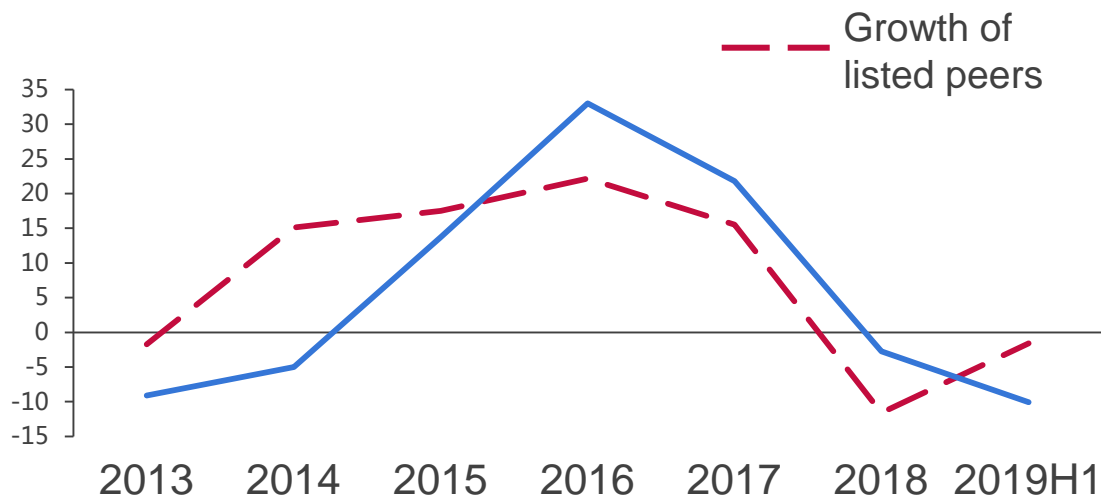
# New Cycle, New Momentum, New Benchmark

2019.10.31

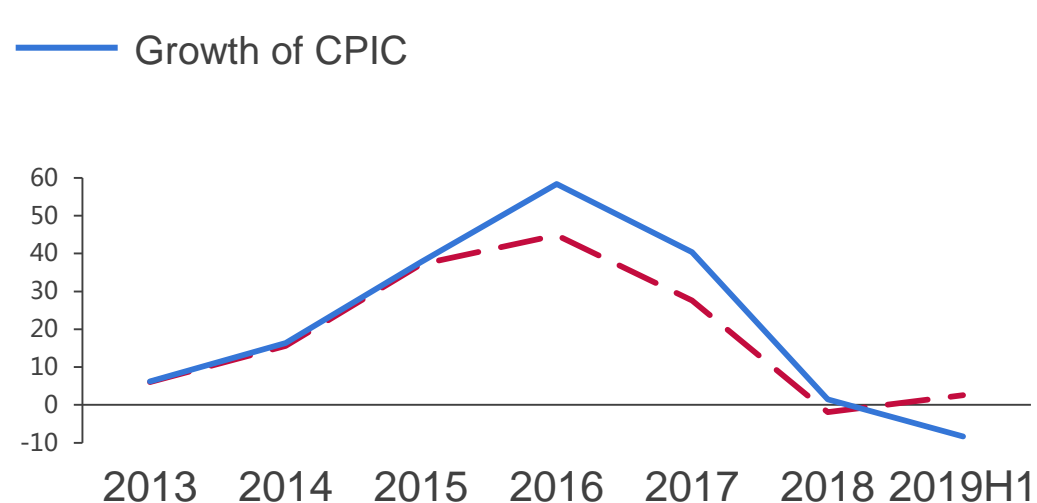
# On top of success driven by previous transformation, CPIC faces a new cycle of development

- By pursuing transformation and sustainable value growth, and implementing “dual-focus” strategy, CPIC Life achieved great results in the last development cycle. Profound changes of the environment mark the beginning of a new development cycle for CPIC Life.

### New business premium growth of CPIC and listed peers ( % )



### New business value growth of CPIC and listed peers ( % )



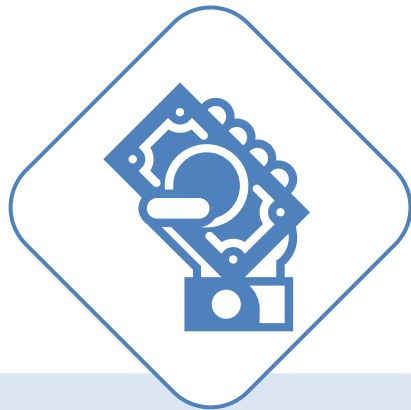
# High quality growth has become the industry consensus

- As life insurance market matures, and customers become more sophisticated, the industry enters a new cycle marked by high-quality development, with profound impact on demand, supply and operation.



# Demand side: rise of 3 customer segments

- The accumulation of social wealth and demographic changes have driven the evolution of market demand. In the future, High-net-worth customers, potential silver-haired consumers, and the Z-generation will emerge as important customers, generating new demand, with changing consumer behaviors and habits.



## HNW customers

Pursuing wealth  
preservation



## Potential silver-haired consumers

Upgrading protection demand



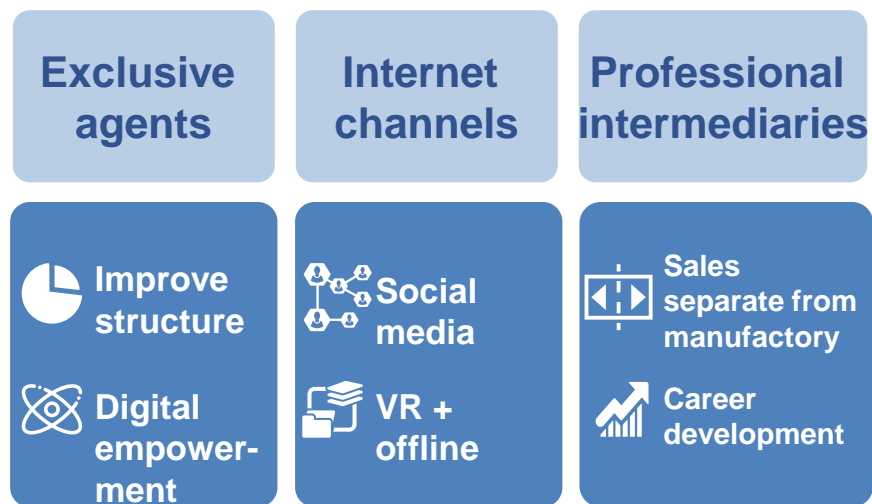
## Z-Generation

Showing new consumer  
behaviors

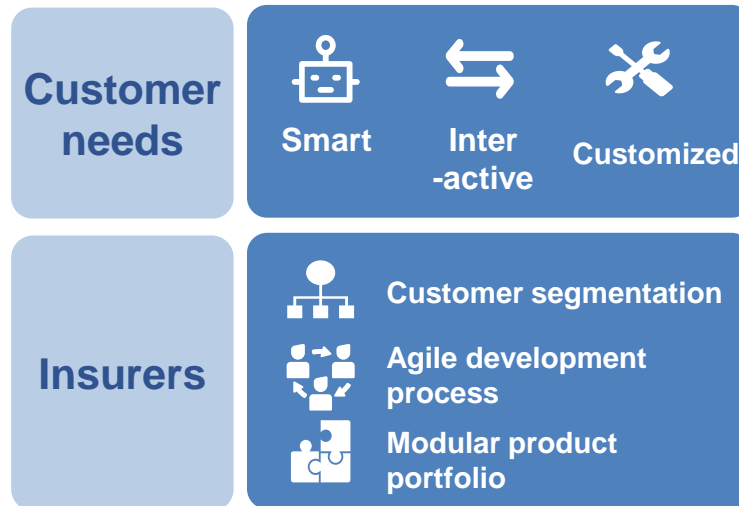
# Supply side: more diversified distribution channels, more agile product development, all-scenario customer service

- ▣ Distribution will still be dominated by exclusive agents, but will become more diversified with the Internet and professional intermediaries enjoying big room for development. Life insurers need more agile product development and the integration of upstream and downstream industry chains to enrich service offerings

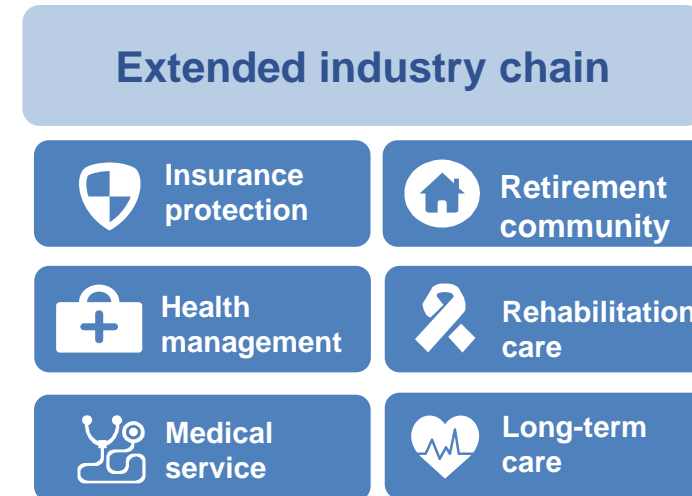
## Distribution channels



## Product development

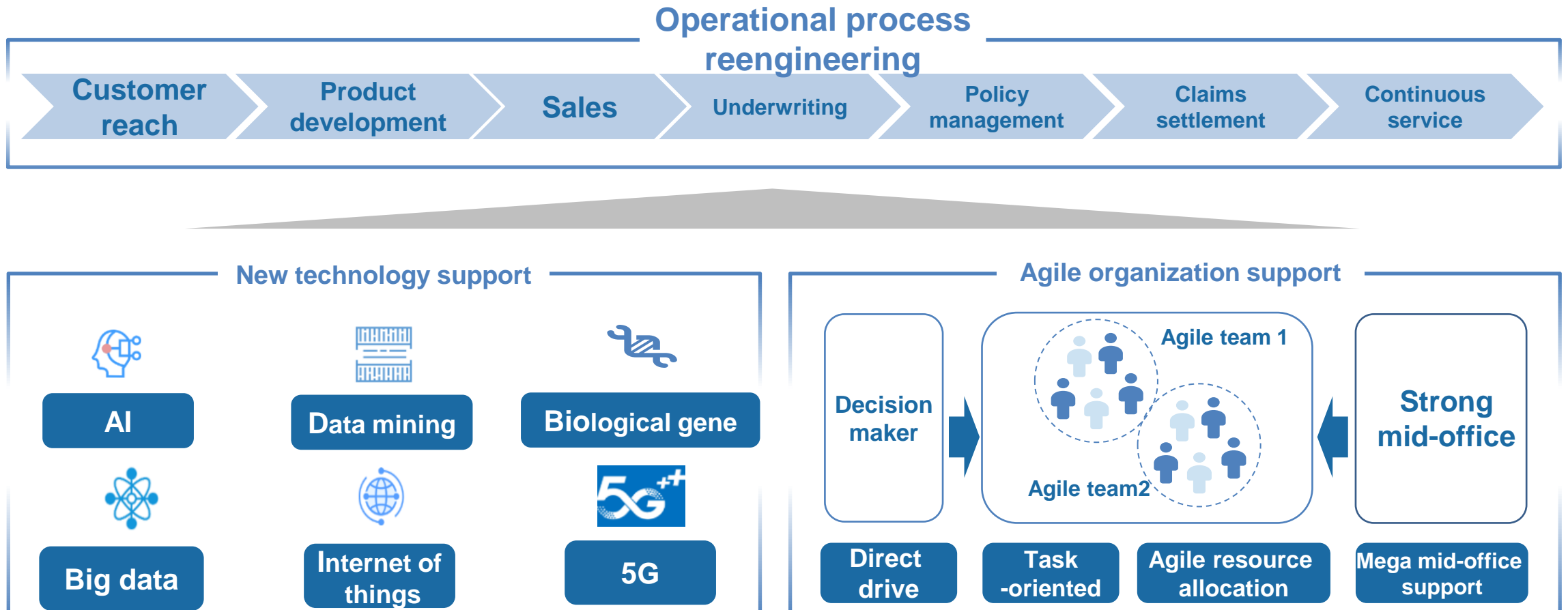


## Customer service

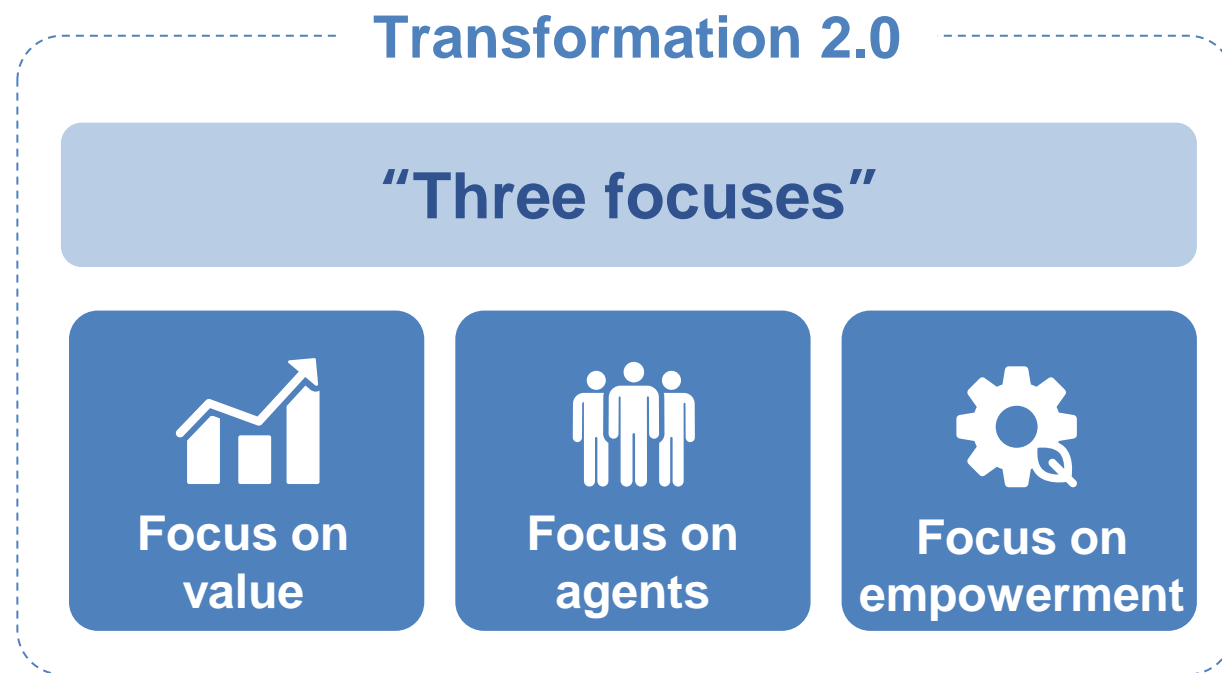
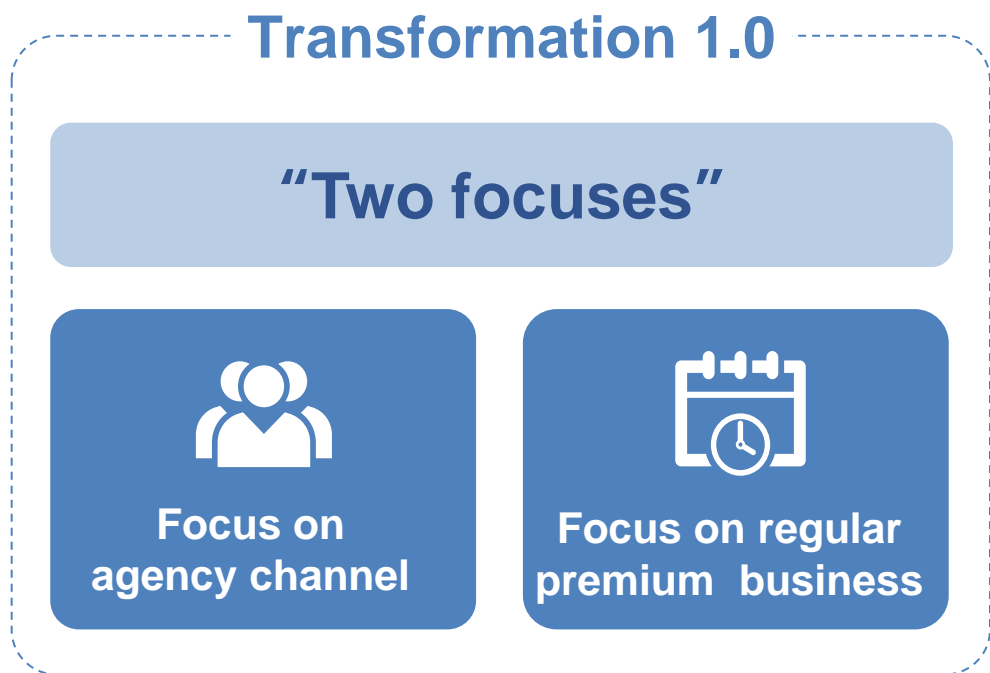


# Operational side: Smart operation grows in popularity, and agile architecture industry trend

- Promote operational process reengineering based on the use of new technologies, and with an agile organizational structure as an effective support, quickly gain insight into customer needs, seize market opportunities, improve operational efficiency, and enhance customer experience



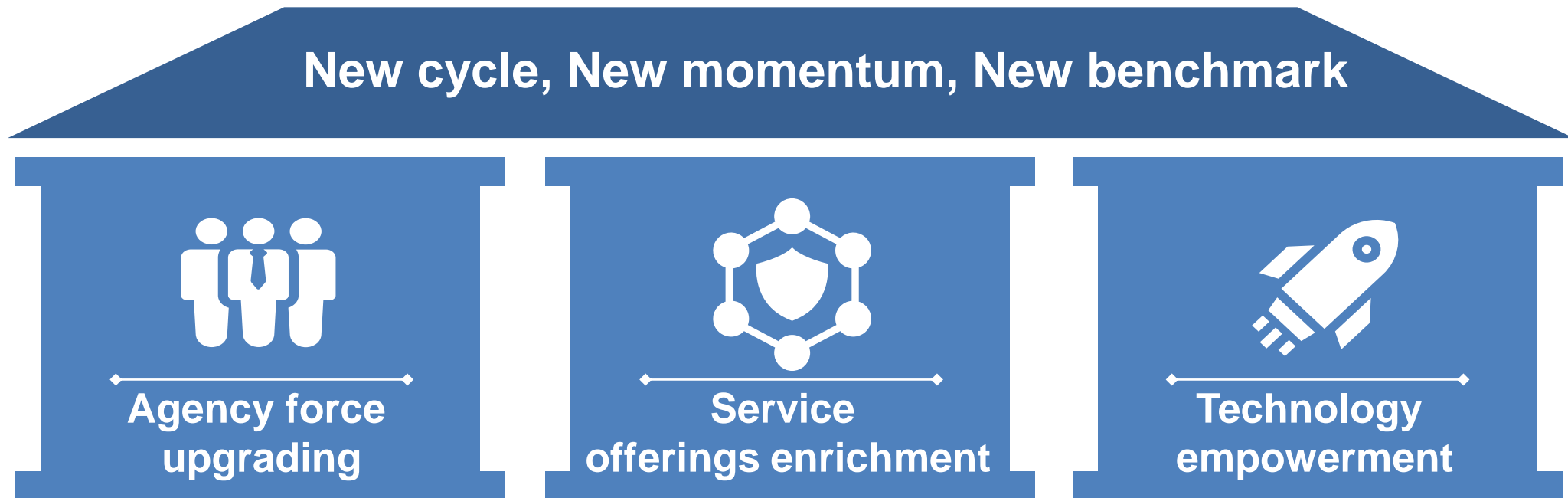
# CPIC Life seeks to become a benchmark of transformation in the new cycle





Under transformation 2.0, the company will implement agency force upgrading, service enhancement and technology empowerment to create new development momentum for the new cycle.

- CPIC Life will enhance the upgrading of the agency force, promote value-added services, strengthen technology empowerment across the entire process, and accelerate the high-quality development in an all-round manner.



## Maintain size and enhance quality, build up key manpower and promote agency force upgrading

- Promote differentiated management of agency force based on profiling, build up three key teams, expand core agents, develop more top performers, cultivate new generation agents, and continue to optimize agency structure



Maintain size and enhance quality, build up key manpower and promote agency force upgrading

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# Agency force faces challenges

Fast-changing environment

v.s.

Slowly-adapting teams

Pressure on size expansion

v.s.

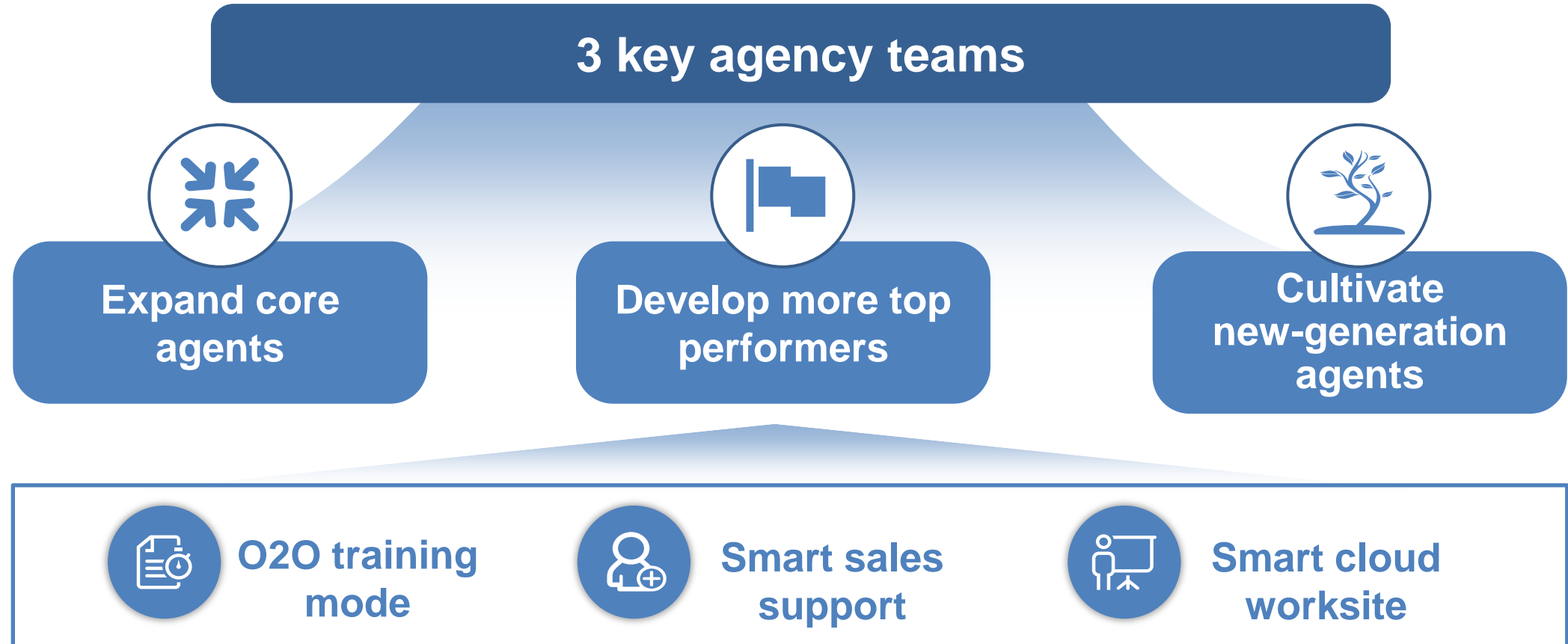
Room for quality improvement

Basics remain unchanged

v.s.

Implementation needs upgrading

# Foster 3 key teams and promote agency force upgrading through systemic approaches



# Strengthen core manpower to increase its size and proportion



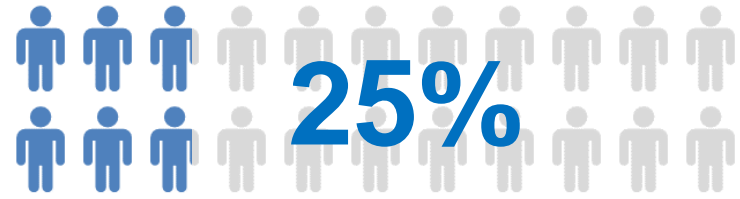
## Core agent profile

- Full-time agents seeking career development
- Possess certain management or sales skills
- Want to work in the industry for a long time
- Enjoy steadily growing income

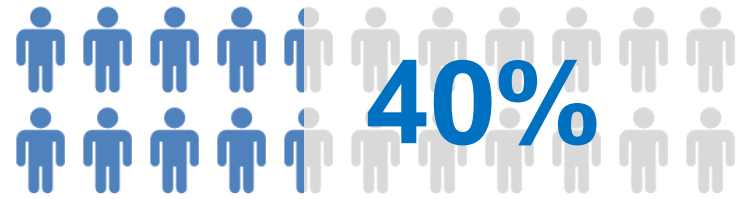


## Future development goal

Present



In 3 years



# Develop more top performers to lead by example



## Top performer profile

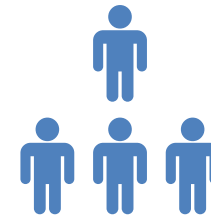
- Serve mainly HNW customers
- Expertise to customize integrated solutions for HNW customers
- Good reputation and high social status
- Industry-recognized professional qualifications



## Future development goal

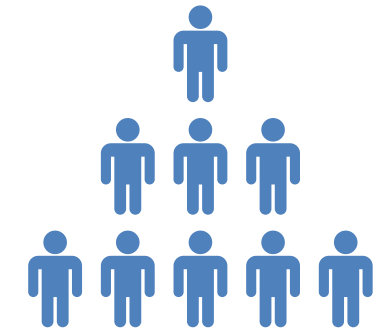
Number of top performers

600



Present

2000+



In 3 years

## Cultivate new-generation agents for future-oriented competitiveness



### New-generation agent profile

- More attuned to new generation customer needs
- More adapted to the digital sales service model
- More creative and better at learning
- Achieve personal value through multiple channels

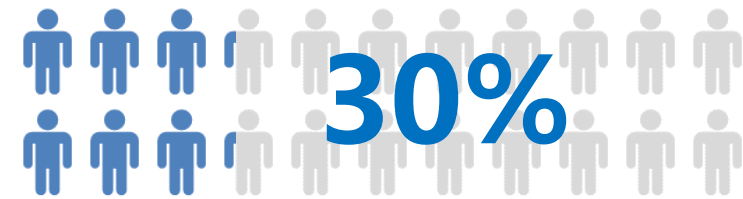


### Future development goal

Present

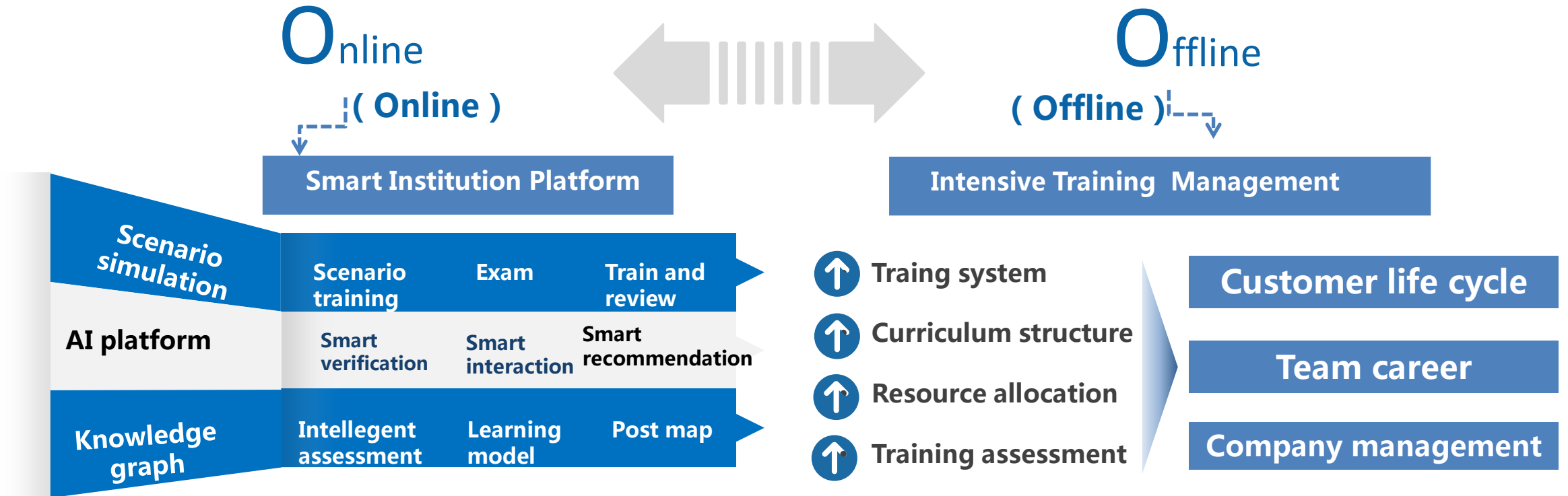


In 3 years





# Reconstruct training system and create O2O training model



# Strengthen intelligent sales support and enhance team sales ability

## Smart BD Support



AI policy manager



Apps on phone



E think tank



Smart visit

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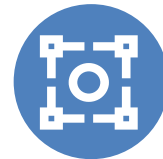
## Smart Recruitment Support



One-click



Smart eye test



AI recruitment helper



AI aptitude evaluation

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## Smart Service Support



Performance display



Cloud library



Info dashboard



Dingdong assistant

.....

# Build a smart cloud workplace and improve team management capabilities

## Cloud Marketing Workplace

- Smart reminder
- Smart document
- Instant messaging
- Group broadcast
- Multiple group broadcast
- Data sharing
- Dedicated line
- Smart meeting room
- Digital connections

## SmartCloud Workplace



## Institutional Marketing Workplace

- Attendance
- Log
- Schedule
- Adress book
- Teleconference
- Video conference
- Smart report
- Intellegent HR
- Approval

## Team member management

Smart marketing solution

Real-time visit tracking

Remote joint visit

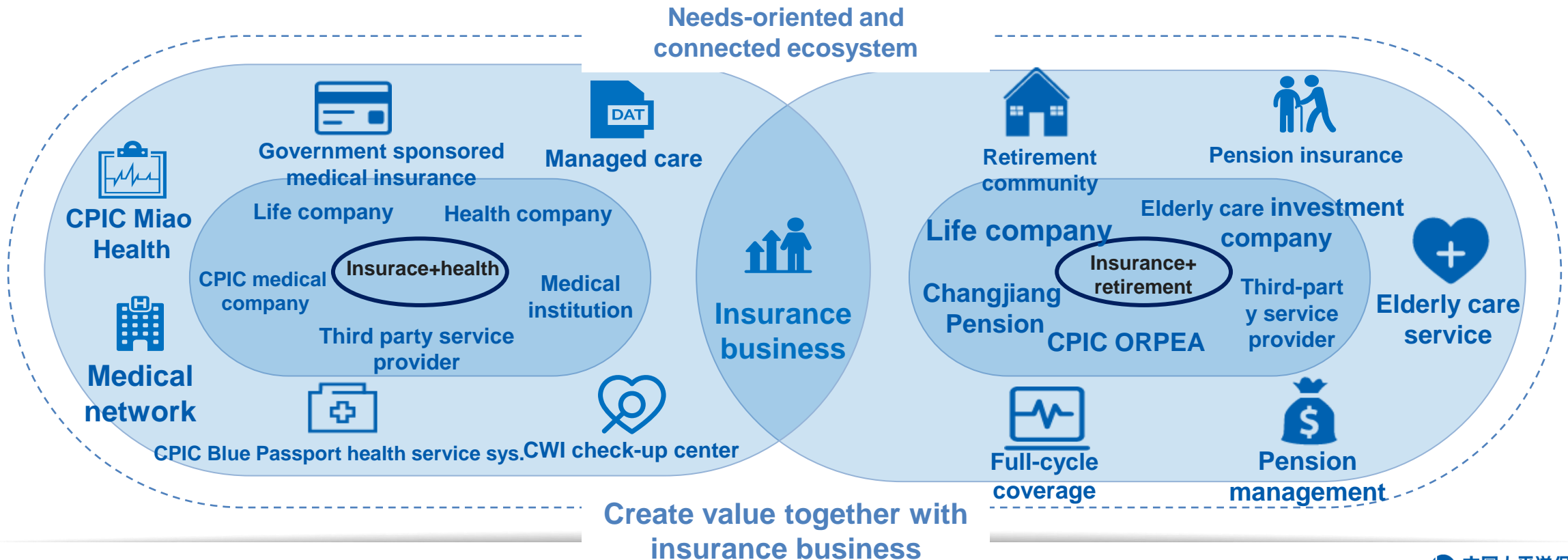
Team development planning

Information monitoring



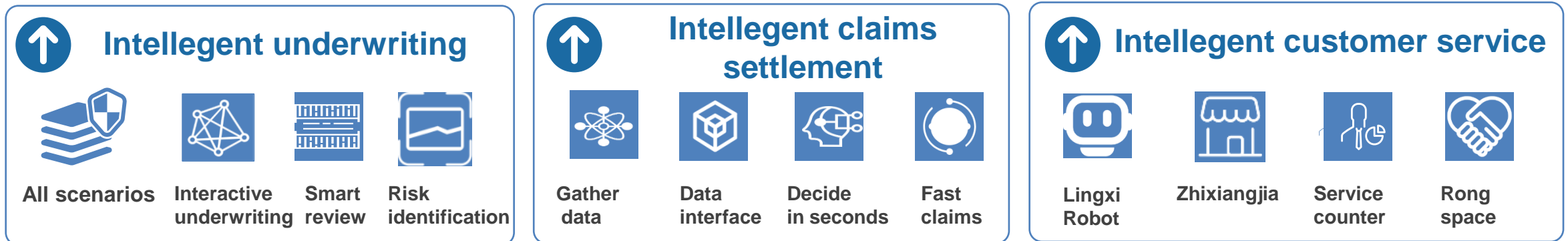
# Enrich service offerings and build “insurance + health + retirement” ecosystem


- To enhance “CPIC Service” branding, under “CPIC Home” , deepen business development in the field of health and elderly care, offering customers comprehensive services of “insurance + health” and “insurance + retirement” to the whole life cycle, and explore new growth opportunities alongside insurance business



# Strengthen technology empowerment, improve service experience and operational effectiveness

- Leverage artificial intelligence and big data to upgrade the entire operation process including underwriting, claims settlement, and customer service, accelerate the development of digital capabilities and application of new technologies to enhance customer service experience and operational efficiency.



 **Innovative research**



 **Incubation mechanism**

Empower “CPIC service” with technology  
to improve “experience” and “value”

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Promote “CPIC Service” brand to enhance service efficiency, customer experience and service value

Promote “CPIC Service” brand



Fast & efficient smart  
service



Leading customer  
experience



Increasing  
service value



## Smart service enhances efficiency: new underwriting service model



Underwriting  
model

**24\*7** AI  
underwriting model,  
producing results  
within seconds

To  
customer

**Cover full scenarios**  
**Accurate underwriting  
Q&A**  
**Gather info of internal  
and external customers**

To  
company

**7\*24 support**  
**Smart assistance for  
decision making**  
**Predictive UW for  
risk alarm**

**95** % model  
consistency

**162** interactive UW  
questions

**100** chronic diseases

**510** thousand AI model  
transfer UW tasks

  
lexical  
understanding

  
OCR image  
recognition

  
Machine  
learning

  
Voice  
recognition

  
Algorithm  
modeling

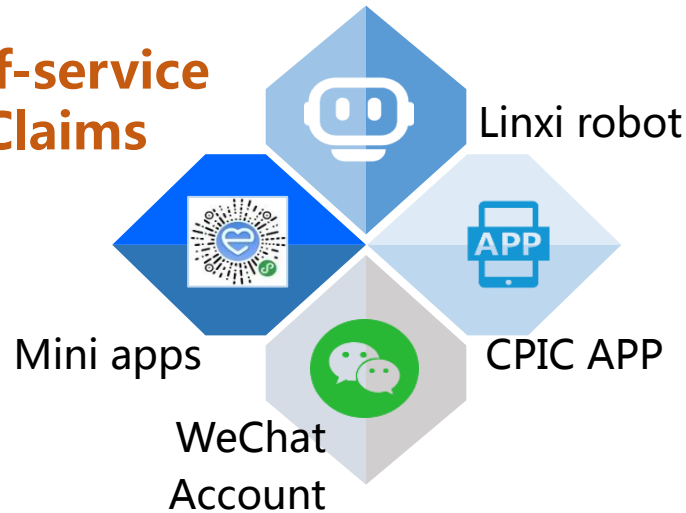
  
Knowledge  
graph

# Smart service enhances efficiency: upgrade “Tai Hui Pei” to build full-cycle claims service system

## Tai Hui Pei

Fast, simple,  
convenient

### Self-service Claims



### Medical Data Interface

- Fast claims** new service model
- Effective IOCR structured data collection
- AI claims model** producing results in seconds
- Profiling of chronic illnesses to enrich health service system

Self-service claims

85%

Completion in 5 hours

90%

Quickest claims

26 seconds

Covered hospitals

1000

IOCR image recognition

85%

Average time of AI claims decision

3.74 seconds

No. of chronic illnesses profiled

100



Big data



IOCR image recognition



Artificial intelligence



Data modelling

# Market-leading customer experience: upgrade customer service model to boost sales and create integration



## Scenario application

- ✓ Remote counter support
- ✓ High-end physical check
- ✓ Private space service
- ✓ Smart services
- ✓ Customized activities
- ✓ Immersion scenario experience

## Achieve

- ➔ Upgrade service standard
- ➔ Increase customer contact points
- ➔ Optimize service scenario

📍 **First Zhixiangjia ISC**  
opened in Shenzhen

🤝 Served **3.3 million**  
customers

👉 **Processed**  
**160k** tasks

+ Upsold to  
**7680** customers

💰 Upselling premiums  
of **25.5 million**



AI



OCR



Human  
verification



Knowledge  
graph



Internet of  
things



Big data

# Service value continues to increase: develop “insurance + health” ecosystem to create more value for customers



## CPIC Blue Passport

- 4 dread disease fast track services include expert appointment, treatment support, surgery
- 9 VIP medical services include health counseling, overseas treatment, MDT

## CPIC Miao Jiankang

- Personalized interactive health plan
- “insurance + behavior + incentive” solution
- “Online + Offline” comprehensive health protection management
- Piloted in 30 branches



## CWI Experience Center

- Customizable health tests
- Interactive wearable devices
- Remote health guidance
- Personalized life style
- One on one health manager

## Health management service output



Exclusive service  
brand



Exclusive management  
platform



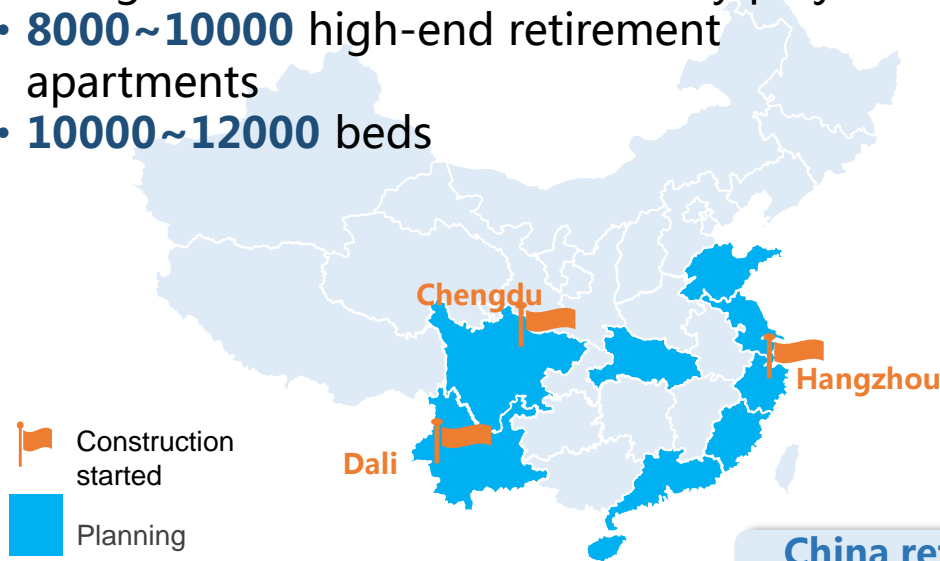
Exclusive service  
supply chain

# Service value continues to increase: build “insurance + retirement” ecosystem



## Planning of “CPIC Home”

- 6 high-end retirement community projects
- 8000~10000 high-end retirement apartments
- 10000~12000 beds



## Enhance elderly care operational capability

- Work with **Orpea** to develop world-class operational service system



## China retirement community 2.0



smarter



greener



more caring



healthier

# Technological capacity building: leverage agile mechanism to enhance CPIC Life innovative capability

## Agile R&D

Open for cooperation



## Agile application

Innovative application and model

### Smart



## Agile delivery

Agile R&D and delivery

### Agile



## Technological capacity building: leverage agile mechanism to enhance CPIC Life innovative capability

### CPIC has developed “mega product line” and “scenario application” in AI and data



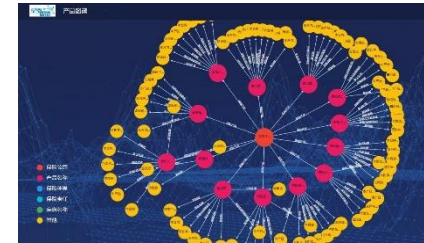
Deployed hospitals= *10*  
Deployed  
counters> *200*  
Manpower  
replacement> *158%*



Bio-verification pass rate  
*95.2%*  
Medical document iOCR  
verification> *85%*



Smart welcome call> *17 rounds*  
Daily outbound call  
replacement> *32%*  
ASR transcript accuracy > *97%*  
NLP reply accuracy> *81%*



Insurance expertise map  
entities> *110,000*  
Insurance knowledge  
maps> *3000*



Deployed 5G cloud  
counter



Smart robot  
application



Smart vision  
application



Smart Language  
Application



Algorithm engineering  
application



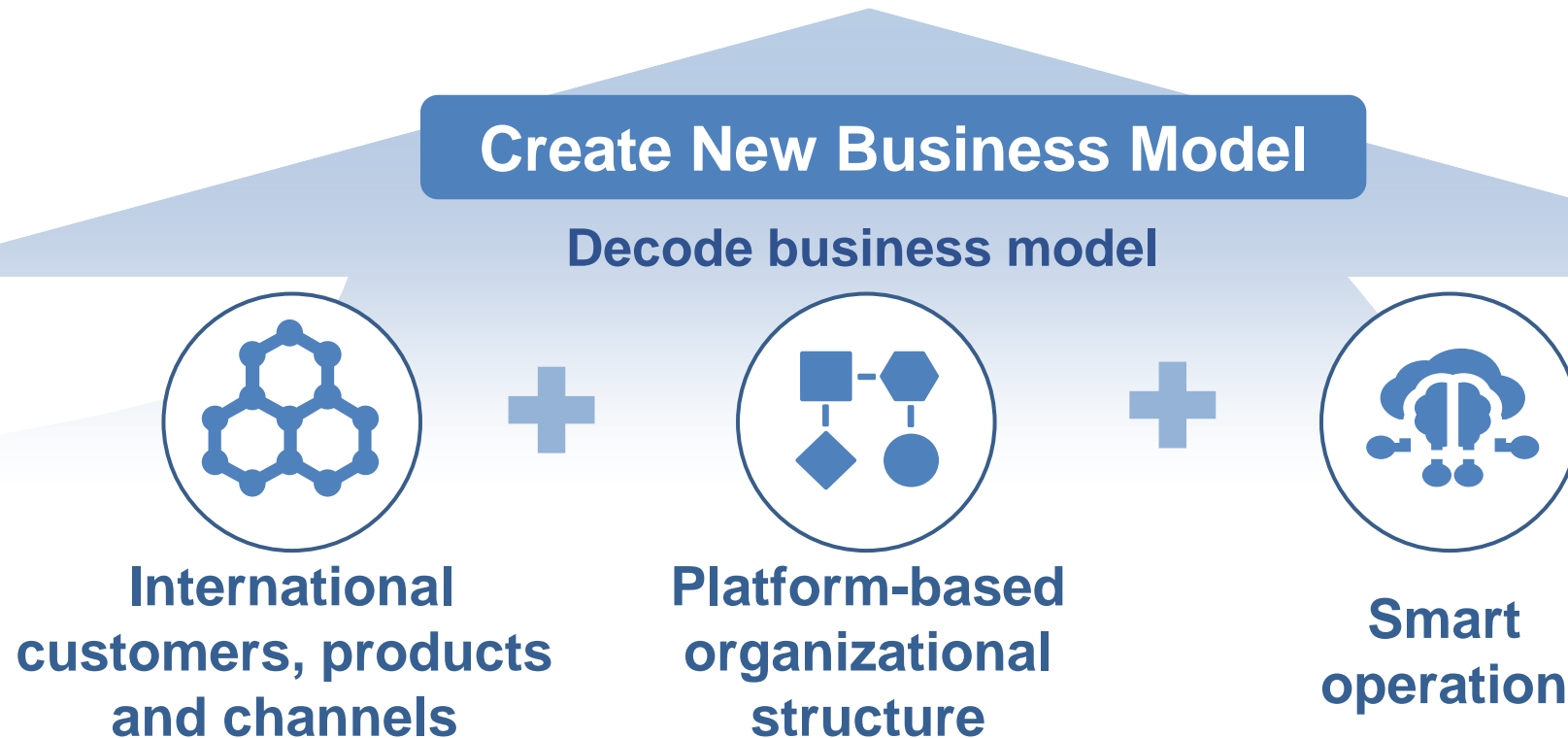
Hi-tech  
application





# Looking into the future: creating a new business model based on integration platforms and smart operation

- CPIC Life will focus on creating an integrated, information-based and smart new business model to enhance core competitiveness for the future.



Q & A

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难时拥有太平洋