



HUIZE HOLDING LIMITED CORPORATE PRESENTATION

April 2023

Disclaimer

This presentation has been prepared by Huize Holding Limited (the “Company”) and has not been independently verified. No representations, warranties or undertakings, express or implied, are made by the Company or any of its affiliates, advisers or representatives or the underwriters as to, and no reliance should be placed upon, the accuracy, fairness, completeness or correctness of the information or opinions presented or contained in this presentation. None of the Company or any of its affiliates, advisers, or representatives or the underwriters accept any responsibility whatsoever (in negligence or otherwise) for any loss howsoever arising from any information presented or contained in this presentation or otherwise arising in connection with the presentation. The information presented or contained in this presentation is subject to change without notice and its accuracy is not guaranteed. Neither the Company nor any of its affiliates, advisers or representatives make any undertaking to update any such information subsequent to the date hereof. This presentation should not be construed as legal, tax, investment or other advice.

This presentation contains statements that reflect the Company’ s intent, beliefs or current expectations about the future. These statements can be recognized by the use of words such as “expects,” “plans,” “will,” “estimates,” “projects,” “intends,” or words of similar meaning. These forward-looking statements are not guarantees of future performance and are based on a number of assumptions about the Company’ s operations and other factors, many of which are beyond the Company’ s control, and accordingly, actual results may differ materially from these forward-looking statements. Caution should be taken with respect to such statements and you should not place undue reliance on any such forward-looking statements. The Company or any of its affiliates, advisers or representatives or the underwriters has no obligation and does not undertake to revise forward-looking statements to reflect future events or circumstances.

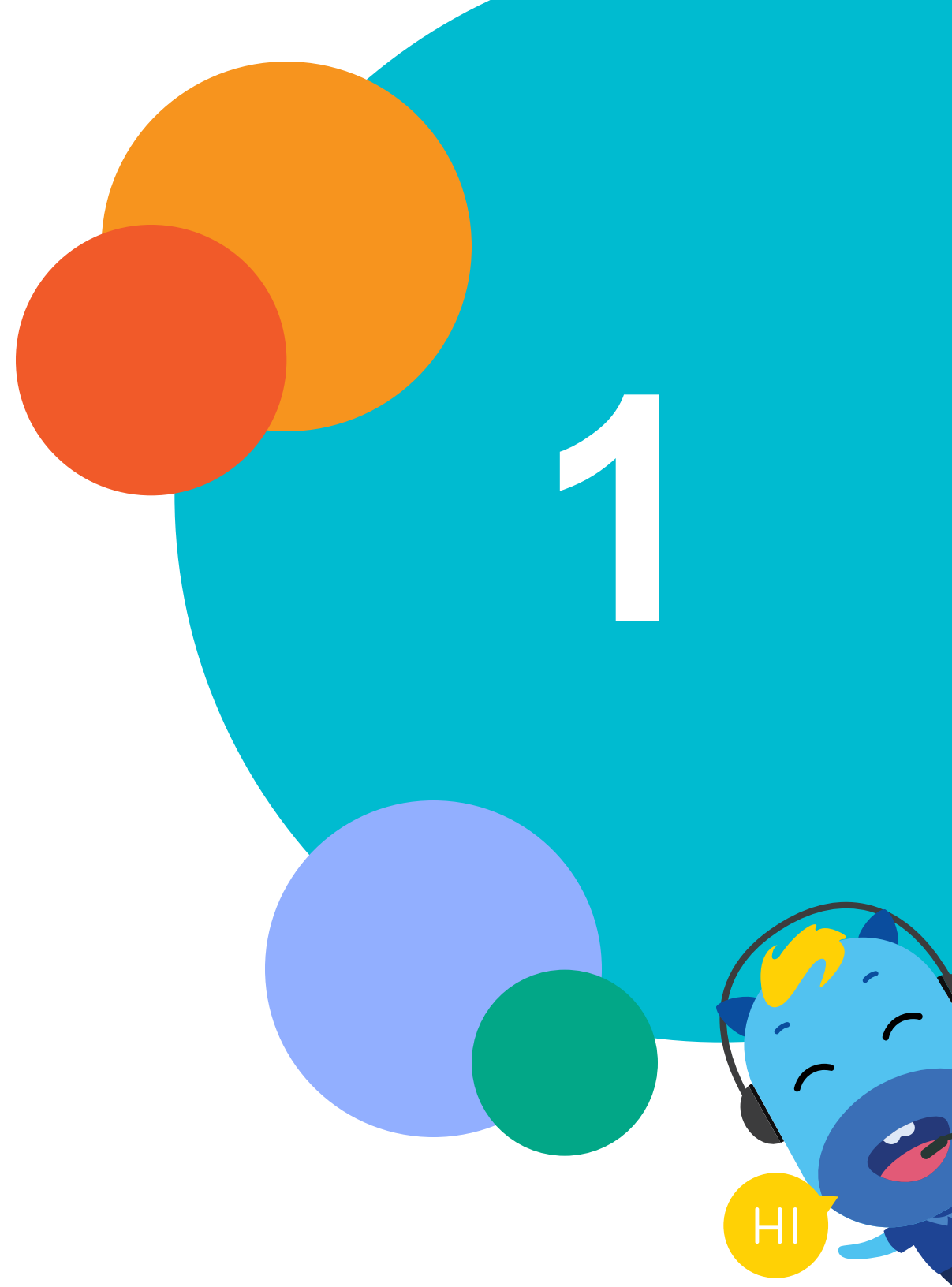
In evaluating its business, the Company uses certain non-GAAP measures as supplemental measures to review and assess its operating and financial performance. These non-GAAP financial measures have limitations as analytical tools, and when assessing the Company’ s operating and financial performances, investors should not consider them in isolation, or as a substitute for net (loss)/income attributable to the Company or other consolidated statement of operations data prepared in accordance with U.S. GAAP.

This presentation does not constitute an offer to sell or an invitation to purchase or subscribe for any securities of the Company for sale in the United States or anywhere else. No part of this presentation shall form the basis of or be relied upon in connection with any contract or commitment whatsoever. Specifically, these materials do not constitute a “prospectus” within the meaning of the U.S. Securities Act of 1933, as amended, and the regulations enacted thereunder (the “Securities Act”). This presentation does not contain all relevant information relating to the Company or its securities, particularly with respect to the risks and special considerations involved with an investment in the securities of the Company and is qualified in its entirety by reference to the detailed information in the prospectus relating to the proposed offering. Any decision to purchase the Company’ s securities in the proposed offering should be made solely on the basis of the information contained in the prospectus relating to the proposed offering.

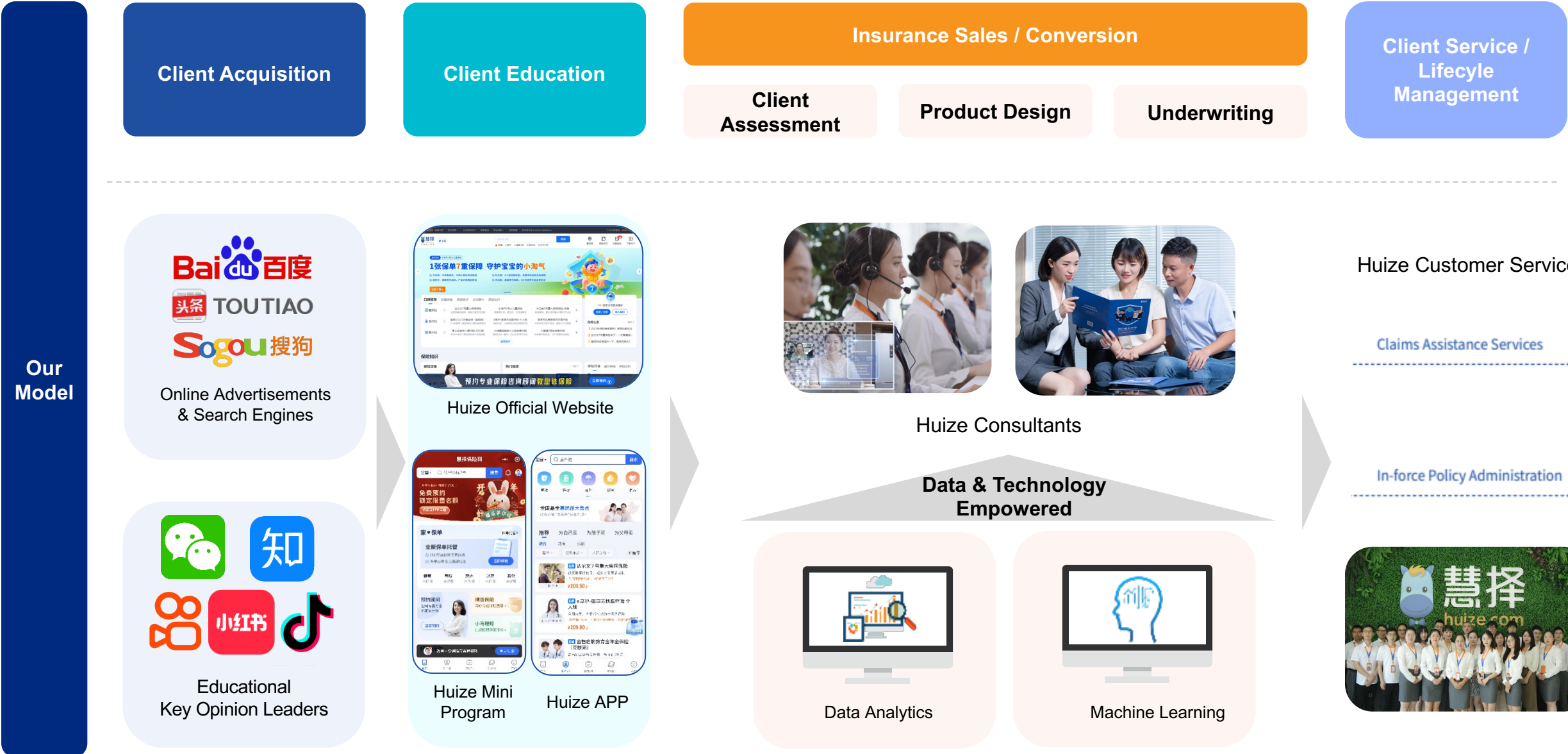
THE INFORMATION CONTAINED IN THIS DOCUMENT IS HIGHLY CONFIDENTIAL AND IS BEING GIVEN SOLELY FOR YOUR INFORMATION AND ONLY FOR YOUR USE IN CONNECTION WITH THIS PRESENTATION. THE INFORMATION CONTAINED HEREIN MAY NOT BE COPIED, REPRODUCED, REDISTRIBUTED, OR OTHERWISE DISCLOSED, IN WHOLE OR IN PART, TO ANY OTHER PERSON IN ANY MANNER. ANY FORWARDING, DISTRIBUTION OR REPRODUCTION OF THIS PRESENTATION IN WHOLE OR IN PART IS UNAUTHORIZED.

By attending this presentation, participants agree not to remove these materials, or any materials provided in connection herewith, from the conference room where such documents are provided. Participants agree further not to photograph, copy or otherwise reproduce this presentation in any form or pass on this presentation to any other person for any purpose, during the presentation or while in the conference room. Participants must return this presentation and all other materials provided in connection herewith to the Company upon completion of the presentation.

Company Overview

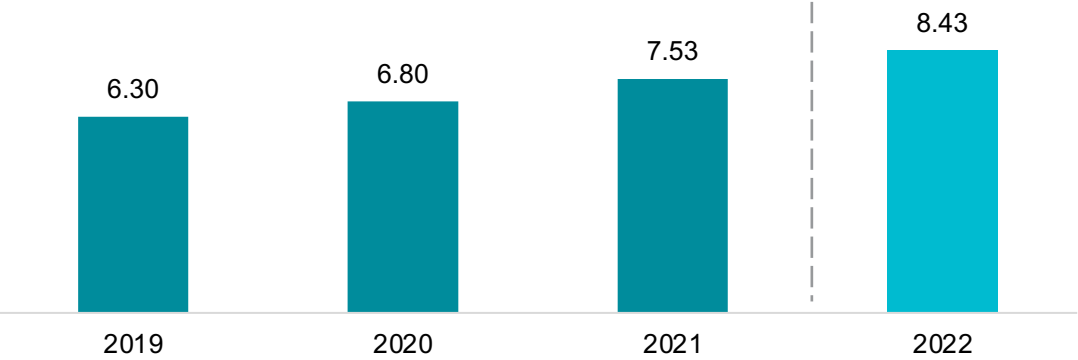


Leading Digital Insurance Service Platform for New Generation Consumers

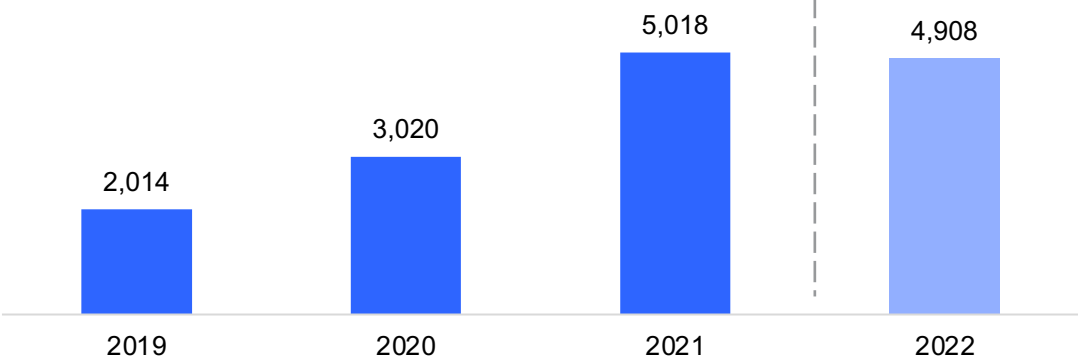


Huize at a Glance

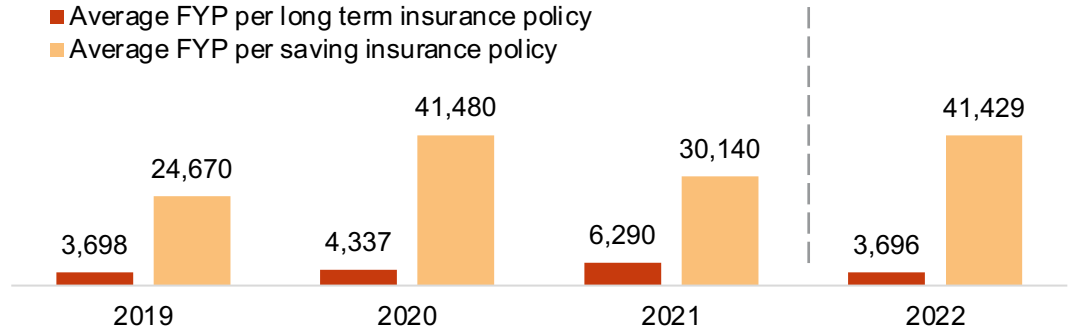
No. of Insurance Clients ⁽¹⁾ (Million)



Total GWP (RMB Million)

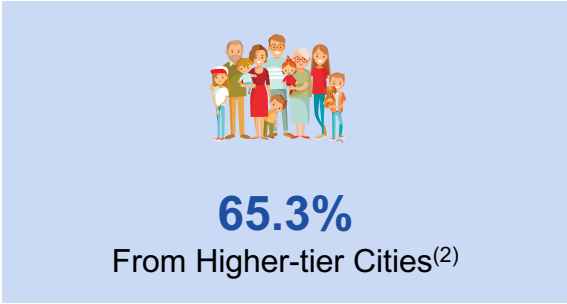
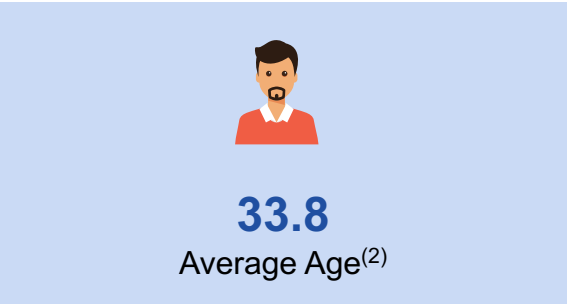


Average Ticket Size (RMB)

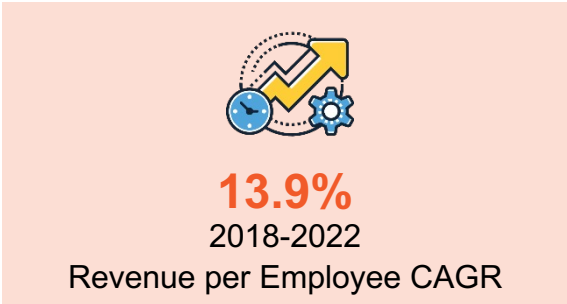


Notes:
1. Cumulative as of December 31, 2022; Insurance clients refers to clients who purchased policies
2. Represents insurance clients who purchased long-term insurance products in 4Q22
3. In cooperation as of December 31, 2022, excluding different branches

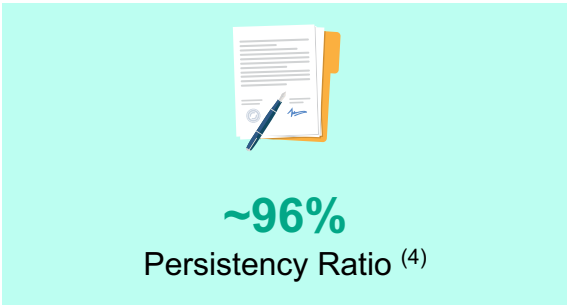
High-Quality Client Base



Robust Revenue and Productivity Growth



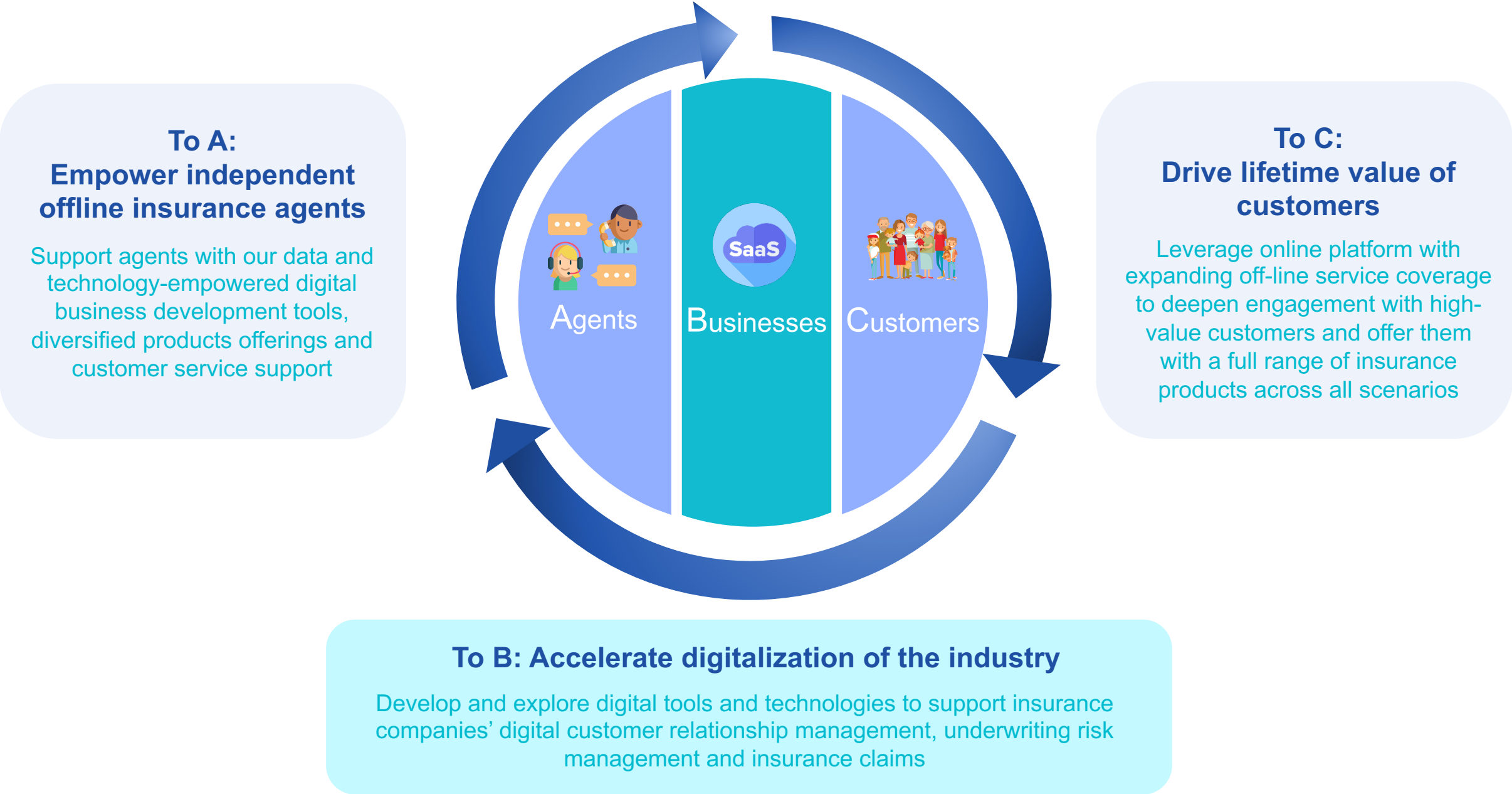
Proven Track Record of Operating Performance



4. Average persistency ratios for long-term life and health insurance in the 25th month in 2022

Strategic Plan Integrating “Agents, Businesses, Customers (ABC)”

Omnichannel Digital Insurance Service Ecosystem



“ABC” Strategy – Customers

Goals

Enhance customer retention rate and customer repeat purchase rate

1 Leverage online platform and offline presence



Optimize customer acquisition cost

2 Deepen engagement with high-value customers



Drive lifetime value of customers

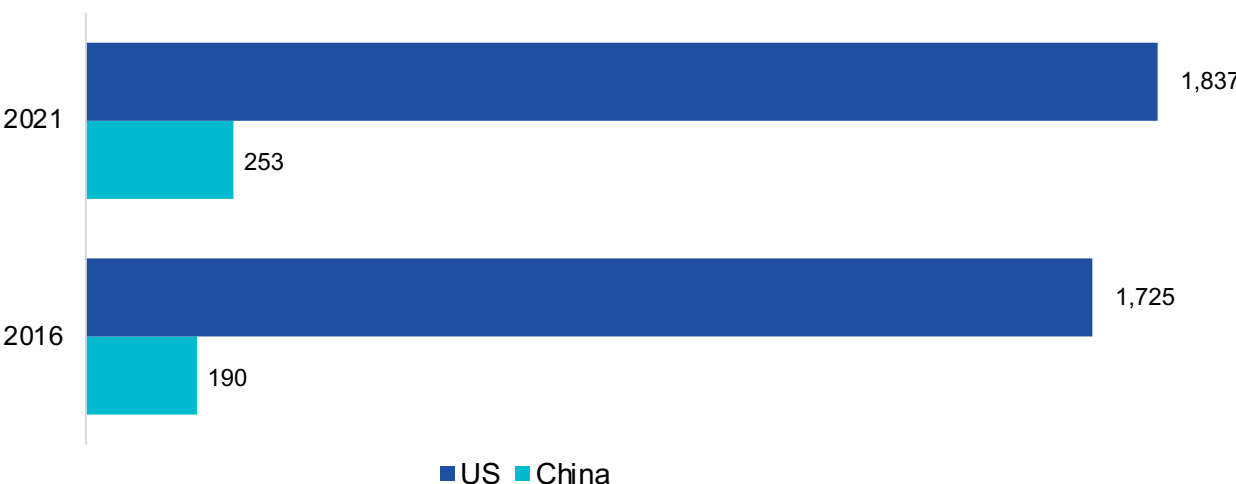
3 Provide full range of products across all scenarios



Industry Growth Potential

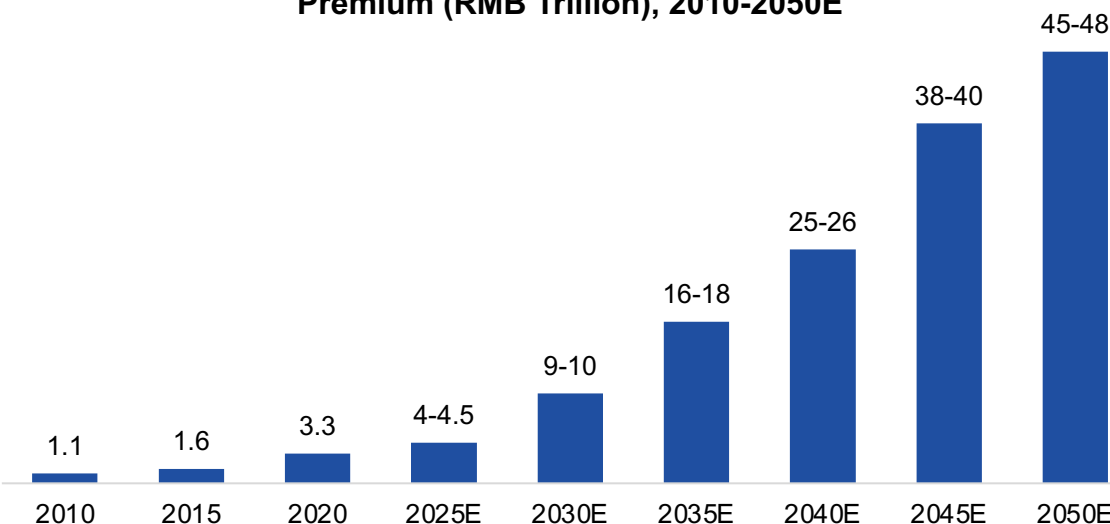
Life Insurance Density in China and US

Density (USD), 2016 and 2021



Total Life Insurance Premiums in China

Premium (RMB Trillion), 2010-2050E



“ABC” Strategy – Agents

Goals

Meet increasing demand for independent insurance agents

Facilitate O2O integration

1 Target independent offline insurance agents

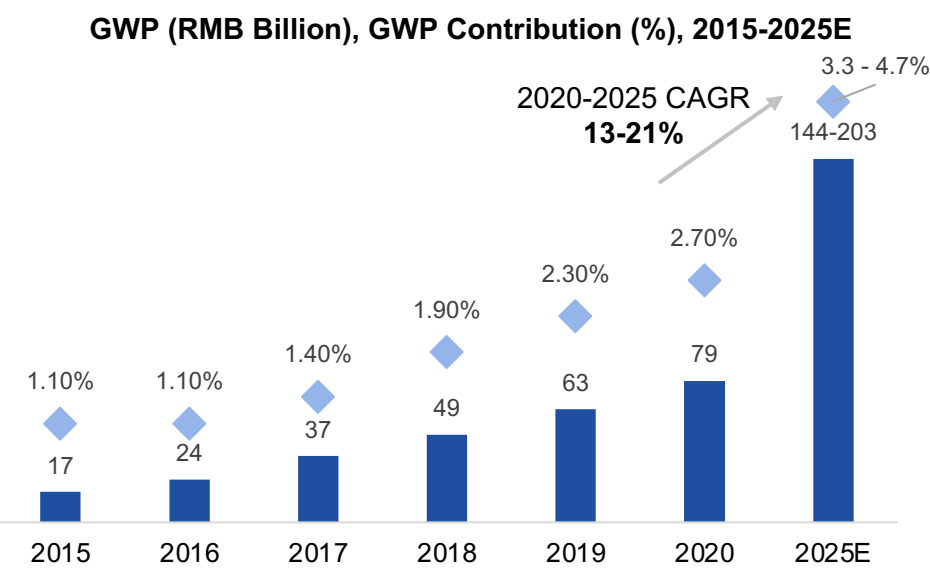


2 Empower agents

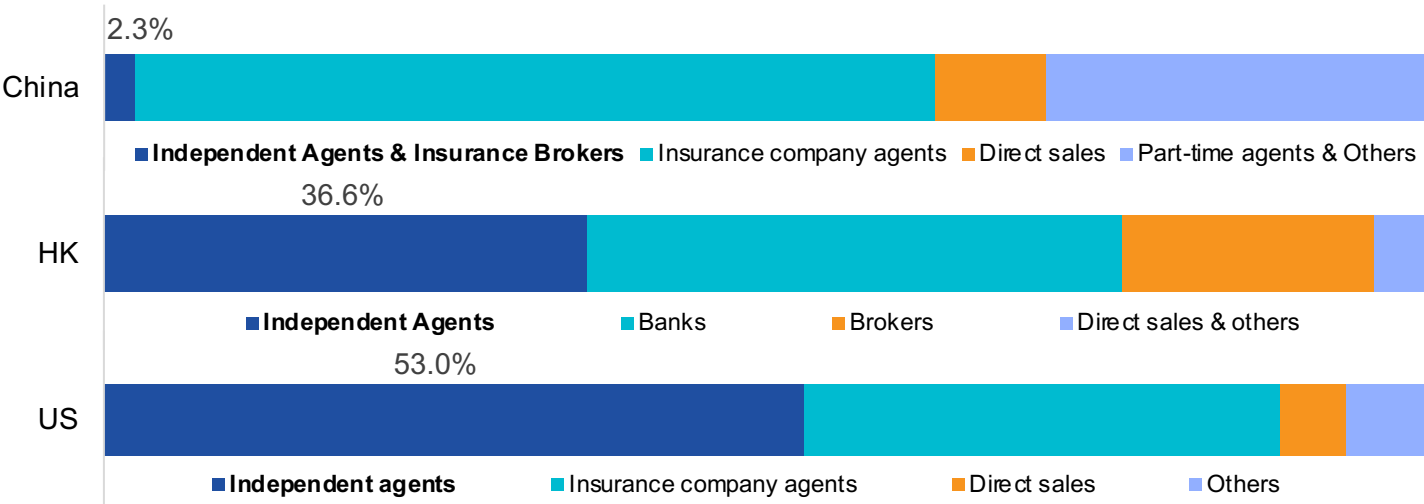


Industry Growth Potential

GWP Contribution of Insurance Intermediaries in China



Life Insurance Sales by Distribution Channel in China (2020), HK (2021) and US (2021)



Source: China Insurance Yearbook, U.S. Individual Life Insurance Sales Trends, Industry Estimates, 1975-2021, LIMRA, 2022, CBIRC, Hong Kong Insurance Authority

“ABC” Strategy – Businesses

Goals

Accelerate digitalization of the insurance industry

Diversify our revenue stream

1 Export various digital tools and technologies to insurance companies

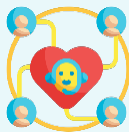
2 Develop proprietary applications to improve efficiency



“Digital Acceleration Engine”
project with Taiping Life



RMB15.2 MM
FY22 Revenue



NLP intelligent quality
control system



Business intelligence
dashboard

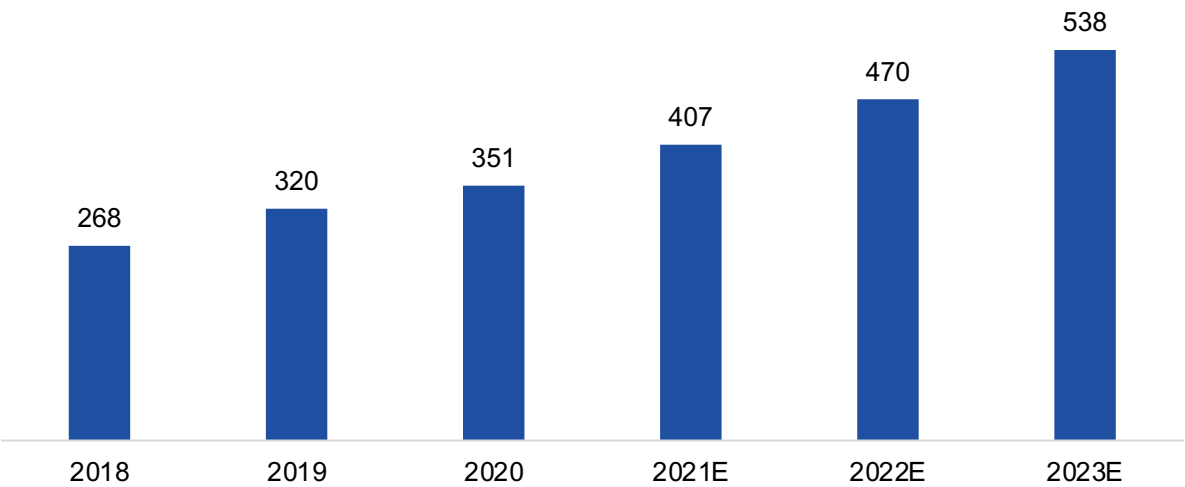


Supply chain risk
management (SCRM)
system

Industry Growth Potential

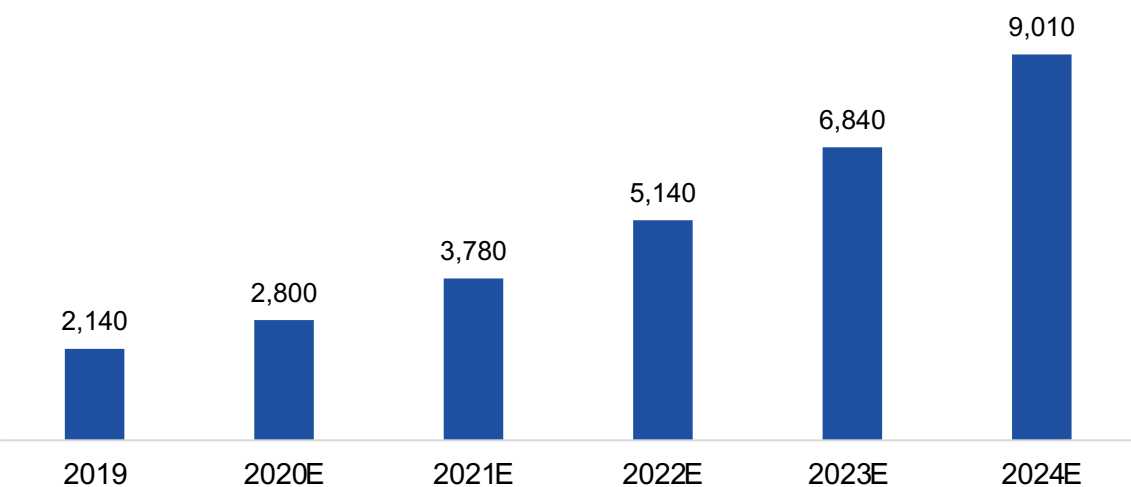
Total IT Spending of Insurance Industry in China

IT Spending (RMB Trillion), 2018-2023E

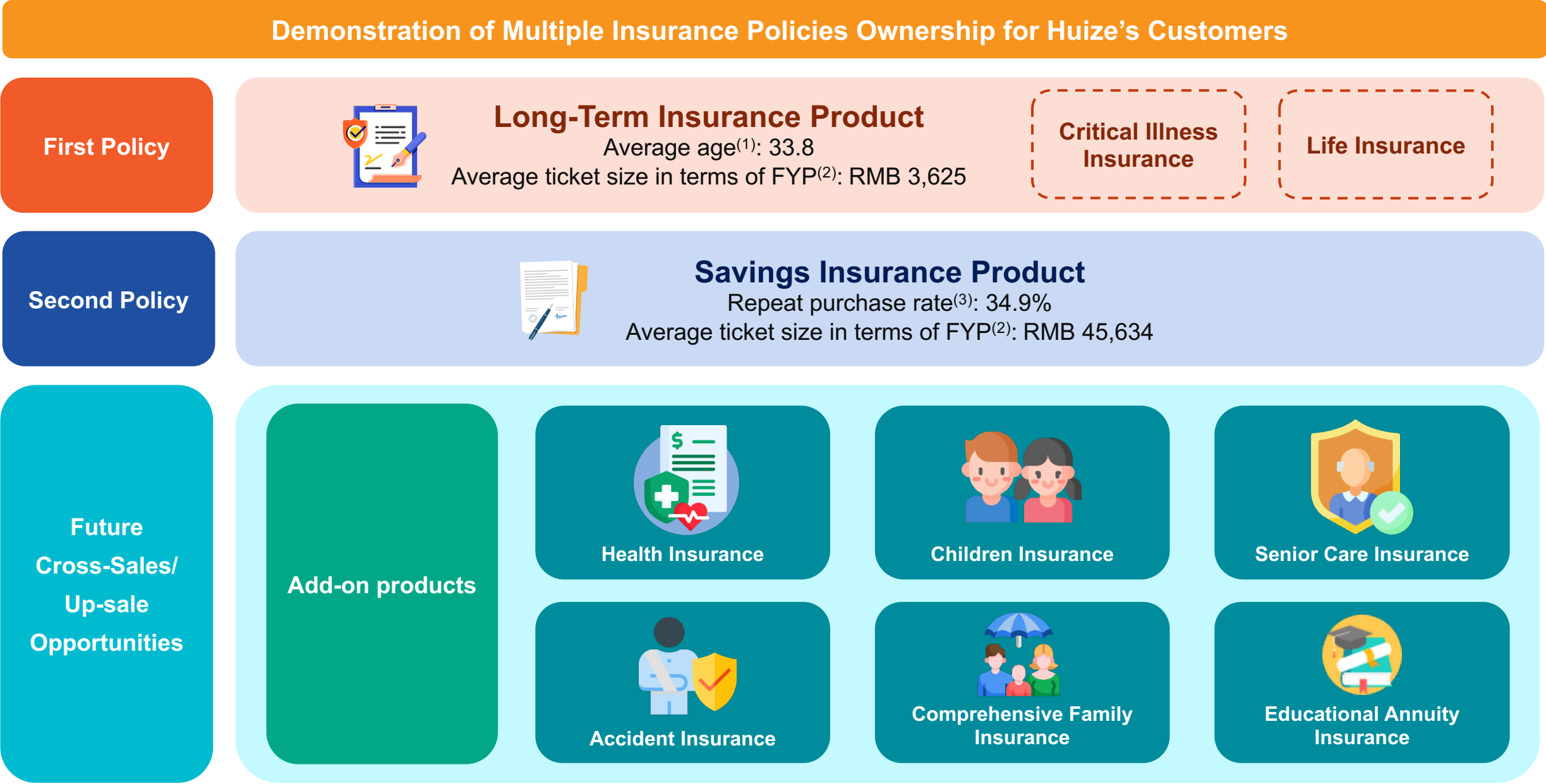


Digitalization Services Market - China Insurance Industry

Market Scale (RMB Million), 2019-2024E



Quality Customer Base with High LTV Potential



Notes:
1. Represents insurance clients who purchased long-term insurance products in 4Q22
2. In 4Q22
3. Average repeat purchase rate of insurance clients who purchased savings insurance products in 2022

First-Class Customer Service

Excellent Customer Satisfaction and Comprehensive After-Sales Services Support



99.8%

Service Response Rate⁽¹⁾



92.5%

First Contact Resolution Rate⁽¹⁾



36,000 Hours

Tele-services⁽¹⁾



780,000

Families Served⁽¹⁾



92%

Customer Satisfaction⁽¹⁾

Efficient Claims Assistance



70,000

Claimed Cases⁽¹⁾



RMB 620 MM

Claim Settlement Amount⁽¹⁾

Well Established Partnerships and Service Capability



106

Insurer Partners⁽²⁾



567

Consultants, Sales & Marketing Professionals ⁽³⁾

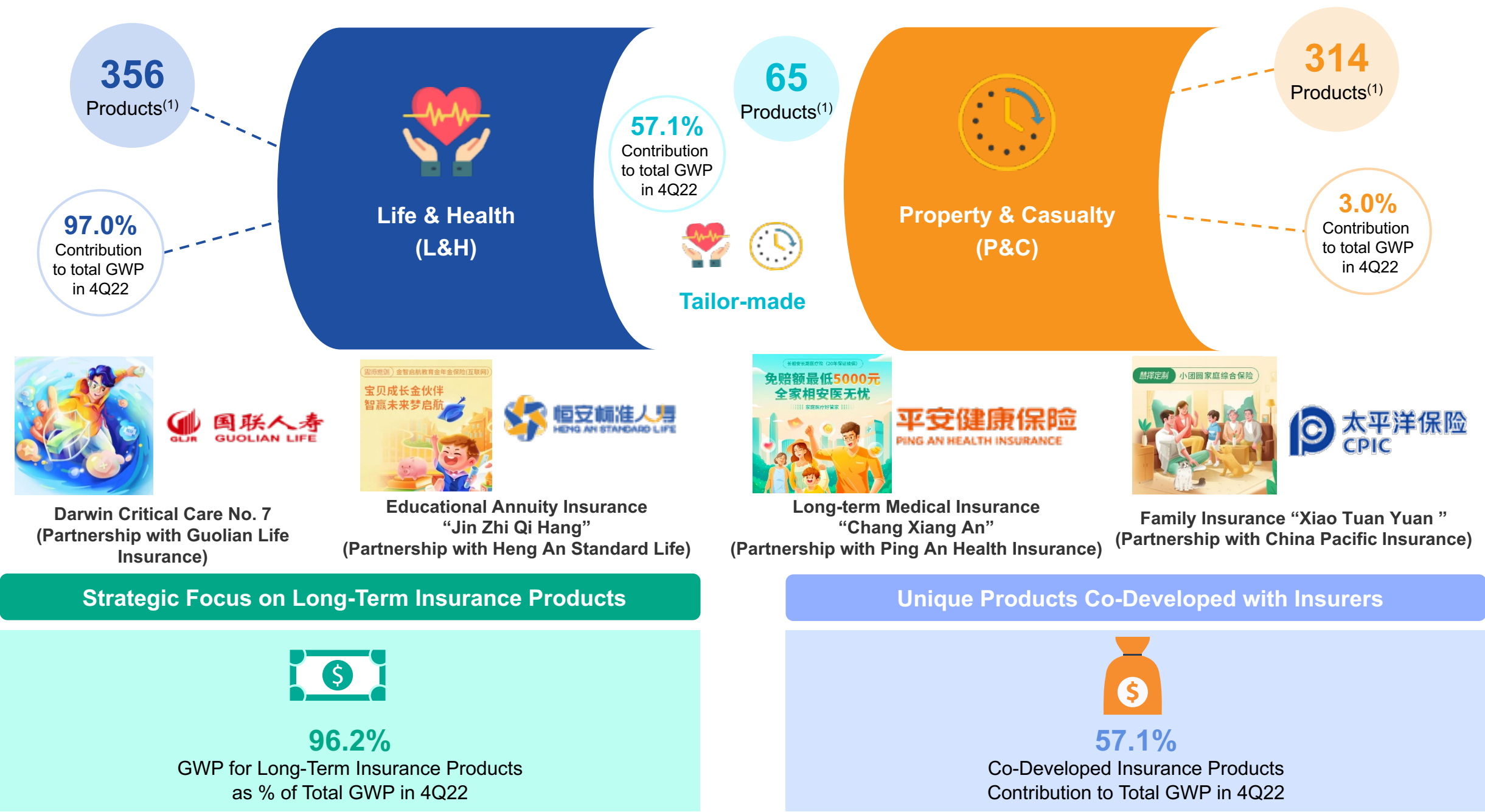


22.1%

Research & Technology Professionals as % of Total Employees ⁽³⁾

Notes:
1. Huize 2022 Customer Service Report
2. In cooperation as of December 31, 2022, excluding difference branches
3. As of December 31, 2022

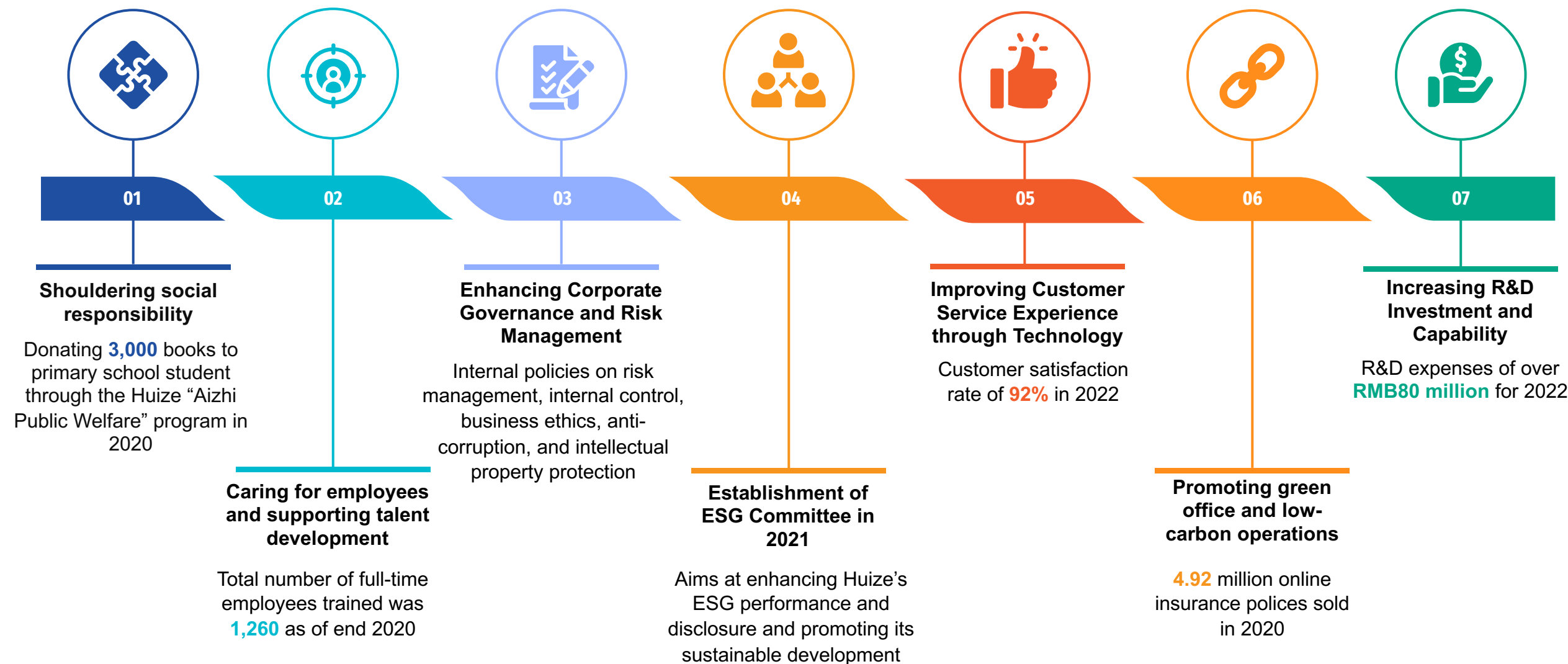
Market Leading Insurance Product Development and Distribution



Notes:
1. As of December 31, 2022

Strategic ESG Initiatives and Commitments

Huize will further explore and create shared value for its stakeholders while continuing to satisfy its consumers’ lifetime insurance needs through building its integrated insurance ecosystem.



Deep Management Bench with Insurance and TMT Expertise



Cunjun MA
*Founder, Chairman,
Chief Executive
Officer*



Founded Huize in 2006



Exceptional insurance
expertise and insights



Over 24 years of insurance
industry-related experience



Worked in Shenzhen branch of
Ping An Property Insurance
from 1995 to 2004



Li JIANG
COO

- Previously worked at Starr Insurance (China) and AIG Insurance
- Over 16 years of industry experience



Ron TAM
Co-CFO

- Previously worked at Goldman Sachs
- Over 16 years of corporate strategy, investment and capital markets experience



Minghan XIAO
Co-CFO

- Previously worked at Deloitte and KPMG
- Over 16 years of accounting and audit experience



Xuchun LUO
*Secretary of the
Board*

- Over 14 years of insurance experience
- Over 19 years of accounting and finance experience



Kai OUYANG
CTO

- Previously worked as technology architect at Tencent
- Over 10 years of experience in internet technology

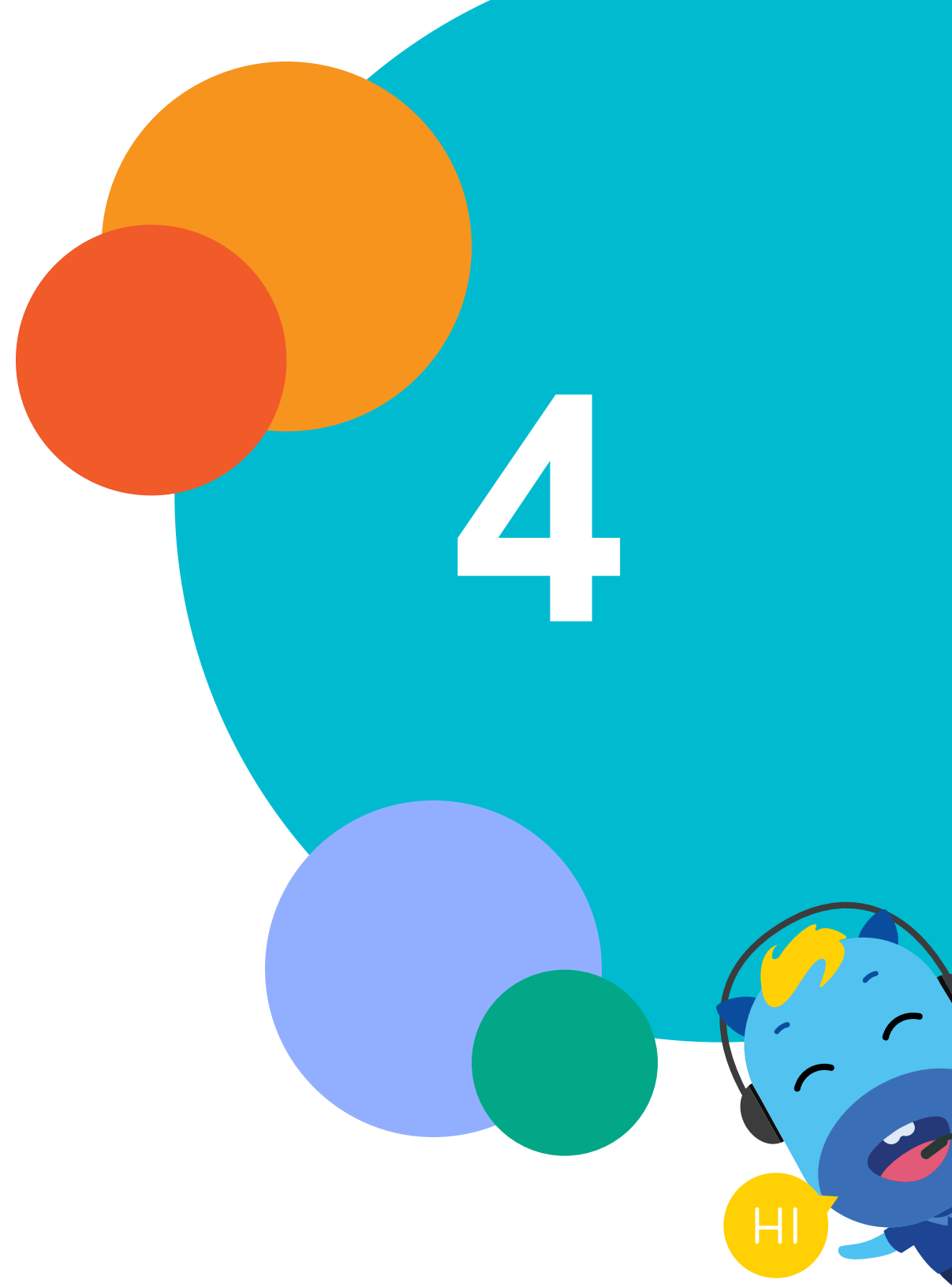


Haosheng SONG
CCO

- Previously worked as a reporter and chief editor at CCTV
- Rich experience in content and communication

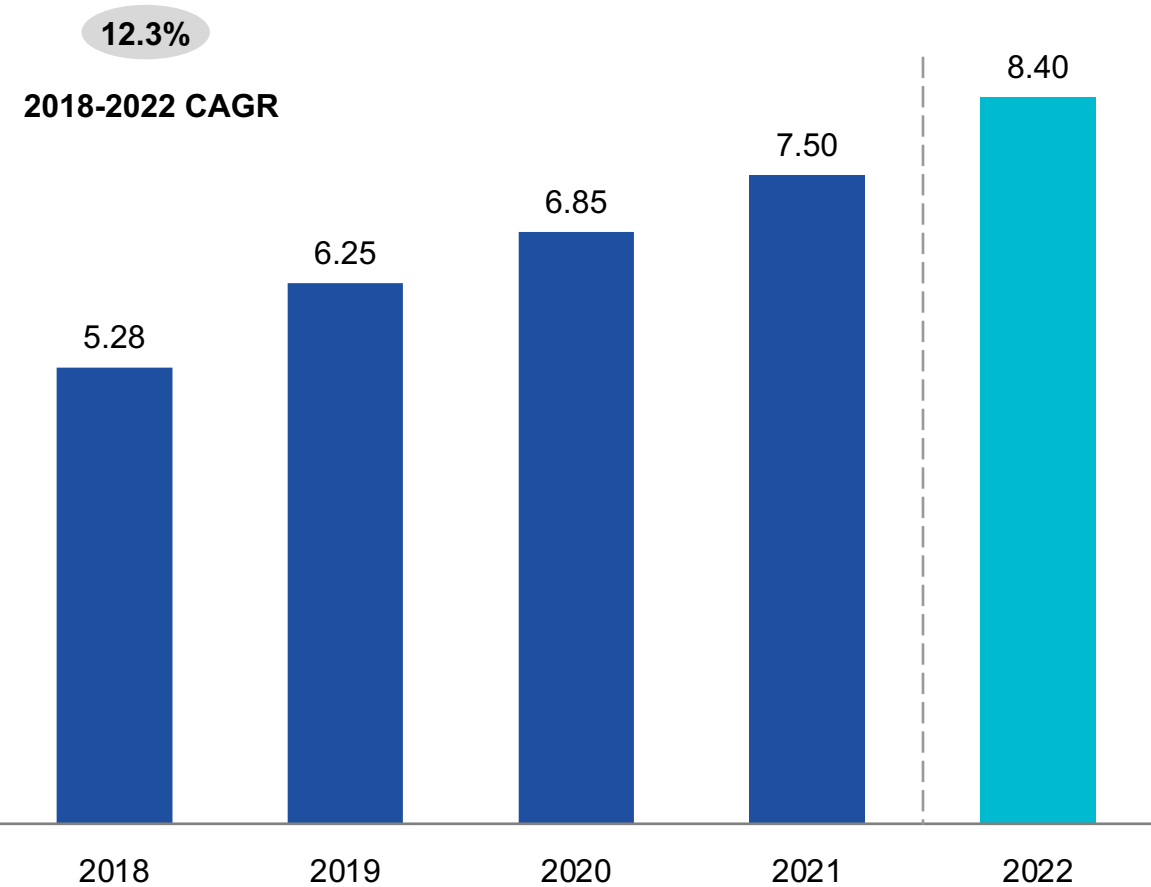


Financial and Operating Performance

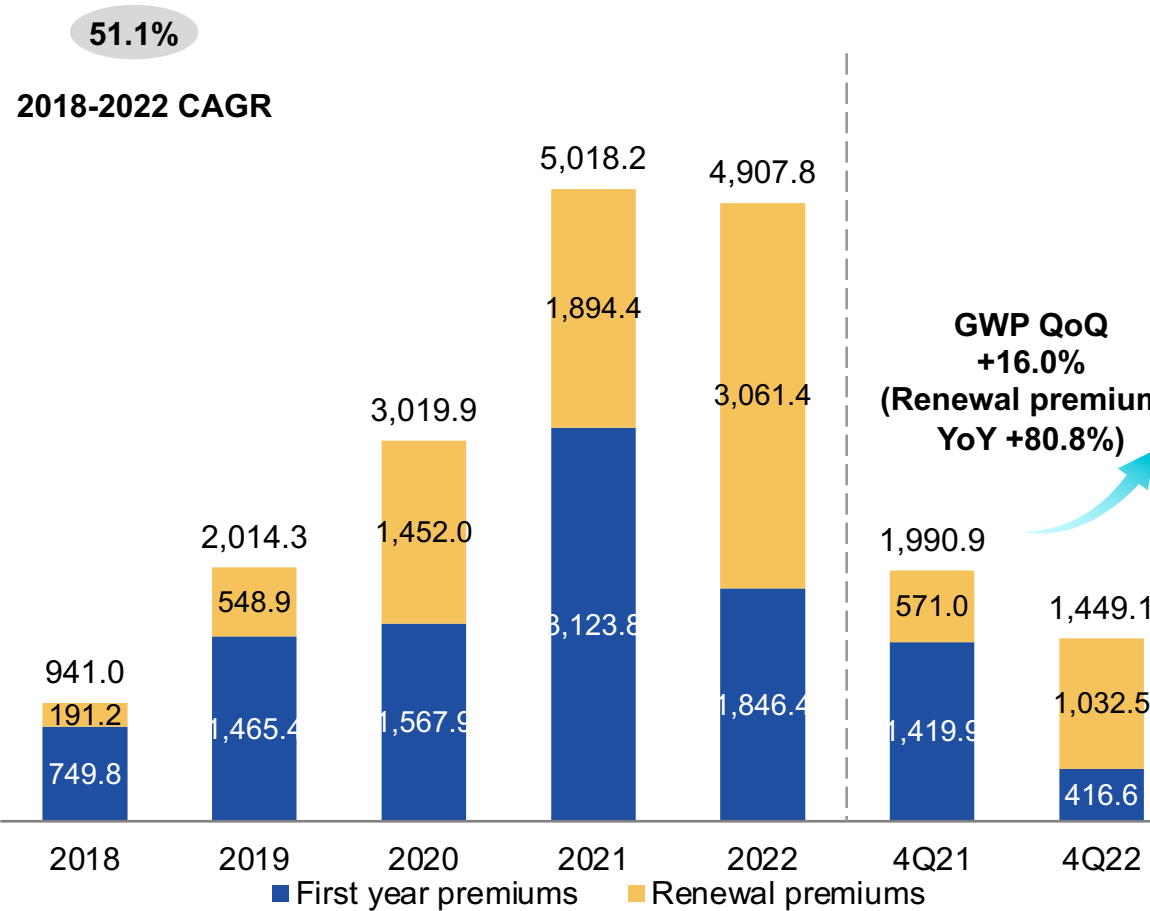


Steady Growth in Insurance Clients and GWP

Cumulative Number of Insurance Clients⁽¹⁾ (mm)



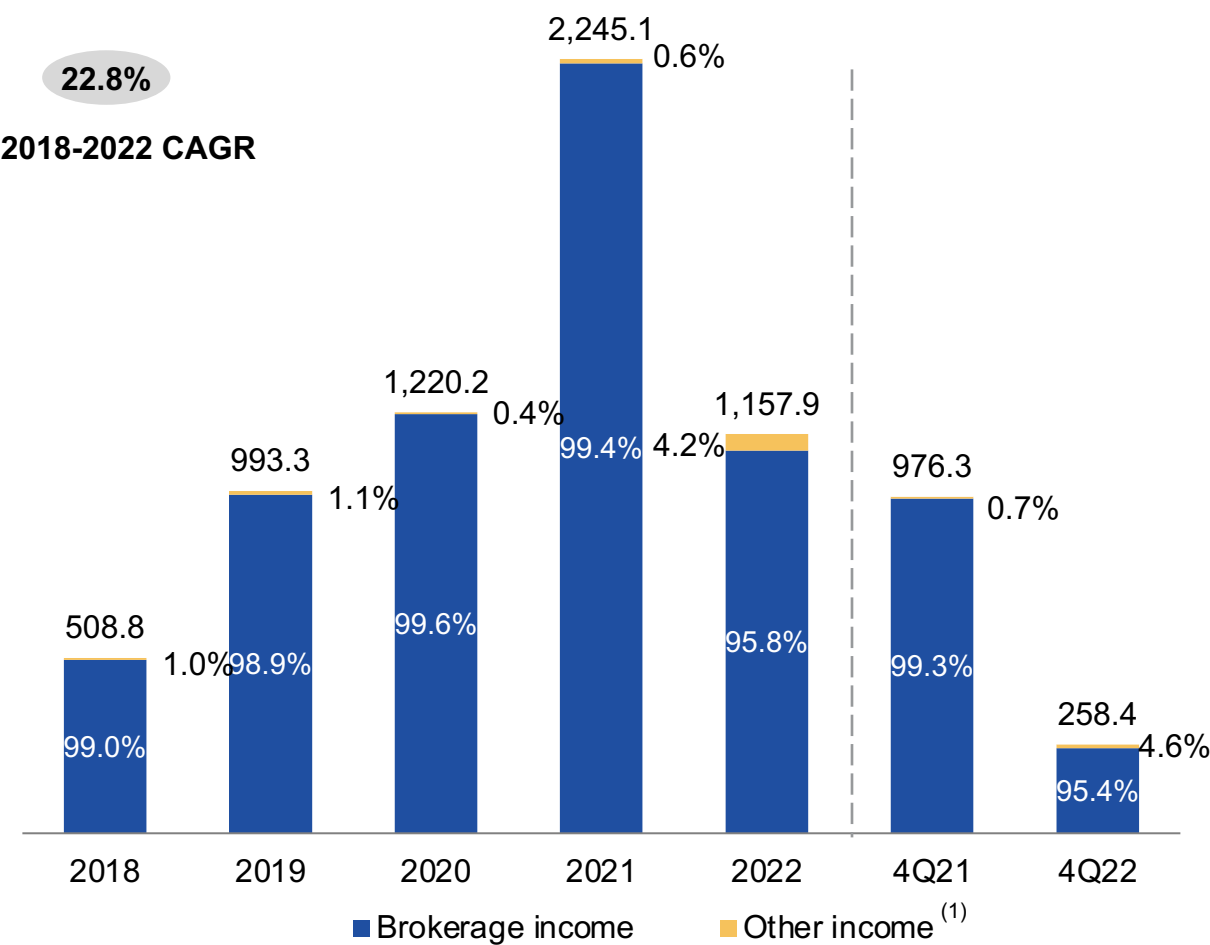
GWP (RMB mm)



Notes:
1.As of December 31, 2018, December 31, 2019, December 31, 2020, December 31, 2021 and December 31, 2022

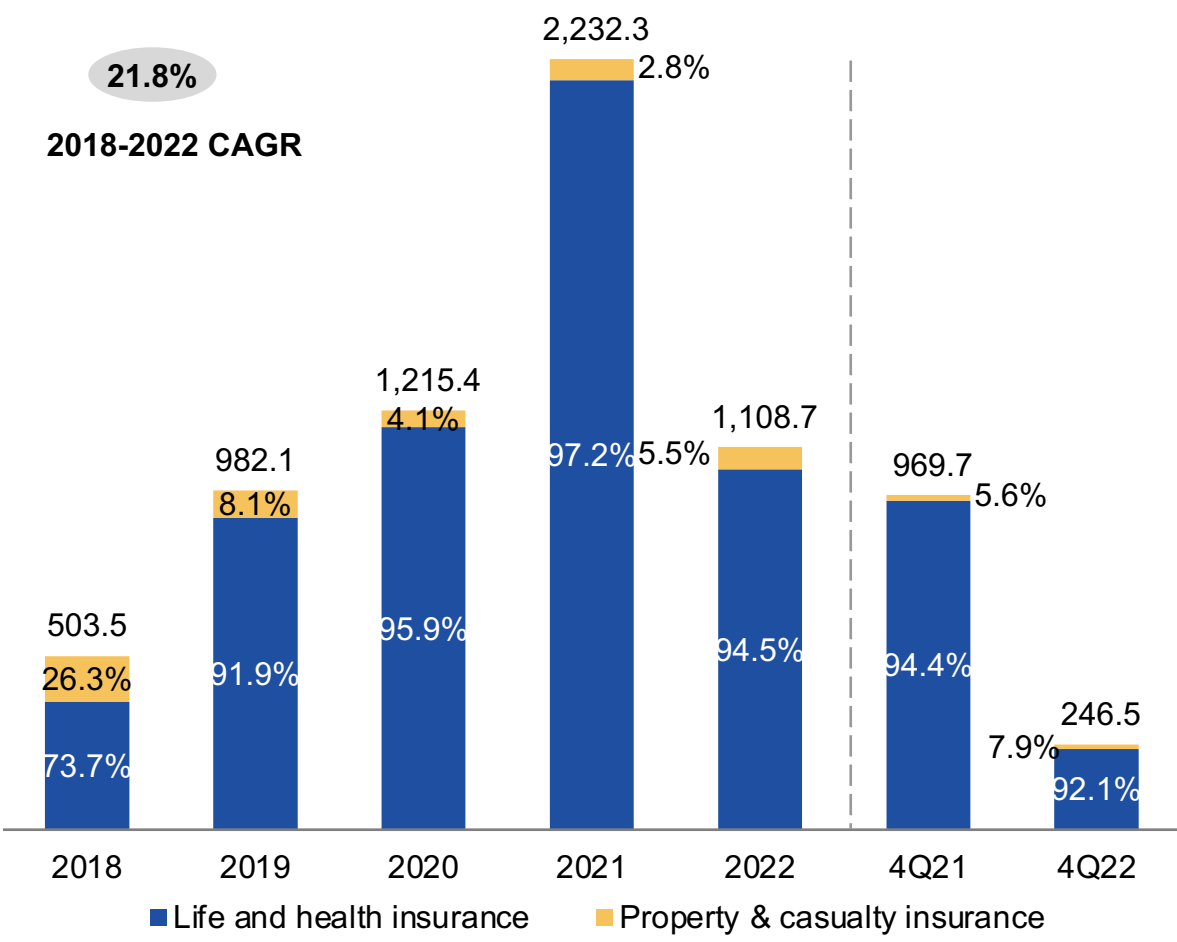
Resilient Business Performance with Improved Revenue Mix

Total Operating Revenue (RMB mm)



Brokerage Income Breakdown (RMB mm)

Increasing contribution from life and health insurance businesses

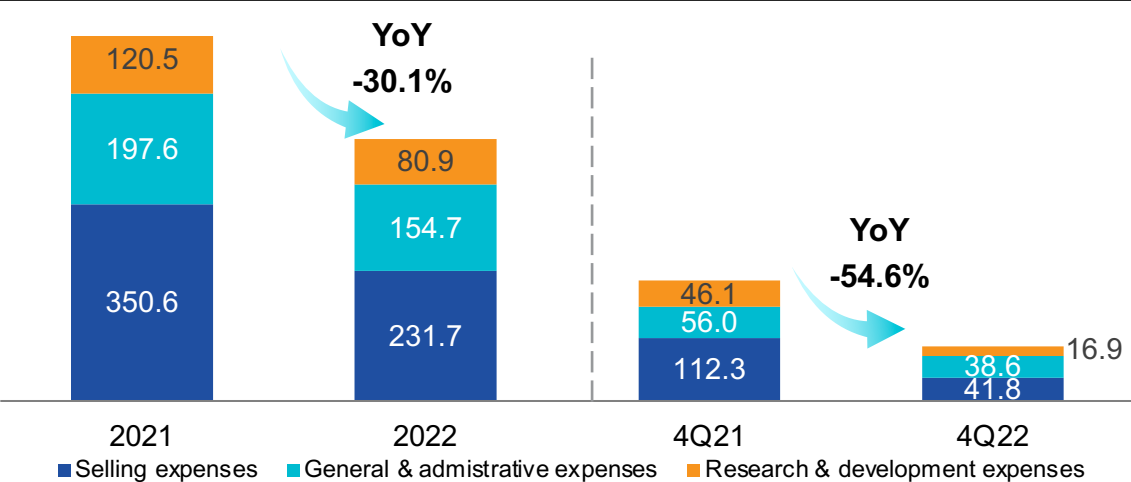


Note:
1. Primarily consists of service fees charged to insurance clients for risk assessment and insurance consulting services provided before they purchase insurance products

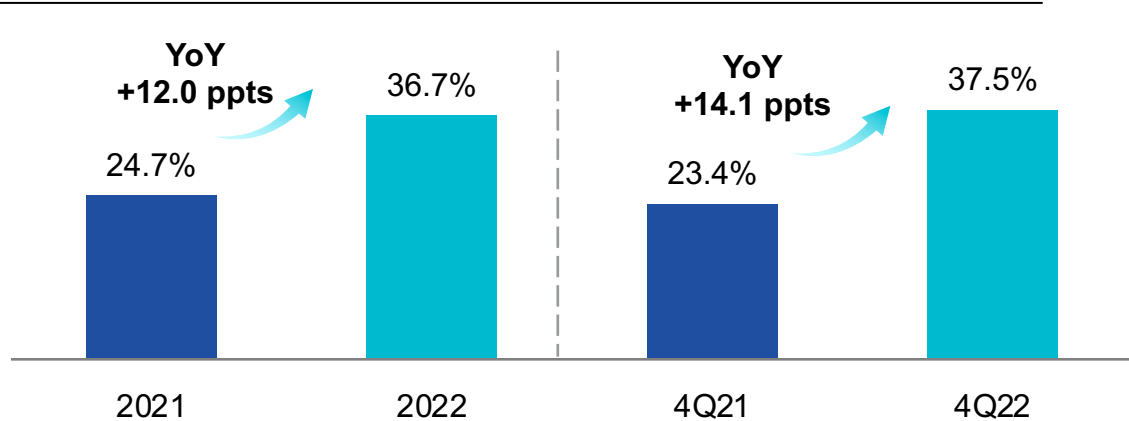
Continuous Cost Optimization and Strong Liquidity Position

Effective Cost Optimization and Improved Gross Margin

Operating Expenses (RMB mm)

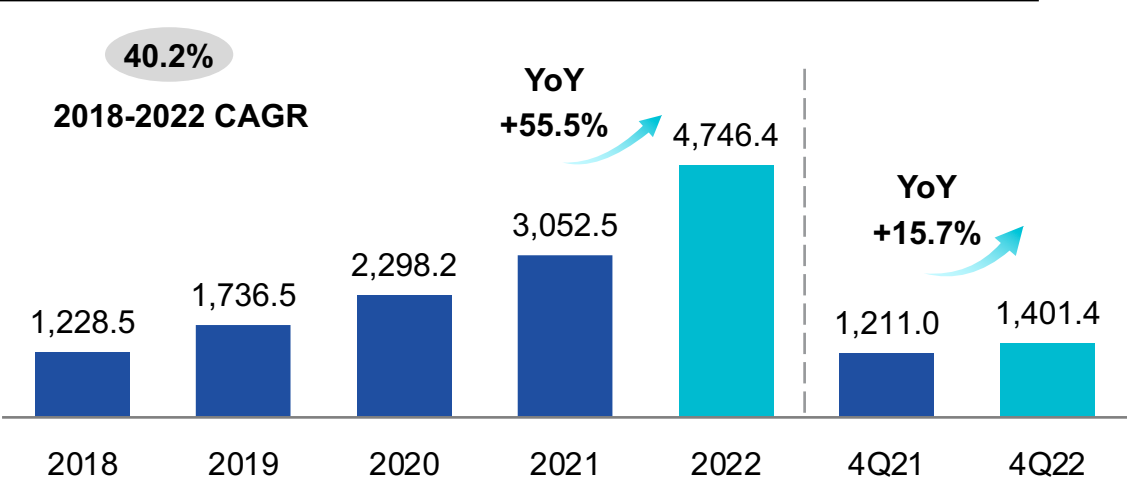


Gross Margin



Increased Productivity

GWP per Employee (RMB '000)



Strong Cash Position

Cash and Cash Equivalents (RMB mm)

