



HUIZE HOLDING LIMITED CORPORATE PRESENTATION

April 2024

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Huize's Proven Leadership Team

The Huize team combines local and global experience in leading insurance and financial institutions



Andy MA

*Founder, Chairman,
Chief Executive Officer*

- Founded Huize in 2006
- Over 24 years of insurance industry-related experience
- Commenced career at Ping An from 1995 to 2004



Leo JIANG

COO

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



Ron TAM

*Co-CFO,
Head of International*

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



Forest XIAO

Co-CFO

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



Laura LUO

Secretary of the Board

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



Serena ZHU

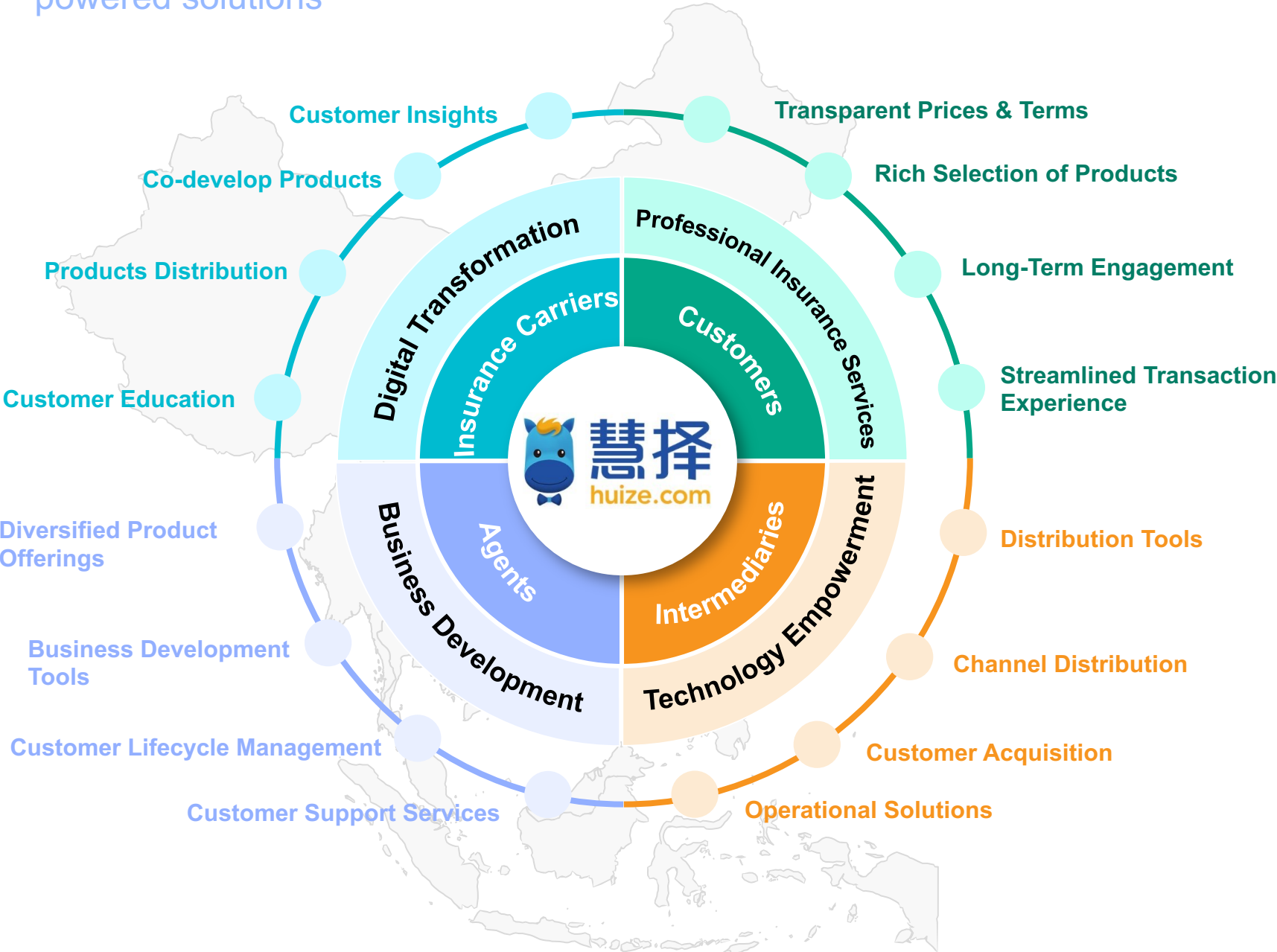
General Counsel

- Over 10 years of insurance experience
- Over 16 years of corporate legal experience



Leading Insurance Technology Platform for Digital Distribution

Ecosystem connecting consumers, insurance carriers, and distribution partners through data-driven and AI-powered solutions



- #1 independent online life and health insurance distribution platform in China ⁽¹⁾
- Digitalization partner of choice for leading insurance carriers (120+) and distribution partners (10000+)
- Over 9.3 million policyholders served with high LTV potential
- US\$817M GWP, US\$168M revenue and US\$10M net profit in FY2023
- Internationalization strategy since 2023 (6% rev in 2023 Q4, double-digit target for 2024)
- Proprietary AI large language model application driving productivity gains

Notes:
1. In terms of GWP in 2022, By Frost & Sullivan

Open Platform Empowering Digital DTC and Partnership Distribution

Direct-to-consumer, B2B2C and B2A2C distribution integrating online-offline channels

1

Direct to consumer – web/mobile, social media and search marketing



2

B2B2C – influencers, corporates, merchants and financial intermediaries



3

B2A2C – Independent financial advisors (IFA)

Target independent insurance agents



RMB354 MM
FY23 (+73% yoy)



+106%
No. of high-performing IFA
partners in 2023



Offline service
teams in 18
provinces and
cities

Empower agents with efficient professional support



A diversified insurance
product matrix



Digital CRM and
underwriting system



Customer service
support

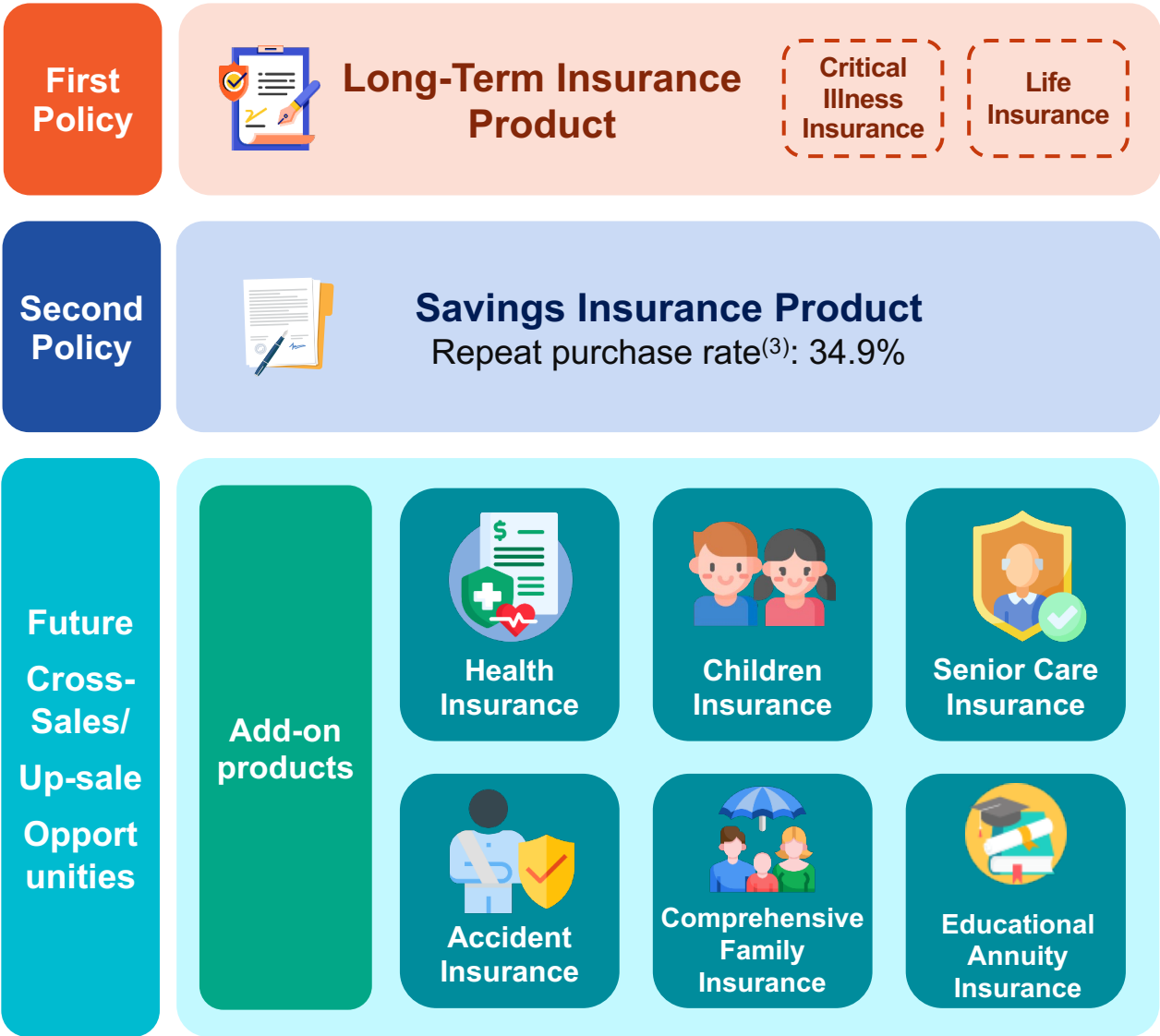
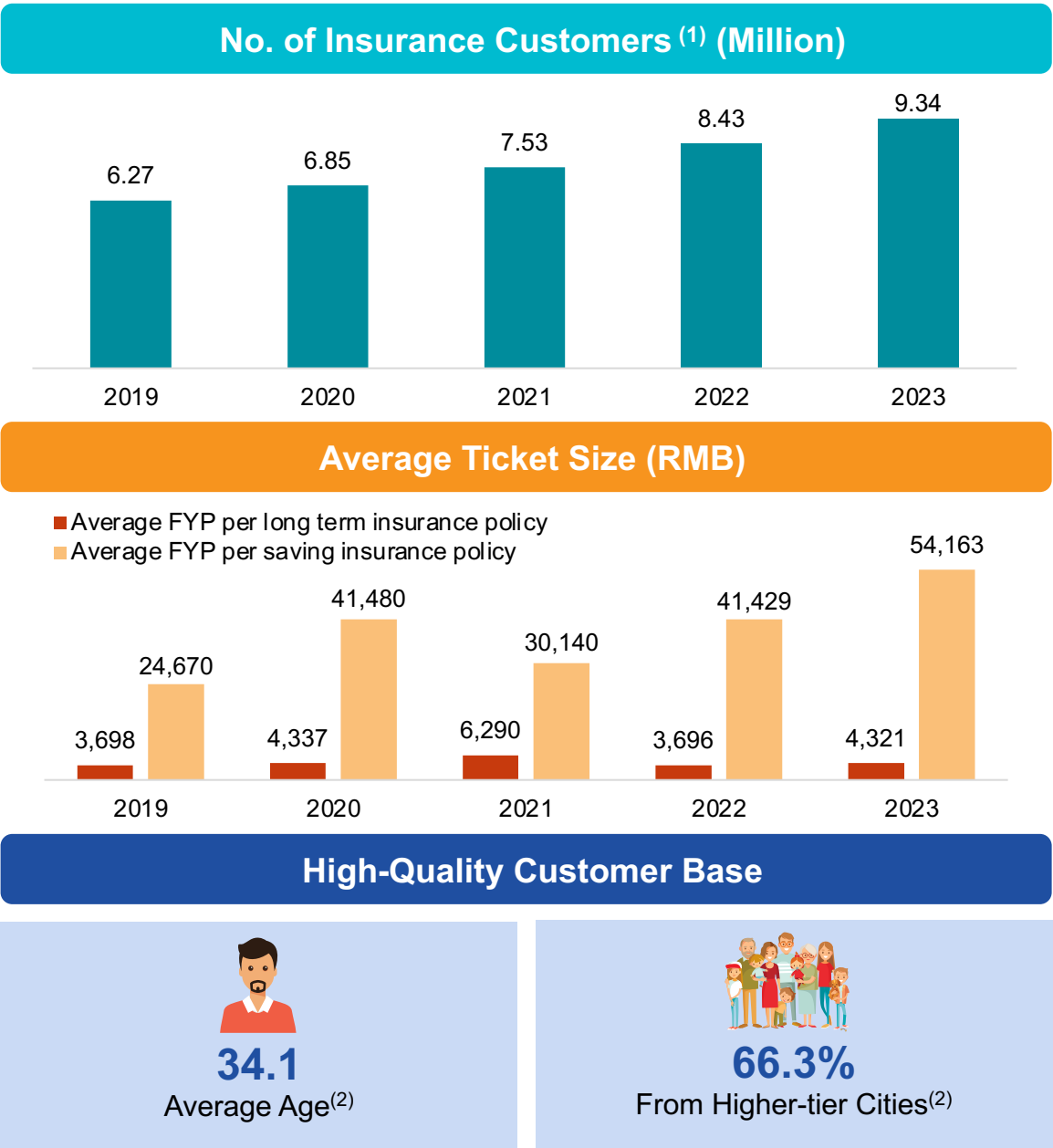


Online customer
acquisition
capabilities

5

Sizable and Growing Customer Base with High LTV Potential

Young and high-quality mass affluent customer base with demonstrated upselling opportunities



Notes:
1. Cumulative as of December 31, 2023; Insurance customers refers to customers who purchased policies
2. Represents insurance customers who purchased long-term insurance products in 2023
3. Average repeat purchase rate of insurance customers who purchased savings insurance products in 2023


Trusted Consumer Brand for Professional Insurance Services

Consumer’s digital insurance platform of choice with industry-leading claims assistance and persistency ratios

Excellent Customer Satisfaction and Comprehensive After-Sales Services Support



99.8%
Service Response Rate⁽¹⁾



91.5%
First Contact Resolution Rate⁽¹⁾



37,651 Hours
Teleservices⁽¹⁾



1,000,000
Families Served⁽¹⁾



99.5%
Customer Satisfaction for Teleservices⁽¹⁾

Efficient Claims Assistance

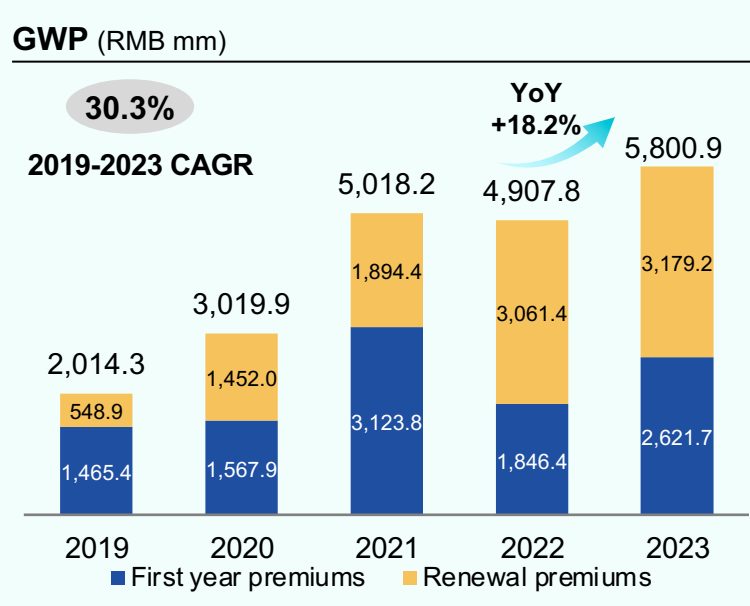
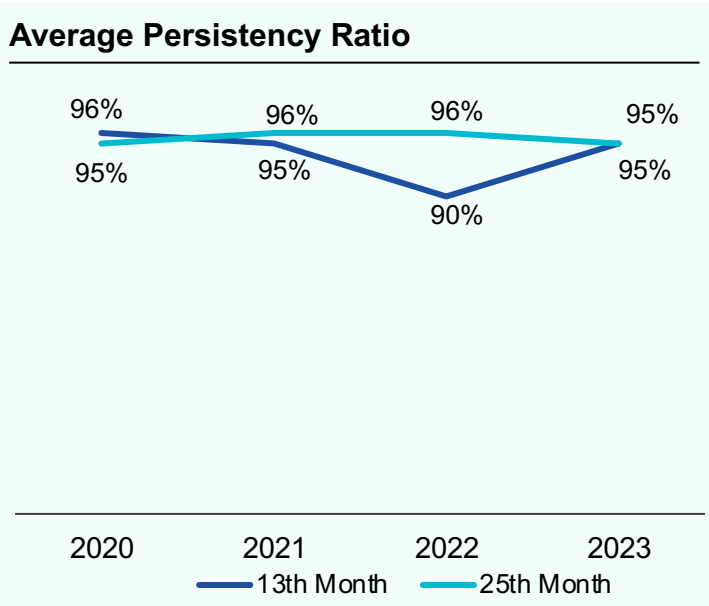


92,000
Claimed Cases⁽²⁾
in FY23



RMB 570 MM
Claim Settlement Amount⁽²⁾
in FY23

Industry Leading Persistency Metrics



Notes:
1. Huize 2023 Customer Service Report
2. Huize 2023 Xiao Ma Claim Annual Report

Digitalization Partner of Choice for Insurance Carriers

Co-branded product and distribution partnerships with top insurance brands

Critical Illness



Critical Illness Insurance
“Darwin Critical Care No.8 - Advanced”
(Partnership with PICC Life Insurance)

Participating Whole Life Insurance

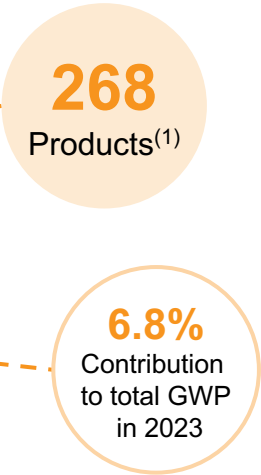
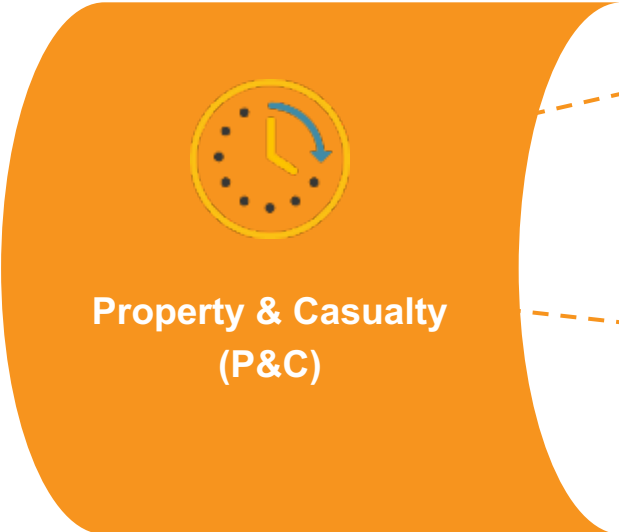
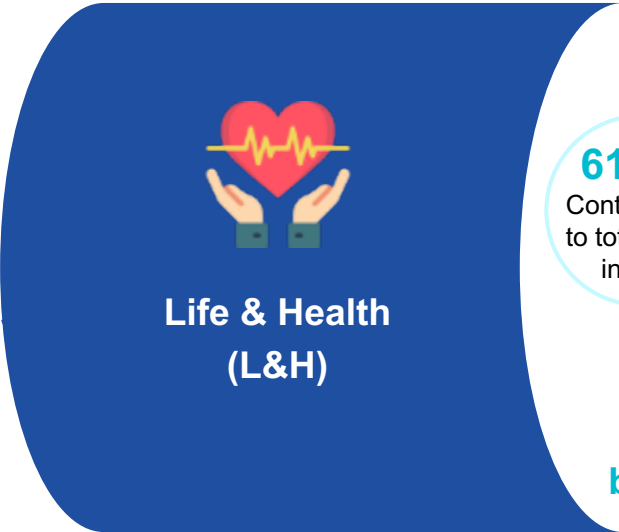
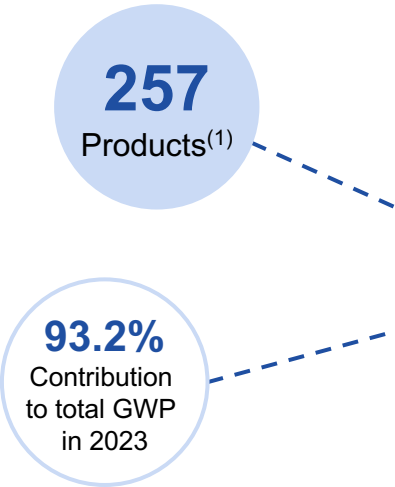


Long-Term Medical Insurance



Long-term Medical Insurance
“Chang Xiang An”
(Partnership with Ping An Health Insurance)

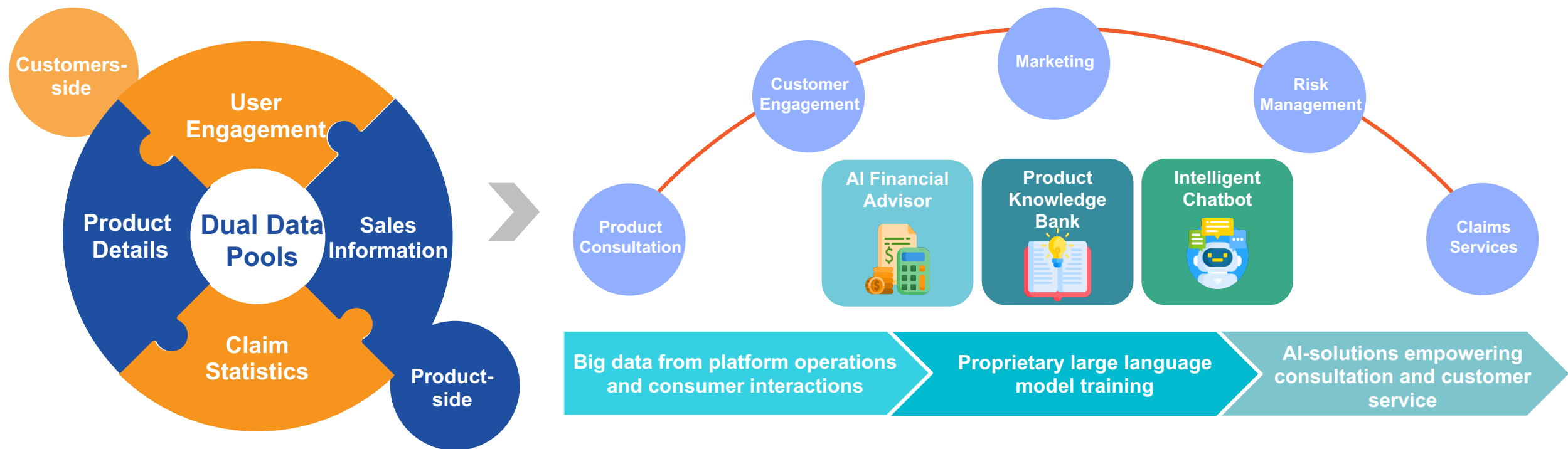
International Product Partnerships



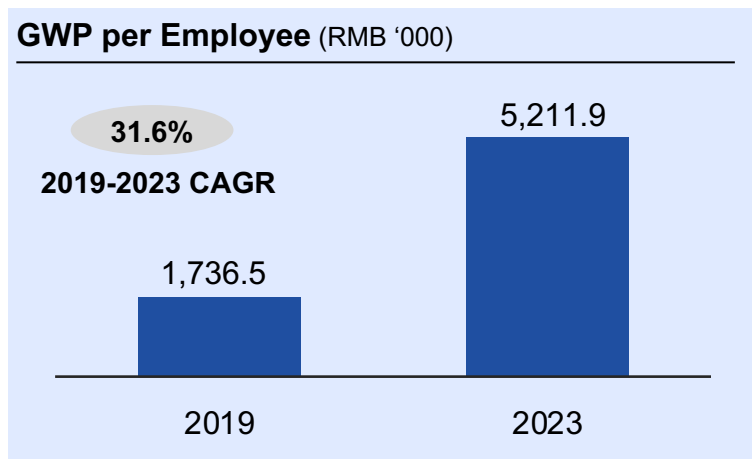
Notes:
1. As of December 31, 2023

Industry Leading AI-Solutions Driving Productivity Gains

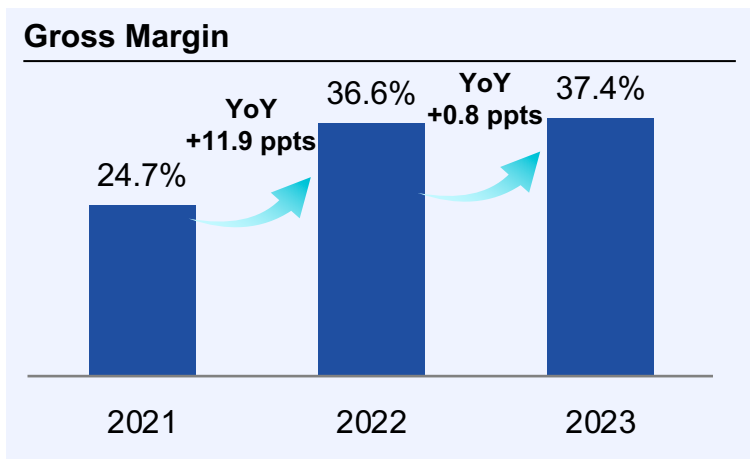
Proprietary AI solutions empowering sustainable productivity gains and operational efficiencies



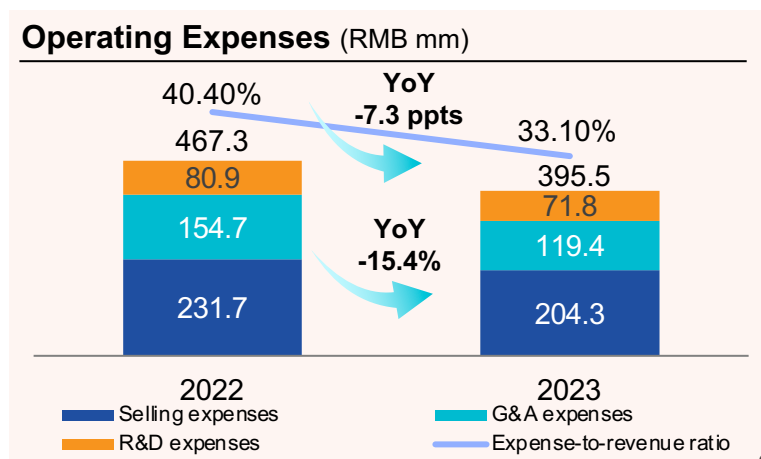
1 Increasing employee productivity



2 Improving gross margins

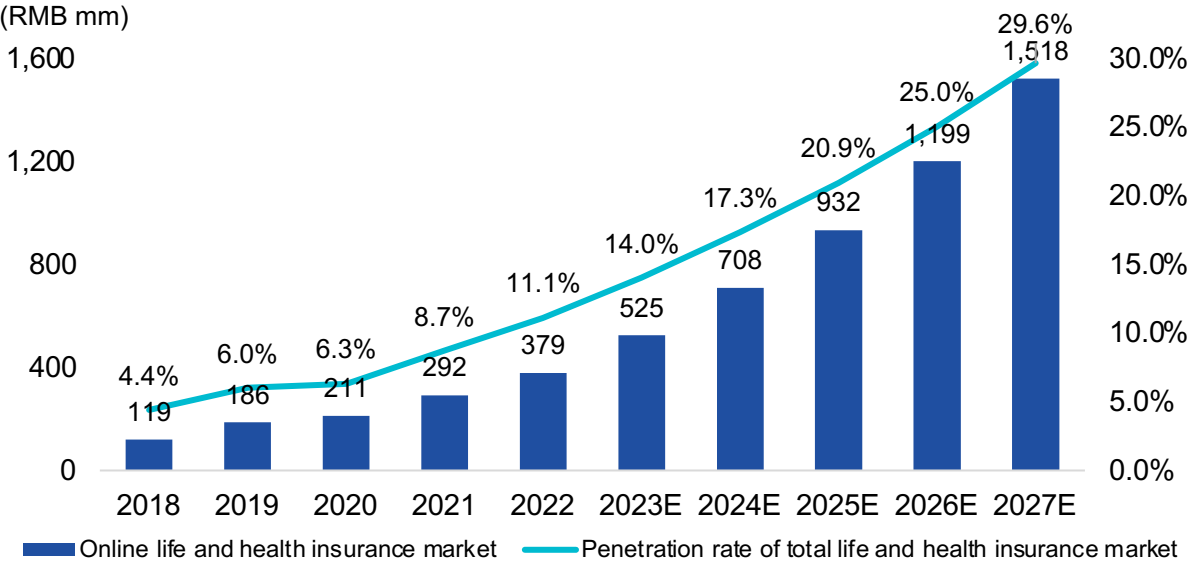


3 Enhancing operating leverage

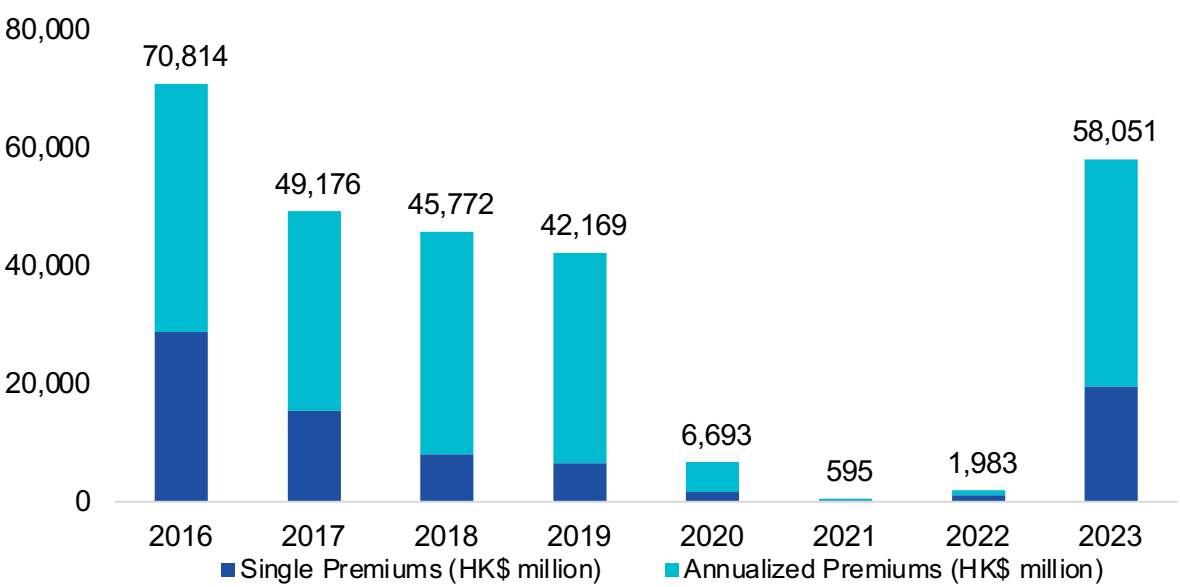


Large and Growing Market Opportunity in China and Hong Kong

China’s Online Life and Health Insurance Market by GWP

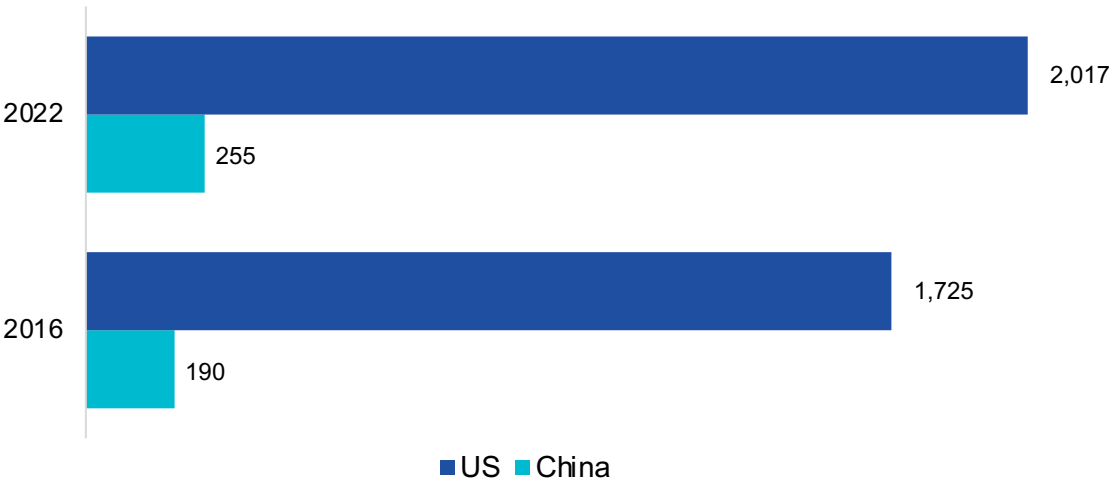


Individual New Life Policies Issued to Mainland Visitors

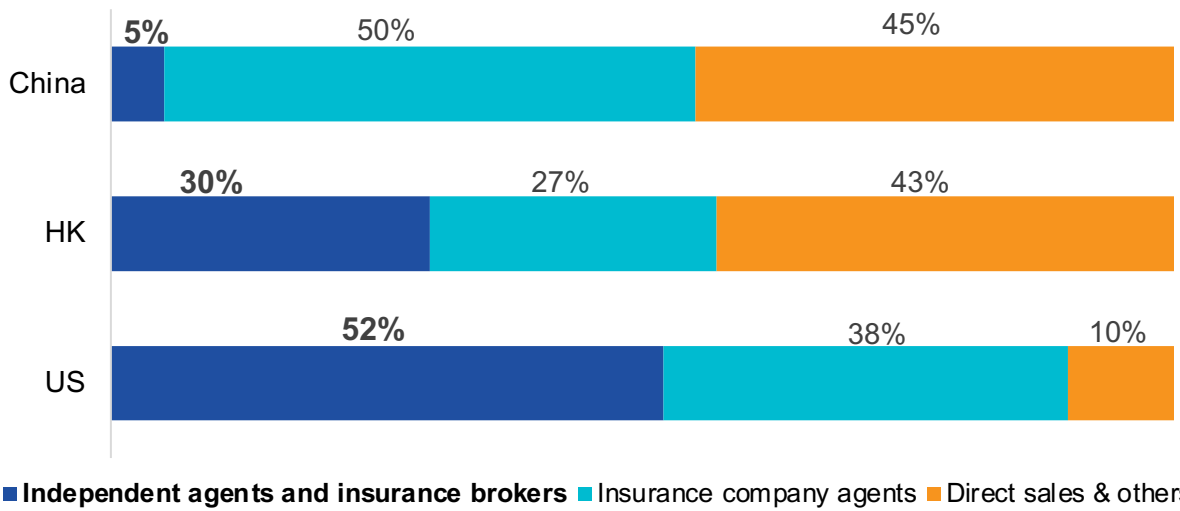


Life Insurance Density in China and US

Density (USD), 2016 and 2022

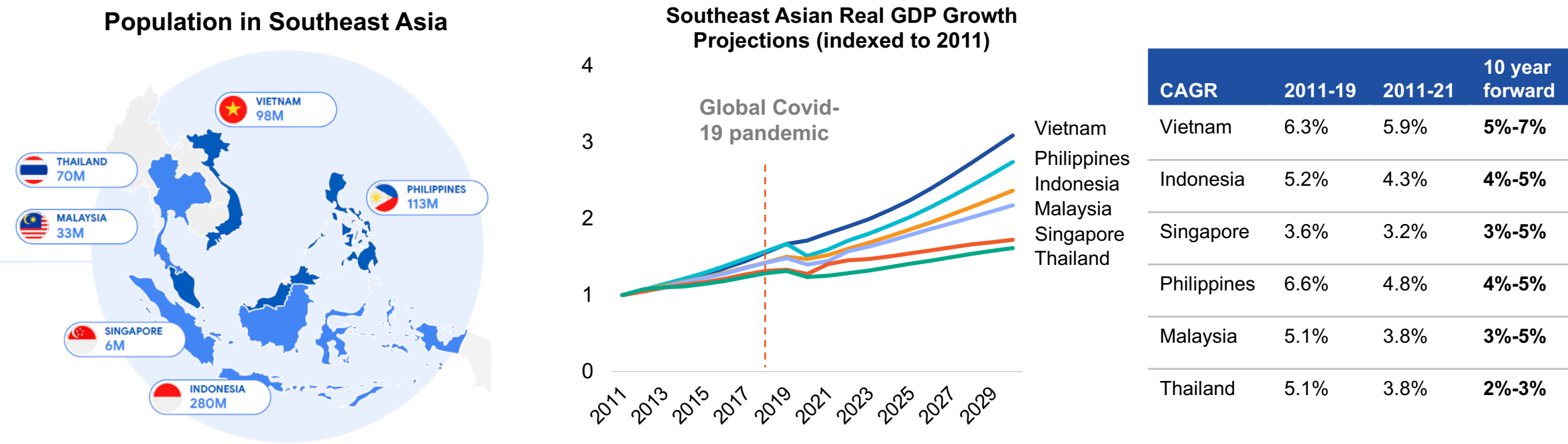


Life Insurance Sales by Channel in China (2021), HK and US (2022)

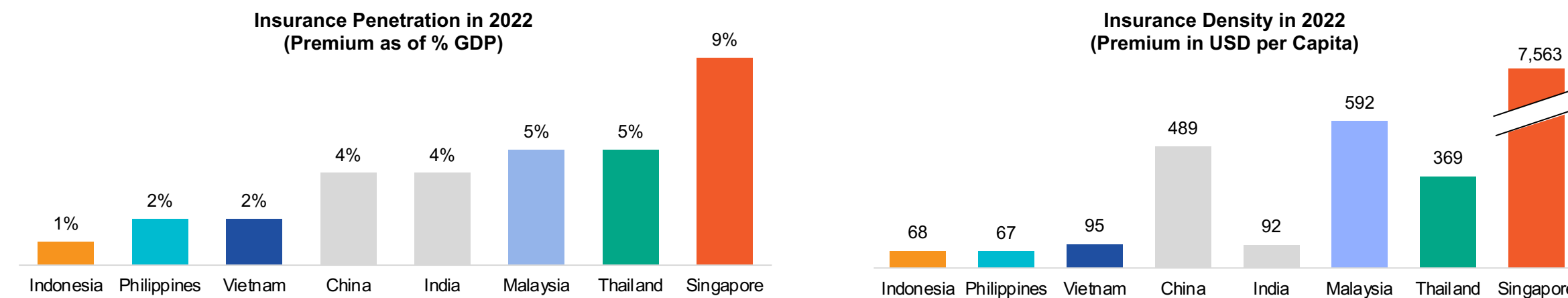


Attractive ASEAN Demographics Offer Significant Opportunities

Young, large and digital native populations with low insurance penetration and high GDP growth represent significant regional expansion opportunities to replicate the China-proven model



SEA Insurance Industry Opportunities

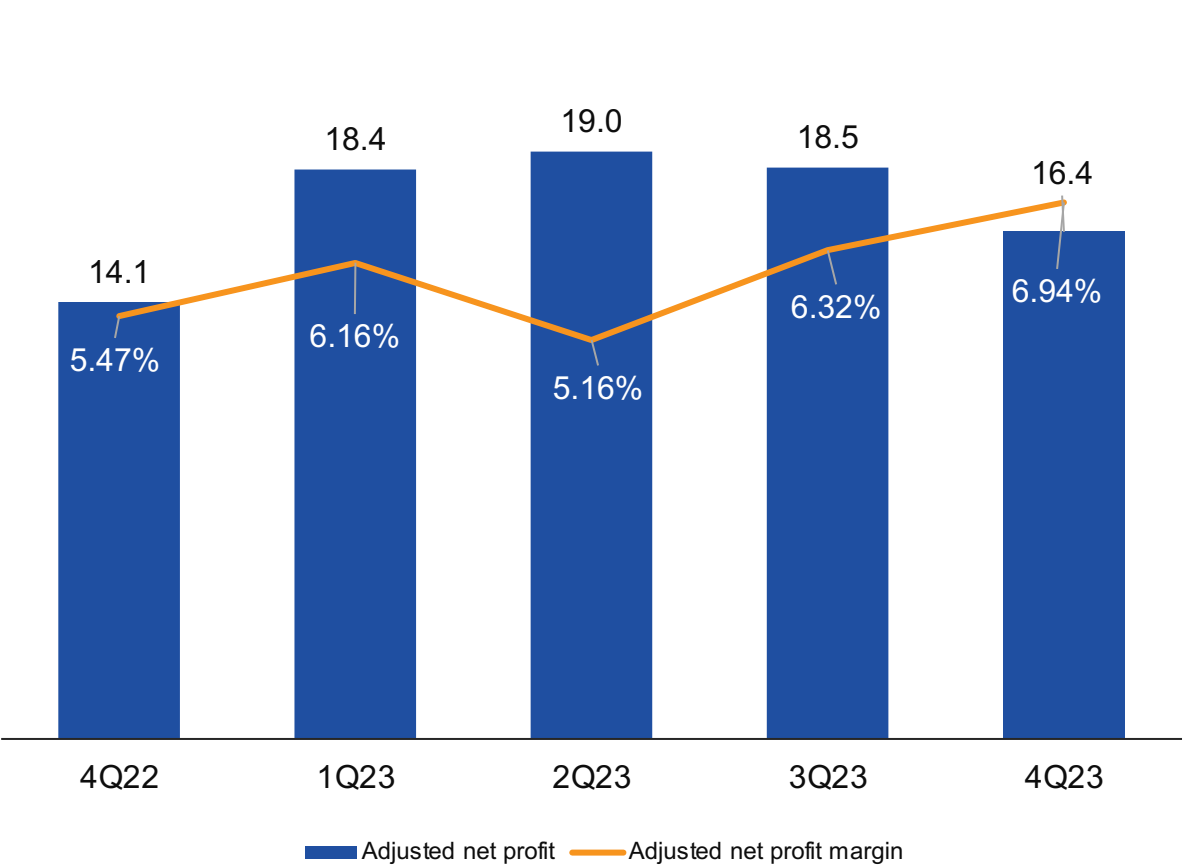


Source: Euromonitor, Bain & Co., Swiss Re, International Monetary Fund, Google, Temasek and Bain, e-Economy SEA 2022

Scalable Business Model Driving Profitability with Strong Liquidity Position

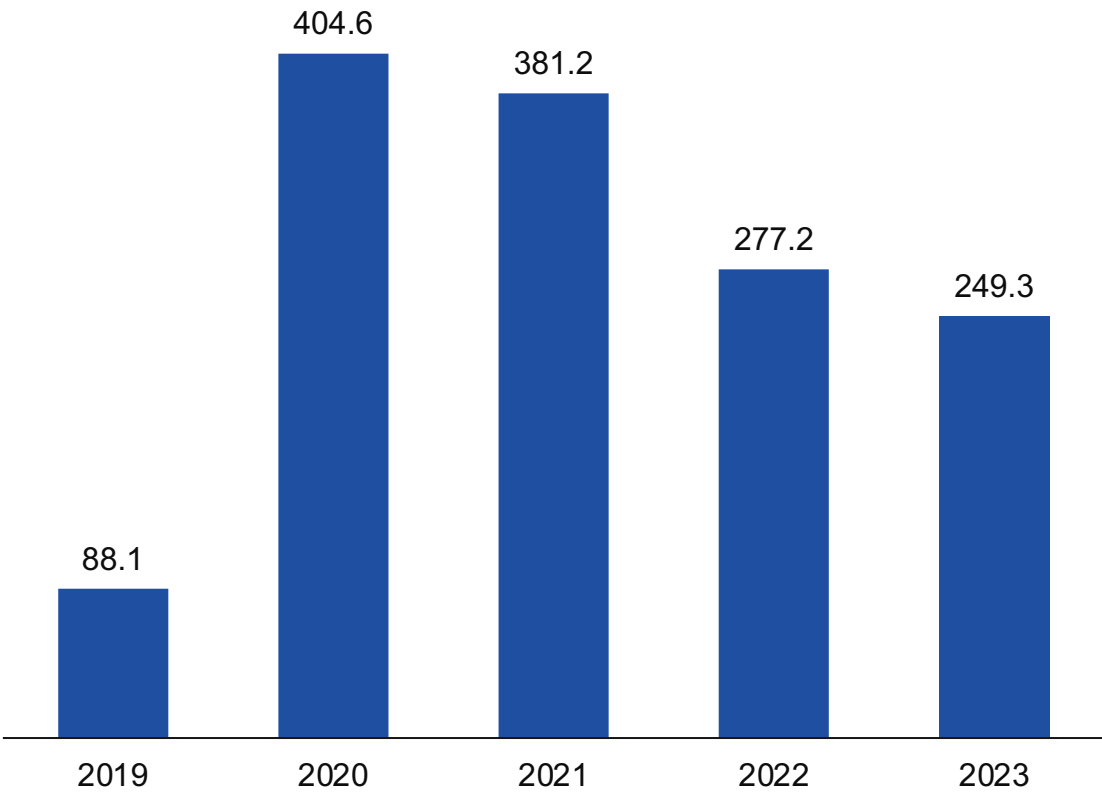
Improving Profitability

Adjusted Net Profit (RMB mm)



Strong Cash Position

Cash and Cash Equivalents (RMB mm)



Investment Highlights



Key Financial Highlights



Market Capitalization¹

US\$ 29.2M

Outstanding Common Shares⁴

1,023.3M

Insider Ownership⁵

32.3%

Revenue²

US\$ 168.4M

2024E P/E Multiple⁶

3.54

Net Profit²

US\$ 9.9M

Analyst Coverage



Cash Balance³

US\$ 35.1M

Notes:
1. As of April 4, 2024
2. For the full year ended December 31, 2023
3. Includes cash and cash equivalents, as of December 31, 2023

4. Includes 872,744,986 Class A common shares and 150,591,207 Class B, as of 28 Feb 2023, from 2022 Annual Report
5. Includes the shares held by directors and executive officers, from 2022 Annual Report
6. Data source: Bloomberg