



HUIZE HOLDING LIMITED CORPORATE PRESENTATION

November 2022

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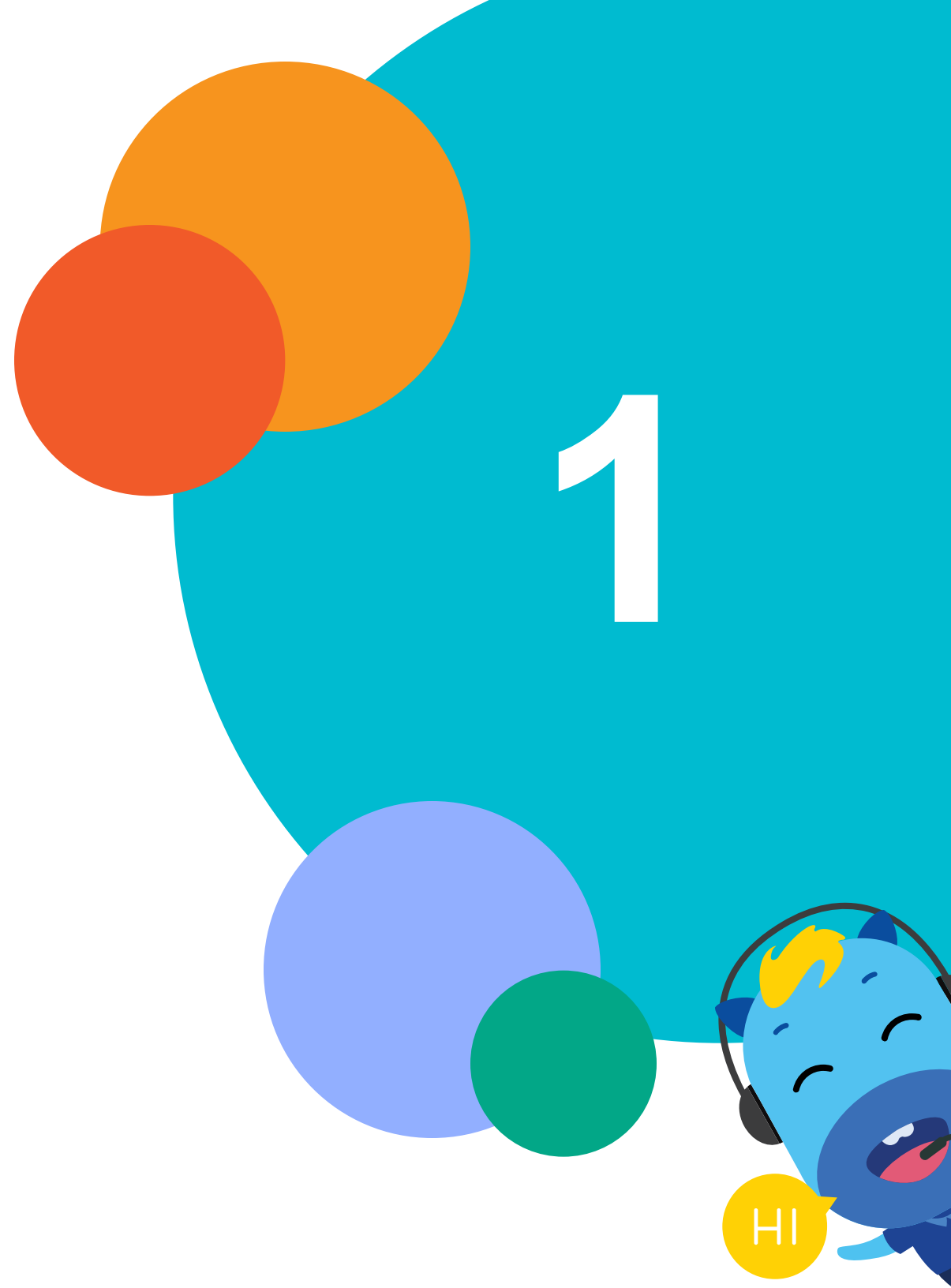
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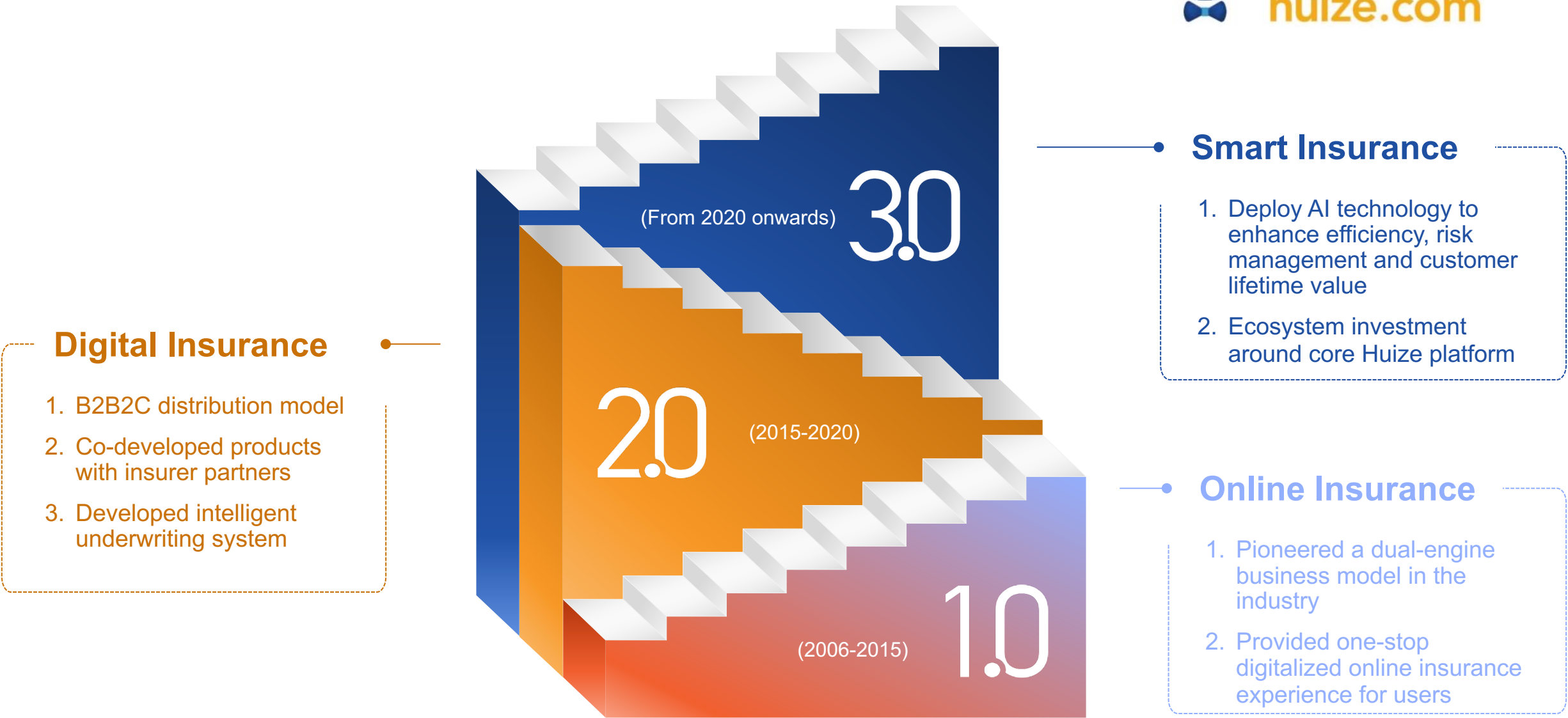
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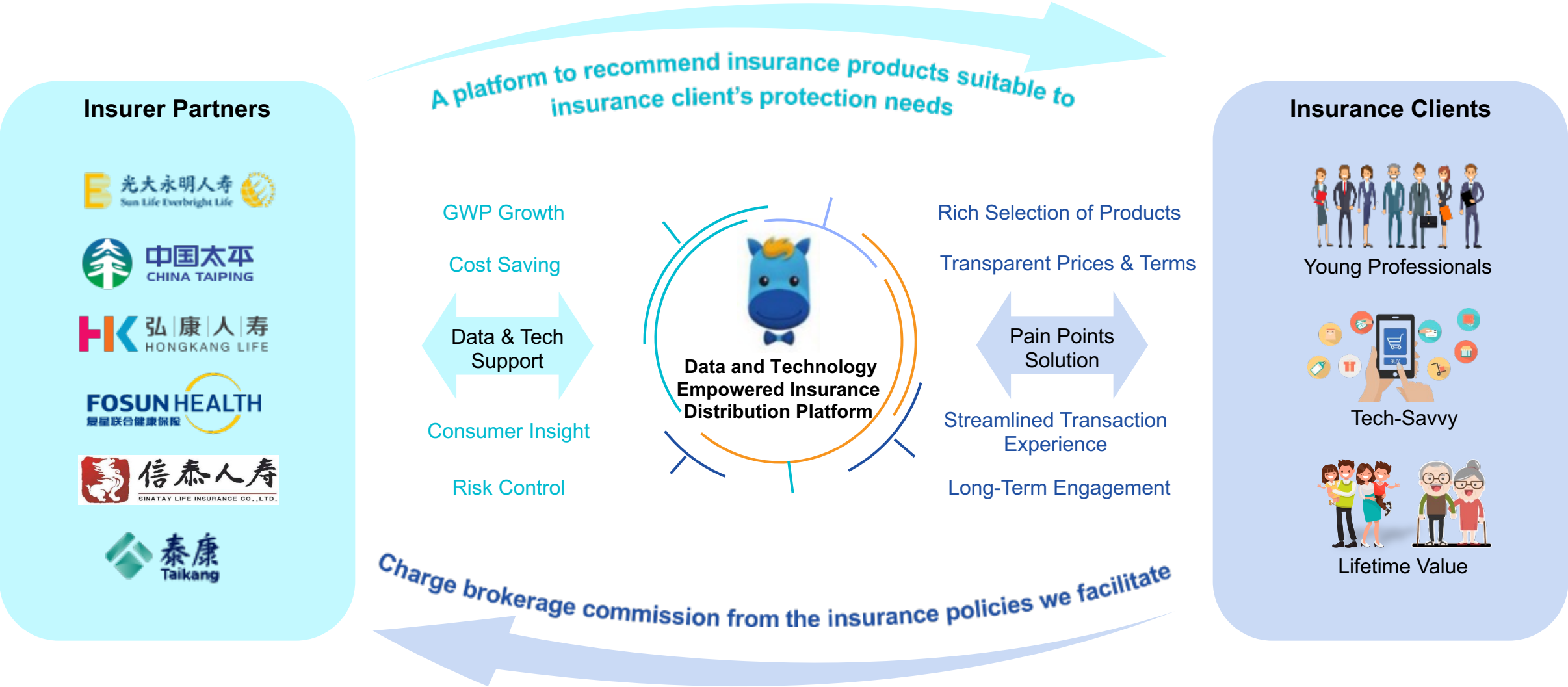
Company Overview



To Become the Go-to Insurance Service Portal for Young, Middle Class Families in China



China's #1 Independent Online Platform for Long-term Life and Health Insurance Products and Services⁽¹⁾



Driven by innovative technology and leveraging proprietary client intelligence big data, the dual engine “insurer-client” platform model forms a virtuous cycle with strong network effects

Notes:
1. As measured by GWP facilitated in 2018

Huize at a Glance

Large, High-Quality and Young Client Base



8.3 Million

Insurance Clients⁽¹⁾



33.7

Average Age⁽²⁾



65.2%

From Higher-tier Cities⁽²⁾

Proven Track Record of Operating Performance



16 Years

Protecting Clients



442

Insurance Products⁽⁴⁾



~96%

Persistency Ratio⁽⁵⁾

Strategic Focus on Long-Term Insurance Products



93.9%

GWP for Long-Term Insurance Products
as % of Total GWP in 3Q22

Well Established Partnerships and Service Capability



106

Insurer Partners⁽³⁾



574

Consultants, Sales &
Marketing Professionals
⁽⁴⁾



22.4%

Research & Technology
Professionals as % of
Total Employees⁽⁴⁾

Robust Growth and Profitability



RMB1.25B

3Q22 Total GWP



RMB352MM

3Q22 Revenue



64.0%

2018-2021
Revenue CAGR

Unique Products Co-Developed with Insurers



72.9%

Co-Developed Insurance Products
Contribution to Total GWP in 3Q22

Notes:

1. Cumulative as of September 30, 2022; Insurance clients refer to clients who purchased policies

2. Represents insurance clients who purchased long-term insurance products in 3Q22

3. In cooperation as of September 30, 2022, excluding different branches

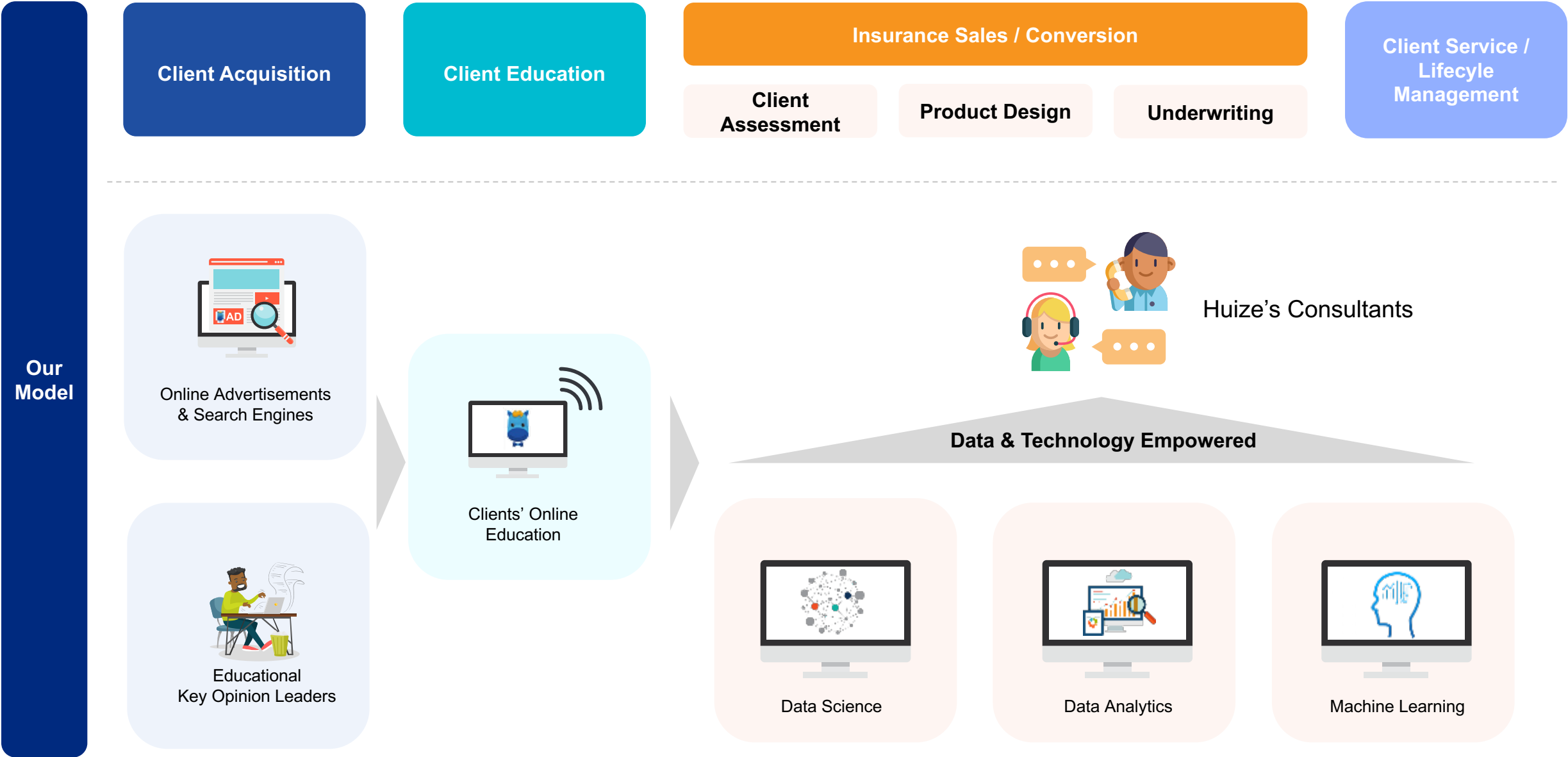
4. As of September 30, 2022

5. Average persistency ratios for long-term life and health insurance in the 25th month in the first seven months of 2022

Our Value Propositions



Providing a Seamless Experience and Driving Customer Lifetime Value Through Our Data and Technology Empowered Platform

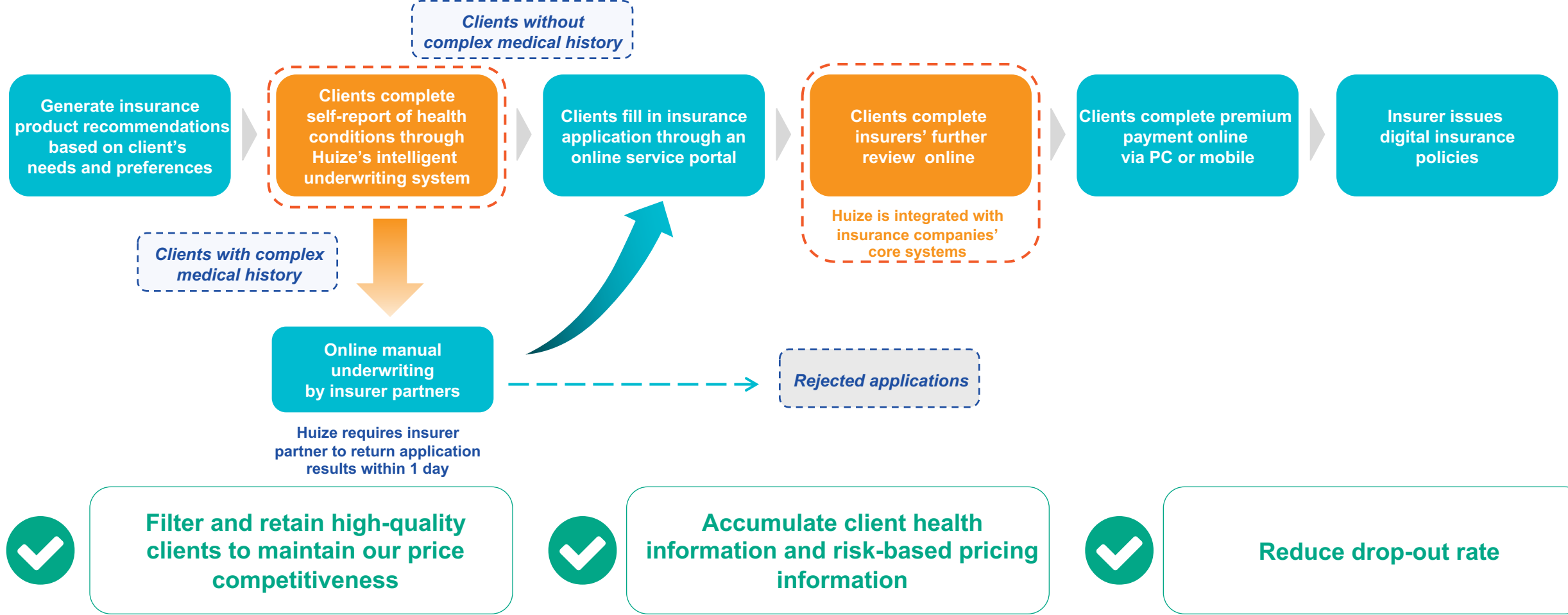


Leveraging the Internet and Data Intelligence to Simplify and Streamline the Insurance Distribution Process

We offer a one-stop insurance experience covering all stages of insurance transactions

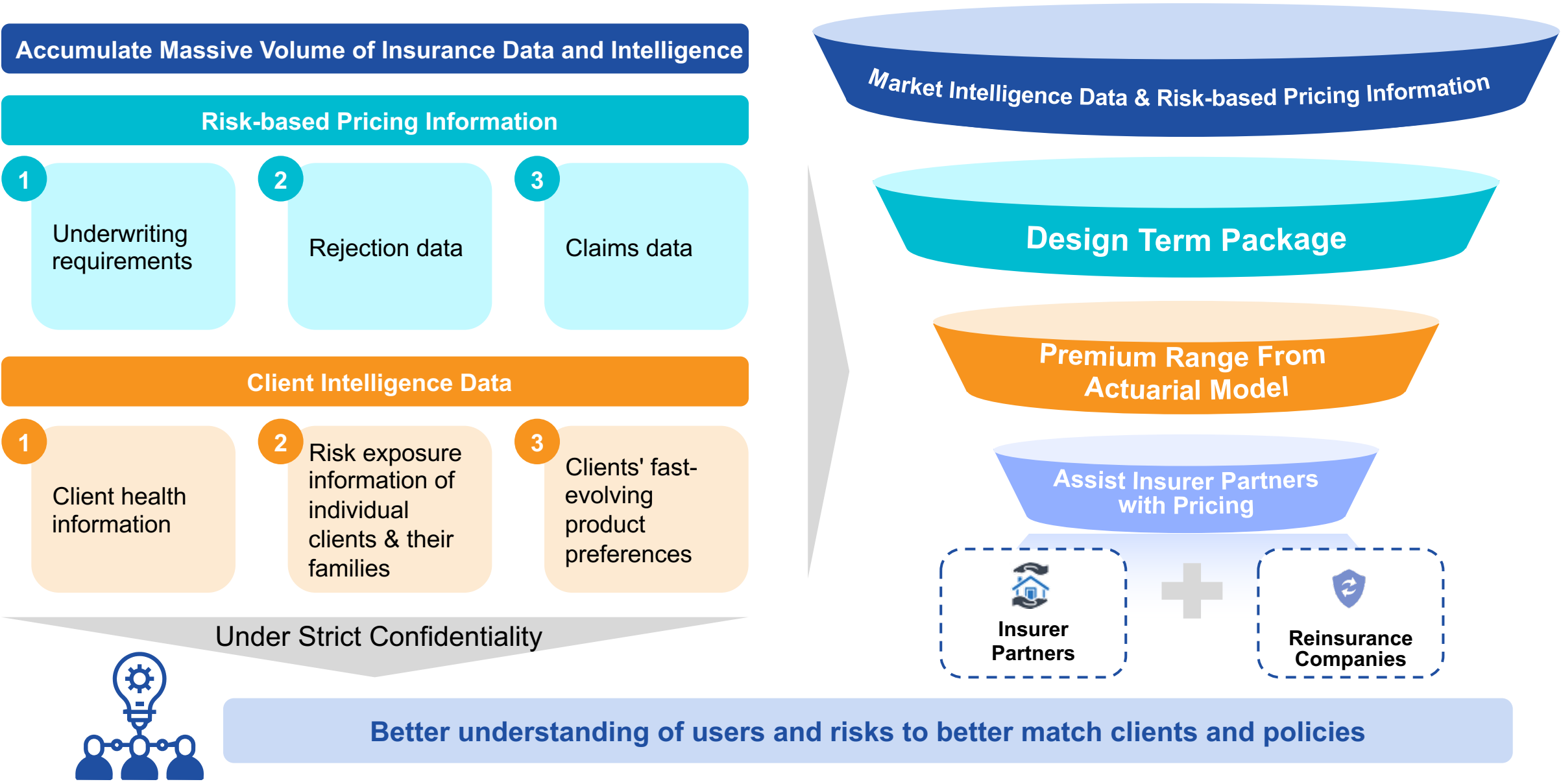


We move risk management forward through our intelligent underwriting system, and offer clients a simple and smooth transaction experience

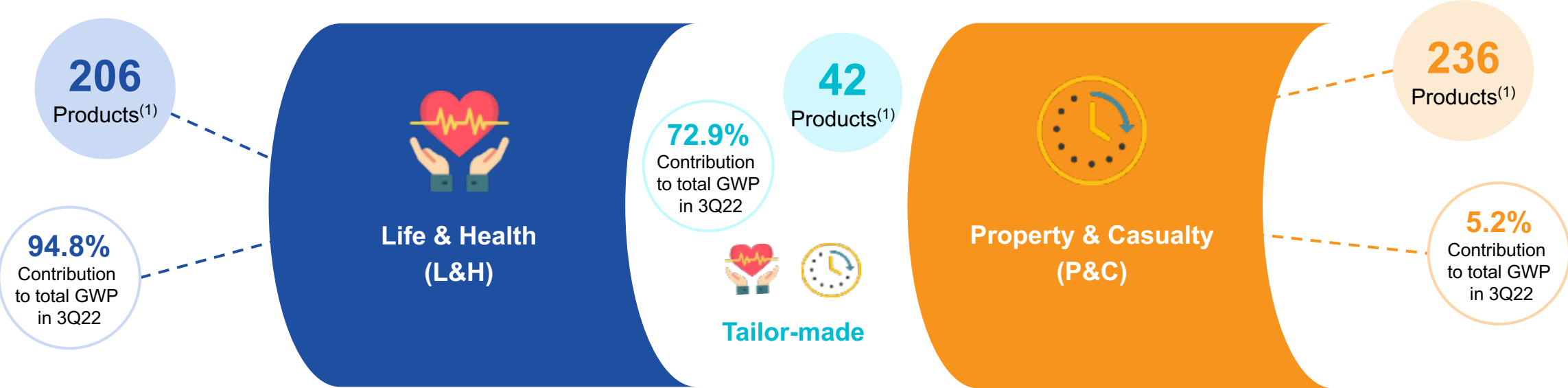


 Huize's underwriting process

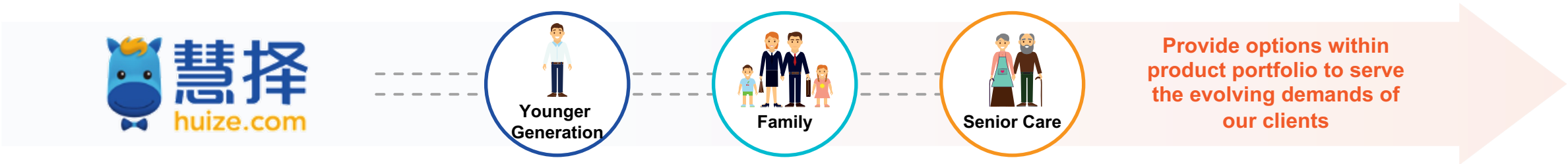
Leveraging Our Massive Client Intelligence Database to Enhance Risk Management and Product Customization Capabilities



Rich Product Offerings that Better Capture the Evolving Protection Needs Throughout the Customer Lifecycle



- Long-term health insurance products: primarily critical illness insurance
- Short-term health insurance products: less-than-1-year illness and disease insurance
- Life insurance products: term life insurance products; whole life insurance products; annuity insurance products
- Leverage intelligence data to design competitive products for specific target clients
- Assist insurer partners with pricing and risk control
- Travel insurance products
- Individual casualty insurance products
- Corporate insurance products



Note:
1.As of September 30, 2022

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



Ronald 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



Yongsheng WANG
CHO

- Previously worked at two management consulting firms as director and partner
- Rich experience in human resources management

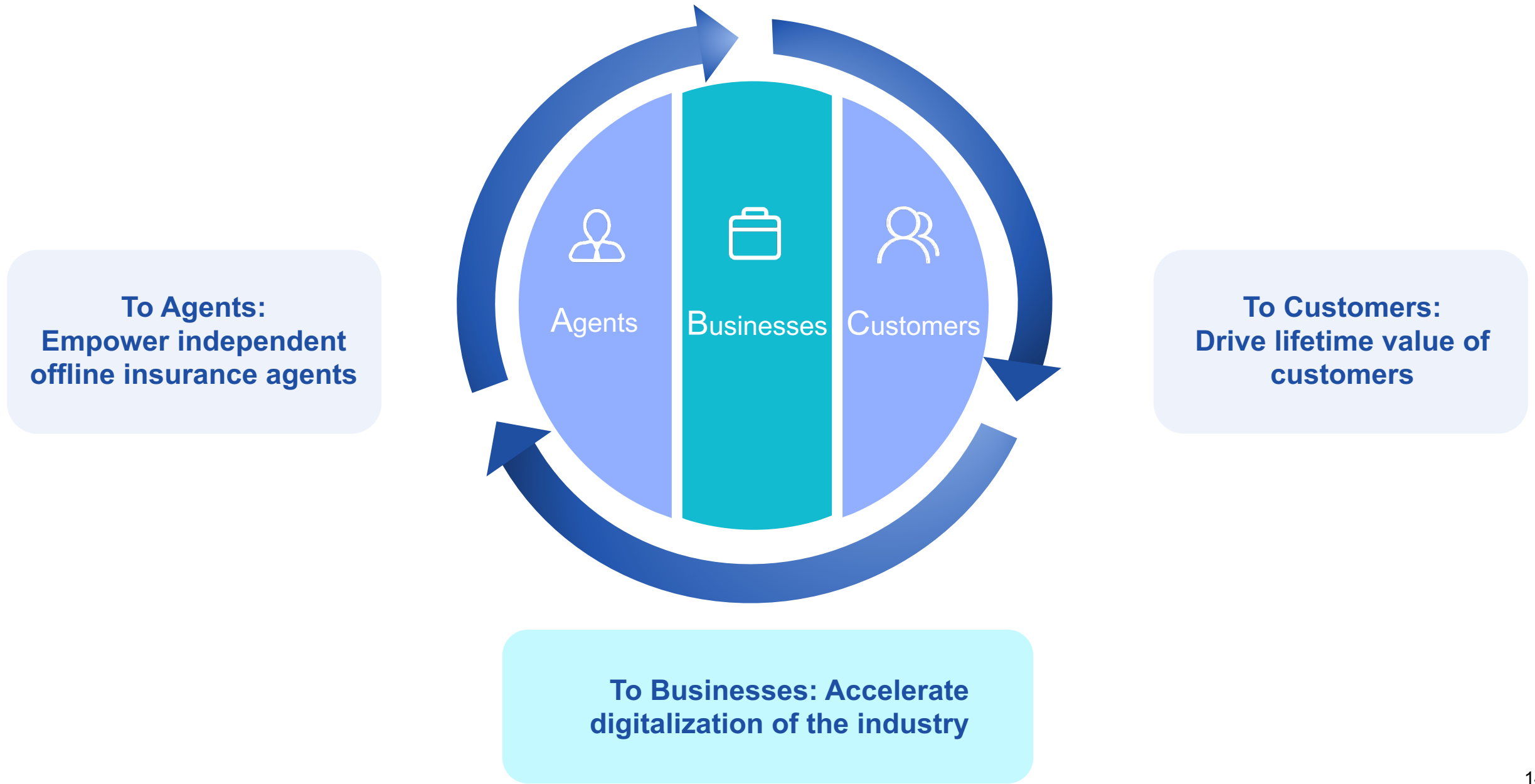


Our Growth Strategies

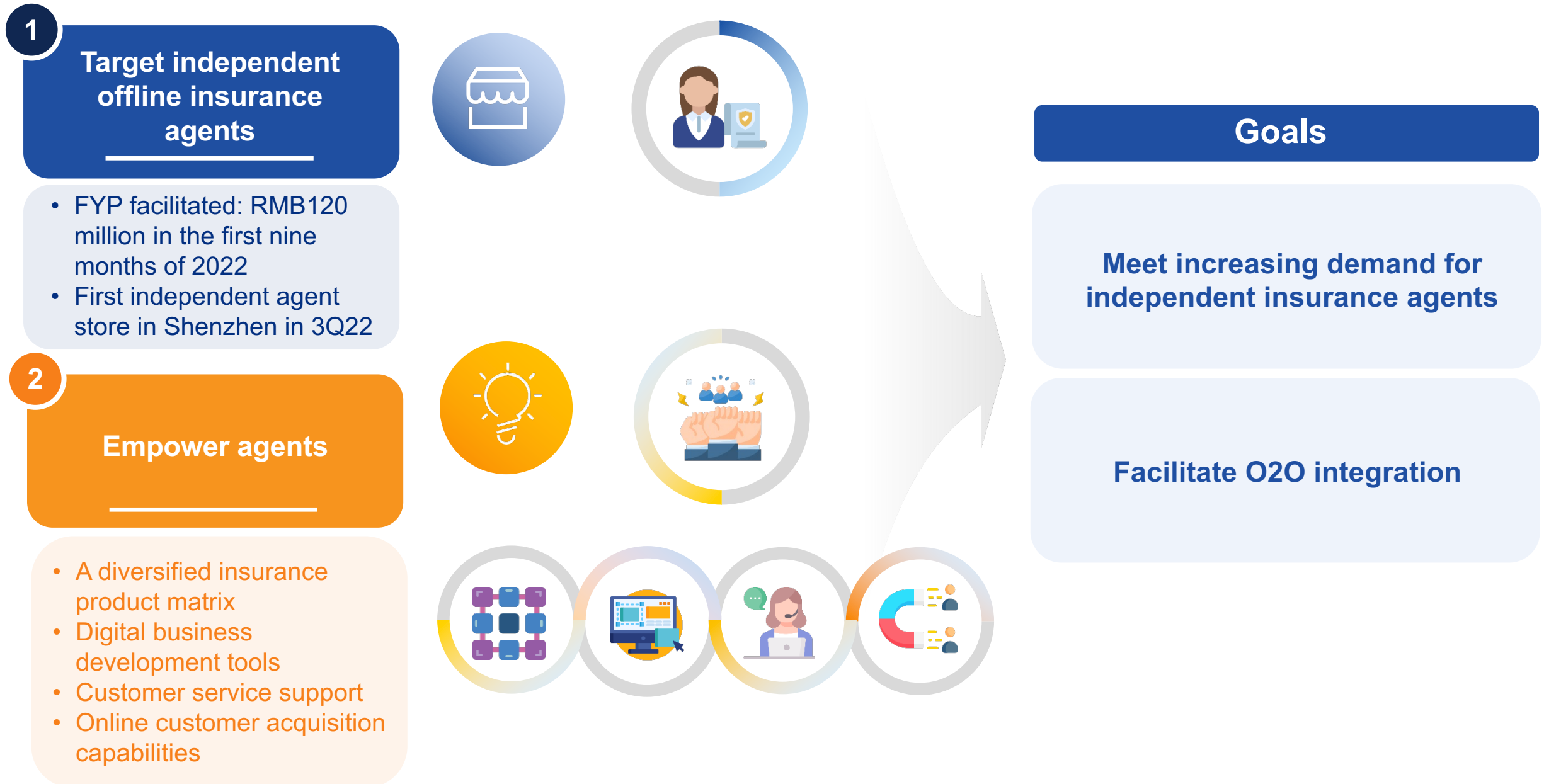


Strategic Plan Integrating “Agents, Businesses, Customers (ABC)”

Omnichannel Digital Insurance Service Ecosystem



“ABC” Strategy – Agents



“ABC” Strategy – Businesses

1

SCRM system, NLP intelligent quality control system, digital acceleration engine, business intelligence dashboard

- “Digital Acceleration Engine” project with Taiping Life
- Revenue contribution of RMB14 million in the first nine months of 2022

2

Digital-cloud platform

- Digital customer relationship management
- Underwriting risk management
- Insurance claims



Goals

Accelerate digitalization of the insurance industry

Diversify our revenue stream

“ABC” Strategy – Customers

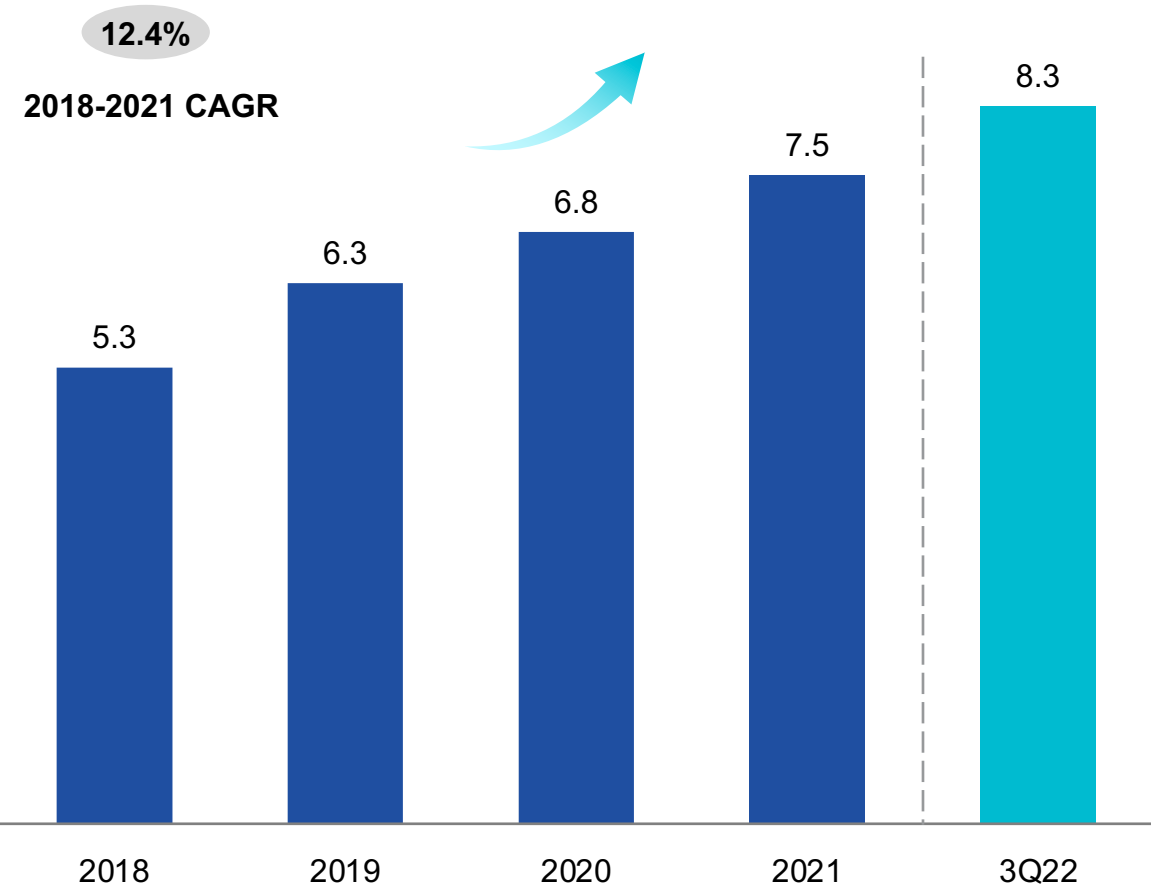


Financial and Operating Performance

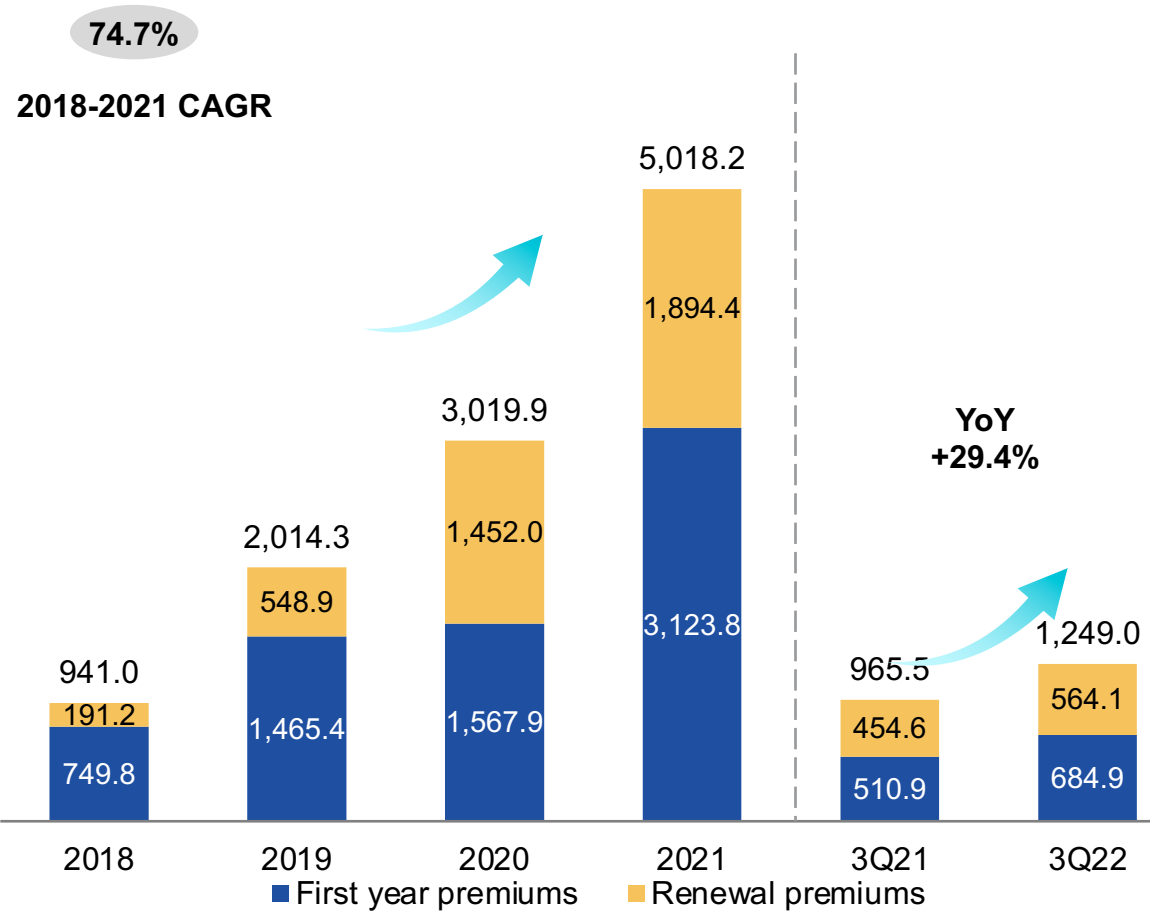


Strong Growth Track Record in Insurance Clients and GWP

Cumulative Number of Insurance Clients⁽¹⁾ (mm)



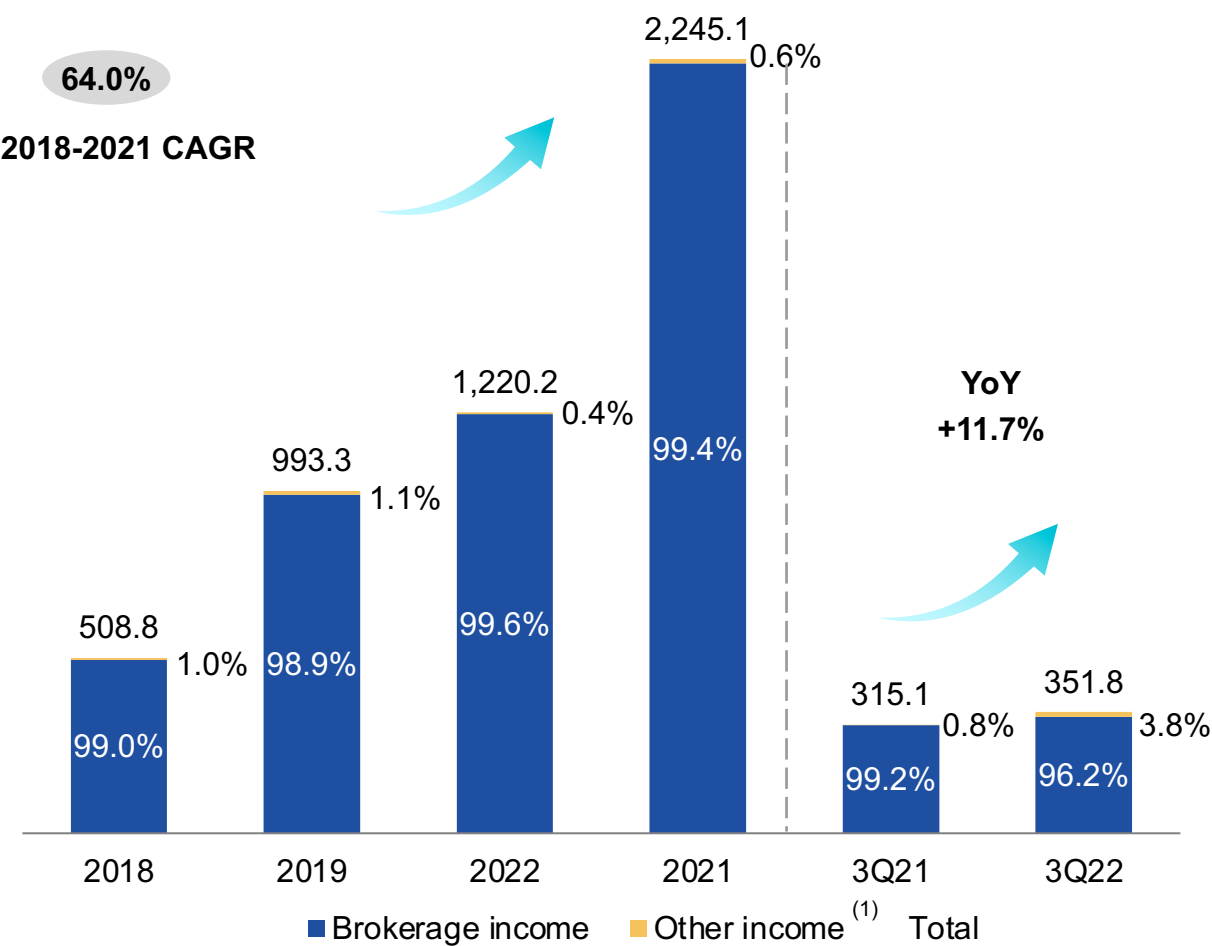
GWP (RMB mm)



Notes:
1. As of December 31, 2018, December 31, 2019, December 31, 2020, December 31, 2021 and September 30, 2022

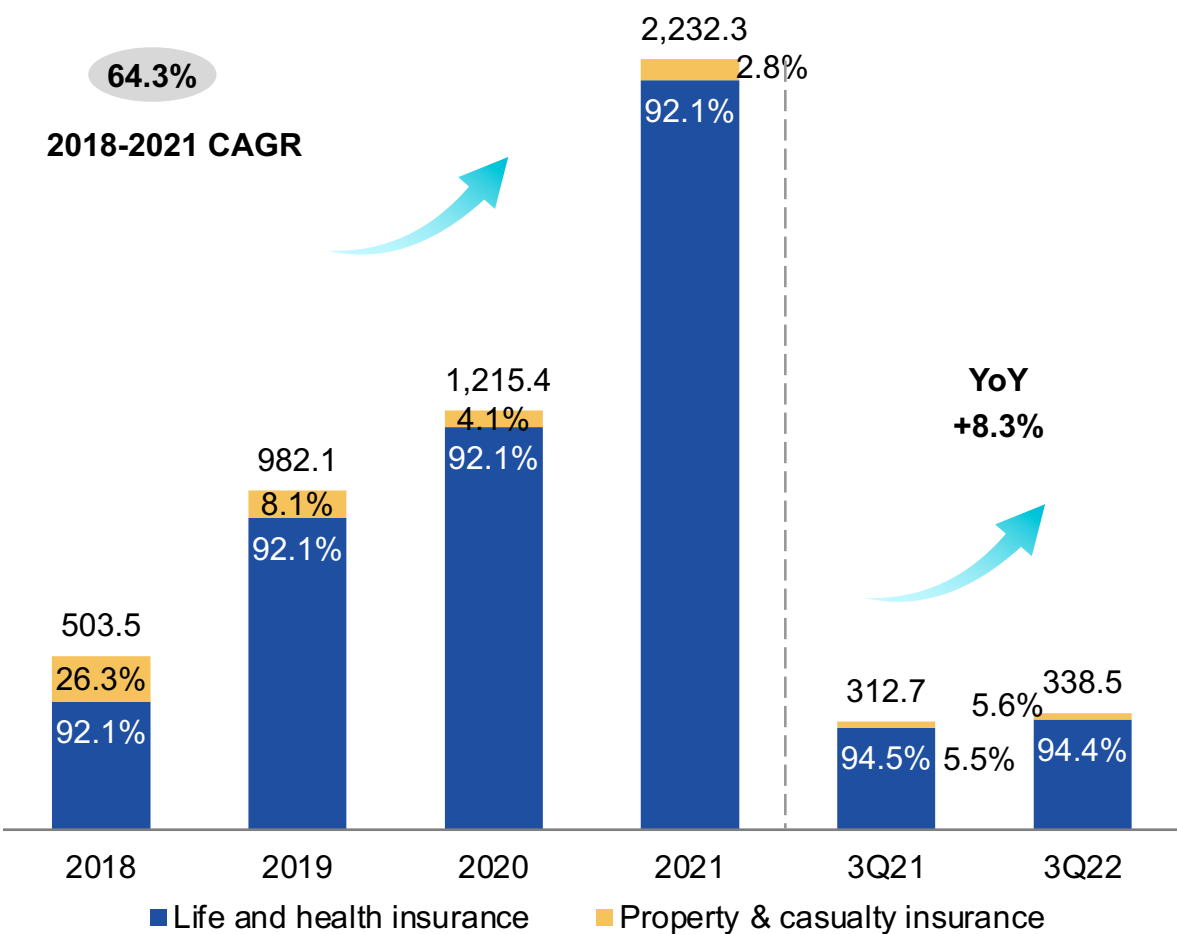
Resilient Business Performance with Improved Revenue Mix

Total Operating Revenue (RMB mm)



Brokerage Income Breakdown (RMB mm)

Increasing contribution from life and health insurance businesses

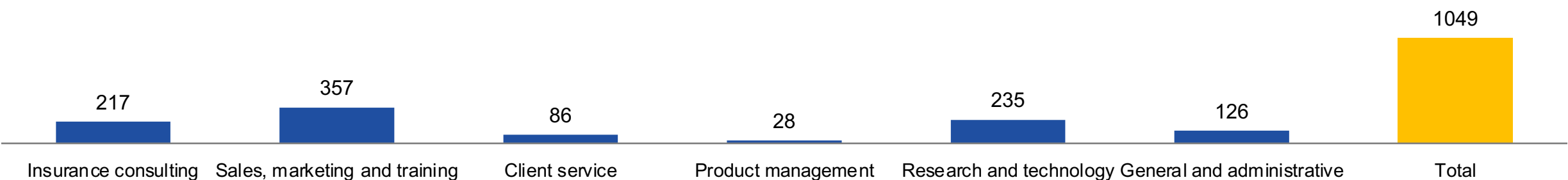


Note:
1. Primarily consists of service fees charged to insurance clients for risk assessment and insurance consulting services provided before they purchase insurance products

Continuously Improved Operational Efficiency – Productivity

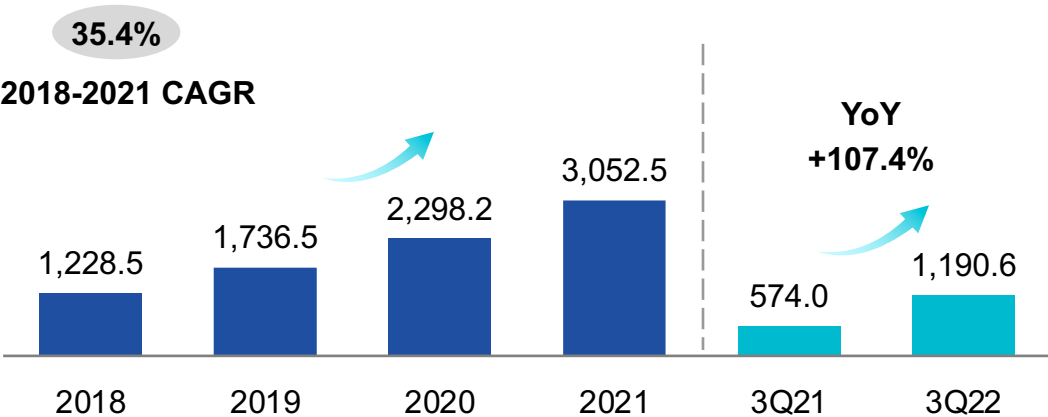
Staff Breakdown

Numbers of Employees Categorized by Function (As of September 30, 2022)

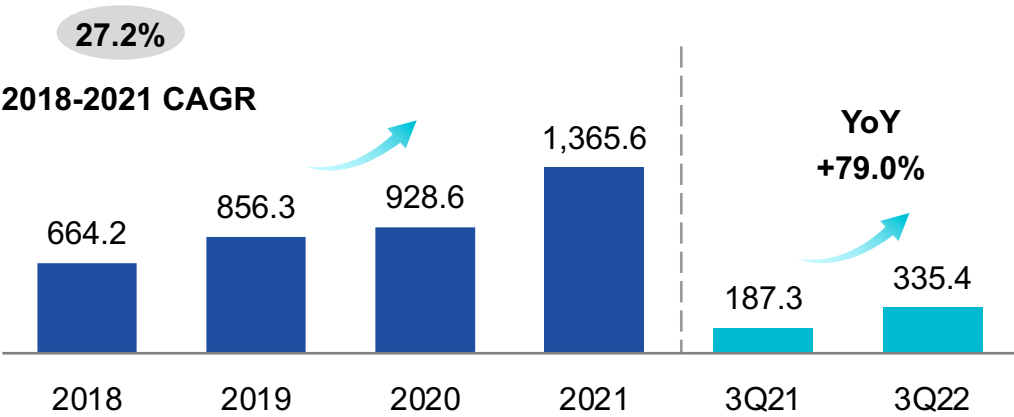


Stable Staff Productivity

GWP per Employee (RMB '000)

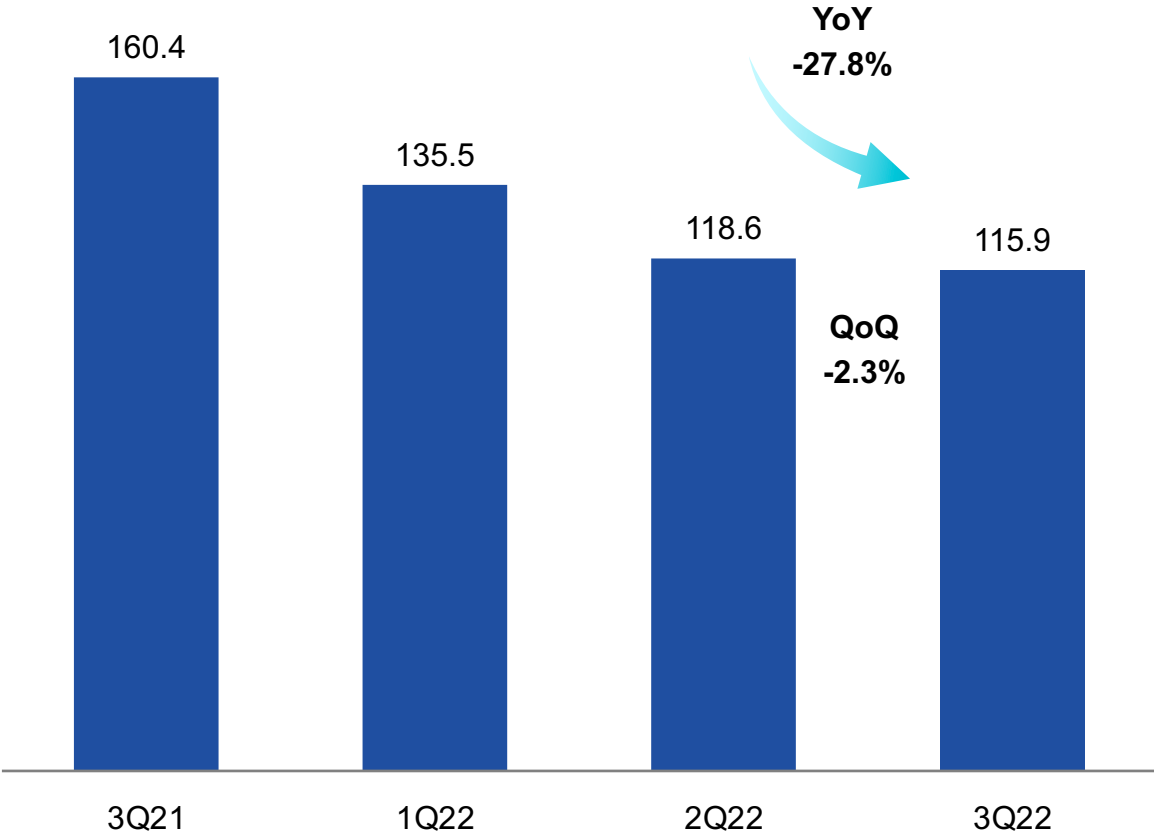


Operating Revenue per Employee (RMB '000)

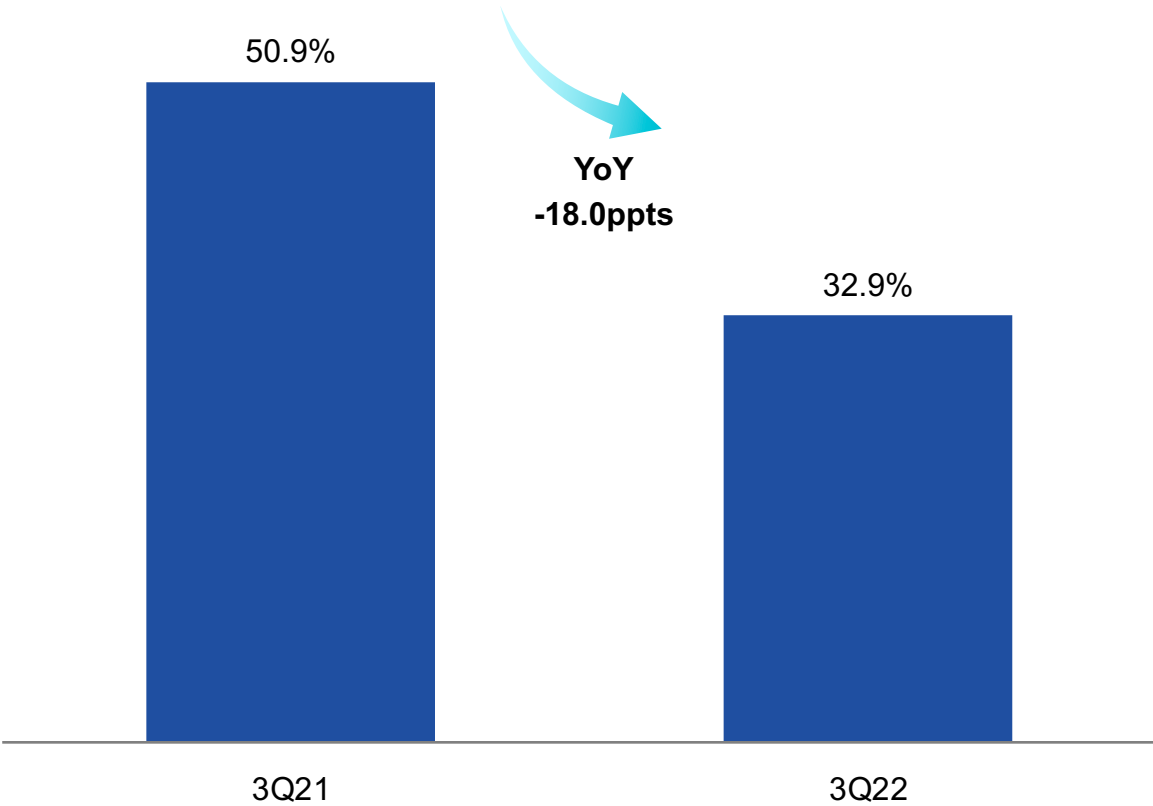


Continuously Improved Operational Efficiency – Cost Control

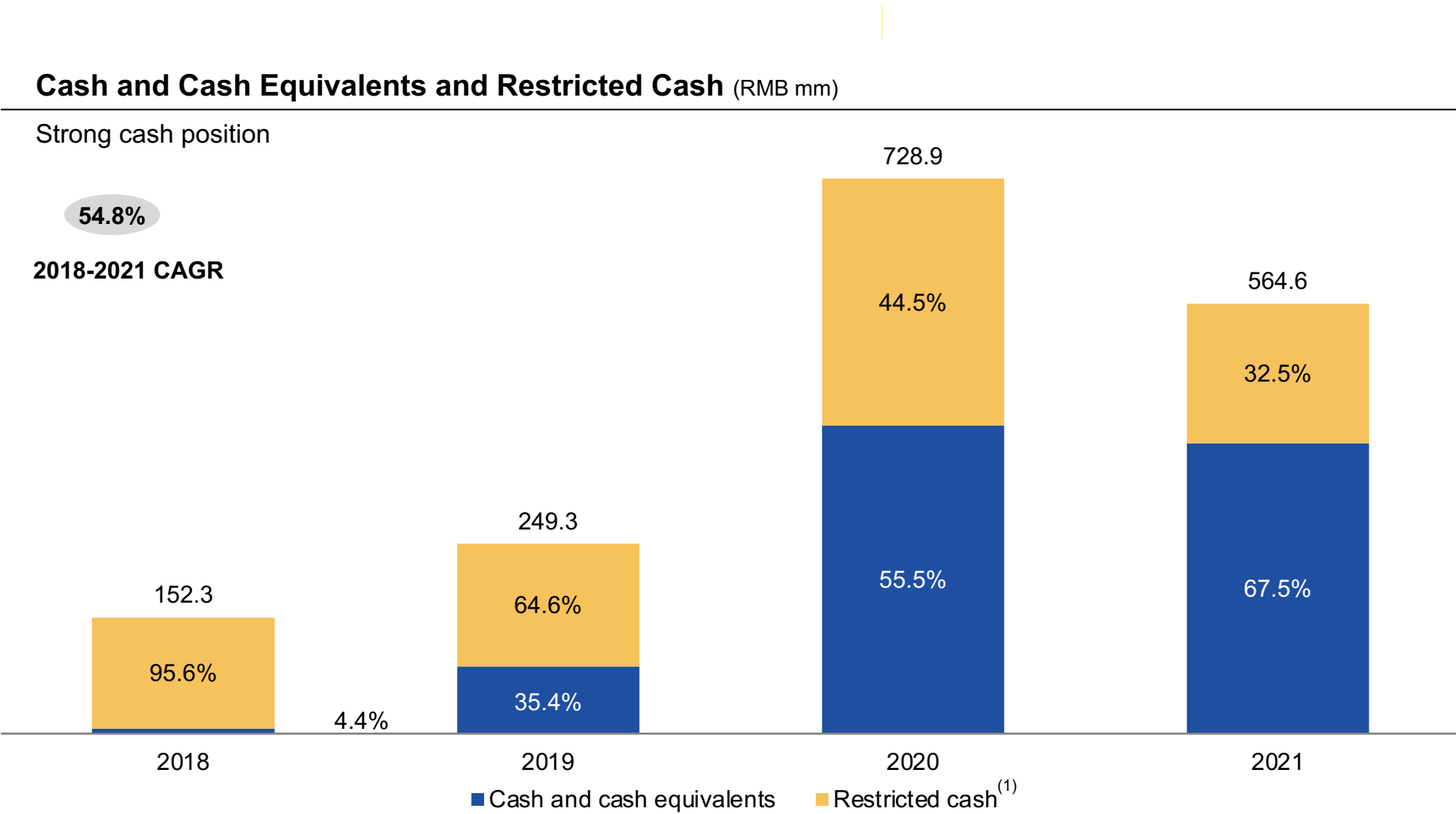
Operating Expense (RMB mm)



Expense-to-income Ratio



Robust Balance Sheet



Notes:
1. Primarily consists of unremitted insurance premiums and guarantee deposits required by China Banking and Insurance Regulatory Commission. Unremitted insurance premiums were RMB121.2 mm, RMB136.7 mm, RMB193.5 mm and RMB126.7mm as of December 31, 2018, December 31, 2019, December 31, 2020 and December 31, 2021 respectively. The restricted cash balance related to the guarantee deposits was RMB24.5 mm as of December 31, 2018, December 31, 2019 and December 31, 2020, and RMB25.3 mm as of December 31, 2021. The Amount of pledged deposits as of December 31, 2020 and December 31, 2021 were RMB106.4 mm and RMB75.8 mm, respectively.