

## **Expertise Makes Life Easier**

- New Year Greetings from Chairman Peter Ma for 2012

Dear colleagues, happy new year!

We have just moved into 2012, a brand new year. On behalf of the board of directors and the executive committee of Ping An Group, I would like to extend our warmest new year greetings to all the Ping An colleagues, the Shenzhen Development Bank colleagues who attend this morning gathering for the first time, as well as our customers and friends from all walks of life who have supported Ping An for so long.

In 2011, the Chinese economy and financial industry maintained healthy development in spite of complicated and volatile global economic and financial conditions. In the past year, all our colleagues tackled challenges pro-actively, and achieved satisfactory results. Ping An Group's total assets rose above RMB 2 trillion, with corporate governance and risk management being improved constantly. Ping An Life and Ping An Property & Casualty maintained their market-leading growth rates, and improved operation quality as well as services; Ping An Annuity kept the first place in the pension market; Ping An Health explored new business models, and achieved preliminary progress. Shenzhen Development Bank and Ping An Bank achieved outstanding business results in a process of smooth integration; Credit Guarantee Insurance business grew at a fast pace, with core advantages further enhanced. Ping An Asset Management Company's assets under management rose above RMB 800 billion; Ping An Trust's assets under management rose above RMB 200 billion, and the company established its professional reputation in high-end wealth management with steady returns despite adverse market situations; Ping An Securities ranked first in the market in terms of the number of IPOs underwritten, the total number of securities underwritten and the income from underwriting for two years consecutively;

Ping An UOB launched its first fund successfully, further complementing Ping An Group's product line of integrated finance. The second phase of centralization under the integrated finance platform project was carried out as scheduled, and IT systems were strengthened constantly; New Channel's on-line marketing and telemarketing maintained market-leading advantages, and extended such advantages to comprehensive financial products; Financial Technology and Financial Asset Exchange launched innovative business lines, which are expected to become new growth drivers for Ping An Group going forward. Along with fast growth of various business lines, Ping An steadily promoted cross-selling, constantly upgraded service commitments, continually optimized customer experience, and further strengthened its brand and overall competitiveness in integrated finance.

Our ambition is to become a "world-leading integrated financial services provider". Ping An implements the "integrated finance" strategy from "multiple products for one customer", with an aim to provide the best customer experience with "one-stop services for multiple products". Ping An pursues the "world-leading" status with "expertise", seeking to become benchmarks in various sectors of the financial industry. To become a "world-leading integrated financial services provider", Ping An must start from and draw upon "expertise". We believe that our brand can be built with expertise, market leadership can be achieved based on expertise, and value can be created from expertise! Ping An aims to create value for customers, employees, shareholders and the community with the best and most reliable expertise in the financial industry. Our mission and goal is to change the prevailing traditional model under which different financial services have to be carried out through different financial institutions, to simplify complicated services with our expertise, and to make such services more convenient based on our expertise. Expertise saves customers time and brings peace of mind to them; expertise makes life easier!

Now, we are at a new starting point. A new year will pose new challenges as well as new opportunities. Looking into the future, we are all the more

confident. Let's continue marching toward the goal of a "world-leading integrated financial services provider", start from the expertise and leading advantages of each colleague, each team and each business line, and work together to make new achievements in the new year!

Last but not least, I wish you all the best in work and life!