

# 众安在线 2024年中期业绩发布

(股票代码: 6060.HK)



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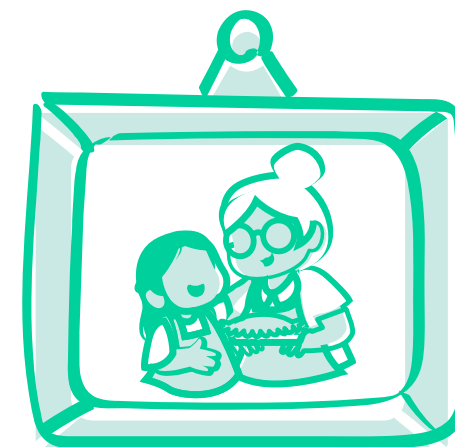
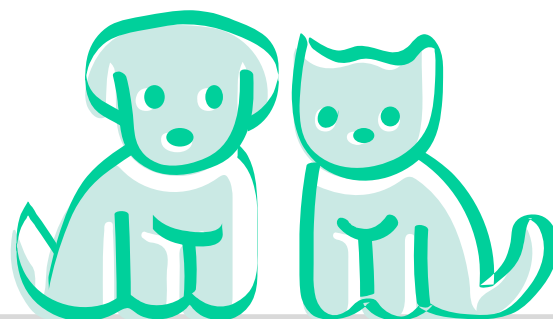
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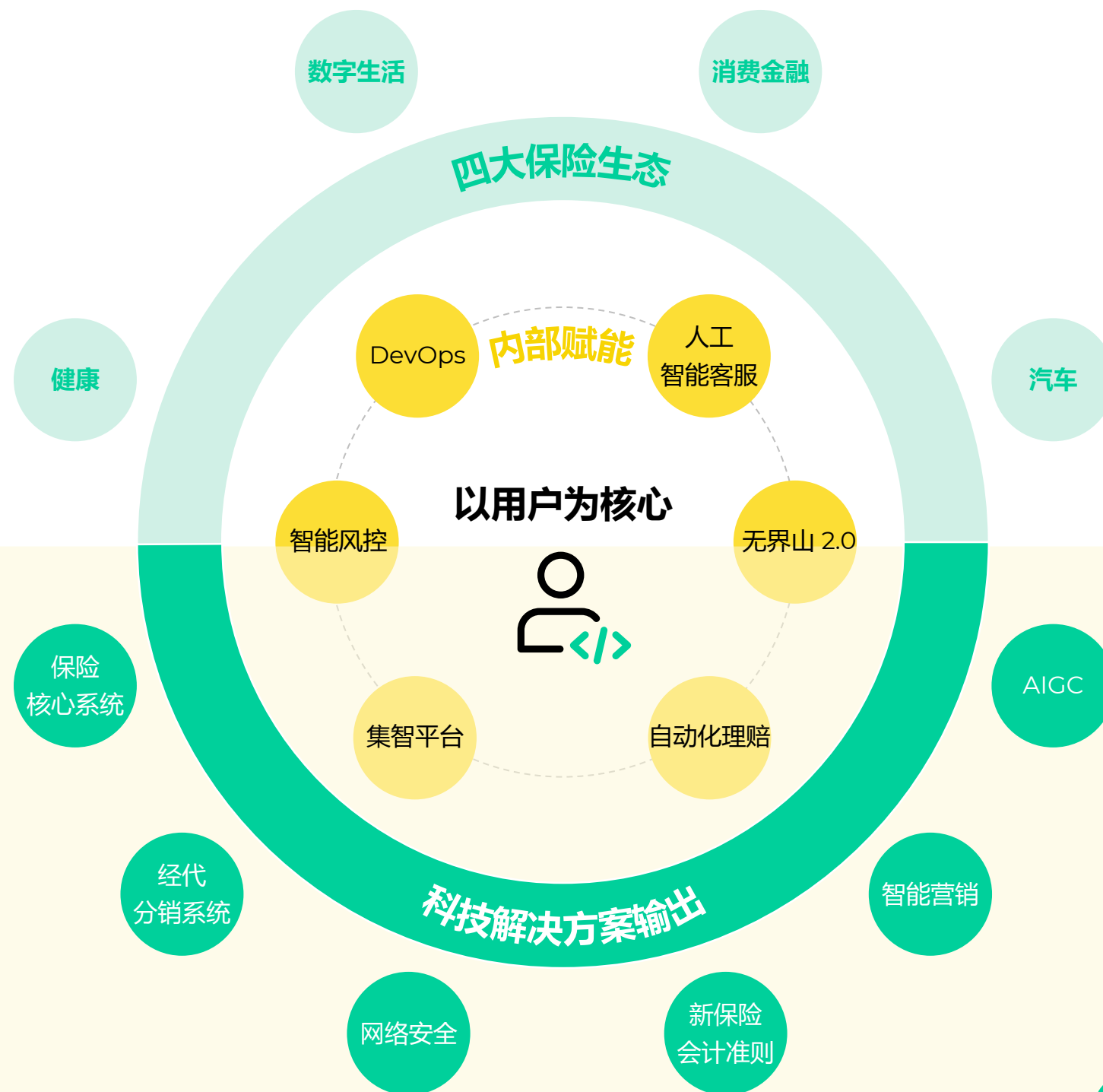
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# 我们的使命

## 科技驱动金融，做有温度的保险



# “保险+科技” 双引擎战略



## 第一章

# 业务概览

# 承保业务持续盈利，科技和银行业务大幅减亏



总保费  
**152.38**亿元  
(HKFRS 4) **+5.4%**



保险服务收入  
**150.88**亿元  
(HKFRS 17) **+19.0%**



承保综合成本率<sup>1</sup>  
**97.9%**  
(HKFRS 17)

综合偿付能力充足率  
**224%**  
Moody's Baa1  
AM Best A-



科技输出总收入<sup>2</sup>  
**4.42**亿元 **+65.5%**



科技分部净亏损  
收窄**1.65**亿元



众安银行净收入  
**2.55**亿港元 **+45.9%**



众安银行净亏损  
收窄**0.91**亿港元



归母净利润  
**5,547**万元

注：本集团自2023年1月1日起采用了香港财务报告准则第17号《保险合同》取代了香港财务报告准则第4号《保险合同》，除总保费相关披露外，本演示文稿中所披露财务数据均基于香港财务报告准则第17号。除另外标注，本页所有数据均为2024年6月30日或截至该日止六个月的数据

<sup>1</sup>承保综合成本率仅考虑中国互联网财险业务，且为分部抵消后的结果

<sup>2</sup>科技输出总收入为科技业务板块下各公司科技输出收入直接加总，未考虑持股比例的影响

## 新市民

为**100万+** 外卖、快递骑手、网约车司机等新市民群体和灵活就业人员提供健康和意外保障



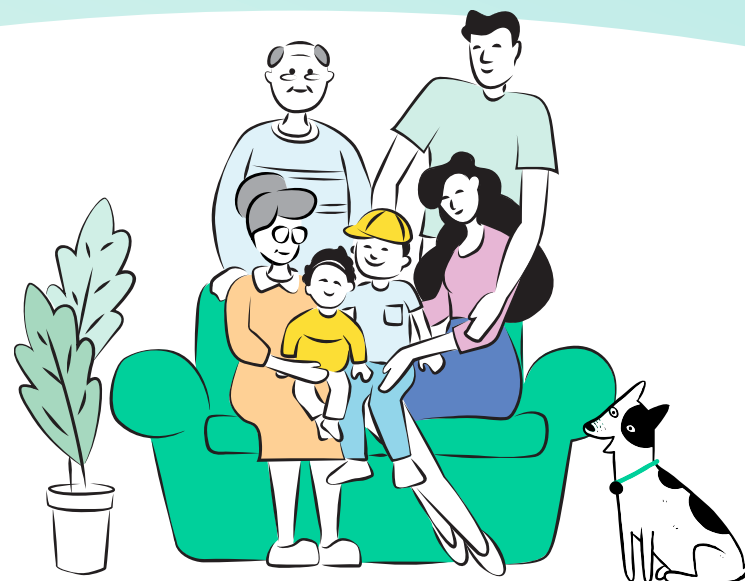
## 特定人群

100+专属保险产品覆盖  
**100万+** 慢病人群、女性、老年人等人群专属保险

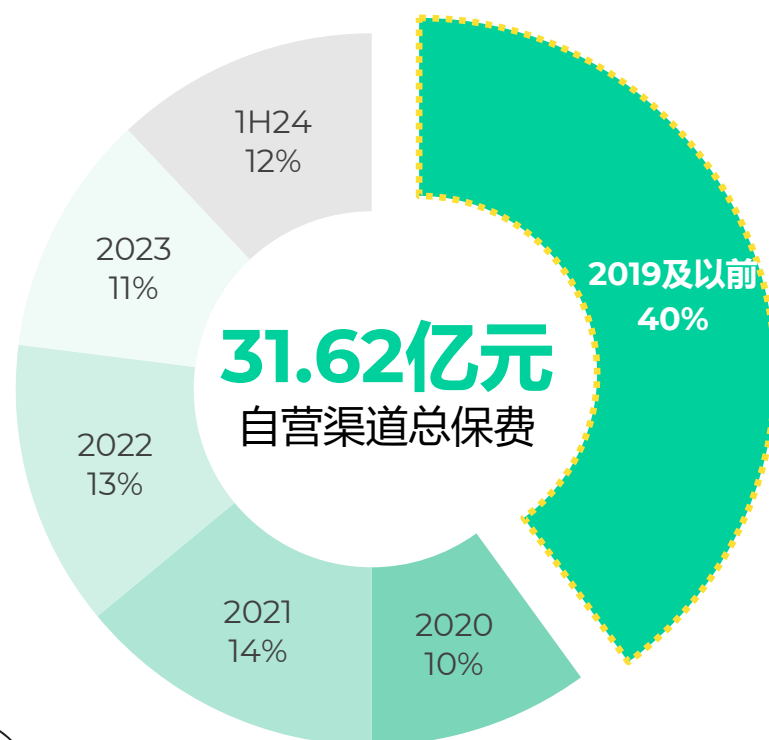


## 小微企业

通过企业财产险、各场景责任保险等服务**133万**  
小微企业



用户首次投保时间分布  
(2024年上半年自营渠道总保费贡献%)



## 持续深化用户经营

31.0%

加购保单<sup>1</sup>总保费贡献

1.6张

人均保单数量

90.5%

续保率<sup>2</sup>  
同比提升3.2个百分点

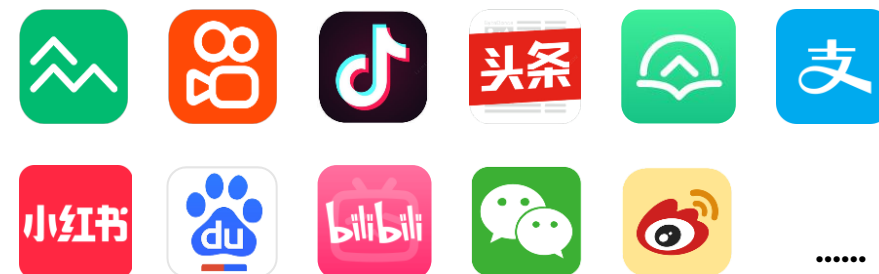
667元

人均保费<sup>3</sup>

## 挖掘互联网流量新场景

~30

自营渠道



注：除另外标注，本页所有数据均为2024年6月30日或截至该日止六个月的数据

<sup>1</sup> 客户于2024年上半年新增购买的保单，不含客户原始保单的续保

<sup>2</sup> 续保率 = 第13个月续保保单数 / 第12个月待续保保单数

<sup>3</sup> 人均保费 = 自营渠道总保费 / 自营渠道付费用户数

# 探索用户分层，多产品矩阵助力保险普惠

健康生态总保费**45.38亿元**，覆盖被保用户**1,239万人**，人均保费**434元**



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### 电商 (58%<sup>1</sup>)

- **场景** - 覆盖电商交易链路，包括退货运费、质量保证、账户安全、物流保障等
- **渠道** - 覆盖主流电商渠道

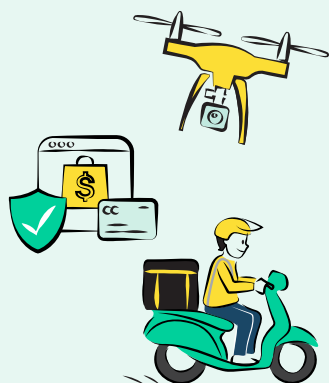
### 航旅出行 (18%<sup>1</sup>)

- **场景** - 覆盖航班延误、航班意外、酒店取消、签证服务等场景；上半年服务**4,800万人出行**



### 创新 (24%<sup>1</sup>)

- **外卖新场景** - 覆盖食品安全、慢必赔等，总保费同比增长超3倍
- **运动场景** - 10+ 款运动意外险覆盖常规运动场景及户外高风险运动场景
- **小微场景** - 企财险覆盖 **4万+ 中小微企业**，无人机保险服务 **10万+ 农户**
- **产品** - 意外险、**宠物险**、银行卡安全险、碎屏险等



### 宠物

- **场景** - 宠物医疗、宠物大病、宠物意外、宠物第三者责任等
- **用户** - 上半年新增 **146万用户**
- **服务** - 覆盖 **1.8万家+** 线下宠物医院和服务机构；上半年提供服务 **93万+次**，同比增长3倍
- **总保费** 同比增长2.8倍



专注互联网小额分散场景，持续承保盈利

消费金融生态总保费 21.84亿元



信用风险预判分析

科技赋能实时风控

贷后监测

保险交叉销售

230.28亿元  
被保在贷余额  
较2023年底下降15.0%

7,500元  
笔均借款

~10个月  
平均久期

30-45岁  
为主的近优级客群

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# 业务规模和品质双升，智能化理赔提升用户体验

车险生态总保费 **11.02亿元**



## 共保模式



### 一站式智能化视频理赔服务

最快**6分钟**完成事故勘察，较线下  
勘察平均时长**缩短85%**

**50%**

视频理赔案件覆盖率<sup>2</sup>



### 风险识别

识别家用车风险，实现智能定价

### 风险提示

气象预警提示行车安全

**93.5%**

家用车车险总保费贡献



### 新能源车险

承保百余个品牌，覆盖市场主流  
新能源厂商  
上半年新能源车险总保费  
**贡献超10%**<sup>1</sup>

**+214.8%**

新能源车险总保费同比增速



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<sup>1</sup> 新能源车险总保费占车险总保费比例

<sup>2</sup> 基于2024年7月数据统计



<sup>1</sup> 光学字符识别 (Optical Character Recognition)

<sup>2</sup> 大语言模型 (Large Language Model)

<sup>3</sup> 检索增强生成 (Retrieval-Augmented Generation)



892

累计服务客户数<sup>1</sup>



60

当期签约保险产业链客户数<sup>2</sup>



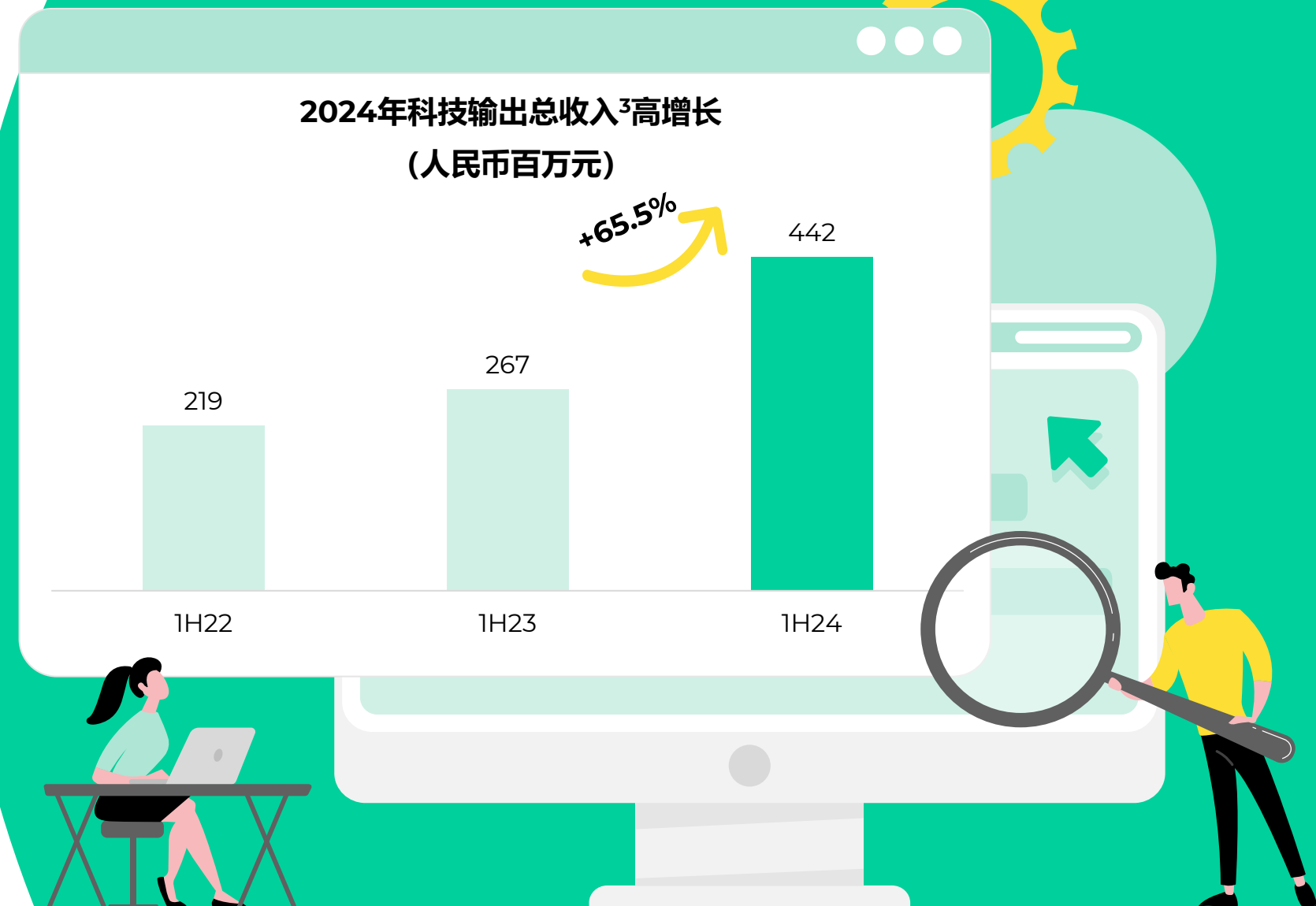
7

当期签约银行、证券及基金业客户数<sup>2</sup>

<sup>1</sup>截至2024年6月30日

<sup>2</sup>截至2024年6月30日止六个月

<sup>3</sup>科技输出总收入为科技业务板块下各公司科技输出收入的直接加总，未考虑持股比例的影响



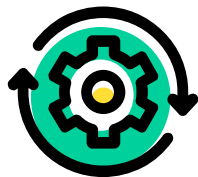
# 抓住国内行业新机遇，收入打开高增长空间

国内科技输出收入**3.19**亿元，同比增长**112.7%**



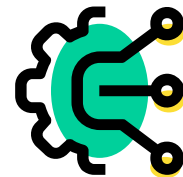
## 业务增长线

- ✓ 广告运营平台
- ✓ 智能营销平台
- ✓ 私域运营平台



## 业务生产线

- ✓ 新保险准则IFRS系统
- ✓ 保险/经代中台
- ✓ 可视化回溯



## 数字新基建

- ✓ 数据中台
- ✓ 技术中台
- ✓ DevOps

## IFRS17产品

- ▶ **自主研发：**系列专利及软著
- ▶ **国产信创：**适配鲲鹏、海光等芯片，曙光服务器、麒麟操作系统和达梦数据库等
- ▶ **一体化服务：**产品高度定制化



IFRS17产品累计签约**10家+**客户

注：除另外标注，本页所有数据均为2024年6月30日或截至该日止六个月的数据  
¹自IFRS17产品2023年上市至2024年6月30日累计签约客户数

## 获知名投资机构加持，加速地域扩张

国际科技输出收入**1.23**亿元，同比增长3.8%

年度订阅式收入ARR<sup>1</sup> **1.27**亿元

### 保险公司



### 保险中介



▶ ZA Tech正式更名为Peak3

Peak3

▶ 完成3,500万美元A轮融资

IEQT ALPHA JWC  
VENTURES

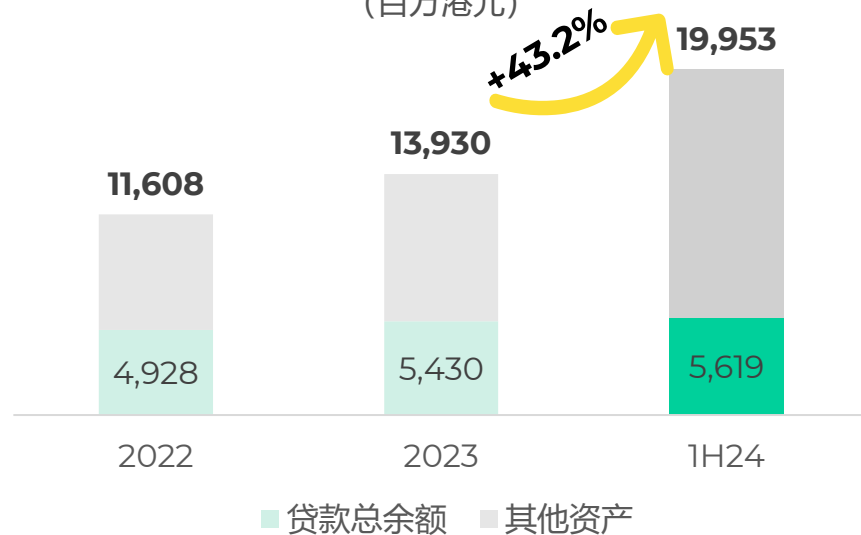
▶ 加速在欧洲、中东和非洲（EMEA）地区的扩张发展

注：除另外标注，本页所有数据均为2024年6月30日或截至该日止六个月的数据

<sup>1</sup>年度订阅式收入（Annual recurring revenue）等于2024年6月订阅式收入乘以12，月度订阅式收入等于该月在手合同订阅式服务月度收入

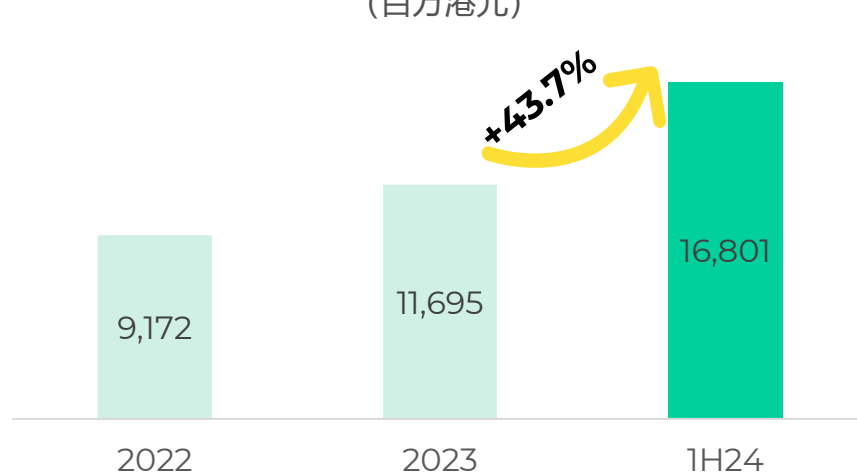
总资产

(百万港元)



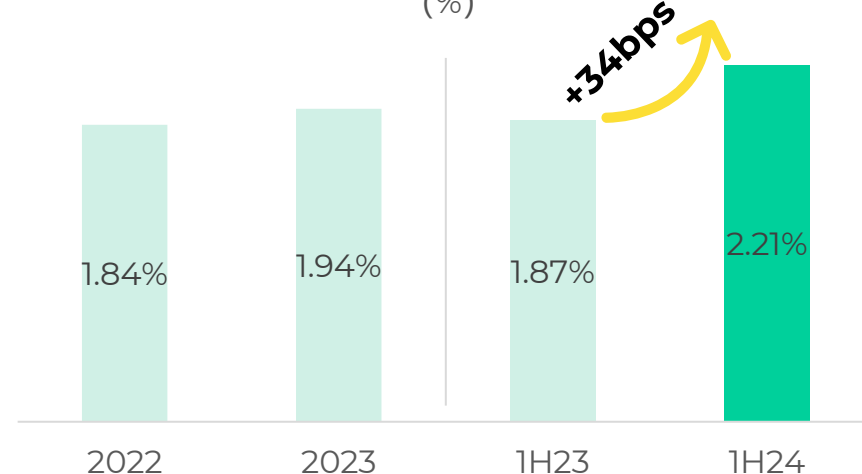
存款余额

(百万港元)



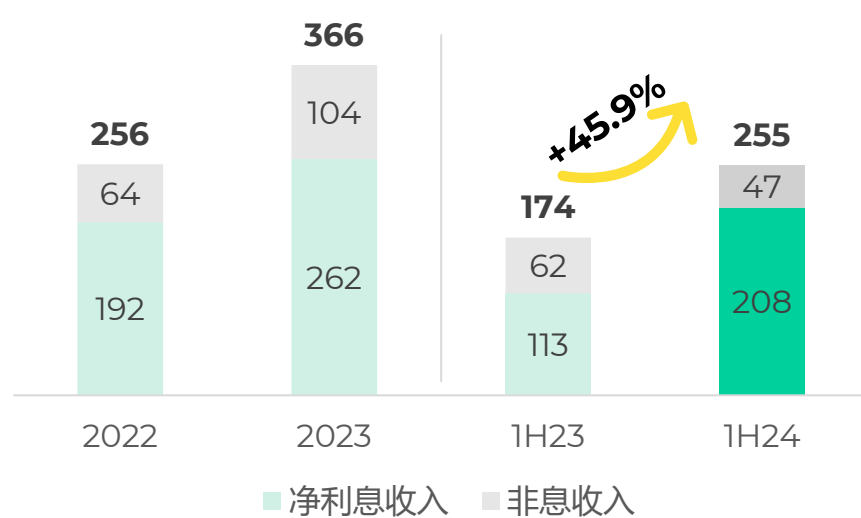
净息差

(%)



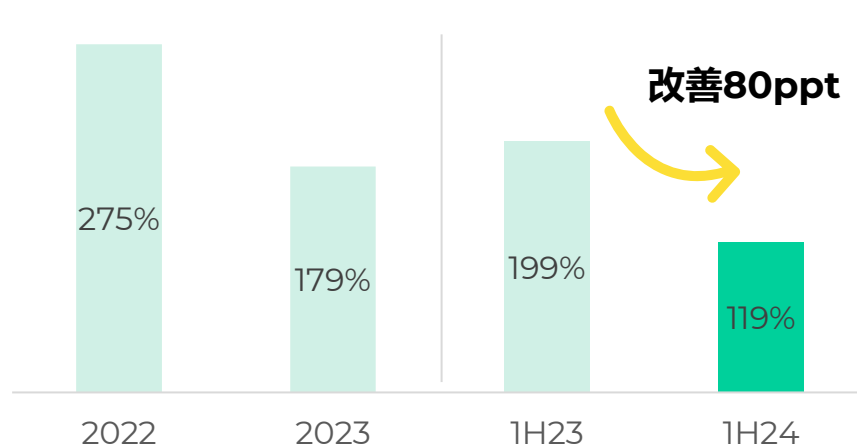
净收入

(百万港元)



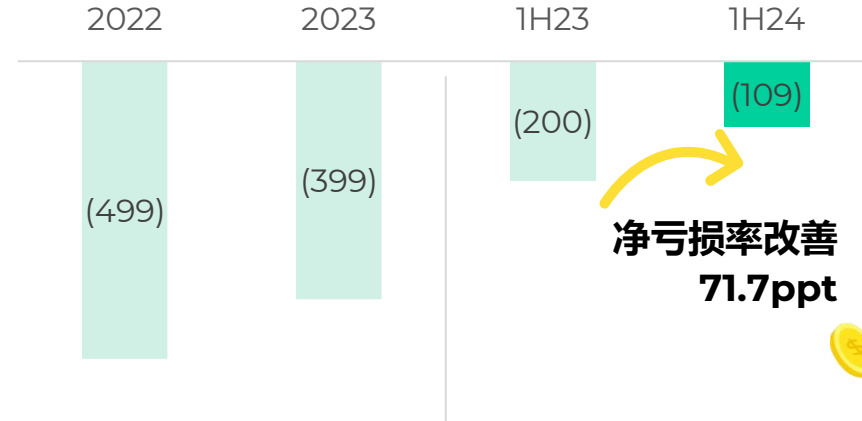
成本收入比

(%)



净亏损

(百万港元)

净亏损率改善  
71.7ppt

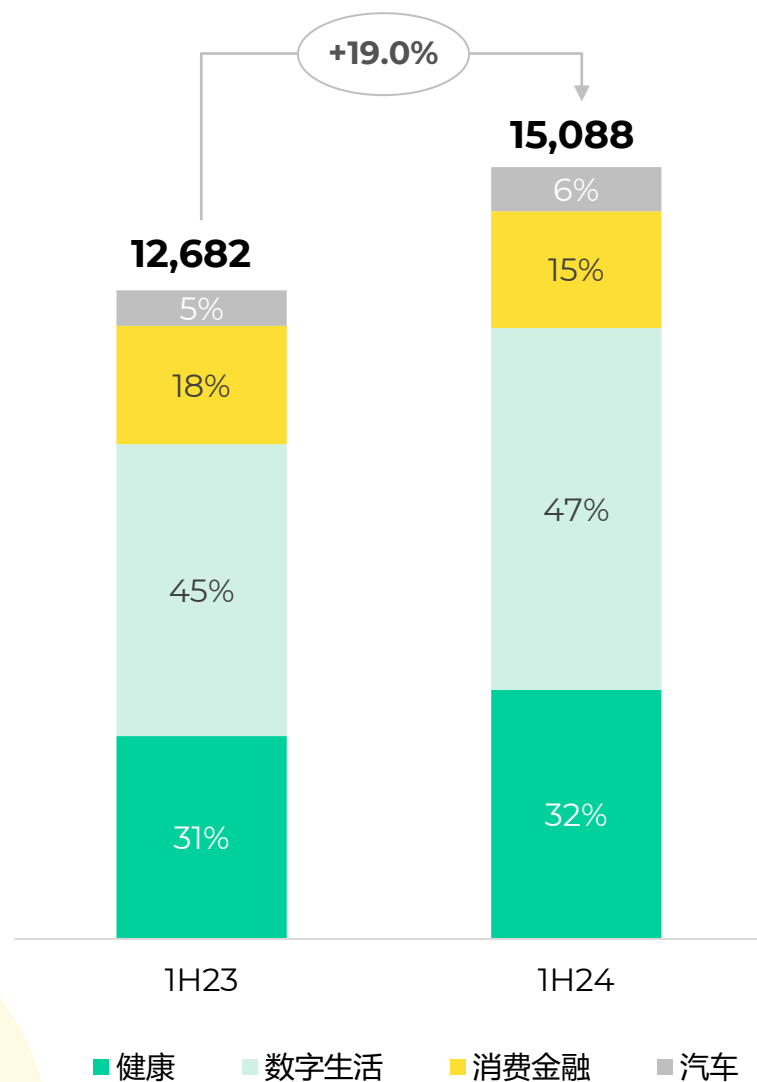
## 第二章

# 财务概览

# 保险服务收入实现稳健增长

## 境内财险保险服务收入

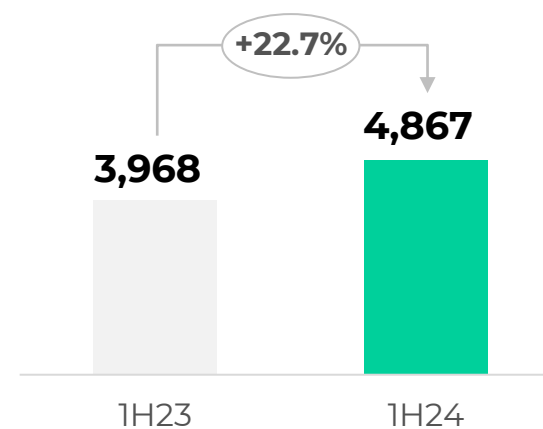
(人民币百万元)



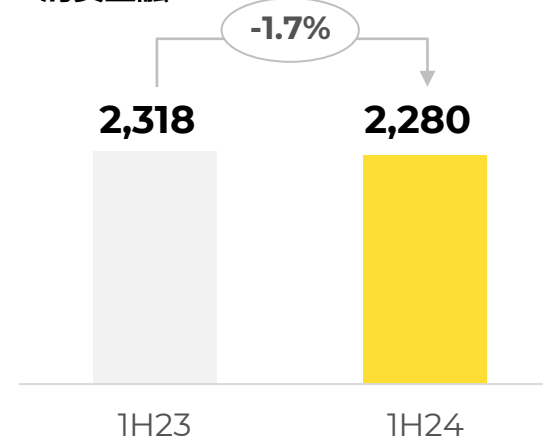
## 分生态保险服务收入

(人民币百万元)

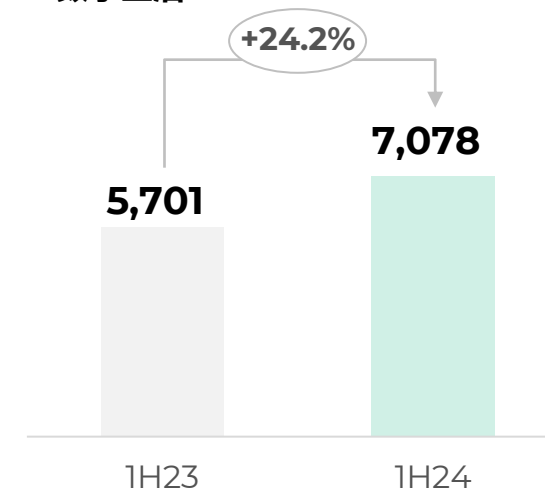
■ 健康



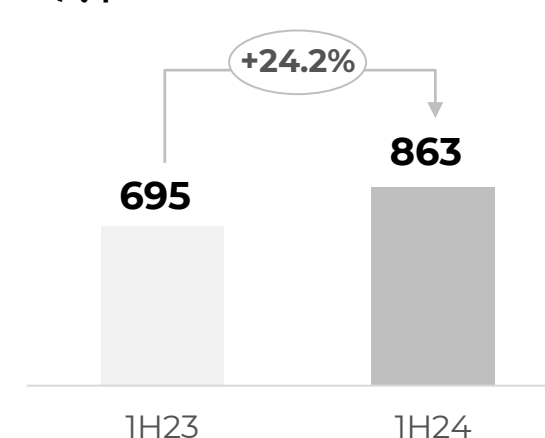
■ 消费金融



■ 数字生活

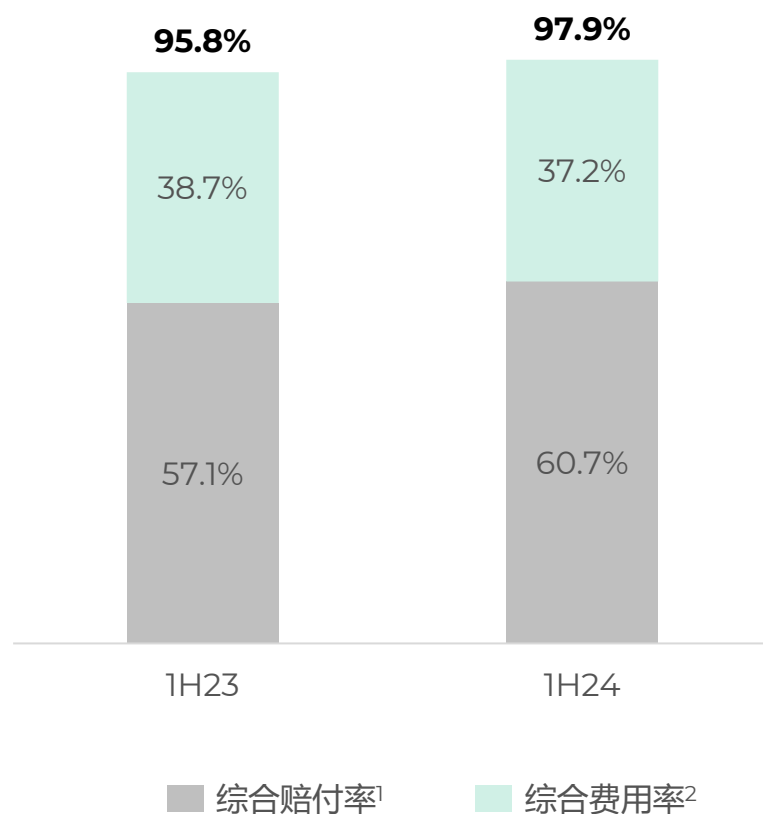


■ 汽车



# 承保持续盈利，费用率进一步优化

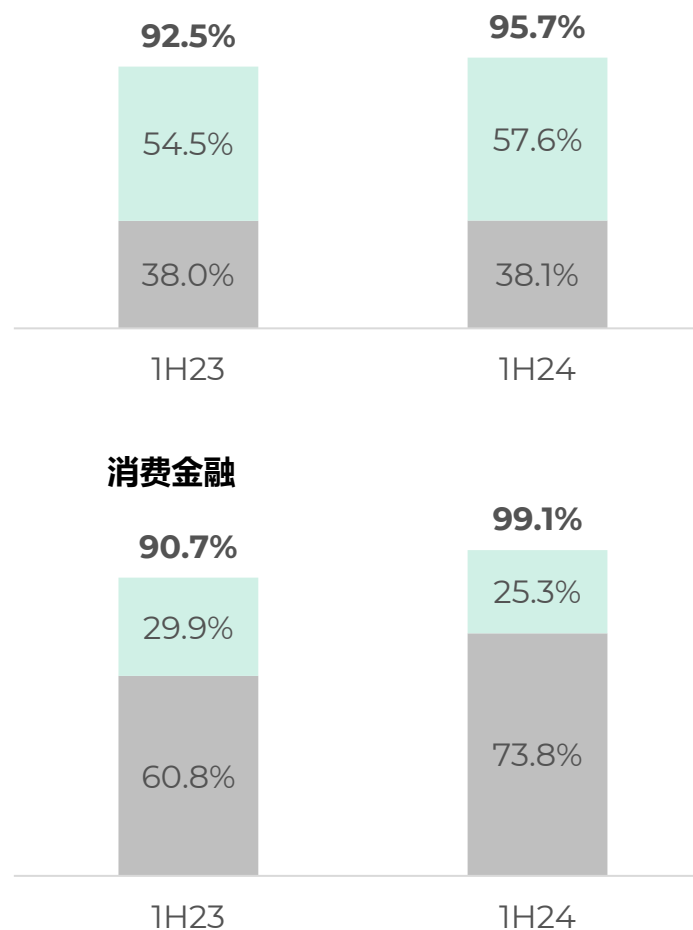
## 境内财险承保综合成本率



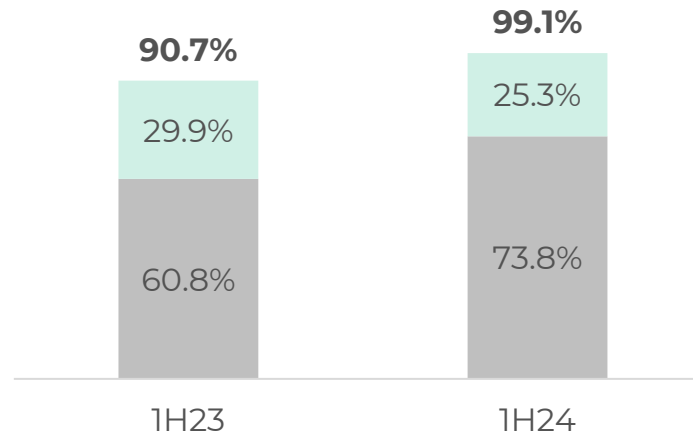
## 分生态承保综合成本率

(再保分出前)

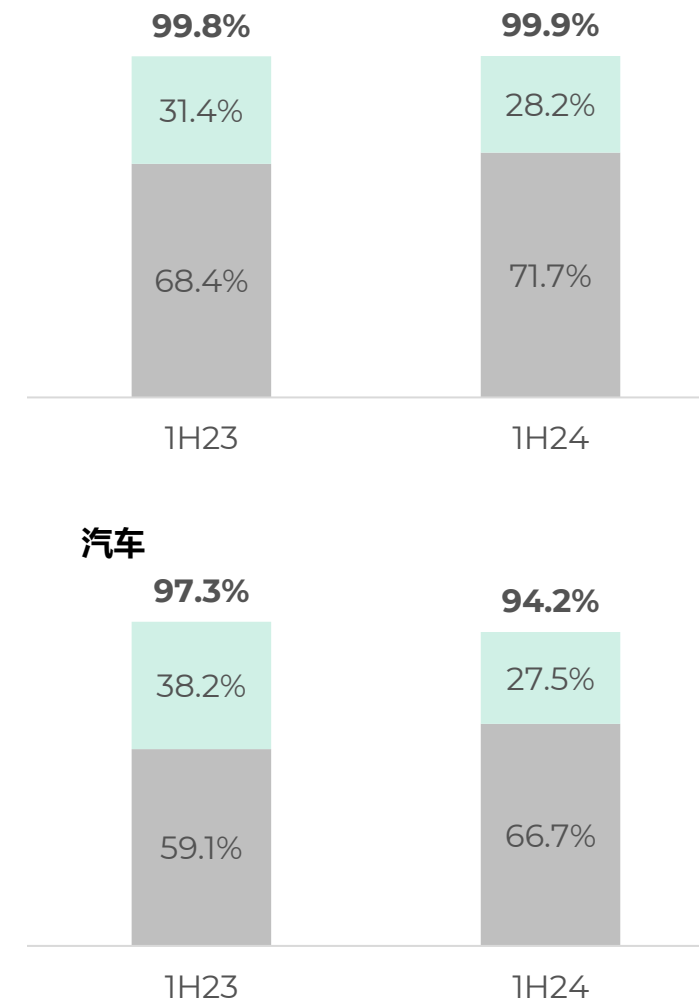
健康



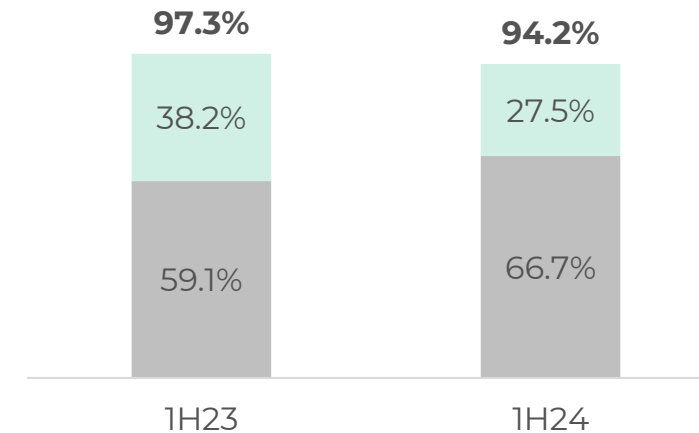
消费金融



数字生活



汽车

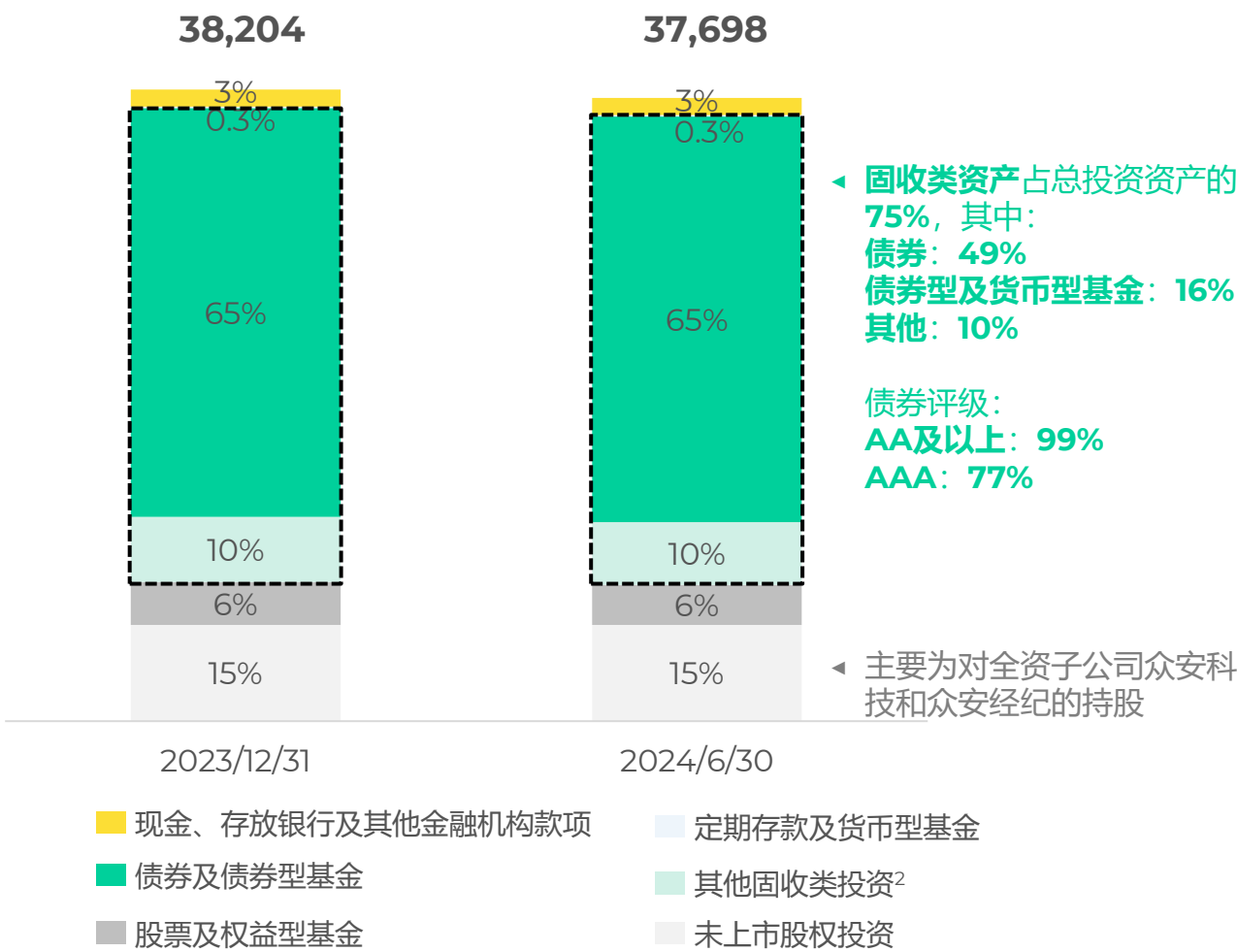


<sup>1</sup> 综合赔付率 = (已发生赔款及理赔费用 + 已发生赔款负债相关履约现金流量变动 + 承保财务损失 + 亏损合同的损失及转回 + 分出再保险合同保险净损益 + 分出再保险财务收益/(损失)) / 保险服务收入

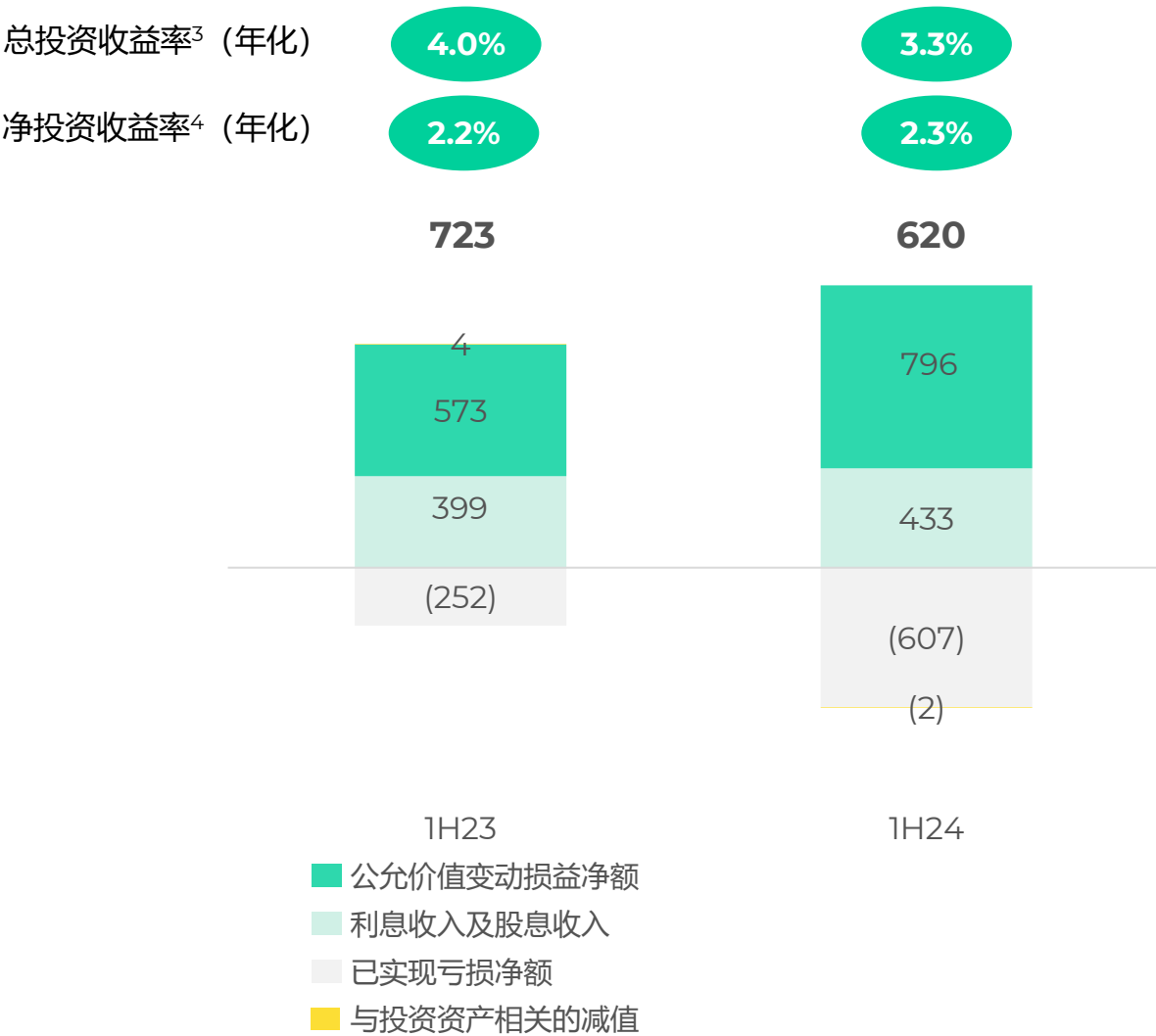
<sup>2</sup> 综合费用率 = (保险获取现金流量的摊销 + 维持费用) / 保险服务收入

# 境内保险资金运用以固收为主，实现稳健投资收益

境内保险投资资产<sup>1</sup>  
(人民币百万元)



境内保险投资收益  
(人民币百万元)



<sup>1</sup> 投资资产组合不包括卖出回购资产  
<sup>2</sup> 其他固收类投资包括银行理财产品、信托、资管计划等，底层资产均为固收/货币类产品  
<sup>3</sup> 总投资收益率等于期间保险业务总投资收益（定义为投资收益净额、公允价值变动损益净额及应占权益法入账的联营公司及合营公司净溢利/(亏损)净额的总和，减与投资资产有关的减值）占期初与期末投资资产总额期初与期末结余平均数的百分比。利息收入及投资资产总额期初与期末余额已剔除未利用的发行美元票据所获资金的影响；总投资收益率（年化）等于总投资收益率乘以2  
<sup>4</sup> 净投资收益率等于利息收入、股息收入及应占权益法入账的联营公司及合营公司净溢利/(亏损)净额之和除以投资资产总额期初与期末结余平均数。利息收入及投资资产总额期初与期末结余均已剔除未利用的发行美元票据所获资金的影响；净投资收益率（年化）等于净投资收益率乘以2

主要财务科目<sup>1</sup>

| (人民币百万元)             | 1H24   | 1H23   | 变动 %    |
|----------------------|--------|--------|---------|
| 保险服务收入 <sup>2</sup>  | 15,088 | 12,682 | 19.0%   |
| 承保综合成本率 <sup>2</sup> | 97.9%  | 95.8%  | 2.1ppt  |
| 承保利润 <sup>2</sup>    | 314    | 536    | (41.4)% |
| 总投资收益 <sup>3</sup>   | 620    | 723    | (14.2)% |
| 汇兑损益 <sup>4</sup>    | (43)   | (246)  | (82.5)% |
| 保险分部净利润              | 138    | 447    | (69.1)% |
| 科技分部净亏损              | (83)   | (247)  | n/a     |
| 银行分部净亏损              | (46)   | (177)  | n/a     |
| 其他分部净利润/(亏损)         | 32     | (2)    | n/a     |
| 净利润                  | 55     | 26     | 111.5%  |
| 归属于母公司股东的净利润         | 55     | 221    | (75.1)% |

| (人民币百万元)               | 6/30/2024 | 12/31/2023 | 变动 %    |
|------------------------|-----------|------------|---------|
| 总资产                    | 43,037    | 42,864     | 0.4%    |
| 净资产                    | 20,240    | 20,073     | 0.8%    |
| 综合偿付能力充足率 <sup>5</sup> | 224%      | 240%       | (16)ppt |
| 核心偿付能力充足率 <sup>5</sup> | 216%      | 229%       | (13)ppt |

<sup>1</sup> 本集团自2023年1月1日起采用了香港财务报告准则第17号《保险合同》取代了香港财务报告准则第4号《保险合同》  
<sup>2</sup> 仅考虑中国互联网财险业务，且为分部抵消后的结果  
<sup>3</sup> 境内保险板块的总投资收益  
<sup>4</sup> 境内保险板块的汇兑损益  
<sup>5</sup> 公司自2022年初开始采用了《中国保险监督管理委员会风险综合评估系统第二阶段实施细则》(C-ROSS II)

# 谢谢！

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