

Policy Statement on Responsible Product Management of Ping An Group

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Commitment on responsible products

As an integrated retail financial services group, Ping An provides multiple products and services including insurance, banking, investment, and technology. Ping An ensures compliance, fairness, inclusiveness, and environmental sustainability in the entire life cycle of each product and service it provides. The Group pledges that all of its products and services are provided based on principles of environmental sustainability, inclusiveness and fairness, and in compliance with national laws and regulations. That is, Ping An will not engage in the fields featuring high emission and high pollution, ecological damage, and violation of animal rights, and will not participate in activities including monopoly, unfair competition, pyramid scheme, and terrorism. Ping An will also avoid incidents that violate laws, regulations, and ethics.

Principles on responsible products

According to Ping An's rules and regulations, in the entire life cycle of all products and services, all member companies shall not:

- violate the Constitution and laws of the People's Republic of China, the reform and opening up policy, and the Four Cardinal Principles;
- damage the honor and interests of the state, endanger national security, divulge state secrets, subvert state power, or undermine national unity;
- incite hatred or discrimination among ethnic groups, and undermine the solidarity among ethnic groups; oppose the state's religious policies, and advocate cult and superstition;
- spread obscenity, pornography, gambling, violence, murder, terrorism or instigate a crime; contain any other contents prohibited by any laws or administrative regulations;
- use the internet to insult or defame others, publish personal attacks, abusive, slanderous remarks, and infringe upon the legitimate rights and interests of others;
- disclose corporate business secrets, such as undisclosed operating data, marketing plans, new product information, compensation and welfare systems;
- spread rumors, and disrupt society order and social stability;
- involve unpublished, unverified political, military, economic, and social news;
- do anything suspect of money laundering, terrorist financing, and sanctions;
- criticize and slander supervision, peers and others that may cause disputes;
- damage the brand reputation.

Management on responsible products

Management architecture

Ping An has formulated and will continue to improve its policy and system to manage all products and services. In terms of governance, the Group Board of Directors and the Audit and Risk Management Committee under the BoD hold the supreme leadership in product and service responsibilities. They delegate authority to the Related-party Transactions Control and Consumers' Rights Protection Committee and the Retail Integrated Finance Development Committee to serve as direct management agencies, with the Group Investor Relations and ESG Committee assisting in ESG-related affairs for responsible products.

As to execution, the Group Internal Control Center is responsible for overall planning, and the Group's ESG Office is responsible for organizing, coordinating, supervising and helping relevant functional departments of the Group and member companies to fulfill their responsibilities in responsible products to avoid ESG-related risks by managing the entire lifecycle of products and services.

Risk management on the entire lifecycle of products and services

As a core part of the Group's overall risk management, the risks related to the product life cycle have been effectively controlled before, during and after the event. Ping An has formed an effective closed-loop management covering product development, marketing, sales, contract performance, customer experience, supplier management, and after-sales services.

■ Product development

All member companies shall strictly supervise the product development process and conditions, clarify the responsibilities and authority of each department (or post), and ensure that the product development process is standardized and rigorous. They shall also establish relevant committees as the highest decision-making body for product development, as well as set up the risk management committee as the final decision-making body. In the development process, all member companies shall abide by and protect consumers' basic rights such as property security, right to know, independent choice, fair trading, legal claims, right to education, right to be respected, and information security. On the basis of fully understanding and abiding by relevant laws and regulations, we should evaluate and review product policies and systems, business rules, fee & pricing, agreement terms, and promotional texts, identify the relevant risks and nip the risks of product and services in the bud.

■ Marketing and publicity

We shall release information in accordance with the principles of authenticity, compliance and legality, actively and fully perform information disclosure obligations, and truthfully explain to consumers the nature of products and services, main risks, fee rates, major clauses of contracts, etc. We shall not release untrue, illegal or easily misleading content. In particular, we shall not mislead consumers by overstating or concealing the information that should be disclosed. Meanwhile, we shall review the legality and compliance of branding and marketing materials to deliver a responsible and authentic publicity. Sales staff (including insurance agents and bank outsourced staff) should be legally qualified. All sales staff need to attend training on a regular basis, and carry out all marketing activities in a responsible manner to provide consumers with clear, accurate and timely products and service-related information. As to measures to manage insurance agents, refer to the Policy Statement on Agent Welfare and Management of Ping An Group; in terms of the Ping An Bank outsourced personnel, refer to the bank's third-party cooperation measures.

We shall actively and regularly launch nonprofit financial knowledge publicity and education activities for customers, covering consumer rights and obligations, financial institution obligations, and consumer rights protection.

■ After-sales services

We shall establish an effective after-sales service mechanism, and standardize claims and redemption of products in line with *Administrative Measures for Consumer Complaints* in the Banking and Insurance Industry by the China Banking and Insurance Regulatory Commission and Ping An's *Management Measures on Customer Service*, and other institutional documents. All member companies shall establish an after-sales service management system targeted at specific businesses within the organizational structure, and set up or designate senior managers, working departments and staff to deliver after-sales services. They also provide consumers and other related parties with customer services, via email, hotline, contact address and other customer communication and feedback channels on websites or apps, and ensure the normal operation of each communication channel. Each member company needs to clearly inform customers of communication channels in product contracts, product introduction and other materials. Customers can obtain product and service-related information through such channels, or make relevant appeals for assistance in products and services. All member companies of Ping An Group in insurance business are obliged to compensate or pay insurance benefits to the beneficiary within the time limit stipulated in the *Insurance Law of the People's Republic of China*. Ping An Bank will provide differentiated services for high-end, elderly, vulnerable and other customer groups to ensure that customers can be assigned the service team that suits them most. The bank maximizes pre-authorization for front-line to handle businesses. Meanwhile, as for businesses that cannot be handled at the frontline, an intelligent work and consultation platform is available to connect to various business modules. The platform can be used to manage and control efficiency of services, intelligent quality inspection, manual quality inspection, and customer service evaluation to enable an end-to-end solution to customer service problems in a closed loop. In this way, Ping An Bank improves its efficiency to solve problems and provide industry-leading services.

■ Emergency response

Based on Ping An's *Measures for the Management of Mass Complaint Risk Events* and under the principles of "unified leadership with comprehensive coordination; overall management with hierarchical responsibility; integration of departments and regions at different levels with a local focus; preparedness for danger and prevention first; quick response and decisive handling", Ping An established a complaint prevention and emergency response work team as a permanent body to conduct group complaint risk inspections, investigations and reports every six months, and, if necessary, handles them in accordance with the *Group Regulations on Emergency Handling of Major Emergencies*.

Consumer rights protection

Ping An Group and its member companies attach great importance to protecting consumer rights and interests in compliance with laws and regulations, and fully protect the legitimate rights and interests of consumers based on regulatory requirements.

Under the guidance of the Group's Related-party Transaction Control and Consumer Rights Protection Committee, each member company defines the consumer protection structure at all levels, designates senior managers, working departments and staff to manage consumer rights protection work on the basis of national regulations and policies. Based on Ping An's General Articles on protection of Consumer Rights and Interests, all member companies protect eight major rights and interests of consumers at levels of policies, implementation, etc.

For example, in credit card business, Ping An Bank has established a closed management loop including offering compliance training to marketing personnel, business sampling monitoring, supervision and accountability. The Consumer Protection Center of the Credit Card Center offers marketing training to personnel engaged in marketing business, strengthens the self-inspection and consumer protection review process of the business management departments, and comprehensively prevents illegal promotional scripts. Meanwhile, combining AI quality inspection and manual sampling inspection, Ping An Bank integrates the marketing business scenarios into the middle office (MO) of consumer protection quality inspection, so as to improve the quality and efficiency of quality control, and consolidate the protection of business and consumers. Ping An Bank will enhance supervision and accountability by conducting internal supervision, notification, and accountability for problems found in inspections according to the management policies, and incorporate the results into consumer protection related assessments to hold the entities involved accountable.

Information disclosure

Ping An discloses information on responsible product management, measures and product satisfaction through annual reports and sustainability reports.