Greater Bay Area: AGBA's Capabilities and Market Analysis

May 2023

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Largest Independent Financial Advisor in Hong Kong

- 2,000 Financial Advisors
- 200,000 Customers
- USD 200m Normalized Revenue

Largest Healthcare Brand in Hong Kong

- 800 affiliated clinics
- 1,200 doctors and specialists
- 300,000 Corporate and Individual Customers

Hong Kong's **#1** one-stop **financial supermarket** providing 'wealth and health' to its customers with state-of-the-art technologies and passionate customer care.

BA Group

- NASDAQ LISTED
- 30 Years / Operating Track Record
- 2,600+ Workforce
- 400,000+ Trusted Customers
- Product Vendors from A-Z (100+ in total)



(1) Source: various internal and external studies

Our Core Markets are Very Large and Growing



The wealth and health industries represent the largest slice of the Chinese economy.

- Robust growth expected in Hong Kong for the next decade and beyond.
- Lack of integrated and holistic health and wealth businesses = opportunity to capitalize long-term growth.

Industry	Size	Secular Growth Drivers	AGBA Position
Wealth: Life Insurance	 Top-5 market globally USD 73 bn in annual premium 	 Higher risk awareness Mortality protection gap Digitalization 	#1 life insurance broker in Hong Kong
Wealth: Asset Management	 Third highest wealth per adult in the world USD 4.5 tr in AuM 	 Increasing investor sophistication Underserved mass affluent market Lack of comprehensive service providers 	One of the largest independent wealth management platforms in Hong Kong
Health: Healthcare	 #1 most efficient global healthcare provider (pre-Covid), #8 most innovative USD 24 bn in annual healthcare spending 	 Ageing population Demand for better / more expensive treatments New products driving up costs 	#2 healthcare management organization in Hong Kong

Hong Kong Life Insurance -Typical Products



In many markets, including the US, life insurance products tend to focus on protection. In Hong Kong, most life
insurance products are tilted towards investments. 60% of the market is comprised of participating savings
products: limited protection coupled with long-term capital growth objectives.

Sample Best-Selling Policy Terms:

Basic Information				
Premium Payment Period	Single Premium			
Issue Age	From 15 days to age 80			
Policy Term	Up to age 128 of the Insured			
Policy Currency	US dollars			
Minimum Single Premium	USD 10,000 $^{\rm th}$ The premium and all benefits of your Policy are calculated based on the Units			
	Issue age of Initial Insured:			
	75 years old or below	76 years old or above		
Death Benefit	 The higher of the following: i) A percentage of total premiums paid⁶, where such percentage will be 105% during the first Policy Year with 1% increment on each subsequent Policy Anniversary starting from the 1* Policy Anniversary to the 5th Policy Anniversary, up to a maximum of 110%; or ii) The sum of the guaranteed Cash Value as at the date of death of the Insured and terminal dividend* (if any) plus accumulated annual dividends and interest* (if any) minus indebtedness (if any). 	 The higher of the following: i) 101% of total premiums paid⁶; or ii) The sum of the guaranteed Cash Value as at the date of death of the Insured and terminal dividend⁹ (if any) plus accumulated annual dividends and interest⁸ (if any) minus indebtedness (if any). 		
Surrender Benefit / Maturity Benefit	The sum of the guaranteed Cash Value, accumulated annual dividends and interest [®] (if any) and terminal dividend [®] (if any) minus any indebtedness.			
Annual Dividend ⁹	 While the Policy is in force, annual dividend (non-guaranteed) will be payable annually from the 11th Policy Anniversary. The following options are available: i) Accumulation with interest (default option) ii) Payment in cash 			
Terminal Dividend [®]	 While the Policy is in force, terminal dividend (non-guaranteed) will be declared annually from the 1st Policy Anniversary. Payable in the following situation: i) Death of the Insured (except Policy Continuation Option being exercised); or ii) Surrender / Partial Surrender; or iii) Policy maturity, which is the Policy Anniversary after the Insured's 128th birthday; or iv) Terminal dividend Lock In Option is being exercised 			

Typical Terms:

- Long-term capital growth through a nonguaranteed terminal dividend.
- Protection through marginal death benefits (100-105% of premiums paid or account value).
- Often single premium, with a minimum in the US\$ 10,000 range.

Immediate Access to GBA Integration and Expansion





Opening up of Greater Bay Area

Leading to Huge Opportunities

Life insurance:

- Low penetration in the rest of GBA
- HK has the most attractive products
- Established practice of "fly-to-buy"

Asset Mgt:

- Continued high saving rates
- HNWI in GBA is keen to invest abroad
- Diversification away from cash

Healthcare:

- Sophistication of HK medical services
- Mainland China "medical tourism"

- 13% China economy
- US\$2.0 trillion GDP
- 86 million population
- 2-hour living circle from Hong Kong

*Source: government figures

Our Business is positioned for Strong Tailwinds in 2023 and 2024



Chinese households are cashed up ...



Best economic background for our business since 2003

... mortgage rates are down



*Source: Official PBOC figures

Q1 2023 **Hong Kong Rebound**





Hong Kong's economy grew 2.7 per cent in first quarter, John Lee reveals

City leader hails 'golden week' tourism as another boost for economy, projecting 600,000 mainland visitors to converge on city by Wednesday

Hong Kong insurance industry expected to rebound in 2023

2023-05-02 HKT 18:05

HK exits recession with 2.7pc growth

LOUIS VUITTO

Top News | Agencies and staff reporter 3 May 202:

Hong Kong Exits Recession as Spending 'Worst is over for Hong Kong's economy' Economics **Boom Revives Growth**

- Economy grew 2.7% in the first quarter from a year earlier
- Expansion beat median estimate of 0.5% by economists

China Opening Revives Wealth Pipeline to Hong Kong Finance Hub

- HSBC, StanChart see rush of customers opening accounts
- Affluent Chinese coming to buy insurance, make investments



'Worst is over', Citi official says as bank looks to increase staff in Hong Kong

Citigroup, the biggest foreign lender in Hong Kong, will increase staff at its commercial banking unit in the city by 100 to tap growing opportunities in the Greater Bay Area, according to a senior executive.

Inbound Travel Driving HK Retail Rebound

2 May 2023 - 9:05AM





訪港旅客



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Source: Hong Kong Government Census and Statistics Department

Combining Growth and Stability, Tech and In-Person Advice/Services



 Dominating the market in independent financial advice, we have the largest team of personal financial consultants selling wealth products in Hong Kong, generating over US\$100m in annual commissions.



Extensive Media Coverage



We are constantly spreading footprint and increasing the company's visibility in the industry and Greater Bay Area



Market Analysis-Wealth and Health in Hong Kong Market

HK's position as a leading financial center is **Supported by unique advantages**



Conducive business environment

- Low taxes; convertible currency pegged to USD; stringent intellectual property legislation; worldclass infrastructure
- Ranked world's freest economy in 2021 by Fraser Institute

World's gateway to China

- Located at the Southern tip of China, HK is connected to major Chinese cities by road, highspeed rail, and hundreds of flights every week
- Good understanding of both Chinese and Western cultures

Well-developed service sector

- Tertiary sector accounts for 93.4% of HK's GDP
- Stock market capitalization at ~USD 6 tn (10x larger than Singapore)

Highly educated population

- 84% tertiary education gross enrolment ratio¹ (2020)
- 4 HK universities are in QS World University Rankings top 100 (compared to 2 in Singapore)

~1,500

MNCs have chosen HK as their regional headquarters, including JP Morgan, Goldman Sachs, FedEx, IBM

~70-80%

Of all China's foreign direct investment comes from HK

HK's domestic market is efficient and one of the most open in the world ... [It] is hyper-connected and it boasts some of the highest rates of Internet use and mobile telephony penetration – World Economic Forum Global Competitiveness Index

HK's geographical position enables businesses to easily tap into the various opportunities in GBA and the mainland market – Asia Briefing Country Guide

2nd

In Asia in "Banking" in Global Financial Centre Index, ahead of Singapore

1st

In Asia in IMD World Talent Ranking 2021, ahead of Singapore and Taiwan HK's financial sector, underpinned by robust regulatory and supervisory frameworks, has continued to expand robustly, even during the pandemic – *IMF Staff Mission to HK, Concluding Statement 2022*

HK is seen [by global talents] as very welcoming and an easy stepping stone to getting into the China market and other countries in Asia – Doug Edmonds, APAC director for Randstad Sourceright

1. From World Bank; Total enrolment in tertiary education as % of total population of the five-year age group following on from leaving secondary school Source: UN World Investment Report 2021; World Economic Forum Global Competitiveness Index; Long Finance Global Financial Centres Index; Fraser Institute; HK Legislative Council; Fitch Ratings; HKEX; IMD World Talent Ranking; QS World University Rankings; InvestHK; press search

Events over the past few years have cast doubts on **HK's future as Asia's Financial Hub**



	★ "Hong Kong is no longer a favourable □ place for business"	Sectors affected	
COVID pandemic	Unpredictable path to normality makes businesses reconsider HK as their base	Tourism : Strict quarantine rules have made travel to HK difficult for most – Monthly inbound visitors down 99.9% from 5.6 mn in April 2019 to ~5k in April 2022	
	It is infeasible for our management team to stay in the city. As a base from which to run a business, [HK] is very poor today – James Riley, Chief Executive of Mandarin Oriental Hotel	Retail: Social distancing measures have led to a temporary drop in people flow and weaker consumption sentiment, as retail sales dropped ~15% year-on-year in Feb 2022	
US-China relations	Turbulent geopolitical and trade relations between HK's two largest trading partners could impair HK's economy	Trading : As a small, open economy, HK's import and (re-) export businesses have been impacted by geopolitical tensions and global supply chain disruptions.	
	Global economic uncertainties and US-China tensions could continue to pose potential challenges to HK's standing as an international financial center – <i>IMF Financial System Stability</i> <i>Assessment 2021</i>	HK Trade Development Council Export Index, which gauges exporter sentiment, dropped from 54.1 in 2Q18 to 24.7 in 1Q22	
Talent availability	Net outflow of residents in the past 3 years raises concerns about the economy's sustainability and robustness	Various : Many companies report to have been impacted by a talent shortage. According to a survey by the HK General Chamber of Commerce, the main job types of emigrating employees are "engineering & technical", "finance & accounting" and "IT"	
	HK is facing an exodus of educated workers on a scale not seen since the early 1990s and this will have a material knock- on impact on the economy – Peter Wong, Chairman of HK General Chamber of Commerce		
Socio- political climate	Beijing's tougher stance to dissent may hinder business development	Media : Multiple news outlets (incl. Apple Daily, Stand News) have ceased operations following the implementation of the National	
	Business and rule of law risks that were formerly limited to mainland China are now increasingly a concern in HK – US Department of State	Security Law (NSL)	

Source: IMF Country Report; US Department of State; US Treasury; HK Statistics Department; Immigration Department; Trade Development Council; Tourism Board; news.gov.hk; KPMG; HK General Chamber of Commerce "Manpower Survey 2022"; press search

However, crisis also creates opportunities especially for **Finance, Digital and Medical Sectors**



	"It is an exciting time to double down on investment in Hong Kong"	Sectors benefited	
COVID pandemic	COVID measures not as strict as in China and gradual recovery from the pandemic presents new opportunities	Insurance: Insurers have seen strong sales growth in 2022 Q1 due to relaxation of remote-selling rules and heightened	
	The relaxation of COVID measures, including lifting flight bans, is an important first step in reinvigorating HK's attraction to	awareness of medical cover – e.g., HSBC Life new business premium grew 38% year-on-year	
	overseas talents – George Leung, CEO of HK General Chamber of Commerce	Health : Customers have become more health-conscious after COVID, with 65% HK people increasing their digital spending on health and wellness	
US-China relations	 US and China will never fully "decouple"; HK will continue to play a prominent role between US and China China and US are each other's top trading partners (USD 615 bp in 2020) with the US importing 450 bp of goods and 	Finance : HK's positioning as the world's gateway to China has strengthened, as companies delisting from the US are coming to HK for secondary listing, e.g., Alibaba, Baidu	
	bn in 2020), with the US importing 450 bn of goods and services from China	HK remains the largest offshore RMB clearing center, accounting for ~76% of the world's RMB payments in 2021	
Talent availability	 HK is still an attractive destination for global top (tech) talent, especially from GBA ~30,000 applications under various talent admission schemes approved in 2020, attracting talents, professionals and graduates from Mainland China and beyond 	Tech : Innovation and Technology is having a talent influx with favourable policy support (e.g., Technology Talent Admission Scheme) and a strong Mainland Chinse talent pool – with sector employment increasing at a CAGR of 5.4%, hiring ~45k people in 2019	
Socio- political climate	From chaos to stability – restored social order is prerequisite for the continued development of HK ⁽¹⁾ Establishing a legal framework for safeguarding national security is very important and can ensure continued	Various : The economy has rebounded right after the implementation of NSL, with GDP growing by 7.8% in the first quarter of 2021	
	investment in HK – Jardine Matheson Holdings Ltd.	~56,000 companies were newly registered in the same period, showing an 11% increase from the previous quarter	

Source: IMF Country Report; US Department of State; US Treasury; SWIFT; HK Immigration Department; HK Insurance Authority; HK Productivity Council "Prudential HK Smart Health COVId-19 Study 2020"; VISA "Consumer Payment Attitude Study 2.0"; Companies Registry; news.gov.hk; KPMG; Deloitte; SCMP; HKET news; press search

Despite the different perspectives, HK remains a great place to serve the affluent

Factor Description			
High concentration of wealthy customers	GDP per capita is USD46k, #3 in Asia		
	 Wealth management growth, driven by high concentration of household wealth (~520k HNW individuals, one in every ~12 adults in HK) and strong potential to tap into the China market 		
Property rights protected by law	HK ranks 5 th in Asia and 16 th in the world in the International Property Rights Index		
	 Independent judiciary under common law protects rights and interests of local and foreign investors HK ranks 1st in "business legislation" in IIMD's World Competitiveness Yearbook 2021 		
Low tax rates	 Standard rate of salary tax is 15%, lower than Singapore's 22% and Mainland China's 45% (top- brackets) 		
	• Corporate profit tax is 16.5%, lower than Singapore's 17% and Mainland China's 35% (top bracket)		
	No sales tax, capital gains tax or taxes on dividends/interests		
Freely convertible HKD, pegged to USD	HKD is freely convertible, managed autonomously by the HK Monetary Authority and is pegged to the USD		
Top fund-raising destination	 HK has been the world's #1 IPO venue in 6 of the last 12 years, raising USD 185 bn from 2017- 2021, ahead of Shanghai, Shenzhen, and Singapore 		
World-class professional	29 multinational banks have their regional headquarters in HK		
services	More than half of Global 100 law firms have presence in HK		

Source: International Institute for Management Development's World Competitiveness Yearbook 2021; World Justice Project Rule of Law Index 2021; IPRI; HKMA; MAS; Credit Suisse; KPMG; InvestHK; press search

Wealth: HK boasts a wealth pool - 2x of Singapore, and is further supported by demand from GBA

GBA details to follow

HK, GBA and SG total household wealth¹ **Growth factors** 2020, USD bn World-class investment support: With # of mass affluent+ a robust financial system, strong Mass affluent+ presence of international banks (~80 individuals as % of individuals (wealth Household of global top 100 are in HK) and a > USD 100k), k wealth total population wide range of products and services. HK can effectively satisfy mass affluent+ customers' growing HK \$3.167 3930 59.8% demand – e.g., for wealth protection and succession planning Cross-border financial integration: "Connect Schemes" for stocks. bonds and wealth management have bolstered cross-border investment ~\$6.750 ~12.950 13% flows between HK and Mainland (Excluding HK)² China GBA wealth pool: Wealth players can tap into GBA households, which have ~6x total annual savings (US SG 2220 45.2% \$1.627 567 bn) compared to HK, according to Deloitte

1. From Credit Suisse 2021 Global Wealth Report and Databook

GBA (A) wealth and (B) # of mass affluent+ individuals are estimated based on the assumption that both figures are proportionate to GBA's (ex-HK) contribution to total Chinese GDP (~9%). Calculations are as follows: (A) GBA estimated wealth (~USD 6,750 bn) = China total wealth (74,884 bn) * GBA GDP contribution (9%); (B) GBA estimated # of mass affluent+ (~12,950,000) = China total # of mass affluent+ (143,835,000) * GBA GDP contribution (9%). (C) Mass affluent+ individuals as % of total population is assumed to be the same as China overall

Source: Credit Suisse 2021 Global Wealth Report and Databook; HKMA; Deloitte "Get ready for Wealth Management Connect in the Greater Bay Area"; press search; team analysis

Health: Medical spend forecasted to grow at 7%, driven by strong local & GBA demand



GBA details to follow

expected to grow above population (over 65 in HK) GDP growth, USD bn ('000 population) GDP CAGR in 4% same period: +4% p.a +7% p.a 2,135 46.0 1,450 (27%)24.4 (19%) 2030 2021 2020 2030

Similar trends observed in GBA

HK: Healthcare expenditure

Medical spending is rising at an even stronger rate in GBA, with total Guangdong¹ healthcare expenditure at USD 1.06 tn in 2021, growing at 16% CAGR since 2015 Population in GBA is also aging, as there are 10.8 million (~9%) elderly (over 65) in Guangdong, forecasted to grow to ~11% in 2030

Driven by a rapidly aging

Growth factors

Quality services attractive to patients:

Life expectancy is ~85 (#1 worldwide), indicating quality medical services – e.g., HK experts lead the world in liver transplants

World-class biomedical research:

Science & Technology Park serves as Asia's biotech research hub – HK ranks 1st in Asia for "Infrastructure", "market sophistication" and "creative outputs" in Global Innovation Index 2021

GBA demand: Most GBA cities have low # of beds per capita, indicating opportunities for private players. Mainland visitors also prefer HK services – e.g., 38% of EC Healthcare patients (HK's largest non-hospital medical provider) were from Mainland before COVID

1. The 9 GBA cities are part of Guangdong, making up >60% of the province's total population and ~80% of GDP in 2020

Source: Global Innovation Index 2021; HK department of Health; Guangdong Bureau of Statistics; Health Commission of Guangdong Province; HK Trade Development Council; China National Health Commission; EC Healthcare annual report 2021; press search

Clear synergies are observed between, Wealth and Health among the affluent



Wealth and health typically target the same segment(s)

- Affluent customers are more health conscious – 86% HNWI fear about their health deteriorating in the next decade
- Lifestyle-related diseases are prevalent among the affluent elderly (e.g., heart diseases, diabetes, hypertension)

59%

HK HNWI believe they will live to 100 years old – and they are concerned about healthcare costs associated with such a long life

~25%

HK elderly suffer from diabetes

Market players are combining Wealth and Health propositions to help actively manage customers' health (from payor to partner)

- Wealth-Health Ecosystems (e.g., AIA, Apollo, Ping An) create more engagement opportunities and give players more holistic customer insights
- "New Care Models", with focus on proactive disease prevention, are found to reduce emergency admissions by 15-50% and readmission by 10-30%

Customers enjoy one-stop-shop experience that caters to both Wealth and Health protection

- Seamless experience: One-stop centers combining wealth mgmt., insurance and medical check-up services (e.g., HSBC) are attractive to cross-border (GBA) customers
- Engaging incentives: Customers receive rewards and premium discounts (e.g., Manulife MOVE) for exercising
- Longer planning horizon: Customers can focus on planning their wealth & succession with greater confidence in their health

Example: HSBC Life Well+

A reward program integrated with HSBC banking rewards/credit card: earn credit card refund or Reward Cash every month by meeting the monthly exercise target





GBA presents a massive market for **Wealth and Health Services**



What GBA is – 9 Guangdong cities + HK + Macau

- Population: 86 million (~5% of China total)
- GDP: USD 1.7tn (~12% of China total), similar in size to South Korea and Canada
- Objective: Facilitate HK's integration into the overall national development; support and lead China's economic development and opening up, through stronger collaboration among cities
- Connectivity: "One-hour living circle" HK is wellconnected to the rest of GBA by rail, bridge and seven land boundary crossings between HK & Shenzhen



Why GBA is exciting – "Silicon Valley meets Wall Street"

Inspired by the San Francisco Bay Area, GBA aims to create and develop the third largest city cluster in China with:

- An innovation and technology hub, led by Shenzhen
 - 40+ tech "unicorns" have been created in GBA (of which ~30 from Shenzhen) with a total valuation of more than USD 1tn
- A world-class financial center Hong Kong
 - With a total of USD 4.5 th AUM in Asset and Wealth Mgmt. business, Hong Kong is Asia's largest hedge fund hub (USD 92 bh) and second largest PE hub (USD 160 bh) after Mainland China
 - Strong regulatory support (e.g., Wealth Mgmt. Connect scheme) to foster economic integration and strengthen HK's position as financial hub
- A high-end manufacturing base
 - Dongguan: 1/5 smartphones in the world are produced here
 - Foshan: Ranks 1st for investments in industrial tech transformation in Guangdong for 4 consecutive years
 - Zhongshan: Hosts 38 national-level industrial bases with focus on tech innovation

Source: HK Gov Bay Area website; Government statistics; GBA development blueprint; Greater Bay Area Development Blueprint by the State Council of PRC; KPMG; Eurekahedge; Deloitte; press research



THANK YOU

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