

VENITIV24

*German subsidiary of PingAn  
healthcare and technology*

**Venitiv24 – a holistic  
healthcare app is  
conquering Germany**

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# MEET THE TEAM

*Our competent team guarantees a successful implementation of the Chinese rising-star healthcare app PingAn into the German market as subsidiary Venitiv24.*



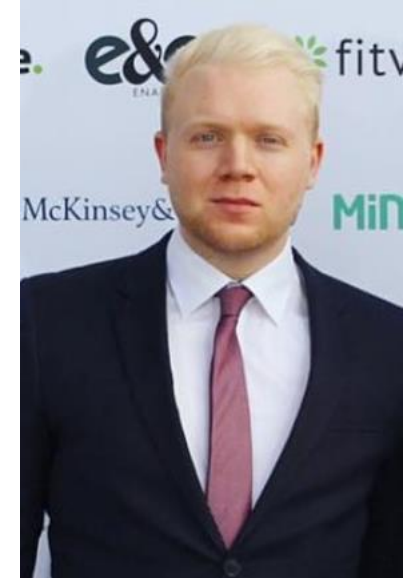
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# ≡ PINGAN HEALTHCARE COMPANY OVERVIEW

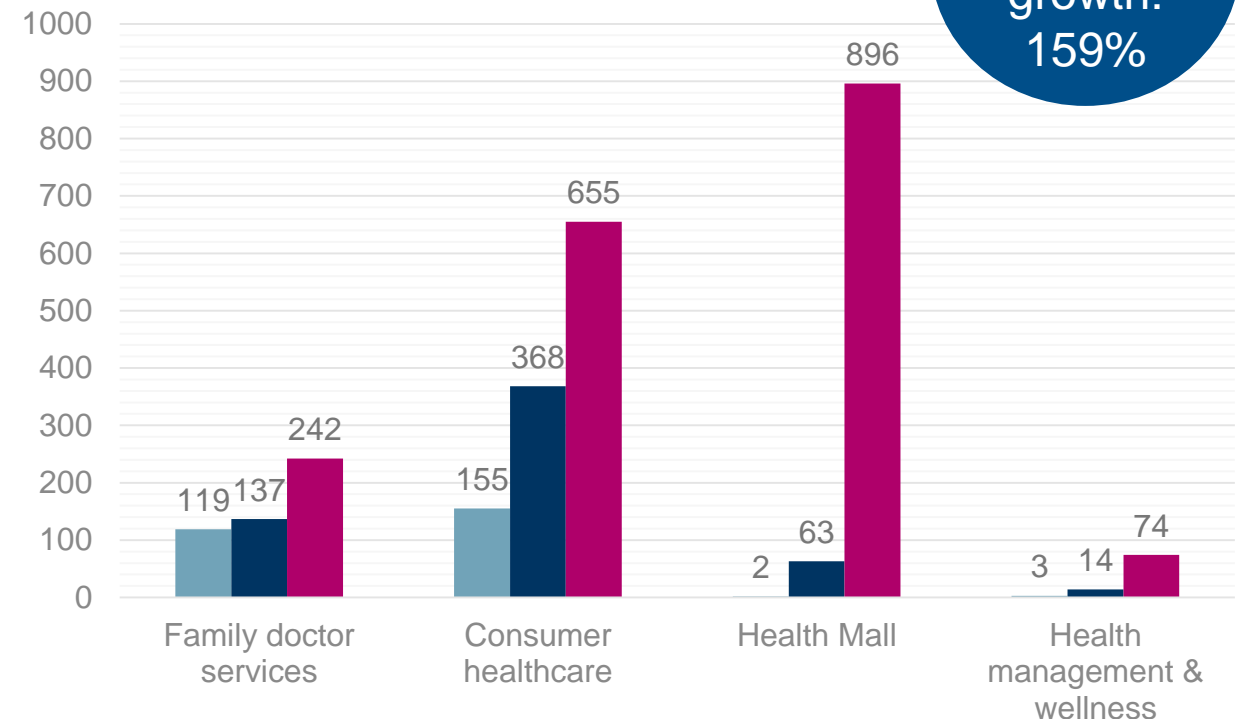
*Chinese healthcare and technology company with the goal to “Build the largest healthcare ecosystem in the world and promote healthy living empowered by technology” as potential market entrant in Germany.*

## Key Information

- PingAn Healthcare and Technology Company Limited
- Launched in 2015
- Headquarters: Shanghai, China
- Unique, holistic healthcare ecosystem in app format: Internet, AI assistant and 888 doctors
- Gross profit: 612 RMBm (as of 2017)
- Total revenue: 1,868 RMBm (as of 2017)
- 192m registered users; 33m MAU (as of 2017)
- 97% customer satisfaction rate

## Revenue (measured in RMBm)

■ 2015 ■ 2016 ■ 2017



Total  
revenue  
growth:  
159%

# GERMAN MEDICAL SITUATION OVERVIEW

*Lack of general practitioners in rural areas and long waiting hours for an appointment or pick-up of prescriptions calls out for a broader variety in medical services.*



## Uneven distribution of practitioners

- Increase in emigration of general practitioners to foreign EU countries
- Growth of numbers of doctors can not keep with growth of demand
- Gap of oversupply in cities and undersupply in rural areas
- 2007-2017: closure of every 7<sup>th</sup> doctor's office
- One third of general practitioners over 60 years old
- Results in long waiting time for appointments and longer distances to see a doctor for patients living in rural areas



## Telediagnosis and e-prescriptions

**20 mio**

More than 20m Germans open towards telediagnosis



Telediagnosis in debate, promising prospect

Consulting doctors from foreign EU countries as current praxis



Introduction of e-prescription in 2020 will facilitate services like telediagnosis

# GERMAN MAIL-ORDER PHARMACY MARKET

*Rising demand for speedy drug delivery through online orders resulting in ever increasing revenue highs and the introduction of e-prescriptions offer an opportunity to penetrate the mail-order pharmacy market.*



Medication and personal care fastest growing e-commerce market in Germany with CAGR of 8% up to 2022

Over 2,000m EUR revenue in 2017

137 EUR of average revenue per user in 2017

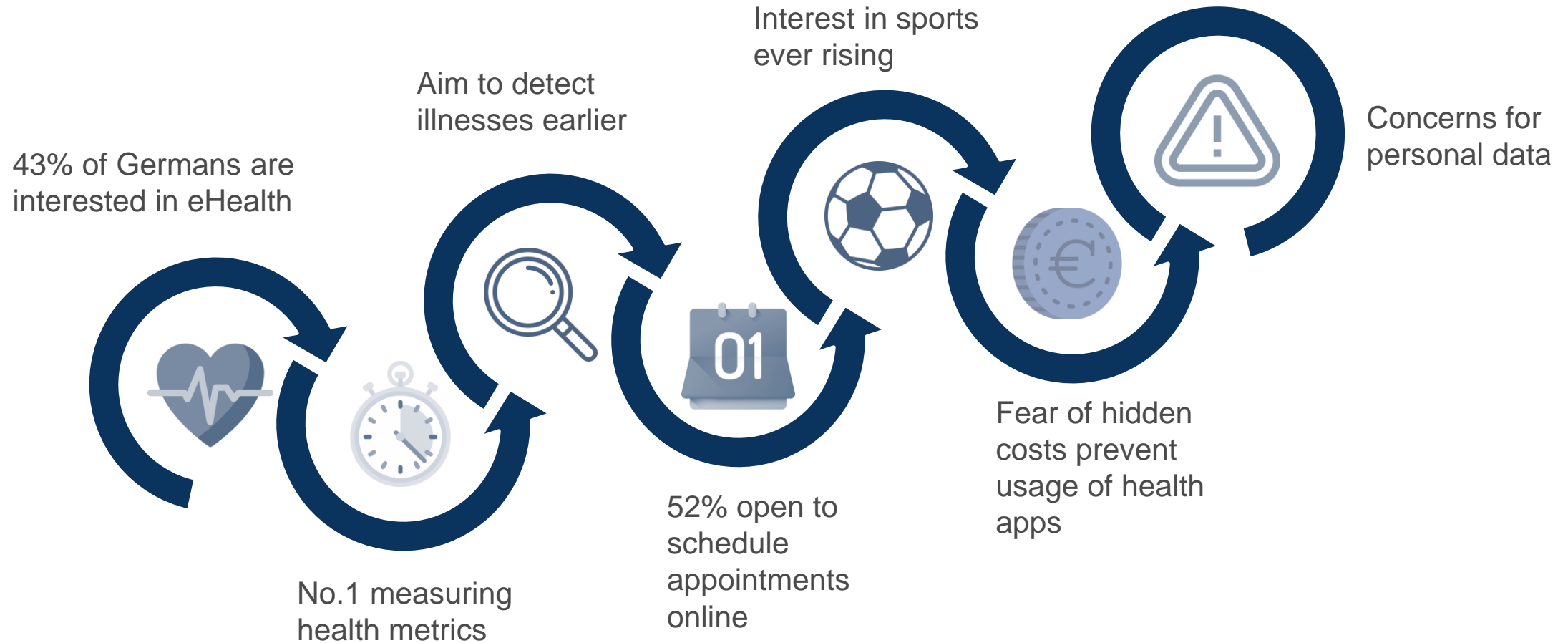
77% of Germans can imagine to buy medication online

E-prescription facilitates even higher growth rate in terms of medication accessibility and speed of process

262m EUR of revenue in 2018 for mail-order pharmacy Docmorris.com

# HEALTH MANAGEMENT AND WELLNESS OPINIONS

*Usage of apps mainly to measure health metrics and to prevent illnesses, still concerns for hidden cost and data security hinder the further popularization.*



# ≡ BUSINESS MODEL FOR GERMANY

*Venitiv24 features 8 out of 12 selected services from the Chinese parent company app, which are carefully adjusted to fit the before assessed German market needs for a lean and effective user experience.*



online

**Online consultation** – Consultations with doctors and physicians online, using the app; medical services at fingertips

**E-Health profile** – Summary of patients' health records. Easy access for doctors

**Express drug delivery** – Delivery of medicines at your door-steps

**Health management plans** – Health plans and wellness interaction

offline

**Appointment services** – Book appointments with diagnostic centers, hospitals, and clinics using the app

**Health check-up** – Attend health check-ups at one of our partner hospitals

**Hospital Referrals** – Get referred to your nearest hospitals by our partner doctors

**Second Opinion** – Get second opinion from our partner doctors



# REVENUE GENERATION

*The two-sided revenue model makes use of the benefits of a platform business. This includes a mixture of membership fees and direct fee-for services from app users, as well as fees for sellers and third-parties.*

## Online features

### Online consultation

- Fee-for service for online consultation and other medical services

### Health management plans

- Sale of customized consumer healthcare service packages
- Advertising revenue from third-parties

### Express drug delivery

- Service revenue, platform usage fee for seller



## Offline features

### Appointment services

Fee from value-added packages and membership plans

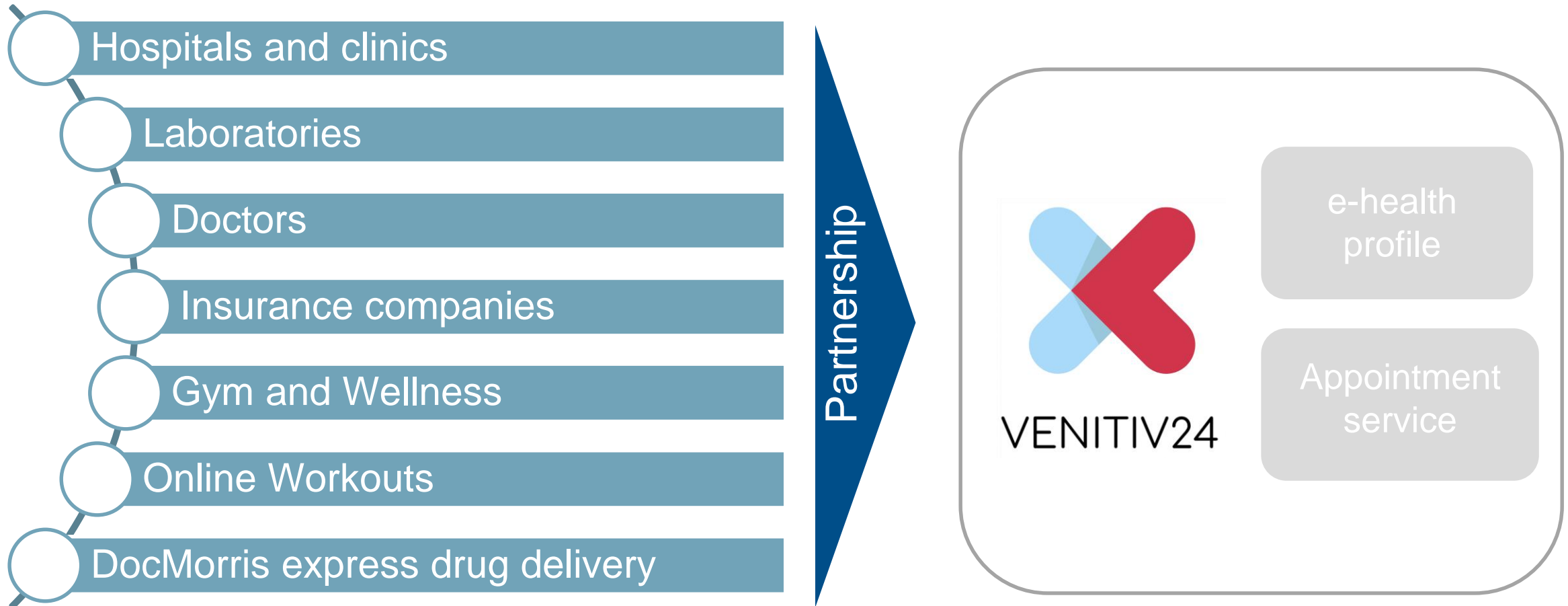
### Health check-up

Fee from value-added packages and membership plans

### Hospital referral




# MARKET ENTRY STRATEGY

*Venitiv24 aims to provide holistic medical services and preventative health in form of a plug-in-platform based on partnerships with already established companies in order to leverage existing resources.*



# COMPETITOR ANALYSIS

*Status quo of competitors in Germany reveals a current niche in the health industry to apply the business model from PingAn healthcare and offer an adapted, holistic medical platform to users.*

			
	docdirekt	Venitiv24	NetDoktor
No need for specific insurance	✗	✓	✓
E-prescriptions	✓	✓	✗
Health management plans	✗	✓	✗
Express drug delivery	✗	✓	✗
Partner hospitals	✗	✓	✗
Holistic health system	✗	✓	✗
Diagnosis approach	Telediagnosis	AI and telediagnosis	AI diagnosis

- Unique way of combining all health aspects
  - Value creation by applying newest form of e-prescriptions from 2020
  - Telediagnosis/AI or drug delivery is substitutable with local doctors/pharmacies but availability is way higher
  - Time efficient, convenient holistisch
  - Buyers are increasingly in favor of medical services available via app, high switching cost
  - New entrants: only adjustments of app, knowledge/resources cross-fertilization
- ☐ Highly competitive market but need for holistic (mobile) health platform

# THE ISSUE OF DATA SECURITY

*Data security constitutes an important aspect for many Germans. Venitiv24 abolishes concerns by incorporating legal requirements and statement of own commitment.*



## ▪ Legal situation in Germany

- German law prohibits doctors the transfer of data (§ 203 StGB)
- "General Data Protection Regulation" (GDPR) forbids the transfer of personal data as well

## ▪ Venitiv24's commitment

- Anonymized data profile
- Security pop up for account setup in order to dispel users' concerns
- Fixed in general business terms

**Thank you for your attention!**

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*Our key findings comprise a high demand for Venitiv24 and we are happy to work on the next steps to introduce this unprecedented platform to the German market.*

# LIST OF SOURCES

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