

Medlive

FY2021 Annual Results



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01

Performance Overview

Key Financial Performance & Operating Indicators

FY2021

Revenue

284Mn

↑ Up 33.2% YoY

Revenue of Precision
Marketing and Corporate
Solutions

259Mn

↑ Up 34.9% YoY

Adjusted Net Profit

107Mn

↑ Up 25.4% YoY

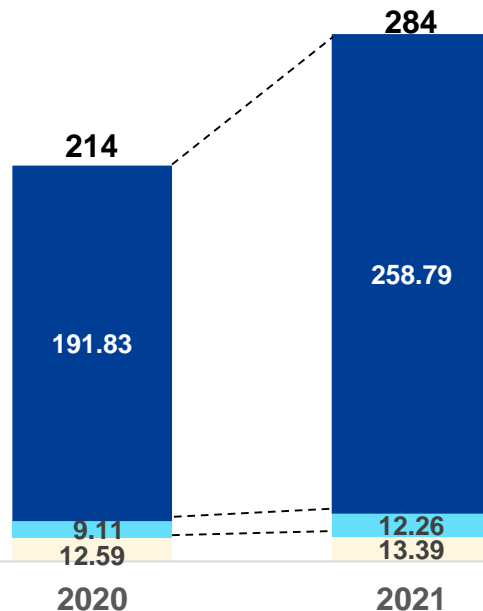
Revenue

(RMB in Millions)

■ Precision Marketing and
Corporate Solutions

■ Medical Knowledge
Solutions

■ Intelligent Patient
Management Solutions



% Change

↑ 34.9%

↑ 34.5%

↑ 6.3%

Gross Margin

73.2%

70.6%

Adjusted Net Margin

39.9%

37.6%

Note:

Non HKFRS adjusted net profit: deducting non operating and one-time expenses, such as IPO expenses, equity incentive expenses, one-time withholding income tax expenses and foreign exchange difference. Please see the Appendix for more details.

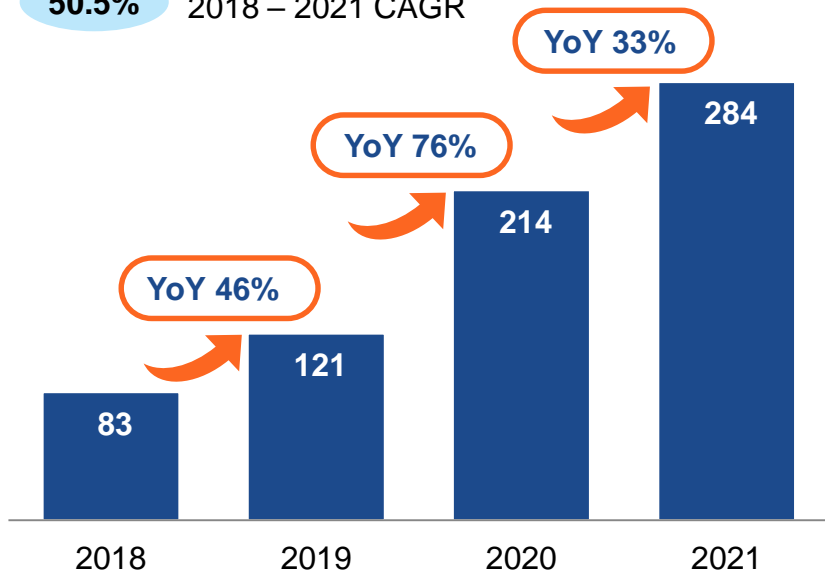
Revenue grew steadily and Revenue structure was stable

Total Revenue

(RMB in Millions)

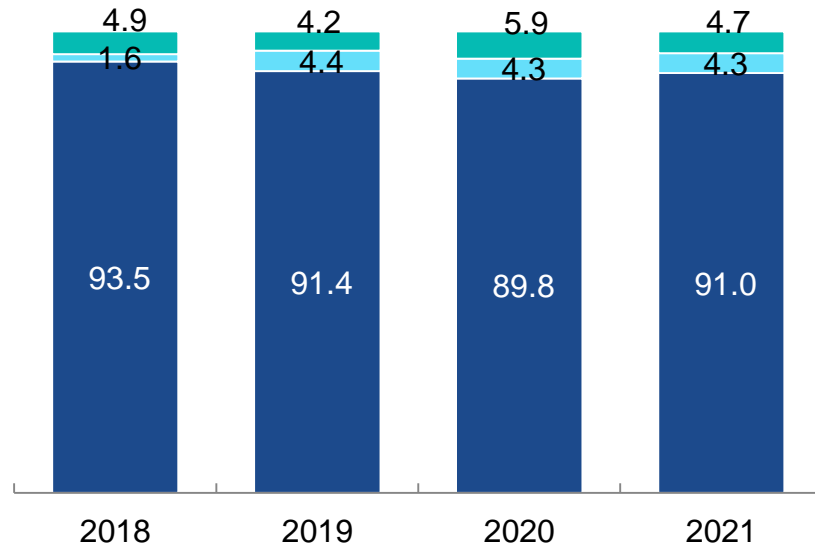
50.5%

2018 – 2021 CAGR



Revenue by Solutions as % of Total Revenue

(%)

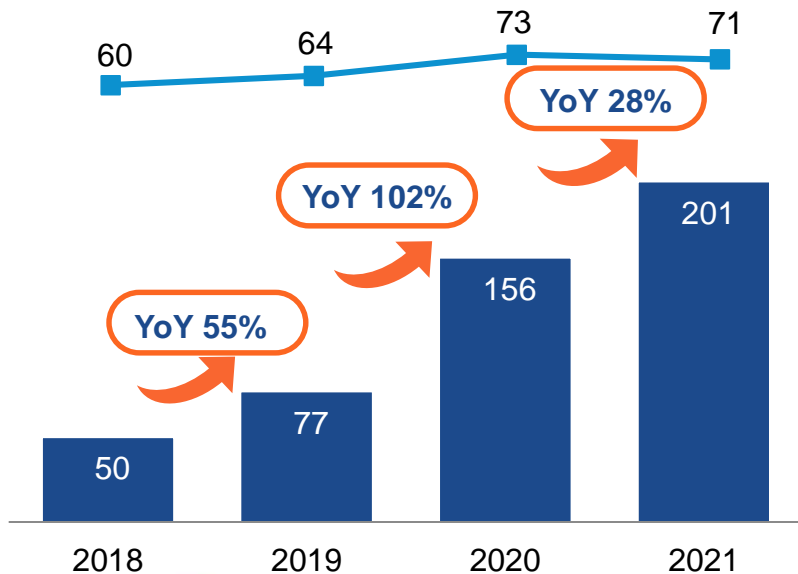


- Intelligent Patient Management Solutions
- Medical Knowledge Solutions
- Precision Marketing and Corporate Solutions

Profitability continued to improve

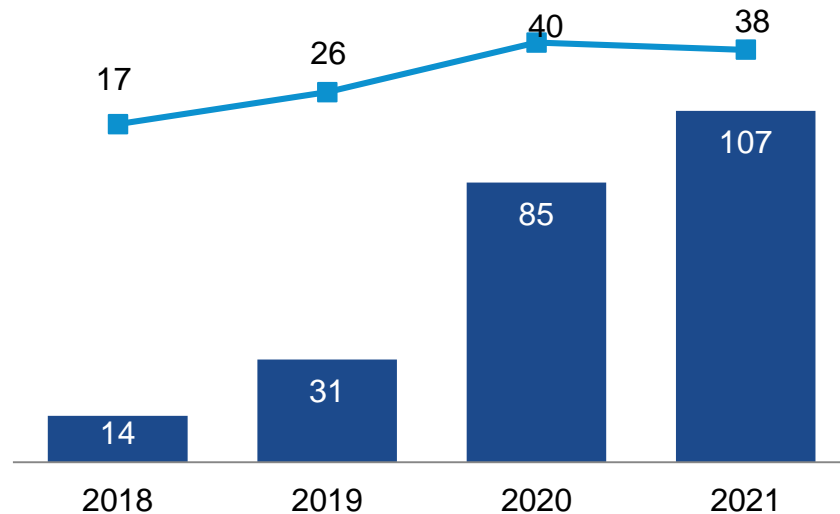
Gross Margin And Adjusted Net Margin

(RMB in Millions, %)



Adjusted net profit And Adjusted net profit margin

(RMB in Millions, %)



Stable and healthy operating cash flow and sufficient cash reserves

The Board has resolved to recommend a final dividend of RMB0.0170 (equivalent to HK\$0.0209) per Share. Subject to the passing of the relevant resolution at the AGM, the final dividend will be paid on or around 11 July 2022 to shareholders.

Sufficient cash reserves

HK\$

6.71

As of 31.12.2021
Cash per Share

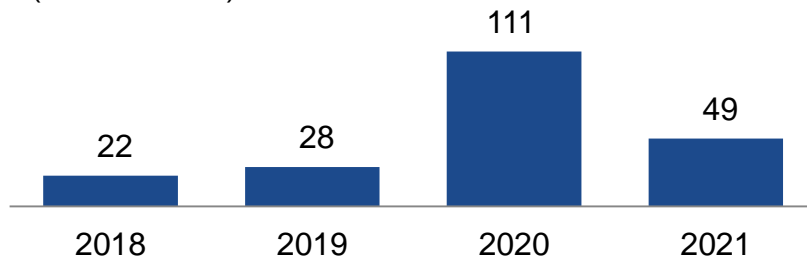
HK\$

4.79Bn

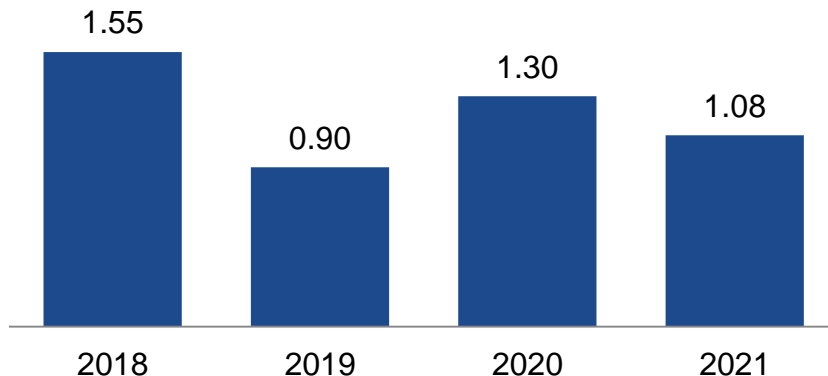
As of 31.12.2021
Cash and Cash Equivalent

Net Cash Generated from Operating Activities

(RMB in million)



NCFO/NI



Key Financial Performance & Operating Indicators

FY2021, the penetration rate of doctor users of *Medlive* platform continued to deepen and the activity increased steadily





02

Operating Highlights

Precision Education & Corporate Solution: More Customers, More Products, More Solutions



Number
of
Customers

106

+25

81



Global Medical Device
Company

China Innovative BioTech
Company

China Large
Pharmaceutical Company



Number
of
Products

242

+50

192



Medical Devices

Early detection & Genetic
Testing Products

Innovative Biologics

VBP Mature Products

Single Customer
Revenue (RMB)



Average of
Top5 Customers

17.2M



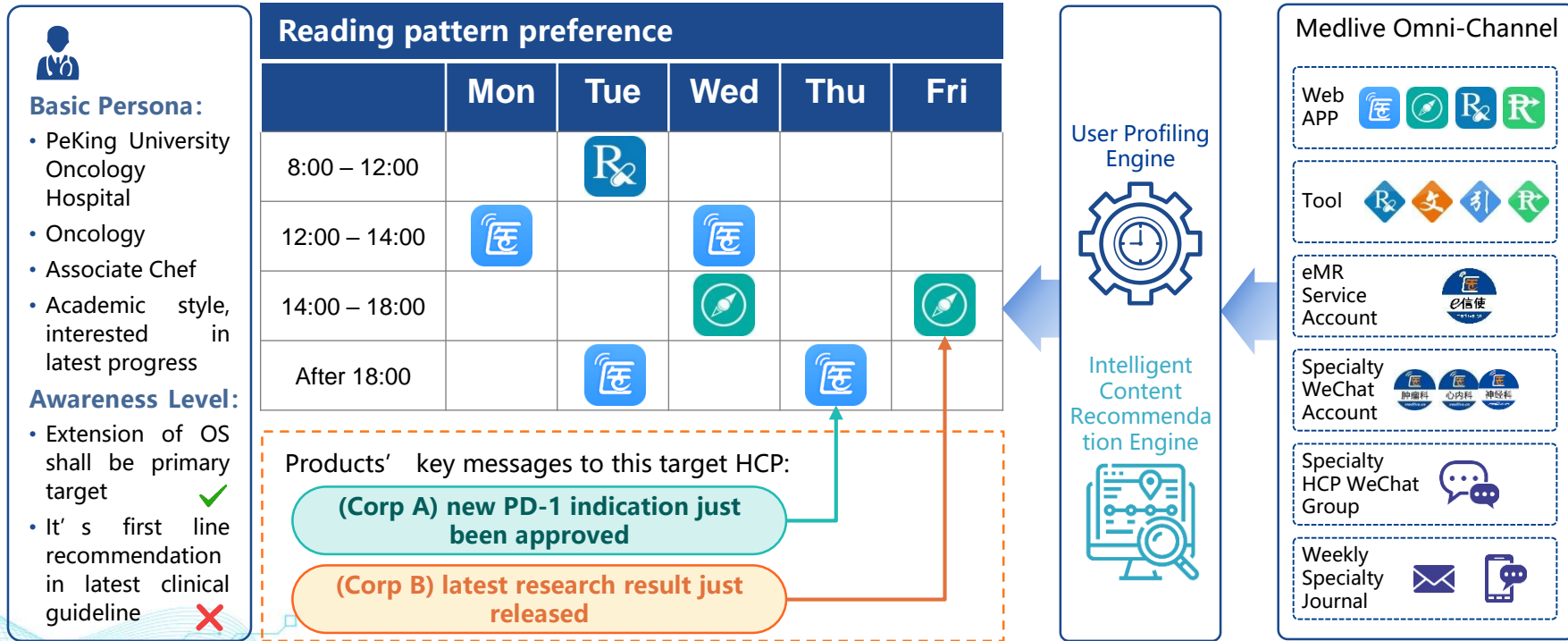
0.5M



Average of
Early-Stage
Customers

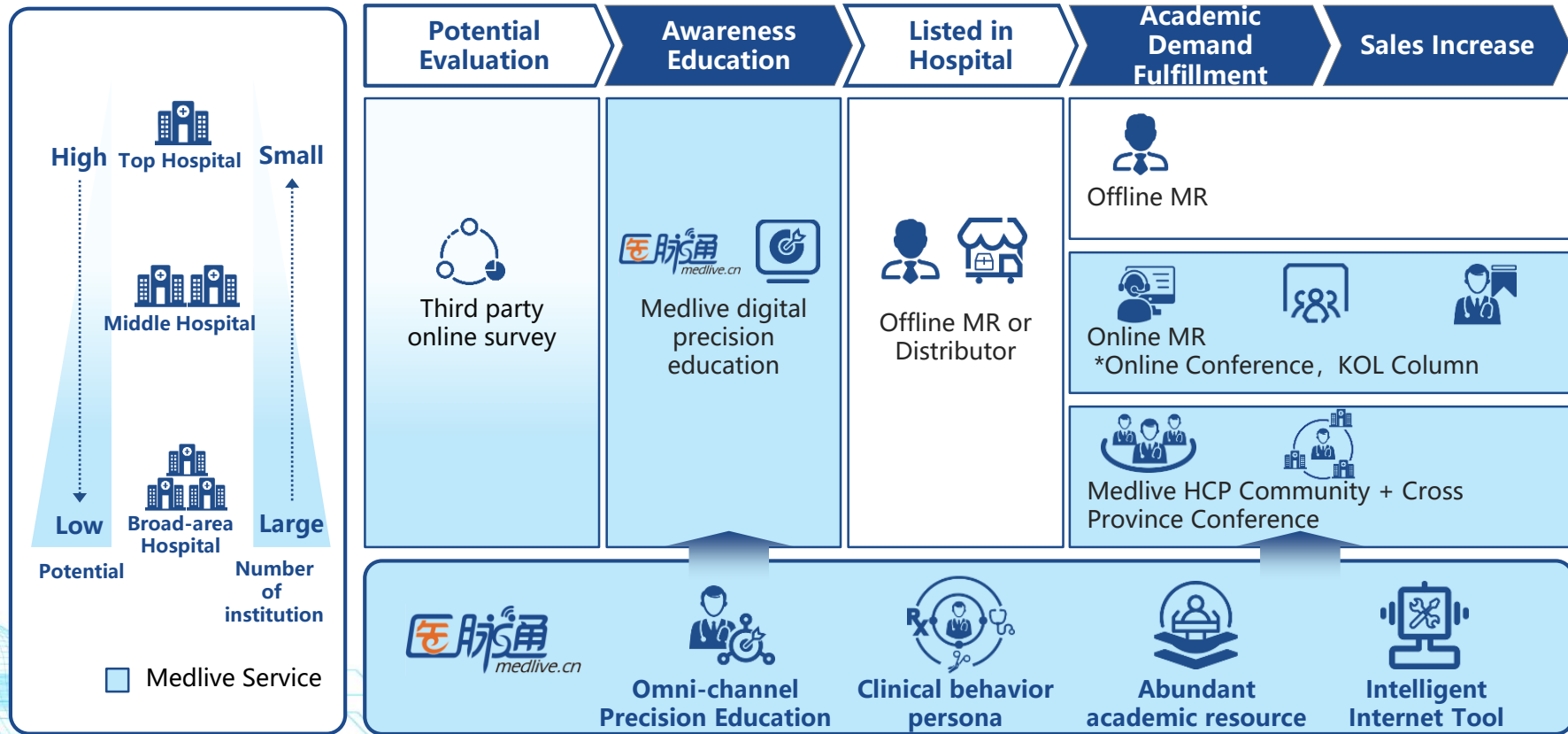
Precision Education & Corporate Solution:

Base on big data to develop AI model, and intelligently promote proper contents to HCP on his/her preferred channel and time



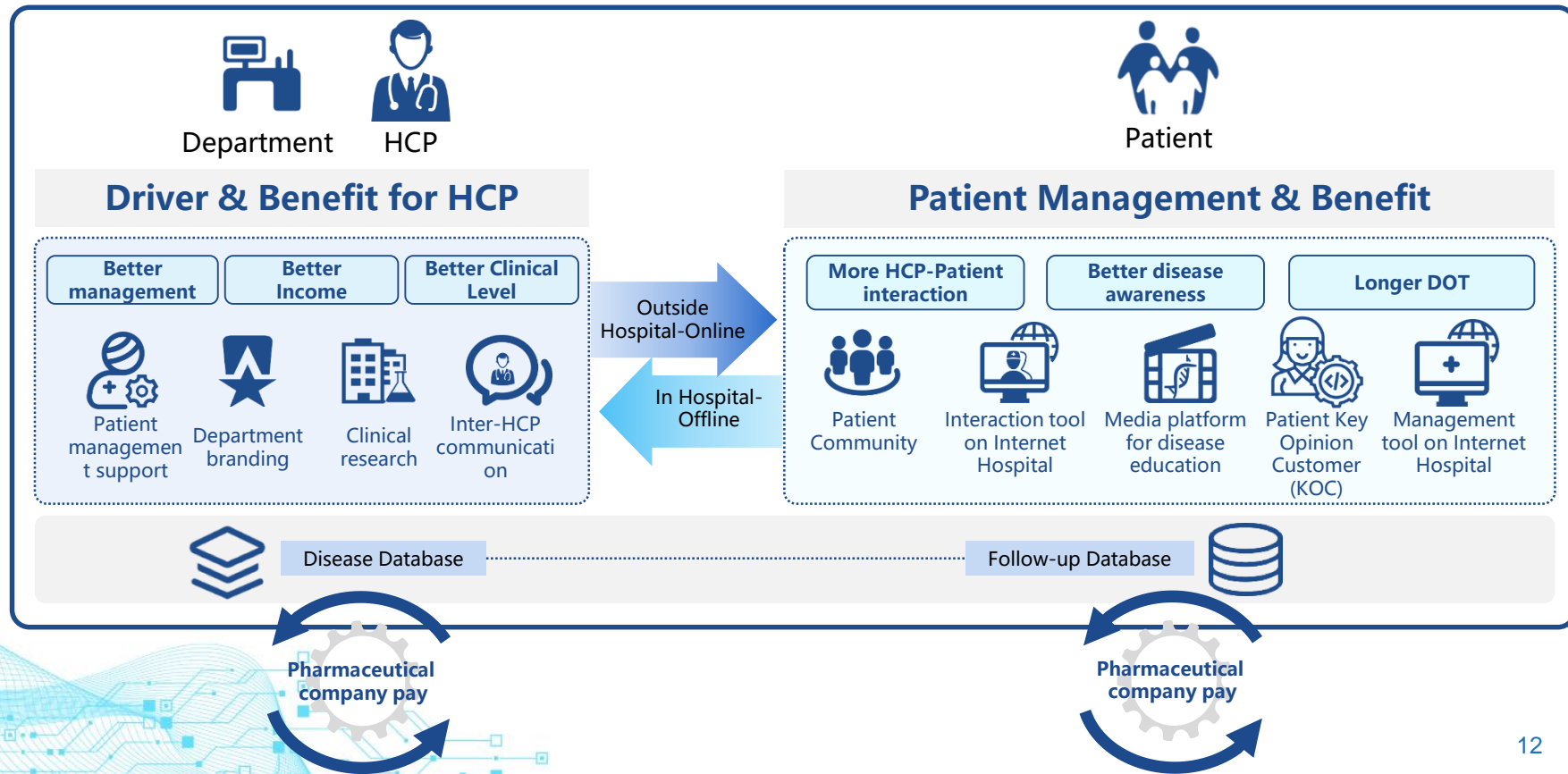
Precision Education + Digital Medical Marketer to help customers improve sales, efficiency, and save cost

Specific digital solutions for different phrases of drugs and devices (New Launch, Grow-up, or Broad-area expansion)



Continue to develop Single-Disease HCP-Patient Management

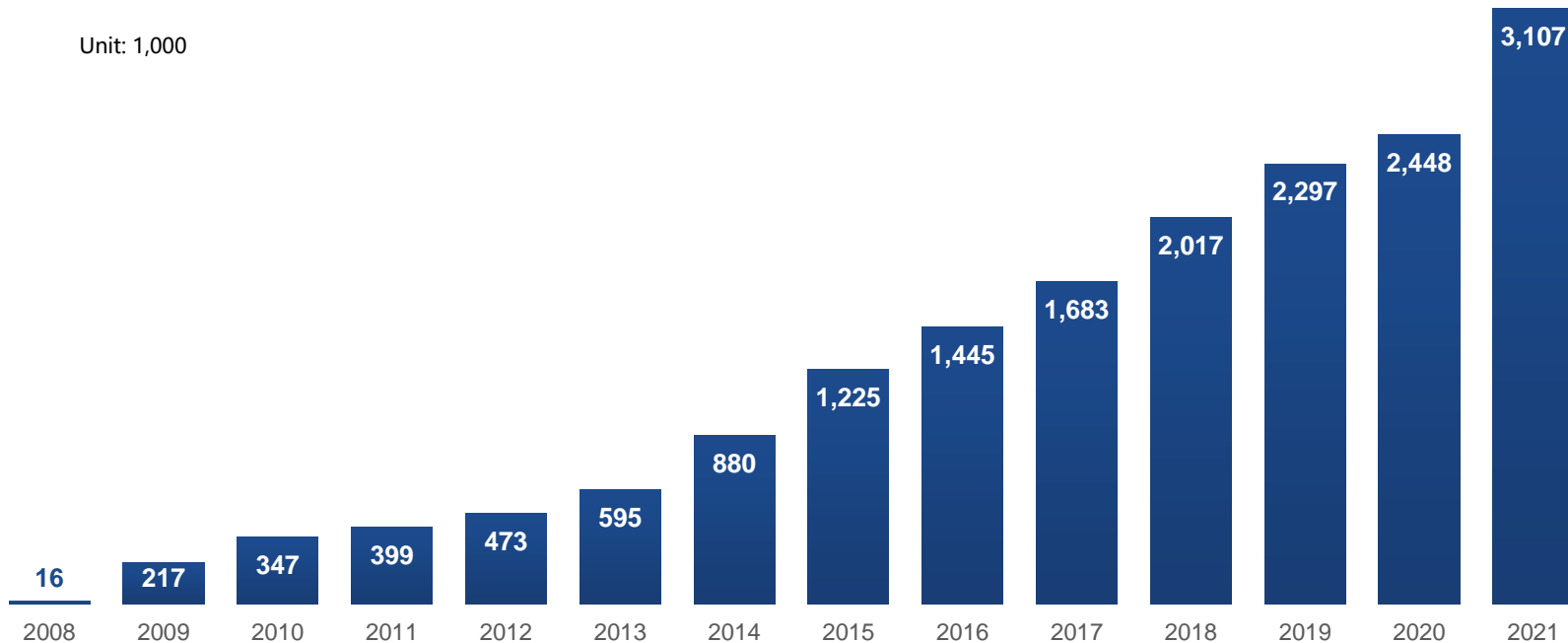
Has developed 6 diseases (Breast Cancer, Lung Cancer, Lymphoma, Stroke, Diabetes, Parkinson's), accumulate 35K HCPs and 115K Users



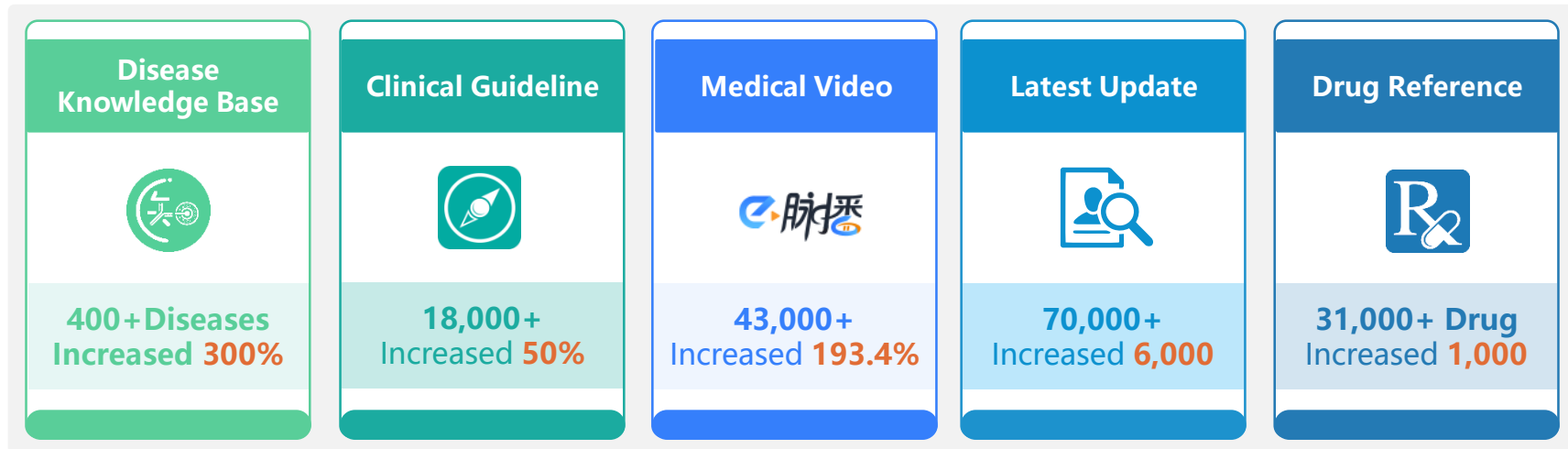
Highlight of Medlive Platform – Number of Registered Physicians

Till end of 2021, there are total 3.1M Registered Physicians in Medlive platform, which is about 75% of total Licensed Physicians in China

Unit: 1,000

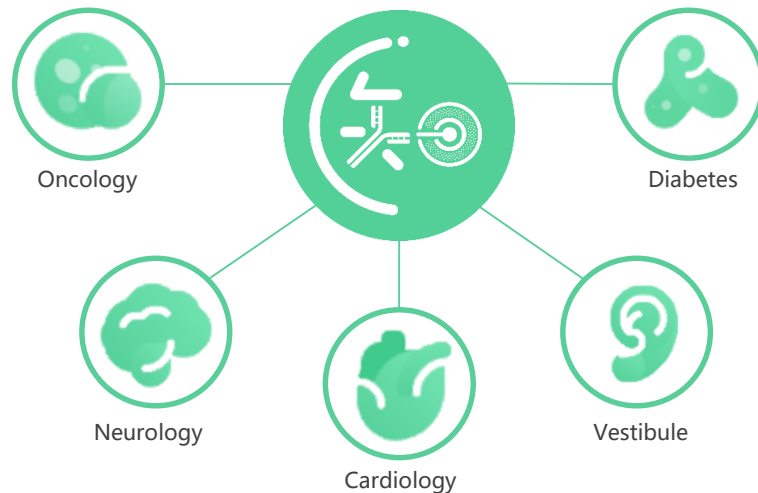


Largest medical information knowledge base in China after 26 years of accumulation, and keep on growing everyday





Current disease knowledge base has included 400+ diseases, for example, Oncology, Cardiology, Diabetes, Neurology, Vestibule, etc. In 2022, new disease areas, like Psychiatry, Hepatology, Respiratory, Hematology, Gastroenterology, will be developed and included in knowledge base.



Internal medical resources

Clinical Guideline, Knowledge Base,
Drug reference, Medical Dictionary...

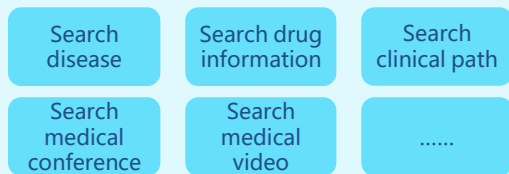


External abundant resources

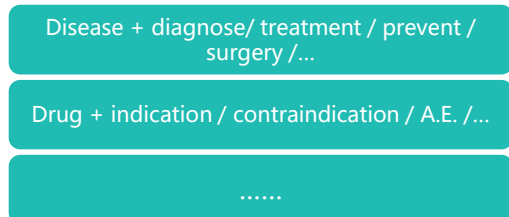
Wechat account, government website,
medical association website...



To map all search to standardized scenarios



To componentize search contents



Highlight of Medlive Platform – Intelligent Persona & Recommendation

Medlive leverage data advantage to continuously improve HCP intelligent profiling and recommendation engine, which helps increase the monthly review volume, growing from **134M** to **240M**

**Continuously accumulated
Data and Medical Content
advantage**



Medical Content Base
200K items



Medical Tag Base
500K items



Medical Corpus
2.2M items



HCP Behavior Base
1.5TB



**Data driven,
Scenario enabled
Intelligent Engine**



**User Profiling
Engine**



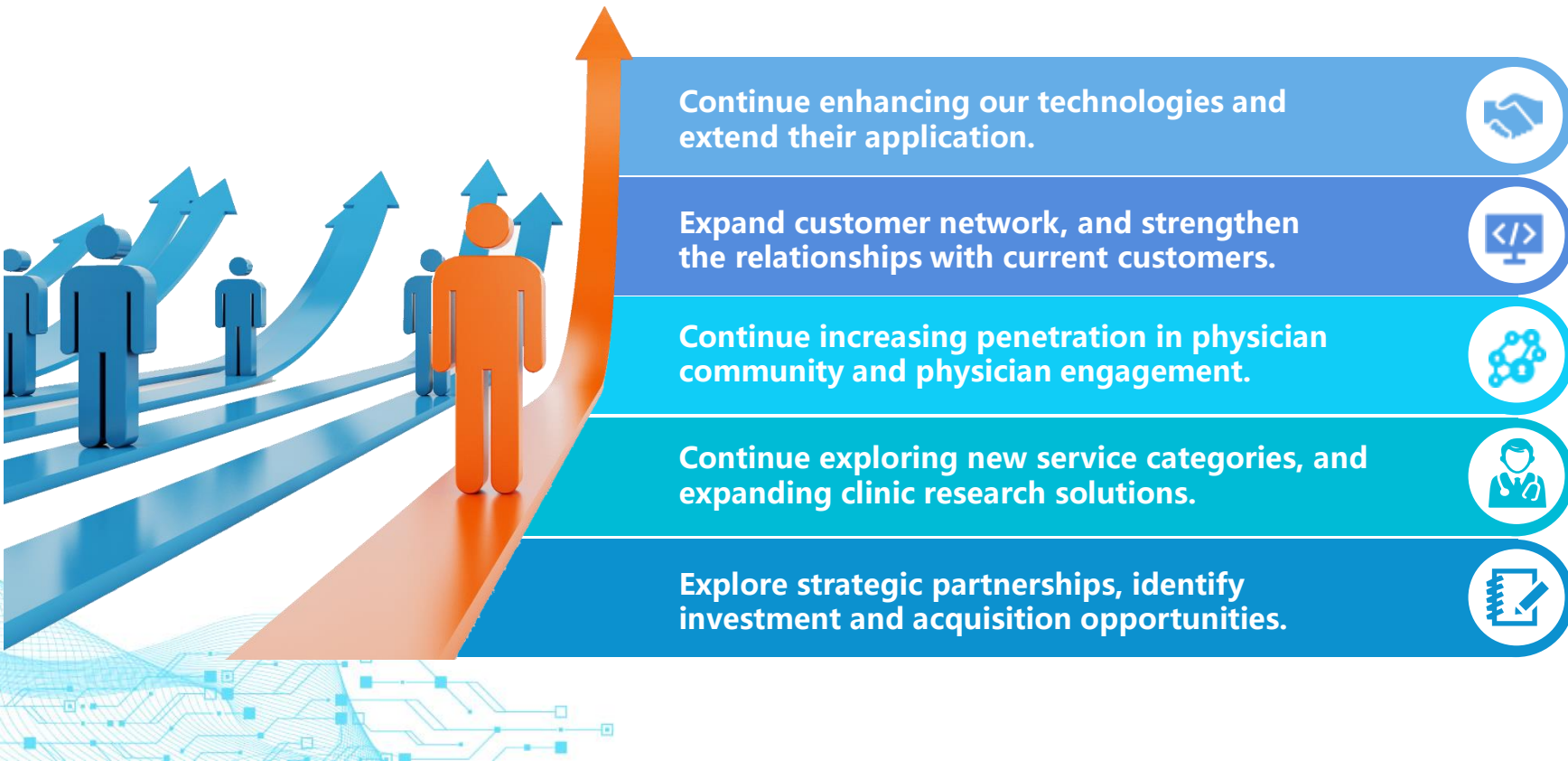
**Content
Recommendation
Engine**

03

Growth Strategies

Key Growth Strategies

In the future, Medlive will enhance platform leading competitive advantages through 5 strategic measures as follows:



Appendix

Abstract of Annual Condensed Consolidated Statement of Profit or Loss

| (RMB'000) | FY2020 | FY2021 | YoY |
|---|----------------|----------------|---------------|
| Revenue | 213,529 | 284,440 | 33.2% |
| Precision marketing and corporate solutions | 191,826 | 258,794 | 34.9% |
| Medical knowledge solutions | 9,113 | 12,258 | 34.5% |
| Intelligent patient management solutions | 12,590 | 13,388 | 6.3% |
| Gross Profit | 156,236 | 200,743 | 28.5% |
| Gross Margin | 73.2% | 70.6% | |
| Net Profit | 85,197 | 45,245 | -46.9% |
| Net profit attributable to shareholders of parent company | 85,197 | 40,616 | |
| Minority interest income | | 4,629 | |
| Add: Listing-related expenses | | 28,289 | |
| Share-based compensation | | 14,257 | |
| One-off withholding tax | | 8,139 | |
| Foreign Exchange Difference | | 10,931 | |
| Adjusted net profit | 85,197 | 106,861 | 25.4% |
| Adjusted net profit margin | 39.9% | 37.6% | |