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THE BUSINESS PLAN OF
SOS LIMITED



SOS云商业计划书

救援 | 云服务 | 保险 | 建立国内高效的救援服务体系

Rescue | Cloud Services | Insurance | Build High-Efficient Rescue Service System

举手投足间

为你我创造价值

Create Value for You and Me

**人人皆可创新
敢于突破
事事皆可创新
不惧失败**

Initiative Spirit

“
细节决定成败, Details determine success or failure
选择成就未来, Choices determine the future
同甘共苦创明天, Sharing weal and woe
齐心协力每一天, Making concerted effort
凝聚力量, Uniting strength
收获辉煌。 Making harvest

LET'S TRY
MAKING A GO AT
IT OURSELVES.

”

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Who are we?

公司简介 01

Introduction of the Company

ABOUT COMPANY

Who We Are

SOS Limited 是一家在纽约证券交易所上市的开曼岛公司 (NYSE: SOS)。其通过VIE协议控制的运营公司艾斯欧艾斯，2018年成为贵州第一批高新技术企业，拥有工信部颁发的呼叫中心牌照《第二类增值电信业务经营许可证》及全国统一特服号码952122。公司目前拥有60多位高新技术人才，专注于大数据、云计算、物联网、区块链及人工智能等科技研发，打造了由基础云（医疗救援卡、汽车救援卡、金融救援卡、救援互助卡）、合作云（信息救援中心、智能大数据、智能软硬件）、信息云（今日消息、今日电商）三大产品为主导的SOS云紧急救援服务SaaS平台，为保险、金融、医疗、健康、汽车、安全、互助等紧急救援服务领域提供营销相关数据、技术和解决方案，以技术驱动大数据，打造国际高效的救援服务体系。

SOS Limited (formerly China Rapid Finance Limited), a Cayman Islands company listed on The New York Stock Exchange (NYSE: SOS), currently provides IT solutions to emergency rescue services via its operating entity in China, SOS Information Technology Co., Ltd. which is controlled by the Company through a series of variable interest entity agreements. SOS offers marketing related data, technology and solutions to emergency rescue and healthcare services in China. In 2018, SOS was in the first batch of high-tech enterprises in Guizhou to obtain a call center license (The second type of value-added telecommunications business license) issued by the Ministry of Industry and Information Technology of the Chinese government, and the national unified special service number 952122. The emergency rescue business unit currently has more than 60 high-tech specialists, focusing on research and development of big data, cloud computing, Internet of Things, blockchain and artificial intelligence. We have created a SOS cloud emergency rescue service SaaS platform and our three major product categories are basic cloud (medical rescue card, car rescue card, financial rescue card, mutual assistance rescue card), cooperative cloud (information rescue center, intelligent big data, intelligent software and hardware), and information cloud (News Today, E-Commerce Today). This system provide marketing-related data, technological solutions, and technology-driven big data to clients such as insurance company, financial institutions, medical institutions, healthcare provider, auto manufacturers, security provider, senior living assistance and other players in the emergency rescue services.



我们的团队 Our Team

全球招揽人才 国际化班底
Internationally Recruiting

高新技术人才占比 High-Tech Talents 76%

High-End Business Talents 高端商务人才占比 35%

亚洲员工占比 Asian Employees 94%

INTRODUCTION TO CORE MEMBERS

核心成员介绍



长期从事移动互联网技术研发工作，拥有团队管理和移动互联网研发15年以上经验。

Has been engaged in mobile Internet technology research and development for a long time, and has more than 15 years of experience in team management and mobile Internet research and development.

冯伟栋 Weidong Feng

Chief Technical Officer



从事电信级别信息呼叫中心的建设和运营长达20年，拥有非常丰富的互联网+运营管理经验。

Has been engaged in the construction and operation of telecom-level information call centers for 20 years, and has very rich experience in Internet & operation management.

王燕代 Yandai Wang

Chairman of The Board

Chief Executive Officer



长期从事客户服务工作，曾在中国移动10086工作，多次获得优秀管理干部称号，团队管理拥有6年以上经验。

Has been engaged in customer service for a long time, worked in China Mobile in 10086, won the title of excellent management cadre many times, and has more than 6 years of experience in team management.

王怡琳 Yilin Wang

王燕代 Yandai Wang

Chairman of The Board

CEO, 董事会主席, 王董于2019年在旧金山大学学习经济管理专业, 2014年获得解放军信息工程大学信息技术与管理学士学位, 他在紧急救援、电信和呼叫中心服务方面拥有超过20年的行业经验。

The Chief Executive Officer of the Company and Executive Chairman of the Board since May 2020. Mr. Wang studied Economic Management at University of San Francisco in 2019 received his bachelor's degree in Information Technology and Management from The PLA Information Engineering University in 2014.

He has over 20 years of industrial experience in emergency rescue, telecom and call center services.



2016

中国运营公司成立 Inception of SOS Information Technology Co., Ltd.

专注于用户体验创新，建立国际高效救援服务体系。

1

Focusing on user experience innovation and establishing an international efficient rescue service system.

团队建设 Team Development

创建呼叫中心基地，与中国联通、中国人保财险、中国建设银行、财达证券等合作完成300人营销团队。

2

Established a call center base and formed a 300-person marketing team in cooperation with China Unicom, PICC P&C, China Construction Bank, and Caida Securities.

SOS云架构初创 SOS Cloud System Build

基础云（医疗救援卡、汽车救援卡、金融救援卡、救援互助卡）、合作云（信息救援中心、智能大数据、智能软硬件）、信息云（今日消息、今日电商）三大产品架构搭建。

3

Three major product architectures: basic cloud (medical rescue card, car rescue card, financial rescue card, mutual assistance rescue card), cooperative cloud (information rescue center, intelligent big data, intelligent software and hardware), and information cloud (message today, e-commerce today).

布局直升机救援服务 Helicopter Rescue Service

搭建警航合作平台，提供直升机院前救援、直升机院间转运、空中应急保障、其他医疗转运等服务

进入智能硬件 Smart Hardware

研发SOS云智能手表，警、民双用，无公网状态下，广播健康（体温、心率等）、定位至周边设备或云端服务器，布局健康大数据领域。

科技研发 R & D

SOS云平台搭建完毕，取得了11个平台模块软件著作权，并自主研发了智能AI电销系统，并评定为高新技术企业及大数据明星企业。

1

2

3

2019

Built a police and aviation cooperation platform to provide helicopter pre-hospital rescue, helicopter inter-hospital transfer, air emergency support, and other medical transfer services

SOS cloud smart watch R&D - dual use for police and civilian. Broadcast health (body temperature, heart rate, etc.), locate to peripheral devices or cloud servers without public network. Layout health big data field.

SOS cloud platform was built, and 11 platform module software copyrights were obtained. The AI electricity sales system was independently developed and evaluated as a high-tech enterprise and a big data star enterprise.

2020

收购 邮政保险代理牌照 Acquisition of postal insurance agent license

完成对内蒙古邮政保险代理牌照收购，并成功更名为内蒙古艾斯欧艾斯保险代理有限公司。

Completed the acquisition of Inner Mongolia Post Insurance Agent License, and successfully changed its name to Inner Mongolia SOS Insurance Agency Limited Company

收购山西广电智慧科技有 限公司 Acquisition of Shanxi Radio & TV Intelligent Technology Co., Ltd.

建立“智慧广电+5G”的全新业态，在5G组网建网、5G+4K+AI、智慧广电、云计算等多方面进行深入研究，全面把握5G发展机遇。

Begin establishing a new format of “Smart Broadcasting + 5G,” conduct in-depth research in 5G networking, 5G + 4K + AI, smart broadcasting, cloud computing and other aspects to fully grasp the development opportunities of 5G.

收购山西省安全生产科学研 究院 Acquired Shanxi Provincial Institute of Work Safety Science

在汽车、工矿企业在用设备安全性能检测检验、非矿山安全和重大危险源监控、职业危害因素检测、评价与鉴定、建设项目职业危害评价等领域深化研究发展。

Research and development in the fields of automotive equipment, industrial and mining enterprises in-use equipment safety performance testing and inspection, non-mine safety and monitoring of major hazard sources, occupational hazard factor detection, evaluation and appraisal, and construction project occupational hazard assessment.

1

2

3

我们做什么？

业务概况和规划

Introduction of Our

Operation and Expansion Plan

02

“

细节决定成败， Details determine success or failure

选择成就未来， Choices determine the future

同甘共苦创明天， Sharing weal and woe

齐心协力每一天， Making concerted effort

凝聚力量， Uniting strength

收获辉煌。 Making harvest

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项目介绍 Projects Introduction

需求分析 Demand Analysis

商业模式 Business Model

竞争优势 competitive advantage

项目介绍

1

救援、保险、安全检测 Rescue, insurance, safety inspection

打造由基础云、合作云、信息云三大产品为主导的SOS云紧急救援服务SaaS平台；以大数据平台为基础打造全国保险销售及服务体系；汽车、工矿企业在用设备等领域打造安全性能检测检验服务体系。

Build a SaaS platform for SOS cloud emergency rescue services dominated by three major products: basic cloud, cooperative cloud, and information cloud; build a national insurance sales and service system based on the big data platform; create safety performance inspection service system in the fields of automobiles, industrial and mining enterprises in-use equipment, etc.

3

智能硬件 Smart Hardware

以救援、保险、安全检测等基础业务，研发SOS云智能手表、智能水杯、智能安全检测、智能泊车、智能人脸车舱等硬件设备，布局健康金融大数据服务。

Developed hardware devices such as SOS cloud smart watches, smart water glasses, smart security inspection, smart parking, smart face cabins by using rescue, insurance, and security inspection business to deploy health, financial, big data services.

2

互联网金融 Internet banking

通过金融救援、生活救援、行业投资等利用互联网技术和信息技术实现资金融通、支付、投资和信息中介服务的等新型互联网金融业务。

Using financial rescue, life rescue, industry investment and other Internet technologies and information & communication technologies to provide new internet financial services such as financial integration, payment, investment, infomediary, etc.

4

大数据、云计算服务 Big data, cloud computing services

打造全球领先的数据智能科技平台，在数据智能产业，以数据应用为主导，融合顶尖的大数据、云计算、人工智能等多元先进技术，打造开发者服务、商业化、AI、Mob研究院四大版块，为全球200多个国家和地区的企业、开发者和政府机构提供商业智能解决方案、App运营赋能方案、企业级AI智能方案、数据咨询研究等服务。

Build the world's leading data intelligence technology platform. In the data intelligence industry, create four aspects: developer services, commercialization, AI, and Mob Research Institute by integrating top-notch big data, cloud computing, artificial intelligence and other diversified advanced technologies. Provide business intelligence solutions, App operation empowerment solutions, enterprise-level AI solutions, data consulting research and other services to companies, developers and government agencies in more than 200 countries and regions around the world.

项目介绍- 商业模式计划

SOS基础云
Basic Cloud

1

+

SOS合作云
Cooperative Cloud

2

+

SOS信息云
Information Cloud

3

Rescue Service Card

SOS Medical Rescue Card

1. Telephone medical consultation service

2. Business Travel Rescue Service

SOS Car Rescue Card

Car Rescue Service

SOS Financial Rescue Card

Financial emergency services

SOS life rescue card

Life emergency service

Offline rescue service

Establish an efficient and professional rescue service team to serve the public

云呼叫中心平台

统一服务热线952122, 提供专属救援通讯平台, 建立大数据平台, 为用户提供语音信息流保障, 快速、高效、便捷服务响应

线下SOS信息便利店

为线下用户提供信息便利服务

Cloud call center platform

Service hotline 952122 providing a dedicated rescue communication platform, establishing a big data platform, providing users with voice information flow guarantee, fast, efficient and convenient service response

Offline SOS information convenience store

Provide convenient information services for offline users

今日消息

为用户提供信息服务, 及时了解移动互联网救援相关信息

今日众筹

救援众筹平台, 提供各种救援产品及救援服务众筹

News today

Provide users with information services and keep abreast of mobile Internet rescue

Crowdfunding Today

Rescue crowdfunding platform, providing various rescue products and rescue services

盈利模式

Revenue Sources

会员费

Membership Fees

广告费

Advertisement Fees

服务费

Service Fees

互助运营费

Mutual Assistance Operating Fees

OUR STRENGTHS

我们的优势

互联网+运营经验 Internet + Operating Experience

管理团队有多年从事保险、银行、医疗等行业的经验，并拥有20年互联网+及移动互联网运营经验

Management have been engaged in insurance, banking, medical and other industries, and have 20 years of experience in Internet + and mobile Internet operations

呼叫中心建设与运营经验 Call Center & Operation Experience

我们的团队拥有20年电信级别呼叫中心建设与运营经验

Our team has 20 years of experience in the construction and operation of telecom-level call centers

坐席团队资源 Agent Team Resources

目前拥有600+外包服务坐席团队，分布于全国多个城市，外包服务包括基础性的、共性的、非核心的IT业务和基于IT的业务

Currently has 600+ outsourced service agent teams for basic, non-core IT and IT-related business, distributed in many cities across the country

专业的研发团队 Professional R&D team

拥有30多个高新技术人才和管理人才，研发能力强

With more than 30 high-tech talents and management talents, strong research and development capabilities

资深行业背景 Senior Industry Background

各种救援类专业资源，与保险、医疗、运营商、银行、证券等合作密切

Various rescue professional resources, working closely with insurance, medical, operators, banks, securities, etc.



OBTAIN INDUSTRY QUALIFICATION

获得行业资质



全国呼叫中心资质 National Call Center Qualification

已获得全国呼叫中心资质以及全国统一特服号码
Obtained the national call center qualification
and national uniform special service number
952122



高新技术企业 High-Tech Enterprise

已获得国家级高新技术企业认证, 并荣获
大数据明星企业称号, 完成软件著作权11
件, 专利2件
Obtained national high-tech enterprise
certification; won the title of big data
star enterprise; completed 11 software
copyrights, 2 patents



保险代理资质 Insurance agent qualification

已获得内蒙古保险代理牌照, 并陆续获得全国各
个地区保险代理及经纪资质
Obtained the Inner Mongolia insurance
agency license, and successively obtained
the qualifications of insurance agents and
brokers in various regions of the country

我们怎么做？

运营方式 03

Operations

SELF-OPERATED BASE

自营基地

所有职场皆由政府承诺3年免租，可持续使用

All workplaces are promised to be rent-free for 3 years by the government, sustainable use

石家庄服务自营基地之一
One of Shijiazhuang's service bases

1000平米的办公面积
600人坐席规模，现有人力200人左右，
交通便利、配套设施完善、基础通讯资源完善、电力保障完善、7*24小时人员维护
1,000 square meters of office space
600 seats, about 200 employees
Convenient transportation, perfect supporting facilities, perfect basic communication resources, perfect power guarantee, 7*24 hours personnel maintenance

石家庄服务自营基地之一
One of Shijiazhuang's service bases

500平米的办公面积
200人坐席规模，现有人力100人左右，
交通便利、配套设施完善、基础通讯资源完善、电力保障完善、7*24小时人员维护
500 square meters of office space
200 seats, about 100 employees
Convenient transportation, perfect supporting facilities, perfect basic communication resources, perfect power guarantee, 7*24 hours personnel maintenance

许昌服务自营基地
Xuchang Service Base

1500平米的办公面积
800人坐席规模，现有人力300人左右，
校企合作模型、基础通讯资源完善、电力保障完善、7*24小时人员维护
1500 square meters of office space
800 seats, about 300 employees
School-enterprise cooperation model, perfect basic communication resources, perfect power guarantee, 7*24-hour staff maintenance

上海服务自营基地
Xuchang Service Base

800平米的办公面积
500人坐席规模，现有人力200人左右，
交通便利、配套设施完善、基础通讯资源完善、电力保障完善、7*24小时人员维护
800 square meters of office space
500 seats, about 200 employees
Convenient transportation, perfect supporting facilities, perfect basic communication resources, perfect power guarantee, 7/24 hours personnel maintenance

青岛服务自营基地
Qingdao Service Base

50000平米办公面积
20000人坐席规模，现有人力100人左右，
交通便利、配套设施完善、有健身区、休闲区、学习区等。
50000 square meters of office area
20000 seats, about 100 employees
Convenient transportation, complete supporting facilities, fitness area, leisure area, learning area, etc.

PLANNED OFFLINE RESCUE FLAGSHIP, INFORMATION CONVENIENCE STORE

计划筹建线下救援旗舰、信息便利店



在全国高速路口打造救援旗舰团队，并以生活社区为单位，打造全国社区SOS云信息便利店
We plan to build a flagship rescue teams on highway intersections across the country, and build national community SOS cloud information convenience stores in residential communities



MARKETING

推广方式



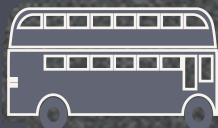
01媒体广告 Media advertisement

电视、电影、报纸等传统媒体以及百度、今日头条、微信朋友圈等新兴媒体广告。
TV, movies, newspapers and other traditional media as well as new media advertisements such as Baidu, Toutiao, WeChat Moments.



02社区化互联网广告 Community Internet Advertising

以社区、团体等为主的QQ群、微信群、朋友圈等互联网爆裂广告营销
Internet burst advertising marketing such as QQ groups, WeChat groups, friends circles, etc. mainly based on communities and groups.



03短视频广告 Short video ad

以网红为载体的短视频广告，打造抖音、快手、微视频等自媒体平台。
Short video ads using social media influencer as carriers to create self-media platforms such as Tik Tok, Kuaishou, and micro video.



04酒店、商旅等智能屏广告 Smart screen advertising for hotels, business trips, etc.

通过酒店、旅游景区、高铁站、机场等智能屏广告，打造自有线下智能媒体平台。
Through smart screen advertisements in hotels, tourist attractions, high-speed rail stations, airports, etc., to create a self-wired smart media platform.

COOPERATIVE CLOUD CUSTOMERS

合作云客户

> 吉祥人寿 Jixiang Life

服务：信息咨询服务和医疗救援卡
Service: Information consulting services and medical rescue cards

> 华夏人寿 Huaxia Life

服务：提供信息咨询服务和赠险
Service: Information consulting services and gift insurance

> 安心财险 Anxin Insurance

服务：提供信息咨询服务和赠险
Service: Information consulting services and gift insurance

> 中国人寿 China Life

服务：提供信息咨询服务和医疗救援服务卡
Service: Information consulting services and medical rescue cards

> 世纪恒通 Century Hengtong

服务：10086众包呼入项目合作
Service: 10086 crowdsourcing call-in project cooperation

> 广发银行信用卡客探 Guangfa Bank Credit card visitor

服务：信用卡用户客探调研、车辆救援服务卡
Service: Credit card user visit investigation, vehicle rescue service card

> 中国建设银行 China Construction Bank

服务：信息咨询、信用卡推广、车辆救援服务卡
Services: information consultation, credit card promotion, vehicle rescue service card

> 兴业银行 Industrial Bank

服务：信息咨询、信用卡推广、车辆救援服务卡
Services: information consultation, credit card promotion, vehicle rescue service card

> 民生银行 China Minsheng Bank

服务：信息咨询、信用卡推广、车辆救援服务卡
Services: information consultation, credit card promotion, vehicle rescue service card

> 中国联通 China Unicom

服务：信息咨询、信用卡、积分兑换服务
Services: information consultation, credit card, points exchange service

> 上海航动 Shanghai Hangdong

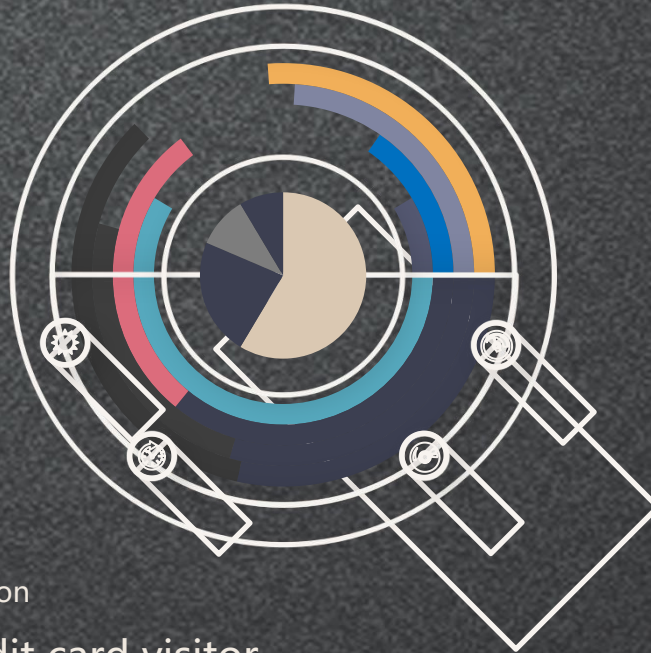
服务：联通“智慧话+”平台外呼服务
Service: China Unicom "smart phone +" platform outbound service

> 奇虎360 Qihoo 360

服务：调研获客、提供医疗救援及车辆救援服务卡
Services: Investigate customers, provide medical rescue and vehicle rescue service cards

> 京东客服 JD.com Customer Service

服务：京东商城客服外包
Service: Customer Service Outsourcing of JD.com



S

THE BUSINESS PLAN SOS LIMITED



感谢您的观看！ Thanks

救援 | 云服务 | 保险 | 建立国内高效的救援服务体系

Rescue | Cloud Services | Insurance | Build High-Efficient Rescue Service System