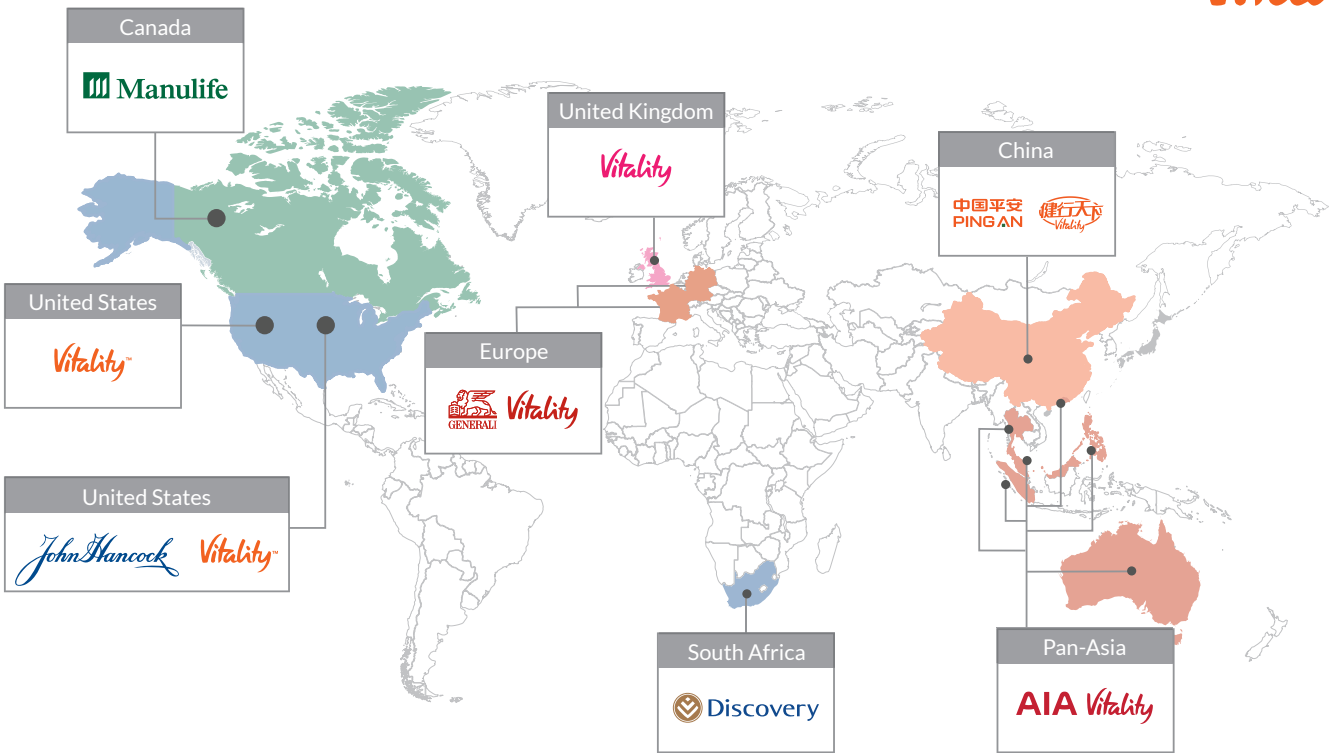


HOW DOES
VITALITY SHARED
VALUE INSURANCE
MAKE 6 MILLION
PEOPLE HEALTHIER?



Launched **20 years** ago
by Discovery, Vitality is
deployed by **5** of the
world's leading insurers.



VITALITY PROVIDES THE KNOWLEDGE, TOOLS AND INCENTIVES TO KICK-START HEALTHIER LIVING

KNOW YOUR HEALTH

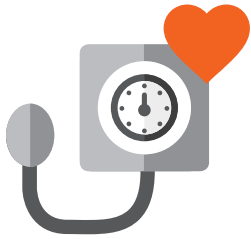


In an average
MONTH:



18 000

Britons
discover their
Vitality Age



21 000

Vitality Health Checks are
conducted in SA

IMPROVE YOUR HEALTH



In an average
DAY:



5 500

wearable device activities are
tracked in Germany
and France



79 000

gym workouts
are logged
in SA



9 000

gym workouts
are logged
in the UK



Vitality members
in SA and the USA
collectively walk

2.6 billion steps

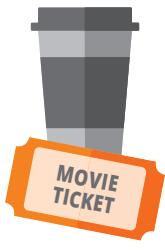
VITALITY REWARDS HEALTHIER CHOICES EVERY DAY

GET REWARDED

Since **Vitality Active Rewards** launched in the **UK, SA, and USA**,
by meeting their weekly activity goals, members have earned ...



6.1 million
free **coffees**
and **smoothies**



3.5 million
free **coffees** and
cinema tickets



\$75 000
worth of **gifts**
cards

Over the last **two years**, by making healthy
food choices in **SA and the UK**, members have
earned ...

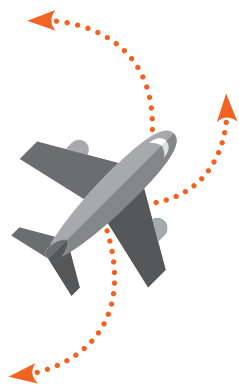


R250 million
in **cash back**
in 2016



£350 000
in **discounts**
in 2017

Every **month ...**



60 000
Vitality
members take
a **discounted**
flight



VITALITY MEMBERS GENERATE UP TO **30%** LOWER HOSPITALIZATION COSTS AND
LIVE **13-21 YEARS** LONGER THAN THE REST OF THE INSURED POPULATION