



Discovery Group Update

JP Morgan South African Financials
Fintech & Insurtech Call Series



Leading financial services group in SA which, through its fully Bank-integrated composite and Vitality Shared-value model, creates a unique shared-value customer centric composite

Transforming insurance globally through Shared-value powered by Vitality AI

H1 FY25 profit growth:

+27%

+27%

Global intersecting trends have amplified the importance of the Vitality model



Nature of risk

- **Risk due to modifiable behaviours:** 37% of healthcare expenses are due to modifiable behaviours
- **Causality of behaviour change:** mortality, sickness and healthcare costs are significantly impacted by behaviour change. This impact is universal; it holds across age, gender, and health status; and is elastic - so even more significant for people who are older and sicker

This requires a deep understanding of risk and how to manage it

Demographic

- **Ageing populations impact on healthcare:** there is a corresponding rise in the incidence of chronic diseases as populations age, leading to a surge in healthcare expenses. Ageing demographics also contribute to a growing demand for long-term care services, further straining financial resources
- **Heightened obesity levels:** obesity rates are increasing and the impact on healthcare costs is substantial

This requires preventative measures, interventions and disease management programmes to improve population health



Technology

- **Artificial intelligence and machine learning advances:** new tools are revolutionising diagnostics, treatment planning, and patient care
- **Benefits and costs of drug innovations:** rapid advances in areas like precision medicine, targeted therapies and advanced pharmaceuticals like GLP-1s bring promising breakthroughs, yet the costs associated contribute to the overall financial burden on healthcare systems

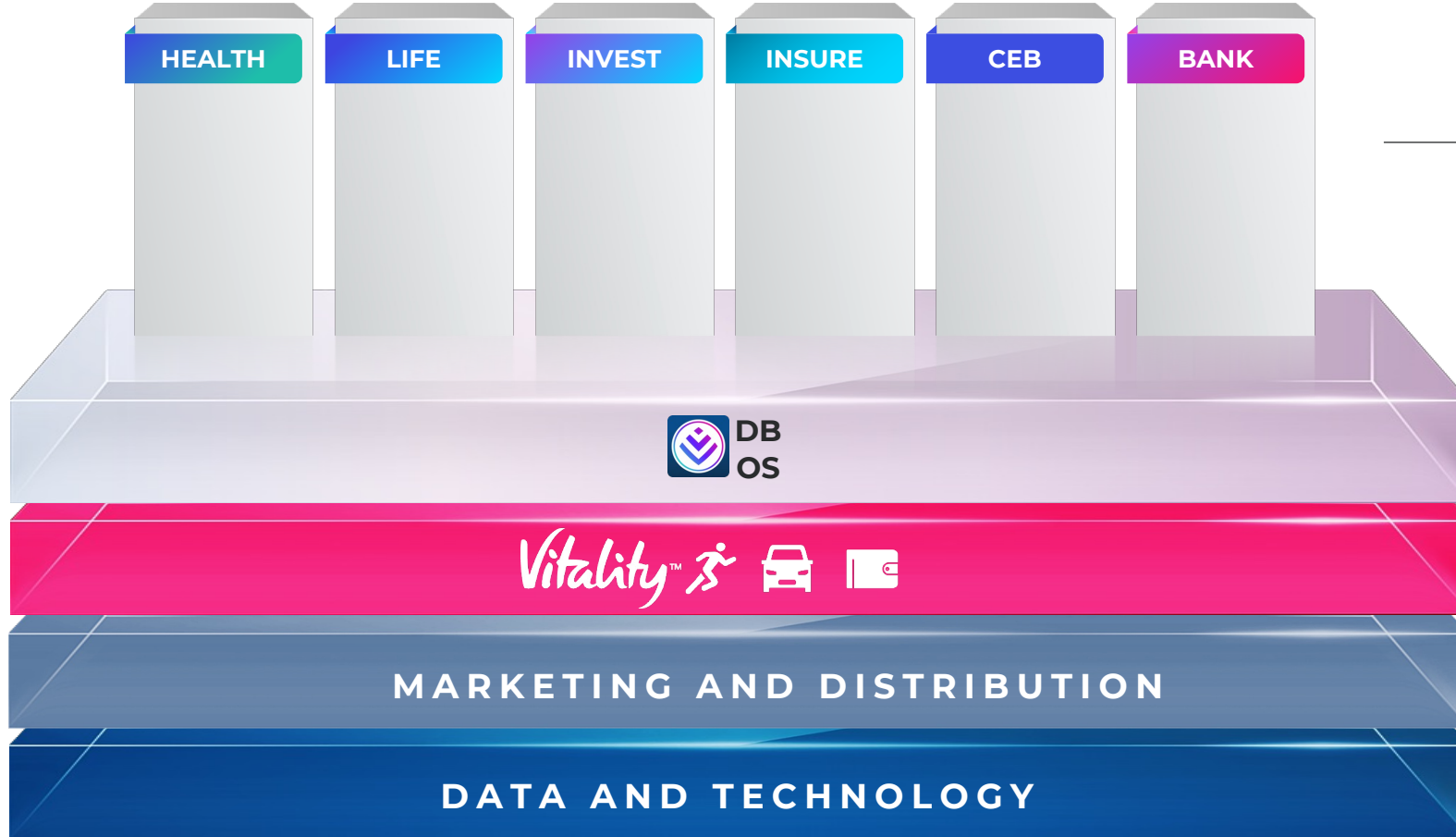
This requires sophisticated analytics to deliver hyper-personalised solutions

Social responsibility

- **Stakeholder needs are more widely defined:** businesses face pressure to create value for all stakeholders through their products, services and client journeys
- **Evolution of value-based care:** accelerated pressure on stakeholders to improve quality of care and decrease costs, through a patient-centric approach

This requires a shared-value business model

Discovery South Africa



Discovery as the leading financial services company in SA, with each business as the **market leader** in their target segment

With the **Bank Operating System** as the single interface for the Discovery SA Composite, ensuring seamless product integration and enhanced functionality

Built on a consistent personalised and engaging Vitality shared-value architecture

Growing through an omni-channel distribution strategy

Leveraging **powerful data and technology** as the bedrock of delivering unique customer experience and **engagement**

Discovery South Africa – digital focus



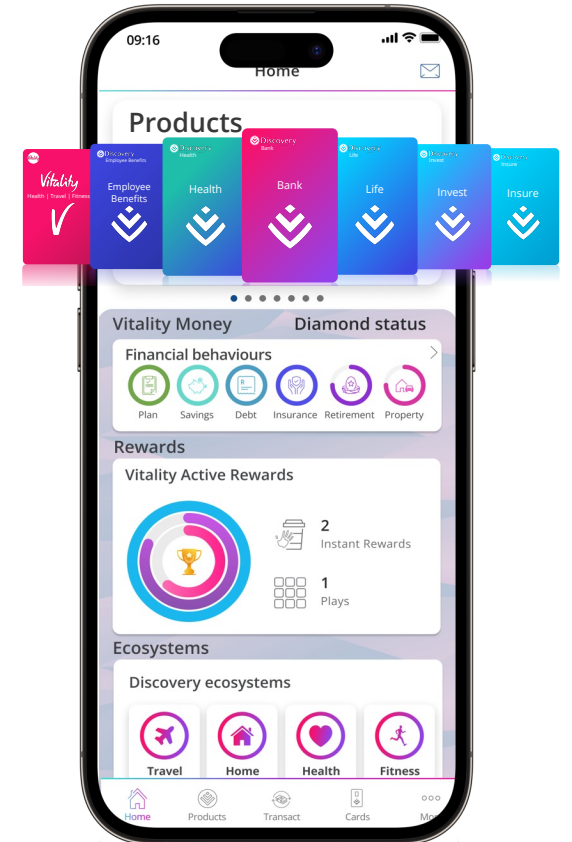
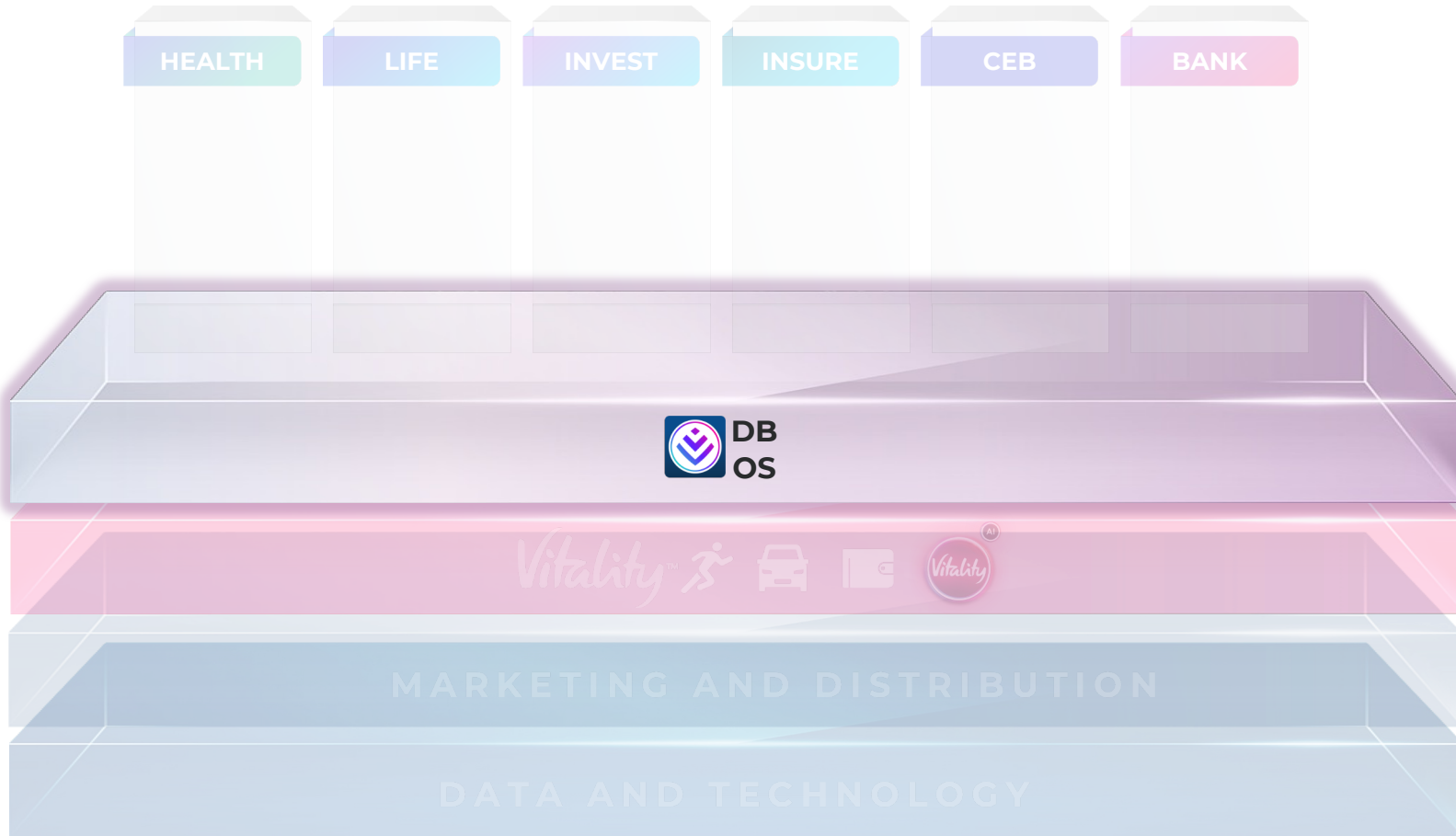
TODAY

1 Digital-first **Bank Operating System** powered by **Discovery.AI**, unifying customer, product and banking information, to personalise banking experiences and democratise expert service and capabilities

2 **Vitality.AI**, Discovery's AI platform delivering hyper-personalised healthcare at scale, through the convergence of big data and AI

3 End-to-end digital D2C capability powered by industry-leading technology and analytics through **Discovery Connect**

Discovery Bank as the operating system for the Discovery Group



Key milestones for Discovery Bank



>1.2 million

Accountholders

>R7.8 billion

Advances in FY25 H1 (incl. home loans)

>R174 billion

Value of payments in 2024

>10 billion

Discovery Miles earned in 2024

>1,200

Daily average sales Per business day

>R1.1 billion

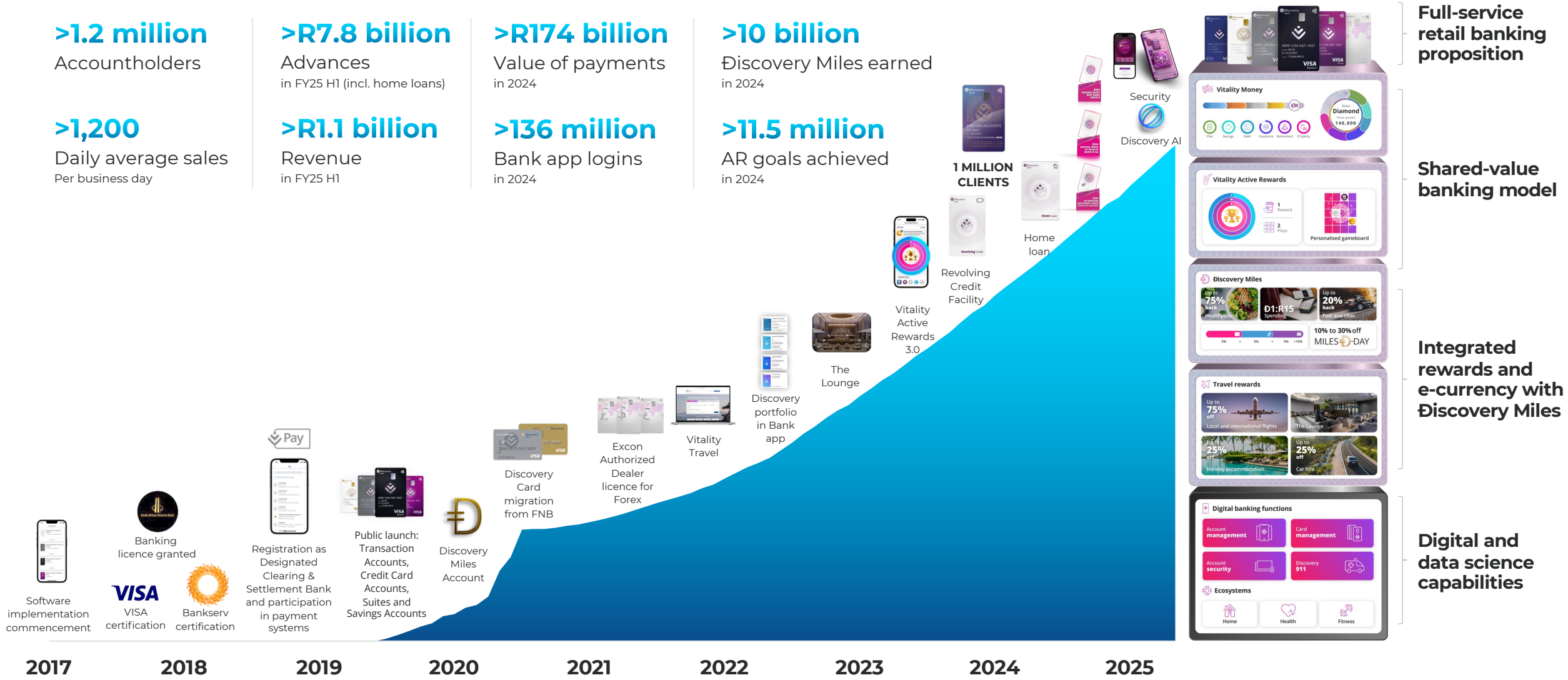
Revenue in FY25 H1

>136 million

Bank app logins in 2024

>11.5 million

AR goals achieved in 2024



Full-service retail banking proposition

Shared-value banking model

Integrated rewards and e-currency with Discovery Miles

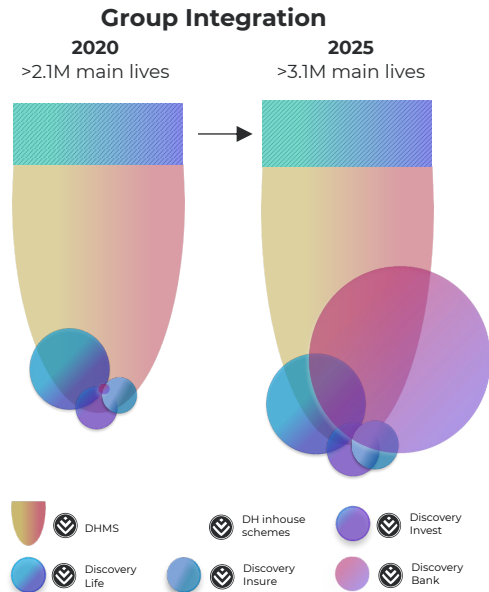
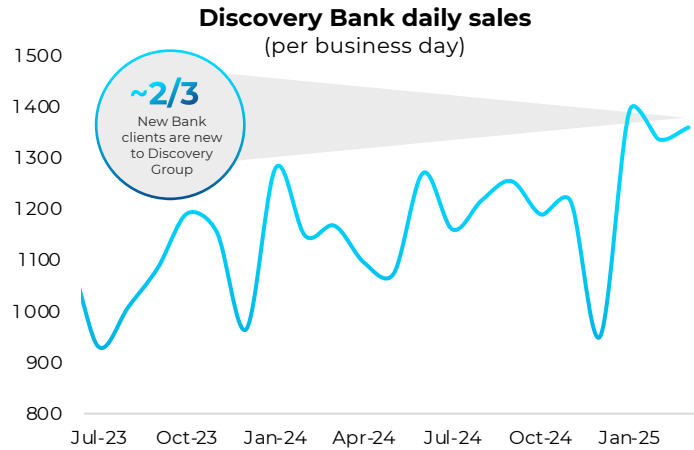
Digital and data science capabilities

2017 2018 2019 2020 2021 2022 2023 2024 2025

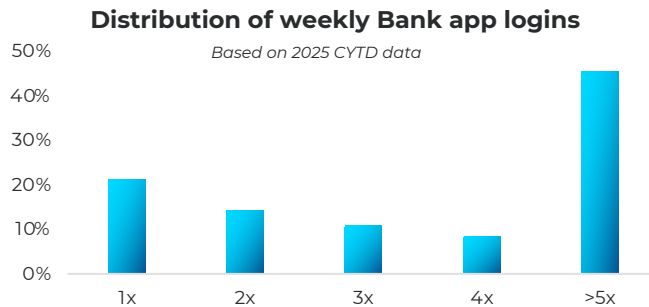
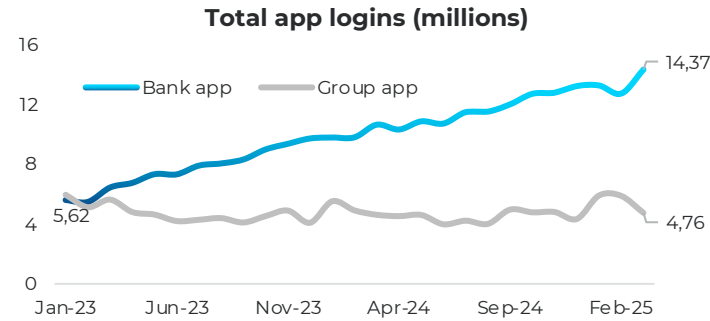
Rationale for Bank as the operating system for the Discovery



Growth



Engagement

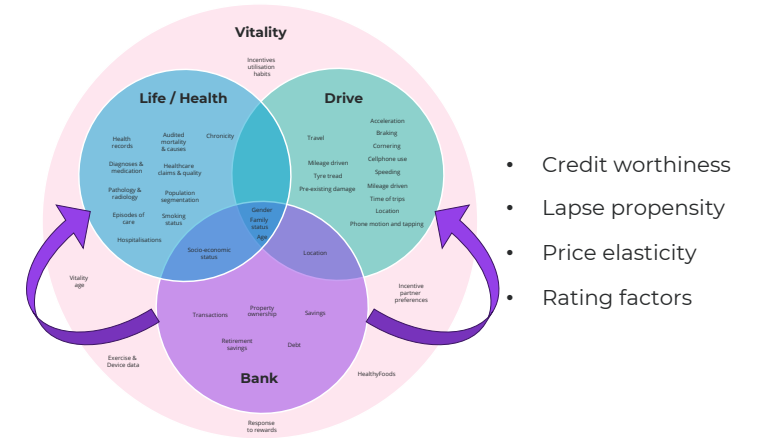


Highest rated bank app in South Africa

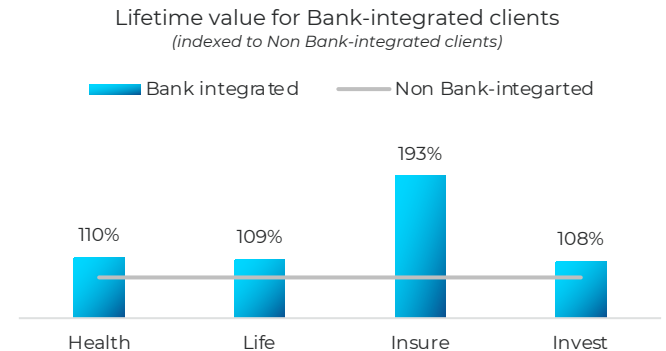


Data and integration

Using Bank data for pricing and selection

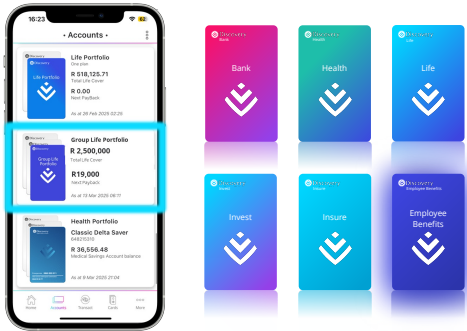


Personalised lifetime value optimisation resulting in higher LTV for Bank-integrated clients

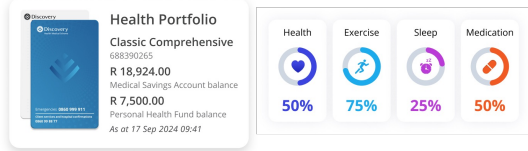


01 | Full product suite

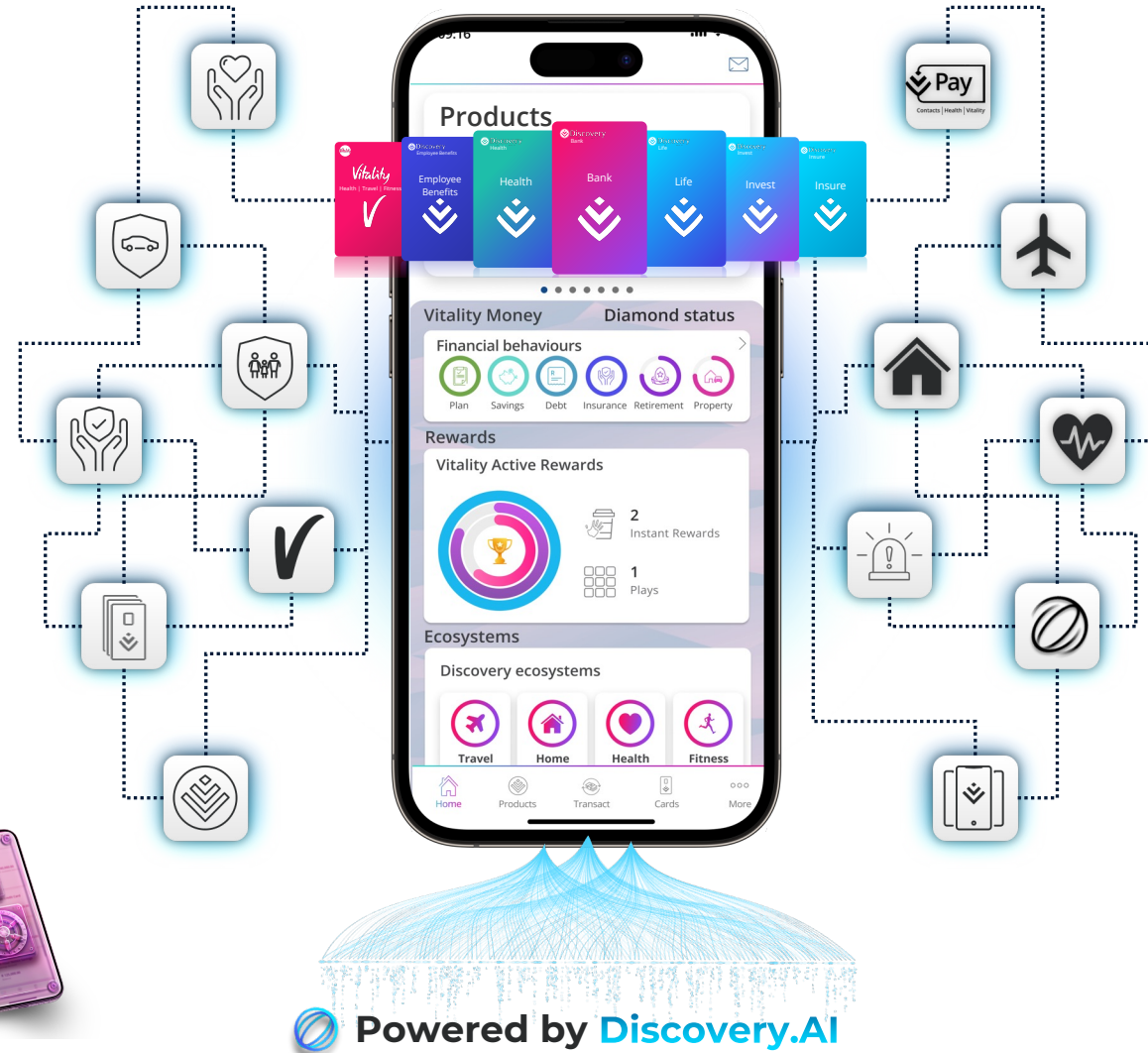
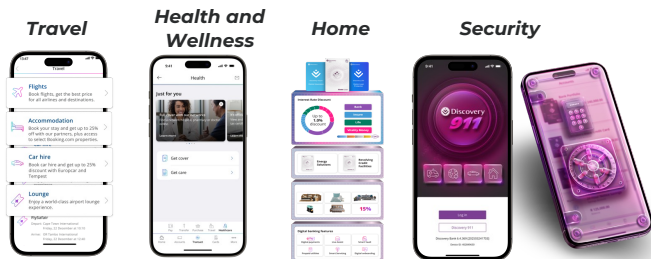
View full product set directly through the Bank app



High usage features



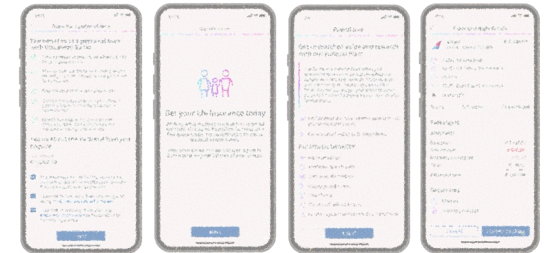
02 | Ecosystems



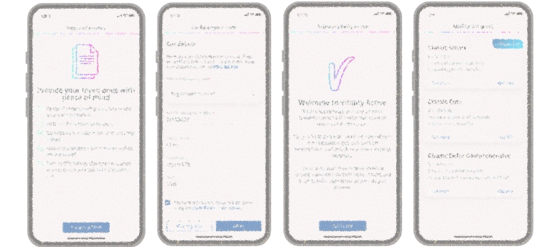
Powered by **Discovery.AI**

03 | Integrated products

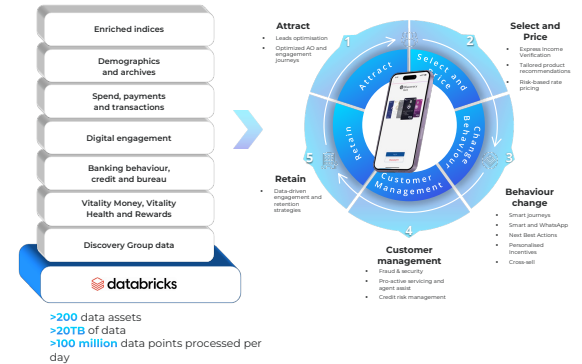
Embedded products



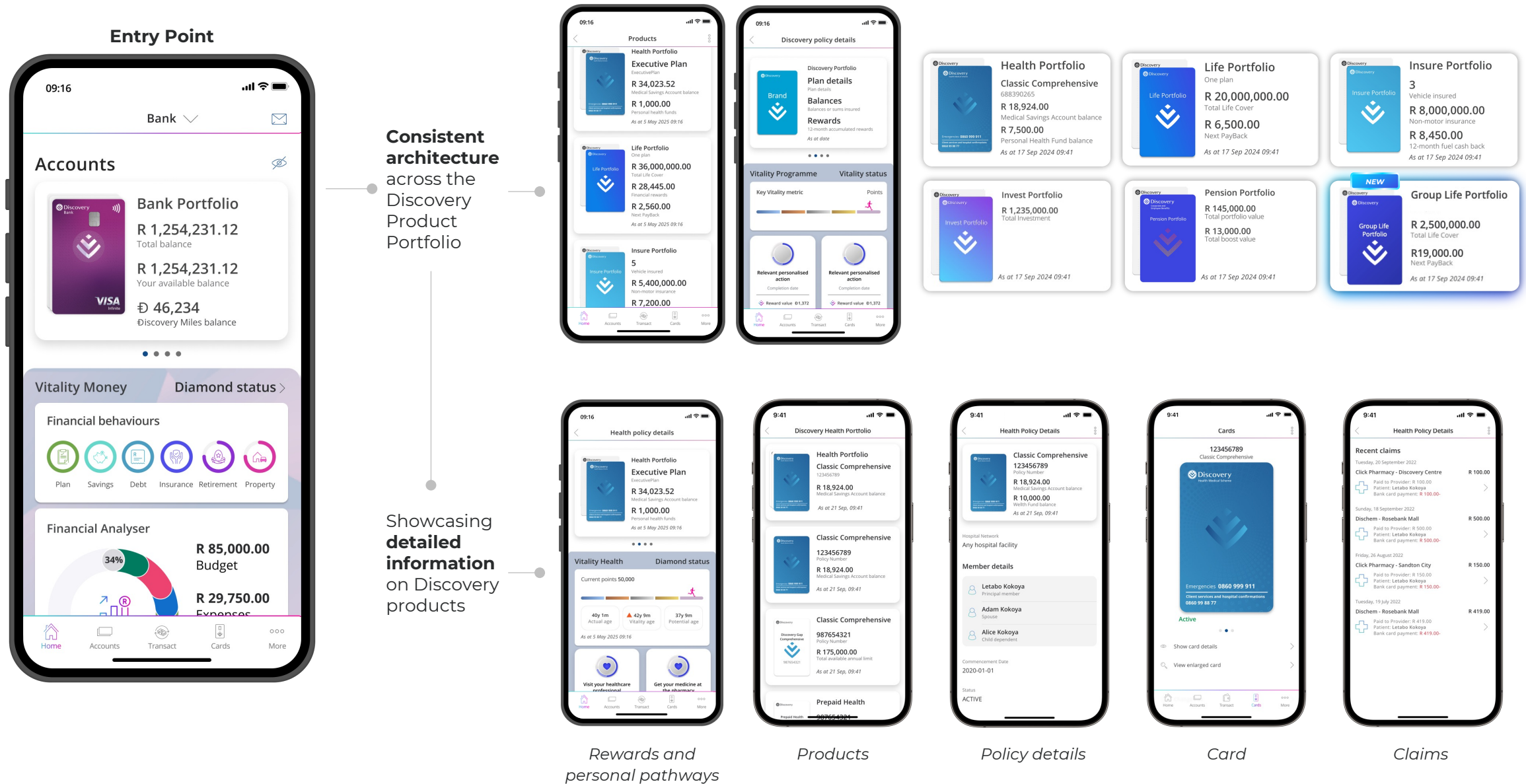
In-app distribution



04 | Data and personalisation



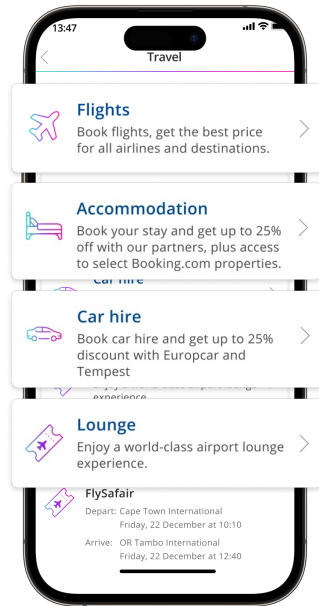
01 | Single interface through which all DSY products can be accessed



02 | Differentiate the proposition through unique ecosystems



Travel



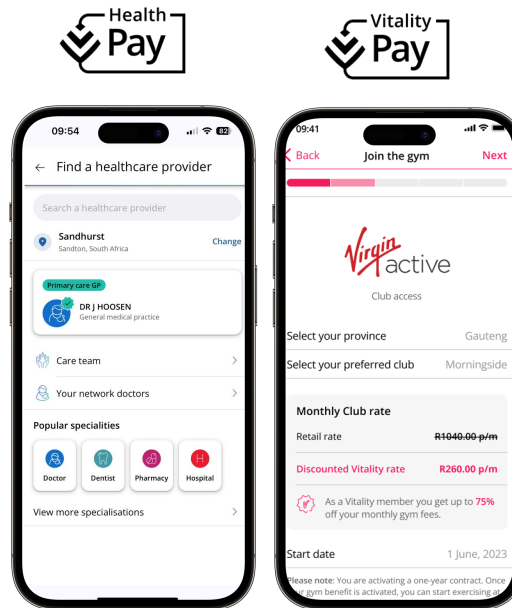
Vitality Travel platform

- Local and international flight bookings | Bank app and travel website
- Car hire | Travel website
- Accommodation | Travel website
- Lounge access
- Priority FastTrack

>3M

Flights booked to date

Health and wellness



Health and wellness platform

- Seamlessly pay for out-of-pocket medical expenses with Health Pay
- Find, book, and manage fitness classes and access passes through the Discovery app.

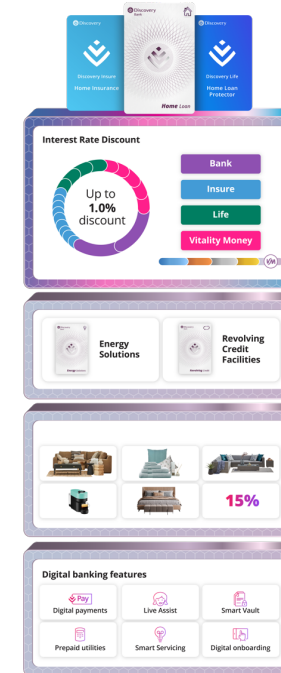
>760

Health facilities

349

Vitality Fitness facilities

Home



Integrated Home ecosystem

- Up to 100% financing
- Building, contents and credit protection
- Up to 1% SV interest rate discount
- Alternative energy solutions
- Earn Miles at home partner network

>R1.6BN

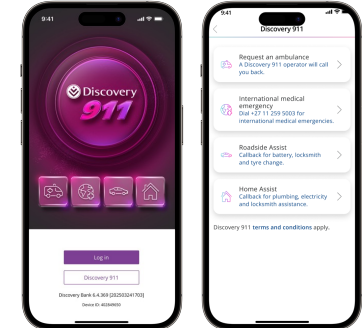
Home loan balances to date

Security



Digital account vault

Securing client Discovery Bank accounts and Discovery Group portfolios through the digital account vault and panic pin



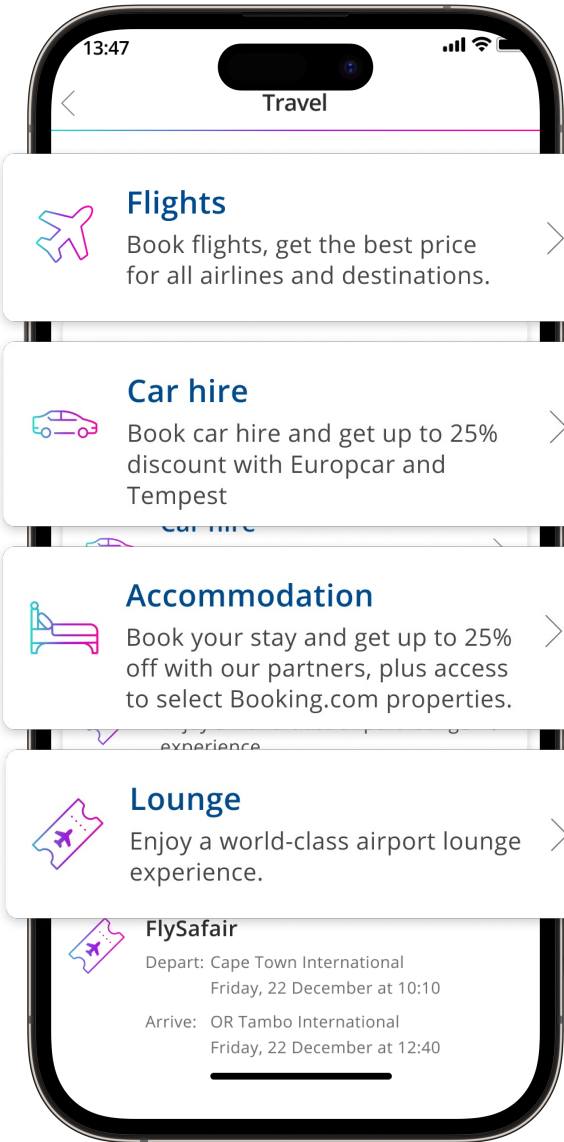
Discovery 911

Gateway to essential emergency services with Discovery 911, providing fast, convenient and reliable assistance when needed most

>1,330

Discovery 911 calls responded to since inception

02 | Case Study – Vitality Travel Ecosystem



BOOK

Discounted local and international flights

Up to 75% discount

Embedded travel insurance

When flights paid for with a Discovery Bank card

FLY

Priority FastTrack

JHB and CT domestic departures; JHB international arrivals

The Lounge

JHB international arrivals and departures; JHB, CT and KZN domestic departures

STAY

Discounted car hire and accommodation

TSOGO SUN, TEMPEST, PROTEA HOTELS, Booking.com, Sun International, Europcar

Travel specialists and concierge services

Fully-designed travel itineraries for Purple accounts

Transact with your Forex card

EUR, GBP and USD accounts; Spend in >60 currencies

Utilisation

>1M

Flights booked In 2024

229K

Lounge visits In 2024

19K

Accommodation bookings in 2024

49K

Car hire bookings in 2024

Impact on new business

>336K

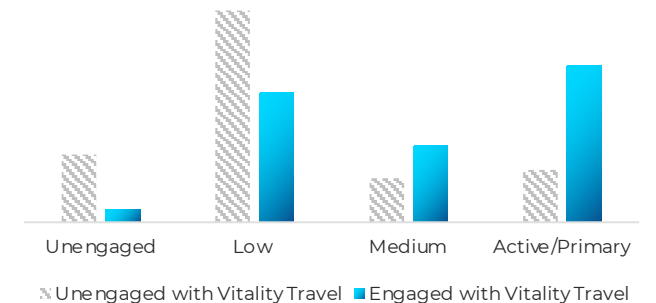
Leads generated from Travel ads in FY25 YTD

44%

Of total leads come from Travel ads

Impact on engagement

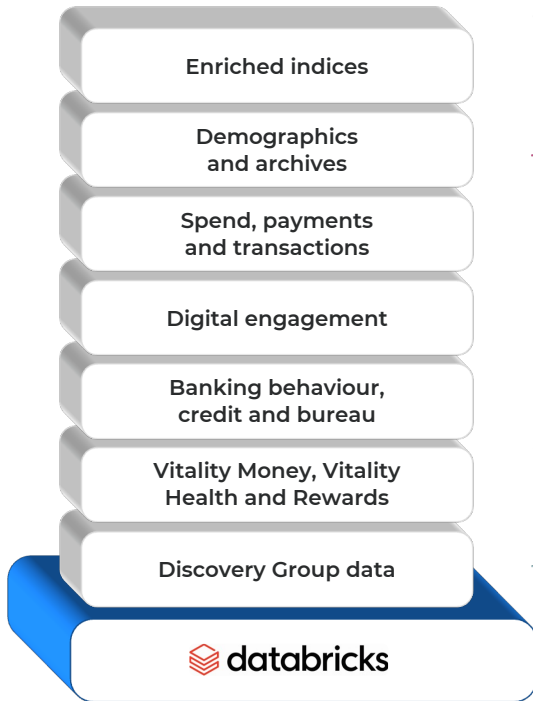
Engagement status distribution



*Engaged with Vitality Travel = used platform over past 12 months

04 | Data and personalisation strategy

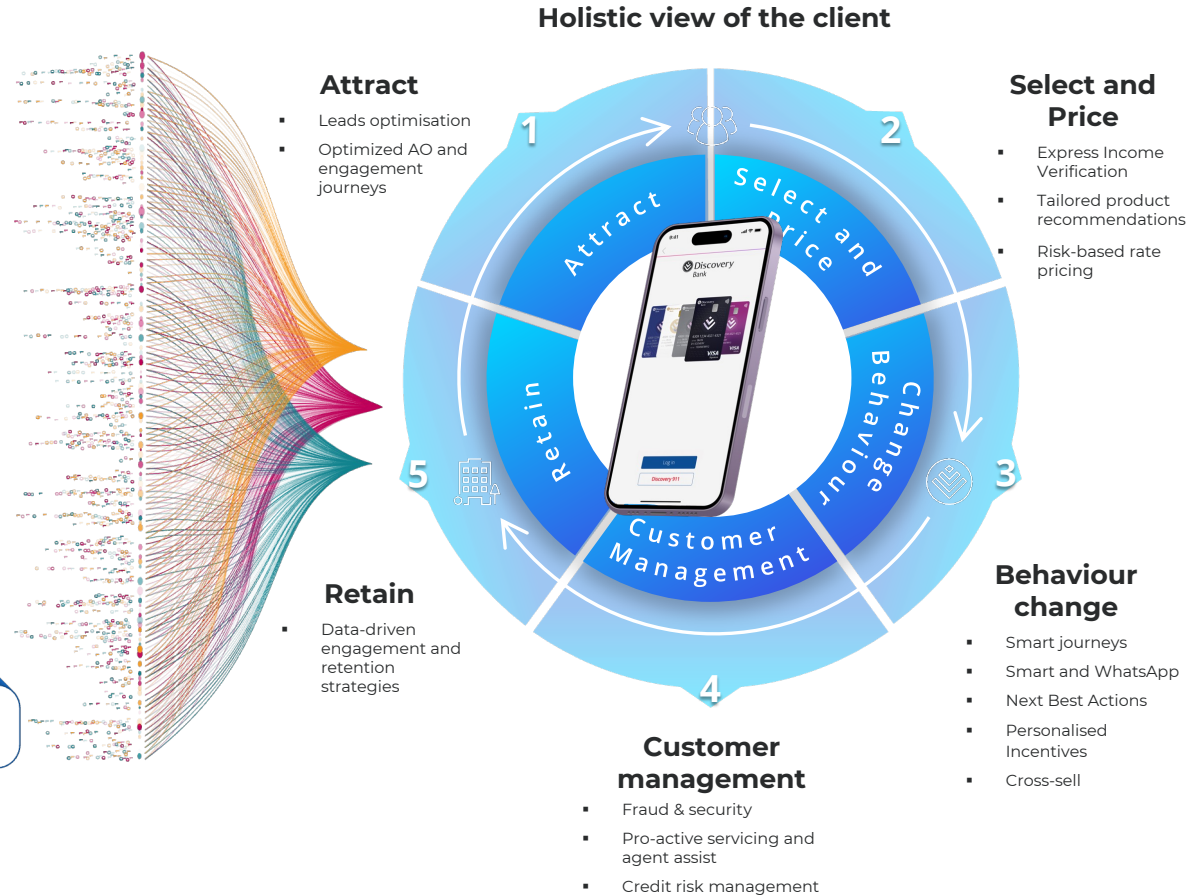
Comprehensive customer interaction data is collected and processed at near real-time



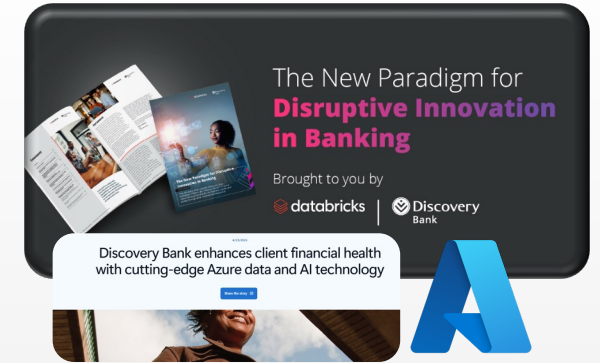
>200 Data assets

>20TB Volume of data

>100M Data points processed per day



Global recognition and thought leadership



Microsoft Azure to do a Global Roll-out of Discovery.AI
**As a result of this being an industry first globally*

10% Shared Value generated per year

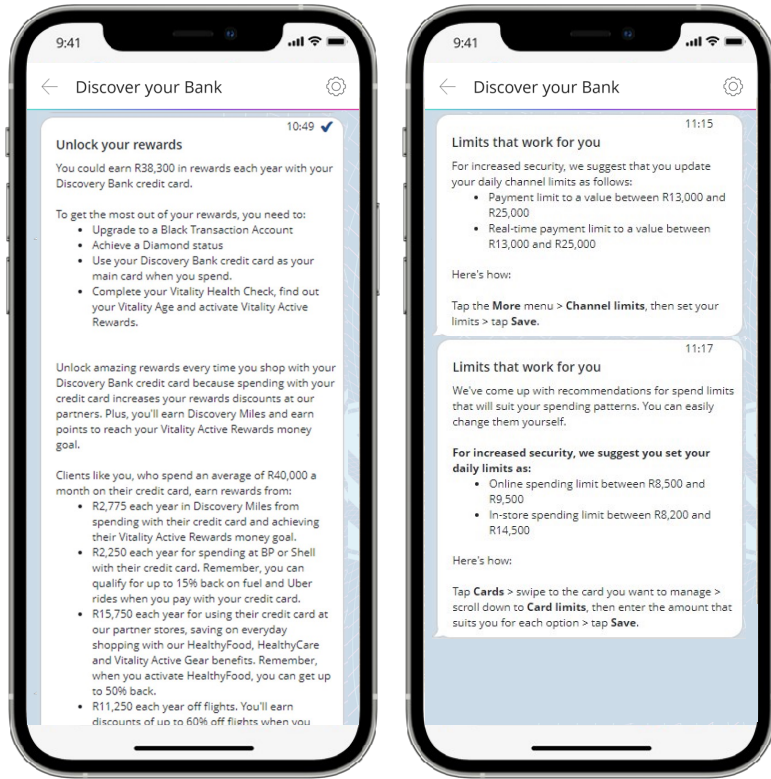
40% Uplift in engagement initiatives from NBA

41% Uplift in engagement initiatives from optimizations

04 | Revolutionizing the client experience through personalisation



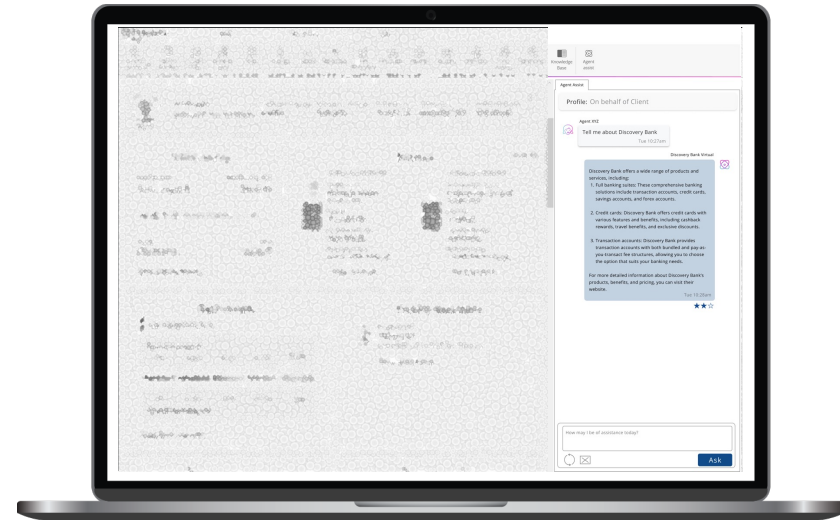
Driving shared value with personalised client engagements | In-app Next Best Action



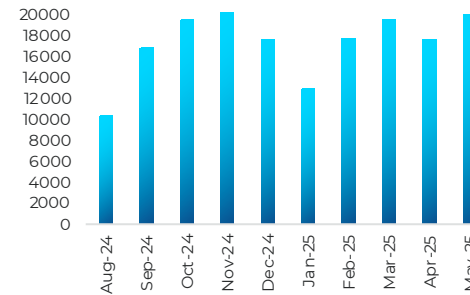
Clients are assigned personalised **Next Best Action** nudges based on behaviour, propensity, and impact

- Examples include:
- Product upgrades
 - Adding products
 - Review card limits
 - Vitality Money status improvement
 - Debit order setup
 - Cross-selling group products

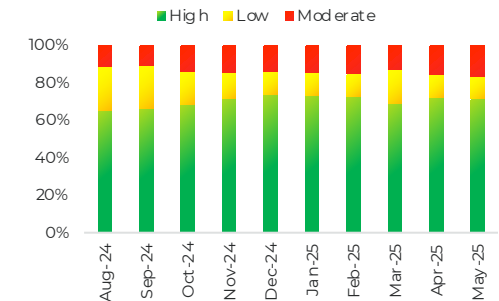
Expansion of Next Best Action framework into GenAI applications | AI Agent Assistant



>178K queries since inception



Response ratings



23M

Active NBAs

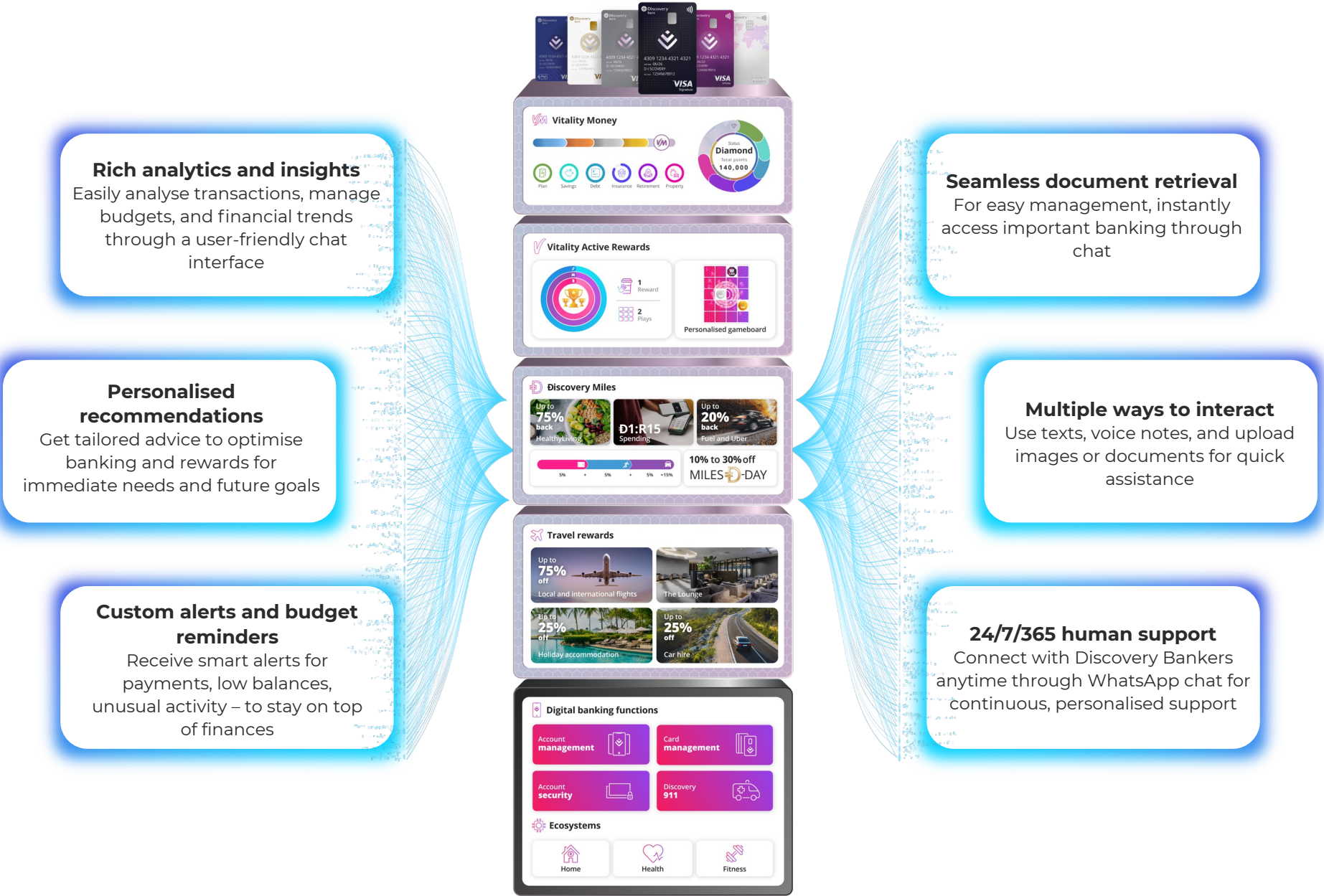
1.25M

Clients with at least one NBA

170K

Unique NBAs

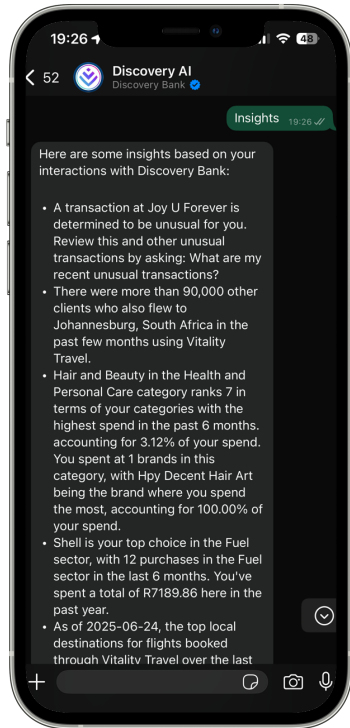
04 | The Future of Banking, powered by Discovery AI



04 | Discovery AI – Revolutionizing the client experience

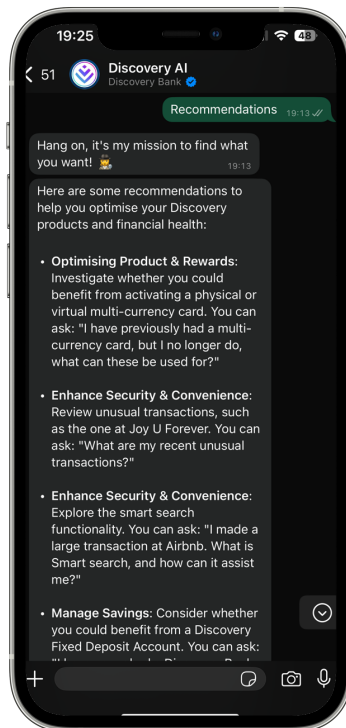


Rich analytics and insights



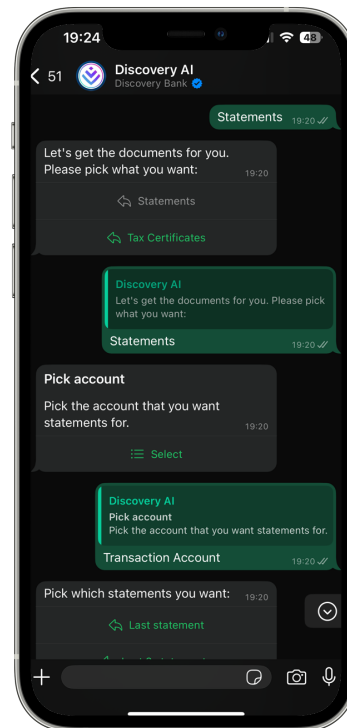
Analyse transactions, check for unusual activity, manage budgets, and set smart alerts for payments, low balances

Personalised recommendations



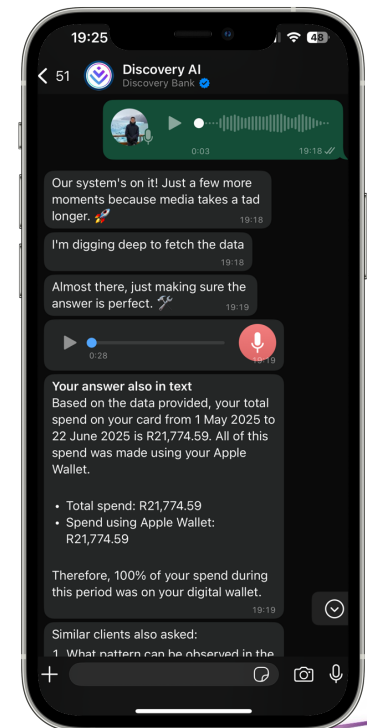
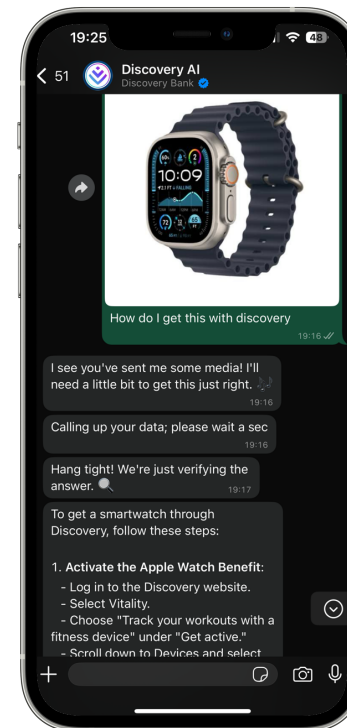
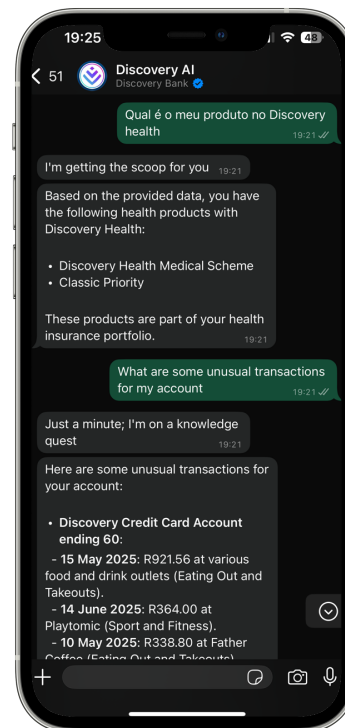
Tailored advice to optimise banking and rewards for immediate needs and future goals

Seamless document retrieval



For easy management, instantly access important banking through chat

Multiple ways to interact



Use texts, voice notes, upload images or documents and interact in multiple languages

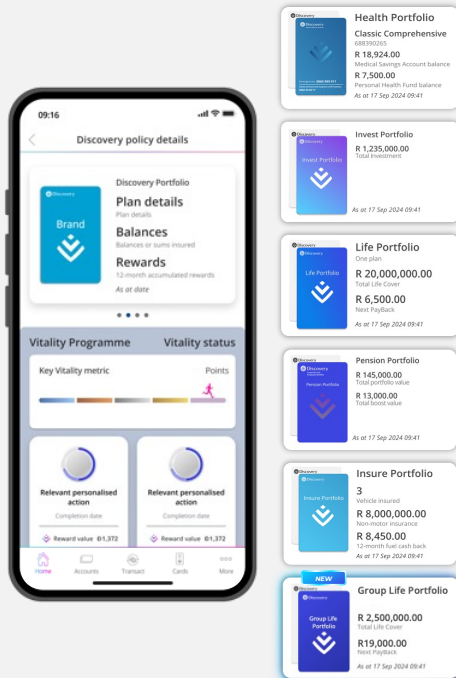


Discovery Bank as the operating system for the Discovery Group



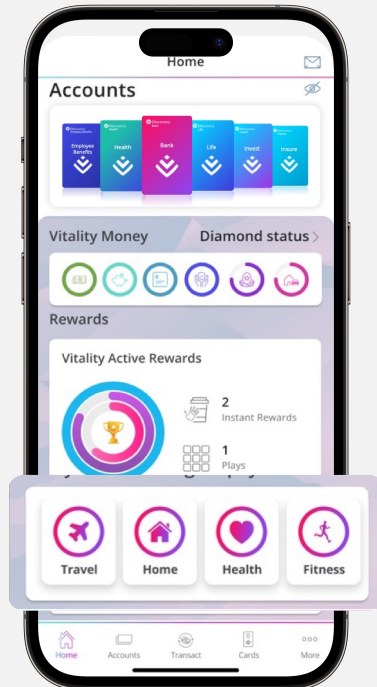
Primary interface for Discovery clients

01



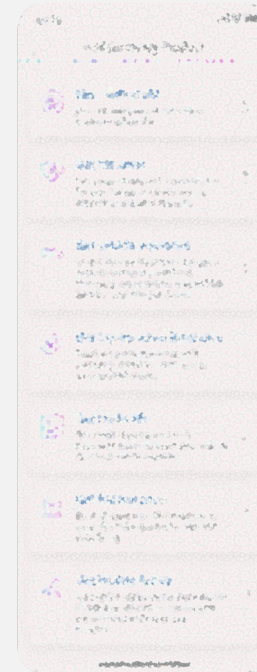
Unique ecosystems

02



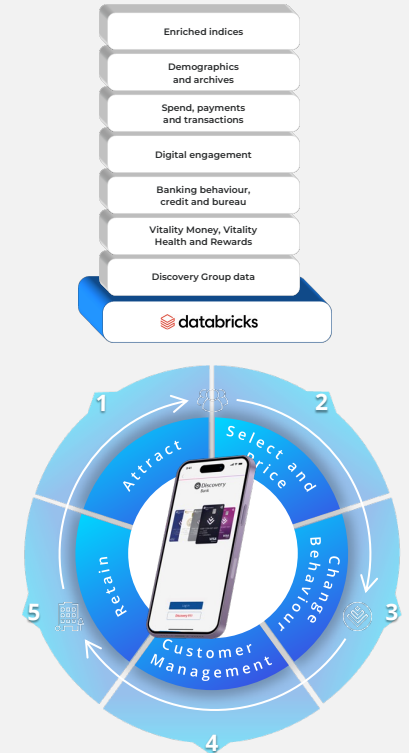
Bancassurance capability

03

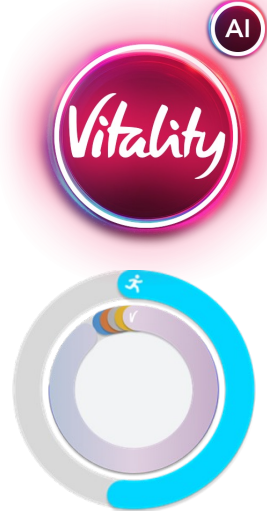


Data and personalisation

04



Vitality.AI



Get your HbA1c tested
By 08 July

Complete a Vitality Health Check
By 08 July

10,000 steps 3x this week
By 12 July

PARTNER NETWORK
180+ Program partners

BEHAVIOUR INCENTIVES
Hyperbolic discounting, Loss aversion, Over optimism

REWARD STRUCTURE
Vitality points, Vitality status, Discovery Miles

PERSONALISED COMMUNICATION
Personalised messaging, Frequency of communications, Preferred channels utilised

Value **Propensity** **Δ Habit**

VALUE & PROPENSITY
Make it possible, Get your health, Consider this, Meet your needs, Get a perspective, Get fit, Visit your doctor, Visit your app, Get your health, Get your health

Ranks the top 3 Next Best Actions
Healthy actions, Healthy actions, Exercise

MEMBER HABITS

MORTALITY CURVES

HEALTHSPAN
Effective years in perfect health

SICK YEARS
Risk 1, Risk 2, Risk 3, Risk 4

60m Life years of data
1bn Device events

Demographics, Underwriting data, Vitality wellness data, Devices + physical activity data, Nutrition data, Mental wellbeing data, Claims data, Clinical data repository



The patient need for precision and personalisation has finally converged with the data and technology required to achieve it

Source: Adapted from quote by David Furman (PhD), Stanford Medicine

Vitality.AI builds on the innovations in the programme over several significant phases



Evolution of shared value

2025 - Onwards

Vitality Integrated Products

Profound correlation between lifestyle behaviour and mortality and morbidity outcomes

Pre-2015

Life insurance claims by Vitality Status

Market	Reduction in Claims
Market 1	-35%
Market 2	-35%*
Market 3	-18%
Market 4	-10%*

Legend: Non-Vitality (Grey), Bronze (Orange), Silver (Grey), Gold & Platinum (Yellow)

Active Rewards

Catalyst for sustained engagement and improvements in physical activity

2015-2019

Increase in physical activity engagement amongst Vitality members

Personalised Digital Engagement

Weekly Lifestyle Goals, Healthy Futures and Next Best Action bring about broad-based behaviour change

2019-2024

Effect of personalised recommendations on health engagement

Category	Relative Increase
Active Rewards	+17%
Healthy Food Activations	+23%
Mindfulness Registrations	+15%
Gym Partner Activations	+17%

Relative to those not receiving personalised recommendations

Vitality.AI

Convergence of vast data, assets, advances in the science of shared-value and personalised digital experience into a single engine for personalised, precise shared value

Value drivers

Economic value = f(Claims, Premiums, Persistency) ↔ Market configuration

Member experience

Incentivised Engagement

- Partner Network
- Behaviour Incentives
- Reward Structure
- Personalised Communication

V.AI Recommender

Value → Propensity → Δ Habit → Healthspan

Dynamic risk assessment

- Member Habits
- Healthspan (Effective years in perfect health)
- Sick Years
- Mortality Curves

Proprietary Data

- 60m Life years of data
- 1bn Device events
- Demographics, Underwriting data, Vitality network data, Claims data, Device events, Device / product, activity data, Clinical data history

Key Insights:

- Largest dataset combining clinical, lifestyle and behavioural data
- Data linking behavioural data and causal impact on mortality and morbidity risk.
- Interaction data identifying the causal impact of personalisation on behavioural change

60+ million life years of data
Longitudinal from 2008 - 2024

By hyper-personalising risk, communication and reward we can dramatically change lives at scale



1 The recommended action

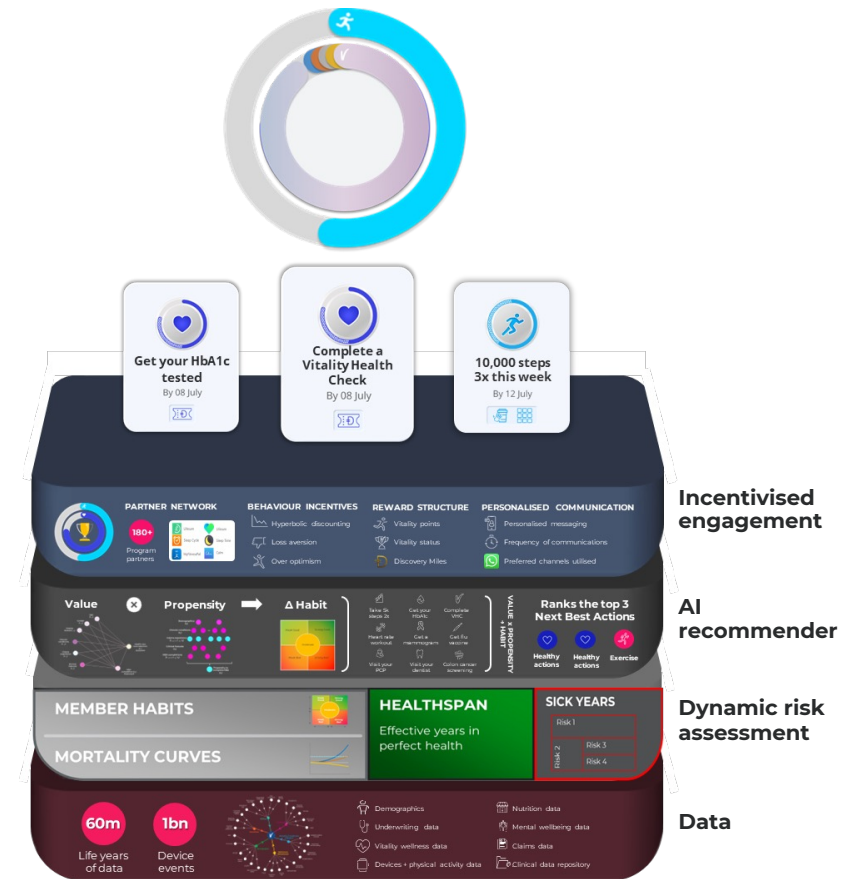
to understand risk accurately at an individual level, to recommend personalised health and wellness actions that will have the biggest impact on longevity and healthcare costs

2 The communication

to ensure each message has the highest chance of engaging every individual and driving any desired action

3 The reward

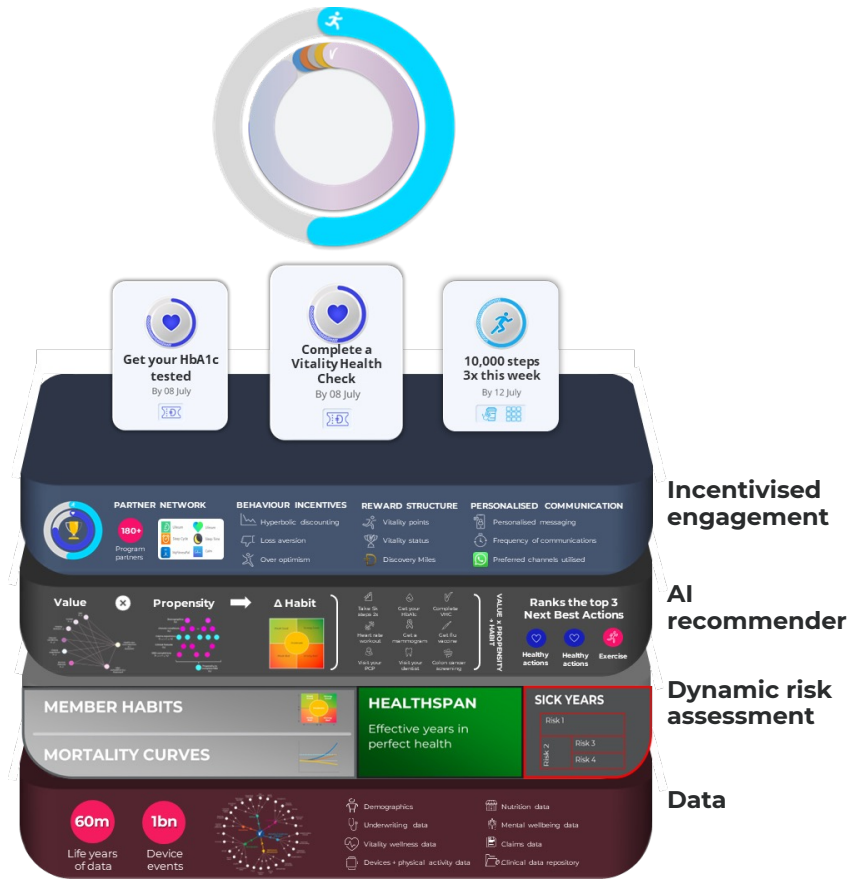
to ensure behaviour is changed through compelling incentives, where the reward is equivalent to the value created from changing the behaviour



INTRODUCING

Personal Health Pathways

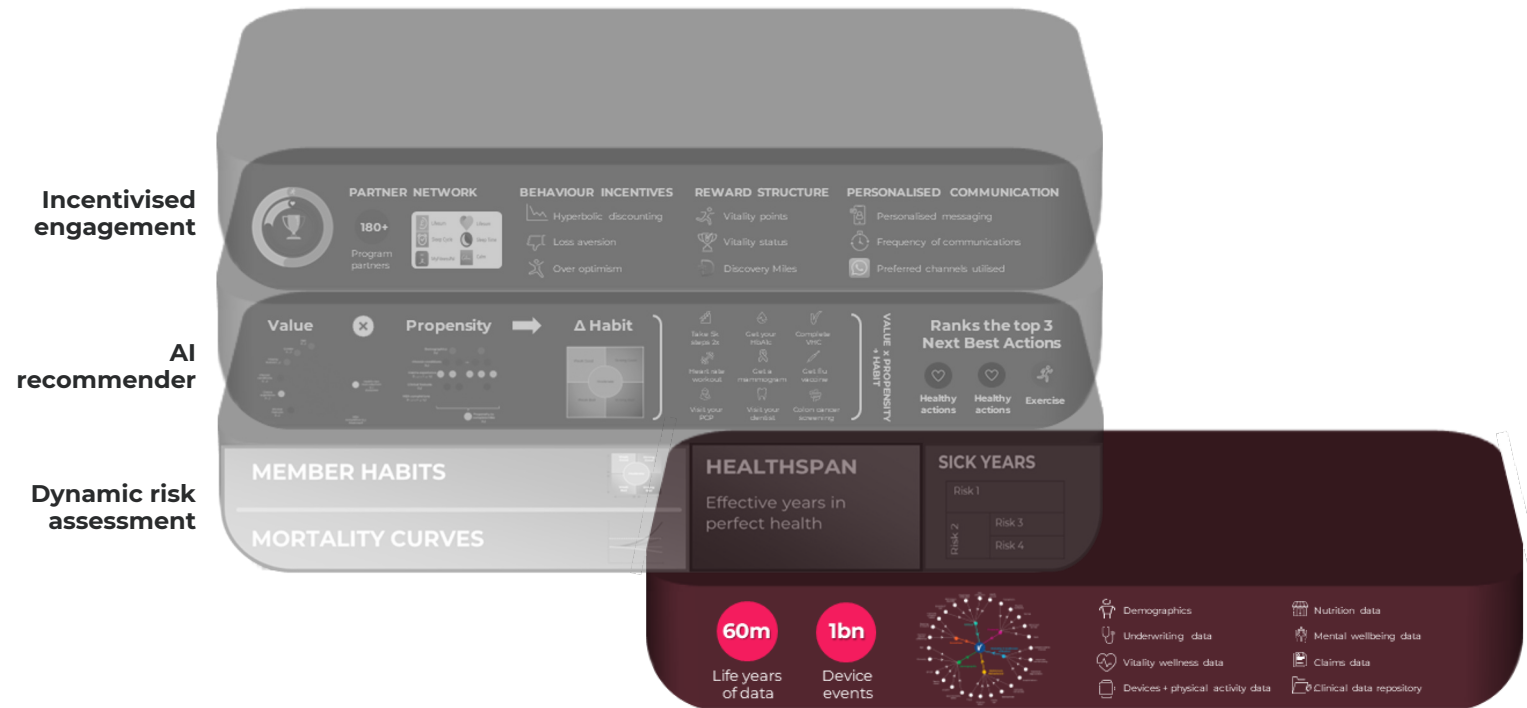
Digital health platform combining data, actuarial and behavioural science to engage members in a personalised program that drives members towards healthier habits and behaviour change.





Proprietary Data Layer

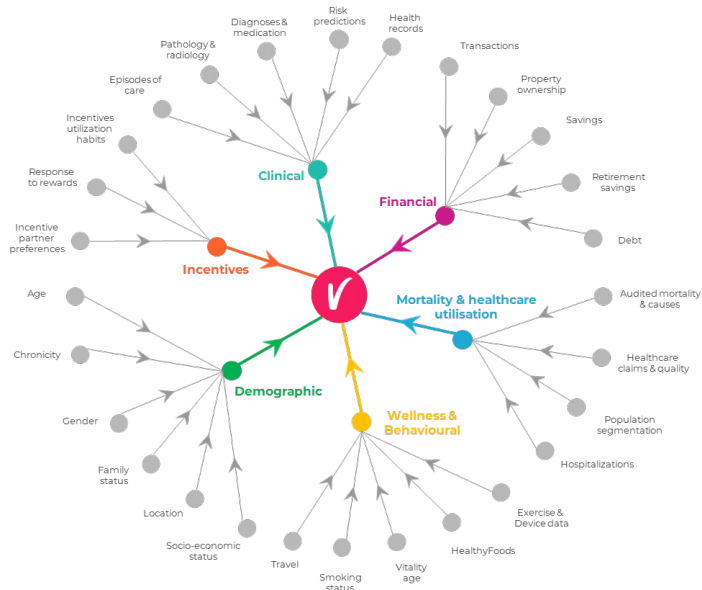
Mutli-dimensional longitudinal data, customer preferences and habits and linking it to a causal impact on mortality and morbidity of every interaction



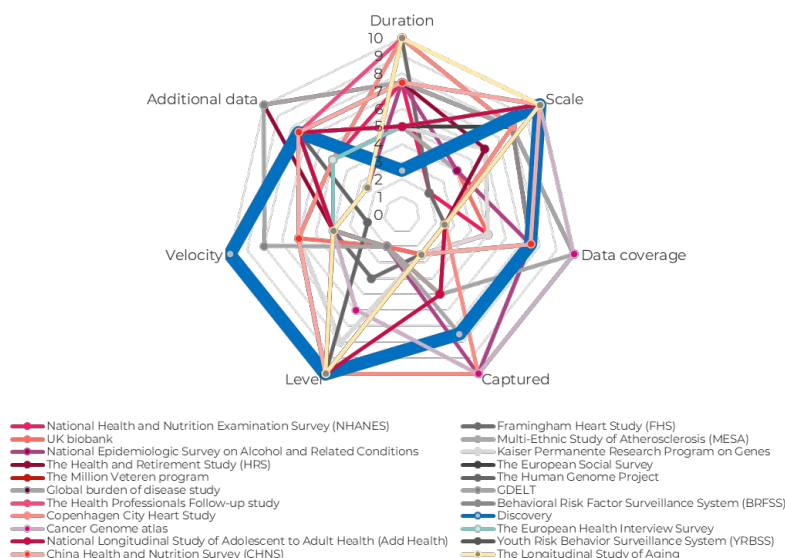
Discovery's unique data is at the core of personalisation



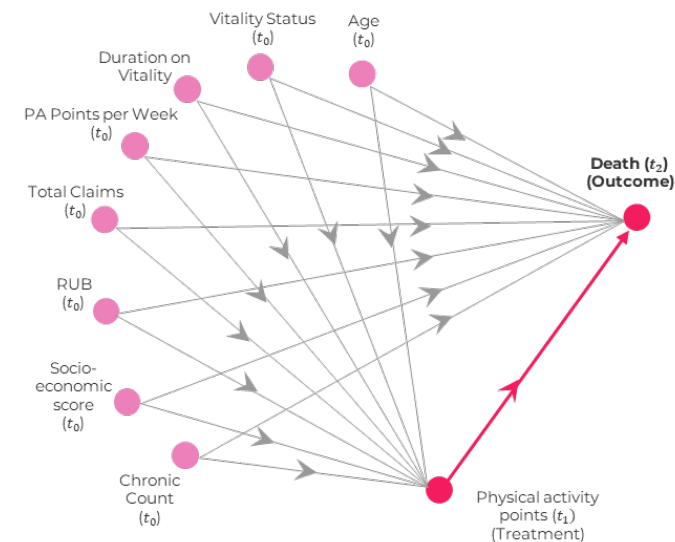
Multi-dimensional data



Quantity and quality of data



Data linking behaviour and causal impact



Device data | 1.1bn events

Vitality engagement | 26.5m life-years

Demographic | 60m life-years

Health utilisation | 60m life-years

Conditions | 24m life-years

Incentives | \$250m rewards a year

Non-health | Driving and financial behaviour

Longitudinal from 2008 until 2024

All sources of data verifiable

Data updated in real-time

Collected at individual level

Physical activity has a significant impact on mortality and healthcare costs

Mortality | up to 58% reduction

Healthcare costs | up to 29% reduction



Dynamic Risk Assessment

Understand the member's context through a personalised risk vector leveraging the power of the Discovery dataset, regardless of the data environment



Personalised risk vector leveraging the power of the Discovery dataset, regardless of the data environment



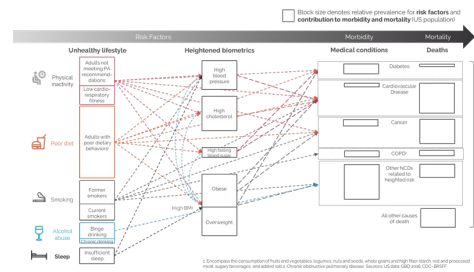
Data required from different data environments

Fewer, More, Fuller data dimensions

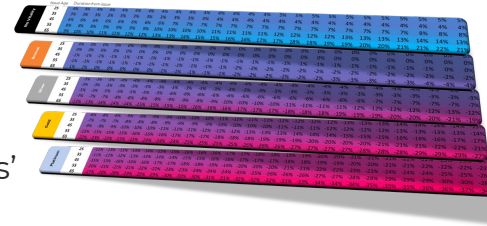


Feed data into Discovery's risk algorithms

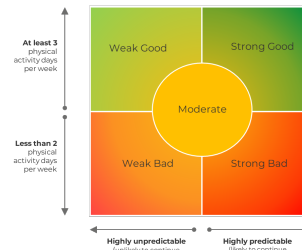
Personalised risk algorithm underpinned by Global Burden of Disease and Vitality data



Vitality differentiated mortality tables by adjusting the Society of Actuaries' mortality tables



Vitality's Habit index



LIFESPAN

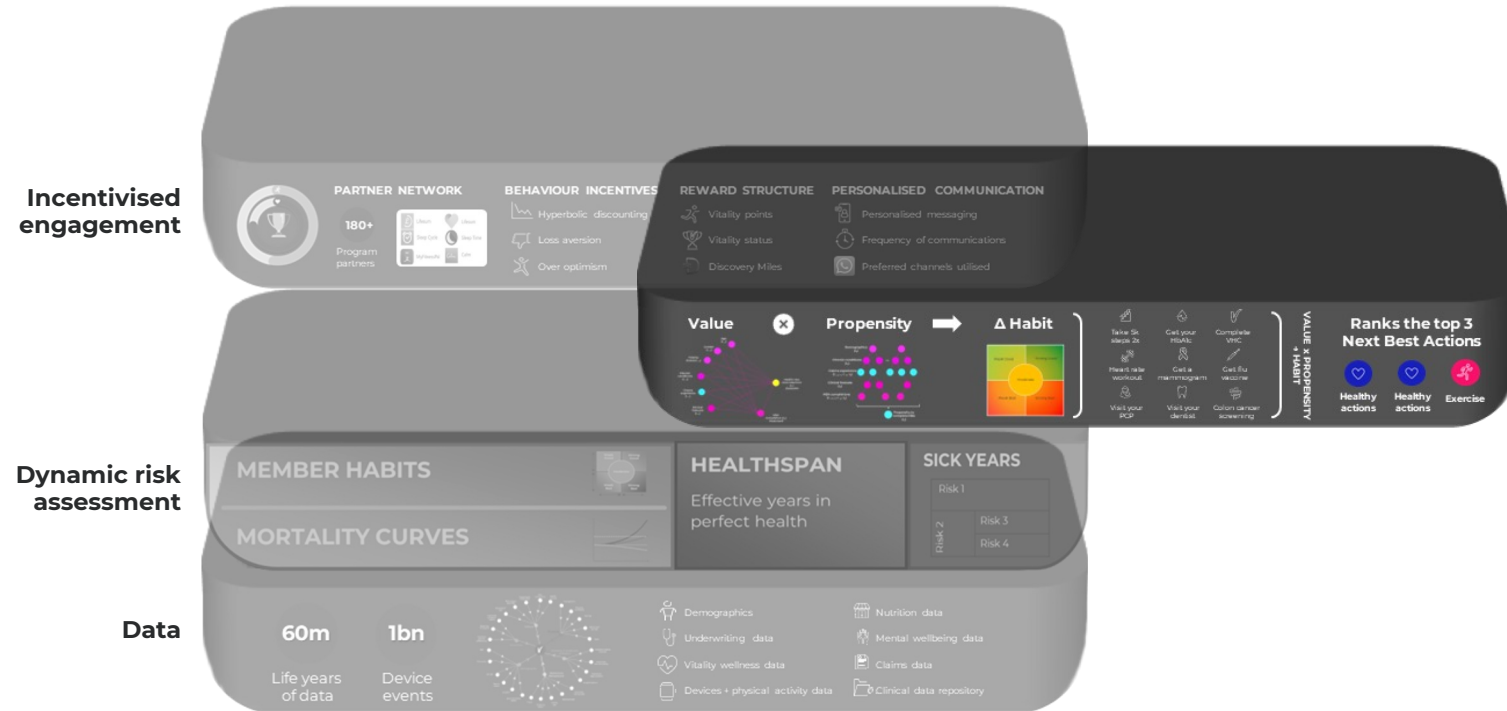


1. Lifespan
2. Healthspan
3. Lifespan and healthspan relativities
4. Prioritisation of lifestyle factors
5. Disease relativities
6. Individual mortality curves
7. Habit strength



AI Recommender

Use behaviour science along with member insights on propensity and value to suggest hyper-personalised and real-time next best actions that will improve the member's risk outcomes

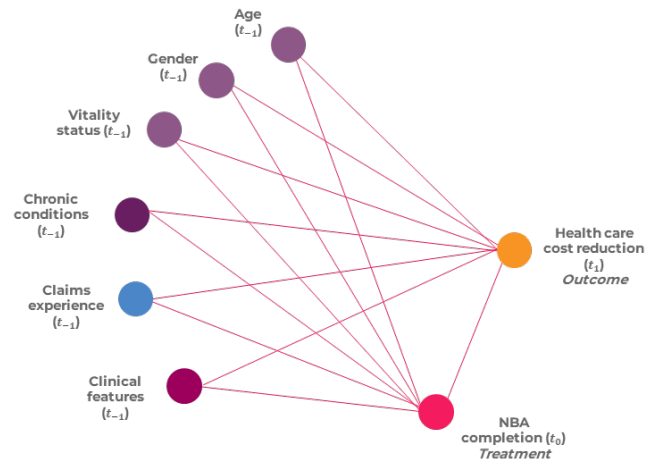


Use value, propensity and habit to target risk factors that really count, in a way that resonates with individuals



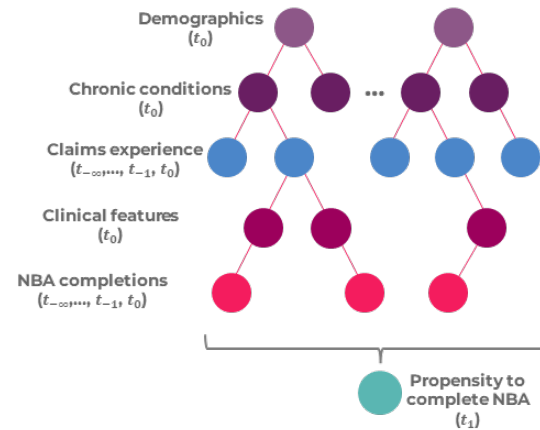
VALUE

Sophisticated causal model to determine the contribution of each action to long-term health improvement



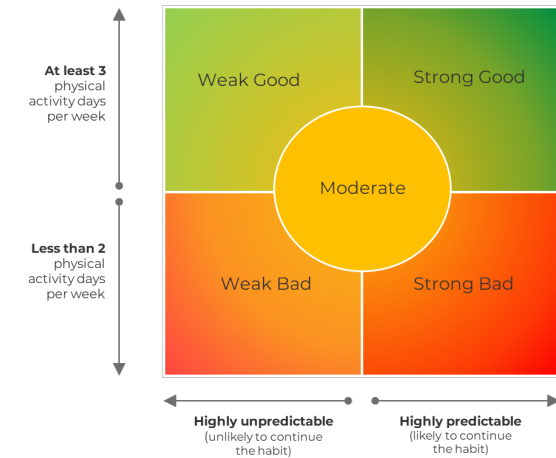
PROPENSITY

Machine learning model incorporating prior engagement data to estimate the probability of a customer to complete an NBA



HABIT

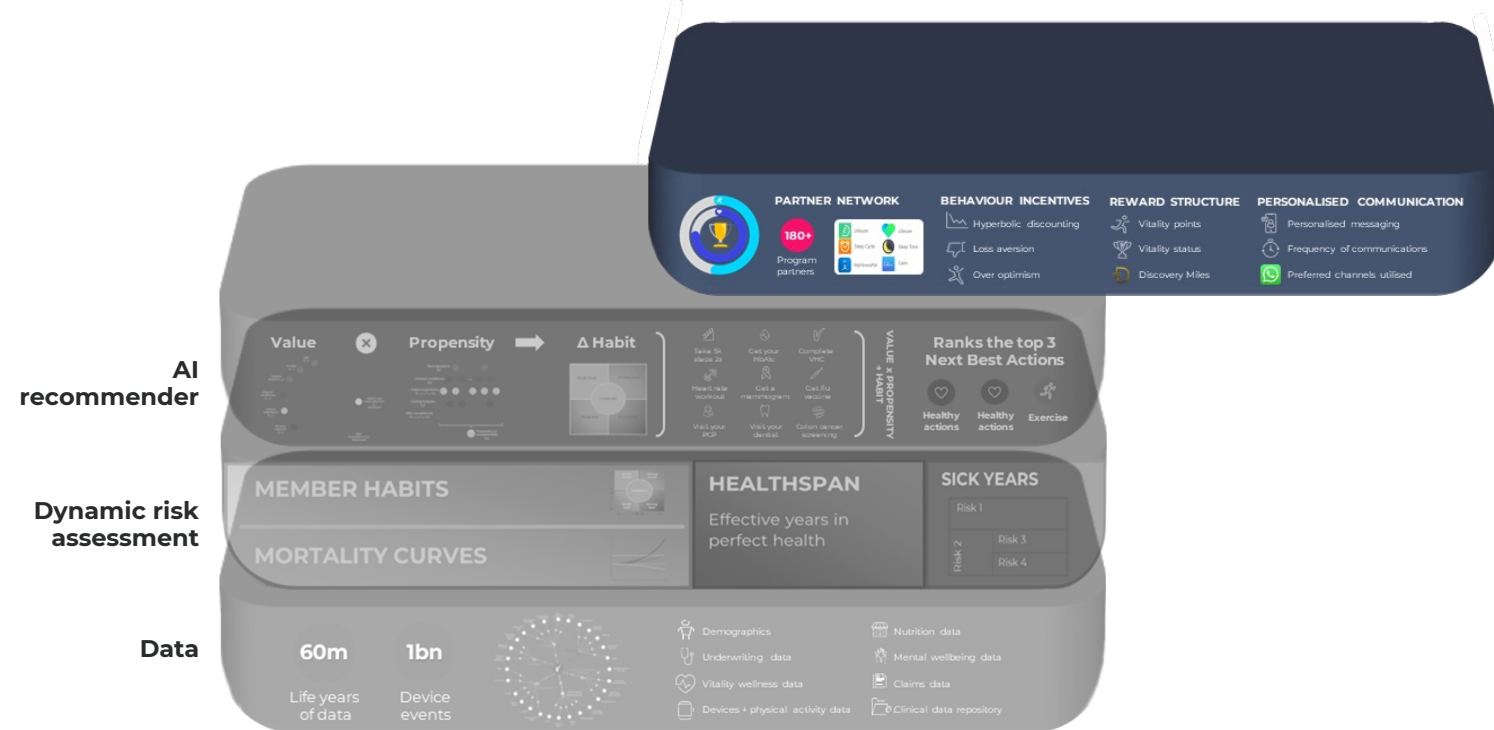
Index to quantify and classify a customer's consistency of completing an NBA and used to help encourage members to establish a strong habit



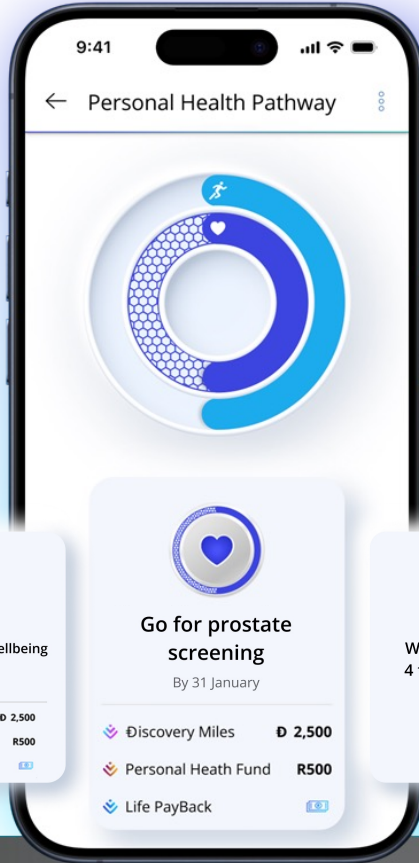
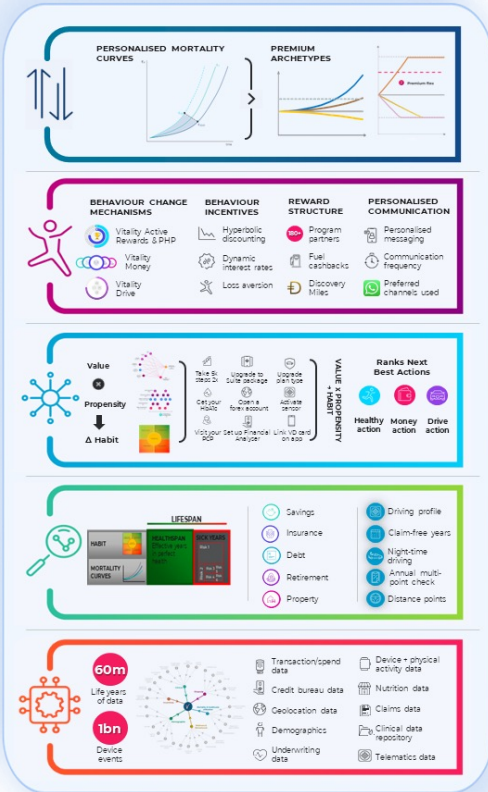
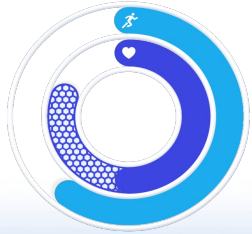


Incentivised engagement

Drive behaviour change through actuarially-matched, compelling incentives, communicated in a personalised way
Manifests as two rings, with personalised next best actions on how to close rings



Strong evidence of PHP potential to drive positive behavioral and lower long-term health costs



AVAILABLE ACROSS MULTIPLE PLATFORMS

WhatsApp icon, LSE logo, HealthID icon



Clinical habits ROI

R1.00 : R2.50

For every R1 spent on funding clinical habit formation, R2.50 benefit in morbidity improvements



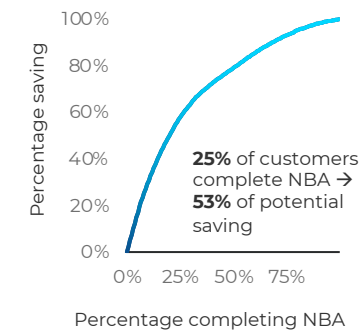
Physical activity habits ROI

R1.00 : R3.90

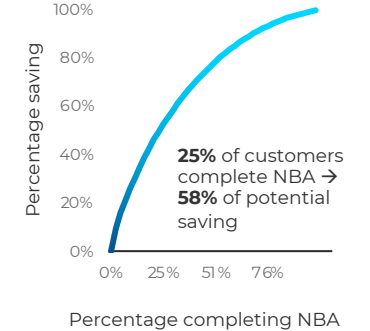
For every R1 spent on funding physical activity habit formation, R3.90 benefit in morbidity improvements

Impact of doing Next Best Action (NBA) | Net savings to health funder

Diabetes



Hypertension



Personal Health Pathways: making members healthier



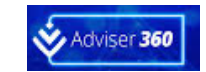
Go-live
1 Jan 2025



HealthID go-live



Evolve go-live

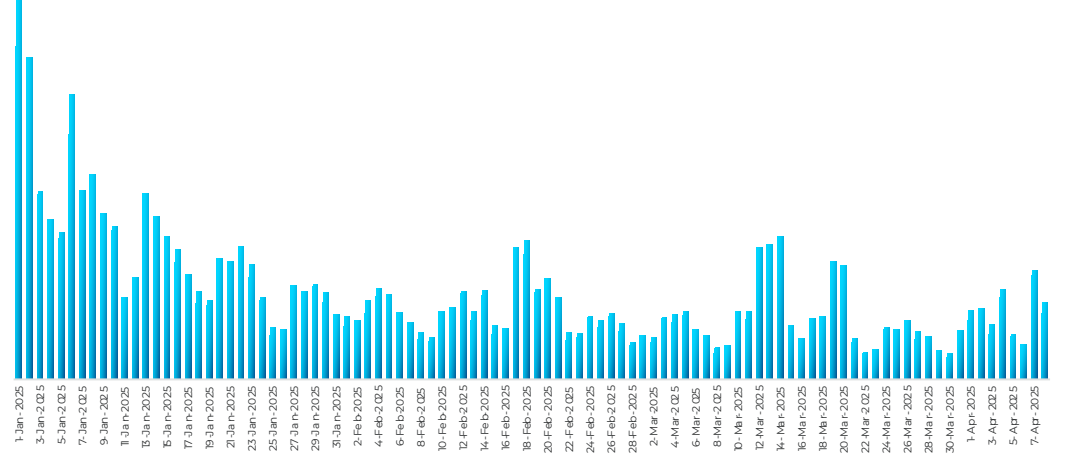


Adviser 360 Go-live nudges

Outbound call center go-live

Employer Zone go-live

<p>JANUARY</p> <p>1 Jan Health app go-live</p>  <p>PHF mailer</p> 	<p>FEBRUARY</p> <p>Invite emailer to all DHMS not activated members</p>  <p>Weekly targeted social media campaign</p> 	<p>FEBRUARY</p>  <p>WhatsApp activation campaign</p>  <p>Push notification</p>  <p>Digital advertising Geo-targeted stores mailer</p>	<p>APRIL</p> <p>DHMS newsletter</p>  <p>WhatsApp A/B testing</p> <p>WHO socials competition</p> <p>Flu vac campaign</p>
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10.5% Of all eligible members have activated

<p>Activations</p> <p>288K</p> <p>Activated lives</p>	<p>67.3%</p> <p>of activated lives are chronic members</p>
<p>NBA Completions</p> <p>35%</p> <p>of all Health NBA completions are from non-engagers</p>	<p>66%</p> <p>of all NBA completions are from chronic members</p>
<p>Habits</p> <p>64%</p> <p>of all members who have no habit of exercising</p>	<p>Communication</p> <p>10x</p> <p>Initial impact of personalised comms on Whatsapp rollout</p>
<p>Rewards</p> <p>56%</p> <p>of activated members who have earned a reward</p>	<p>R18M</p> <p>Value of rewards earned for health actions</p>

Global coordination of data science and AI delivery | Data science & technology platform



Data Science teams



Personalised actions	US	UK	VN	SA*
Foundational NBA Models	✓	✓	📋	✓
Clinical Priority Actions	📊	📊	📋	✓
Clinical Journeys for Chronic Members	✓	📋	📋	📊
Personalised Step Thresholds	📋	📊	📋	📋
Personalised Sleep Journeys	📋	📋	📊	📊
Dynamic Vitality Age for Habits	📋	📋	📋	📊
Personalised Rewards	✗	📋	📋	📊
Personalised Communications	📋	📋	📋	📊
A/B Testing Framework	📋	✓	📋	✓

Further work under development:

- Engagement and journey modelling
- Outbound call optimisation & Optimal communication management
- Heart rate and VO2max NBAs
- Provider habits
- Service NBAs

*Includes DS Lab and Vitality SA teams



In production



Build

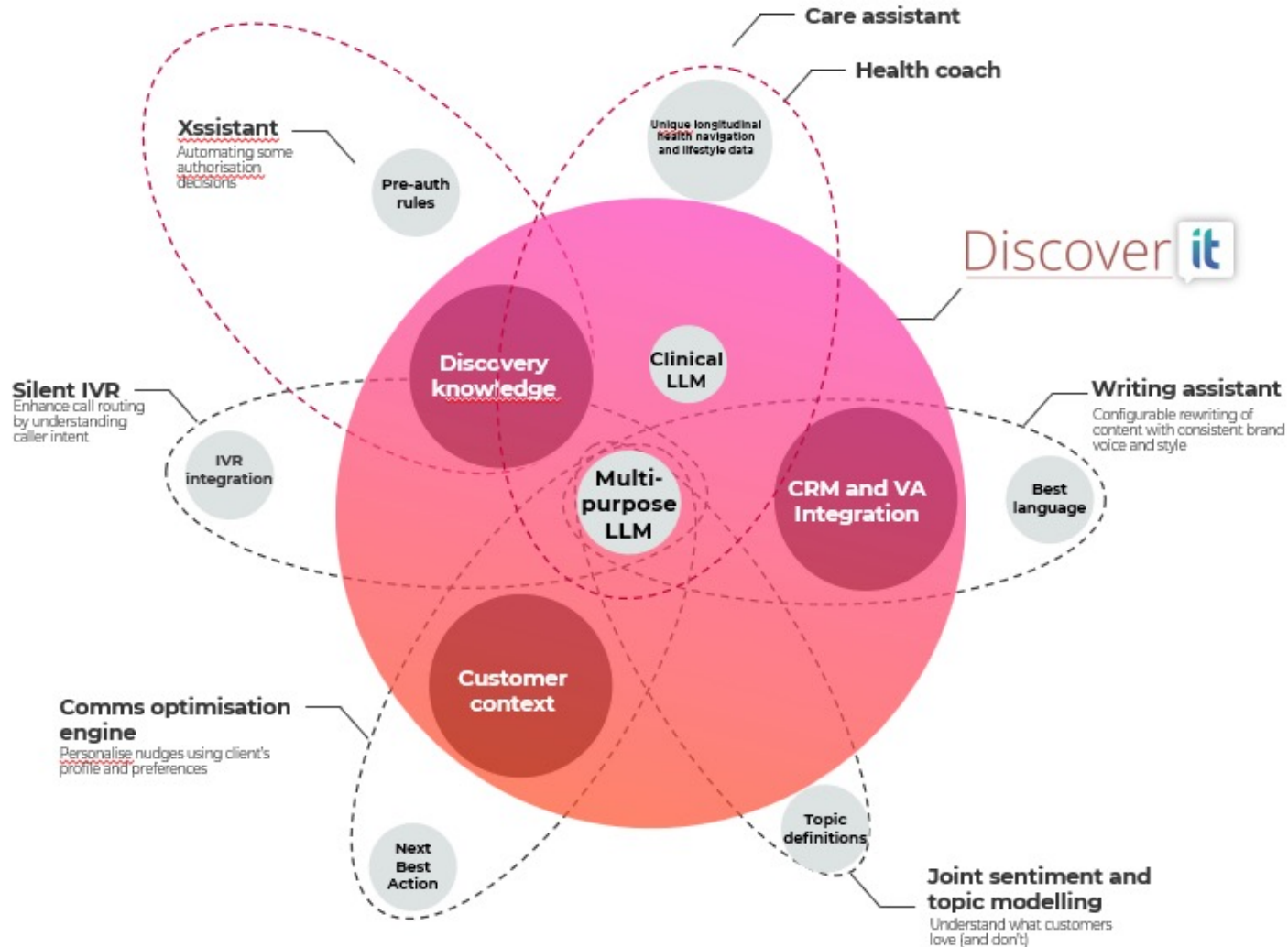


Adopt

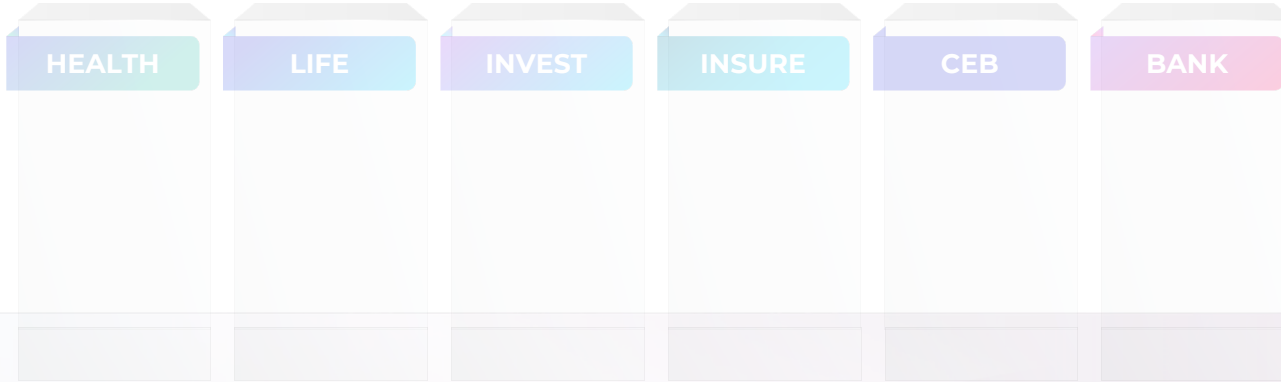


Out of scope currently due to e.g., regulatory constraints

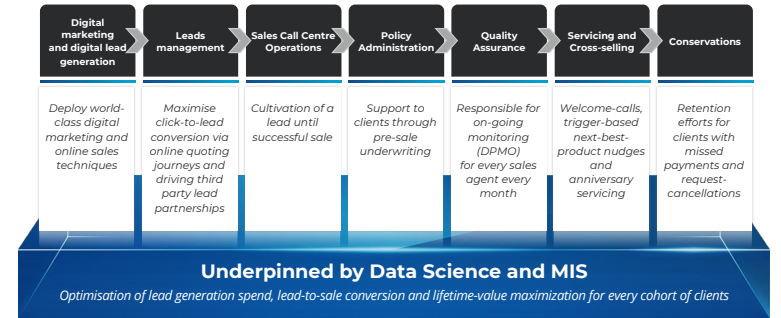
Vitality.AI as the platform for Discovery's Generative AI rollout



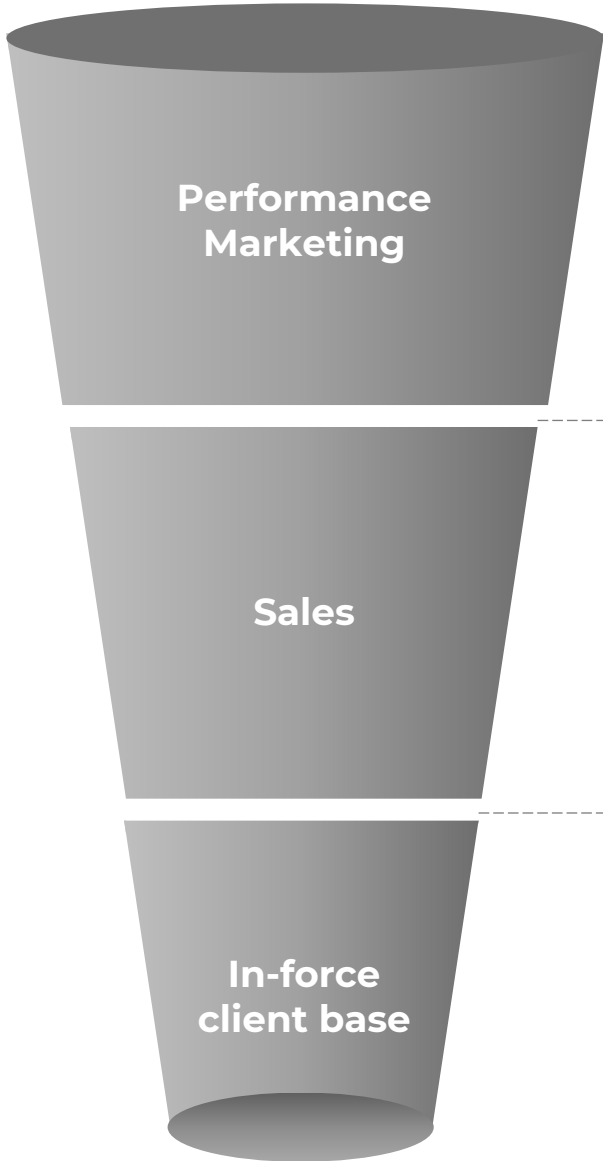
- Built on 60+ million life years of clinical, lifestyle, and behavioural data
- Live and evolving - models retrain continuously with every member interaction
- Integrates customer context, Discovery risk vectors, and Vitality product intelligence
- Powers Discovery's groupwide GenAI rollout
- Exportable for accelerating hyper-personalisation at group level
- Enables hyper-personalised, shared-value insurance at global scale



Connect

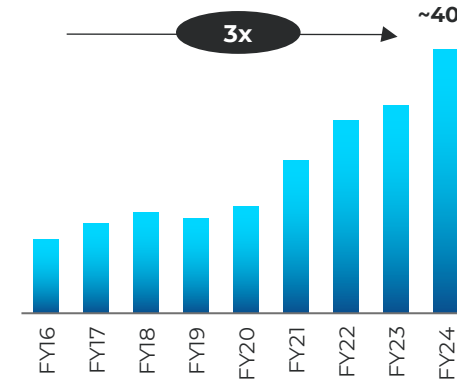


End-to-end D2C capability powered by industry-leading technology / analytics

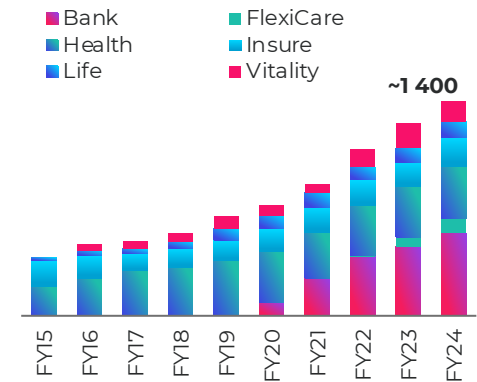


- Data-science-driven lead generation investment, deployed across digital and traditional media platforms – optimising for client lifetime value

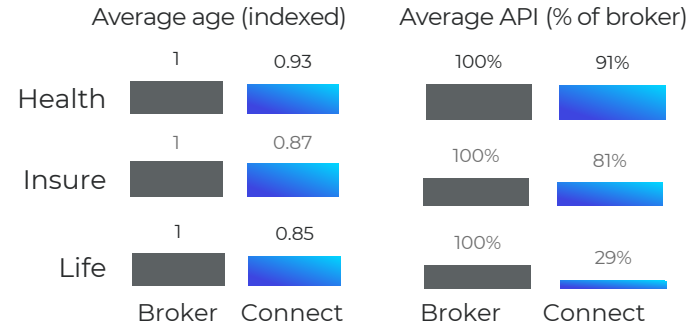
Leads generation spend p.a. (Rm)



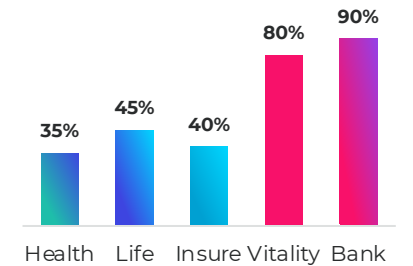
Hot leads generated p.a. ('000)



- Positioned to serve the fast-growing **digital-first consumer with market-leading 60-second quoting and policy activation journeys**
- Seamless transition to expert call-center agents where necessary

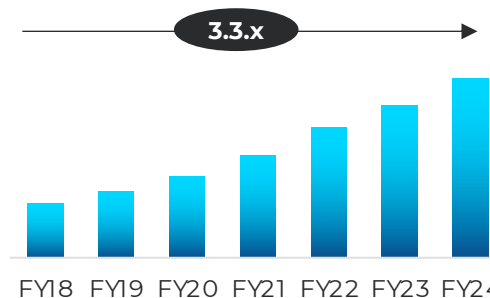


FY24 DCDS and Digital % of overall DSY sales count

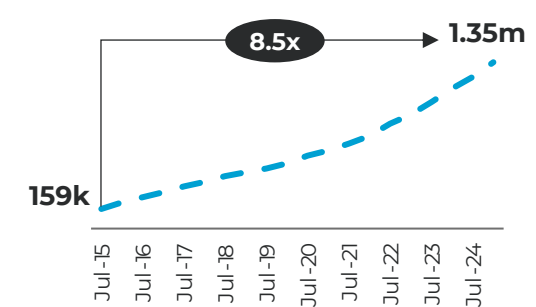


- Strong revenue and in-force policy growth reflecting the quality of new business generated
- Accelerated growth post-COVID19, approaching 1.5million policy-lives

Discovery Connect revenue p.a.



In-Force Policy Lives



Discovery Connect Distribution Services (DCDS) Operating Model



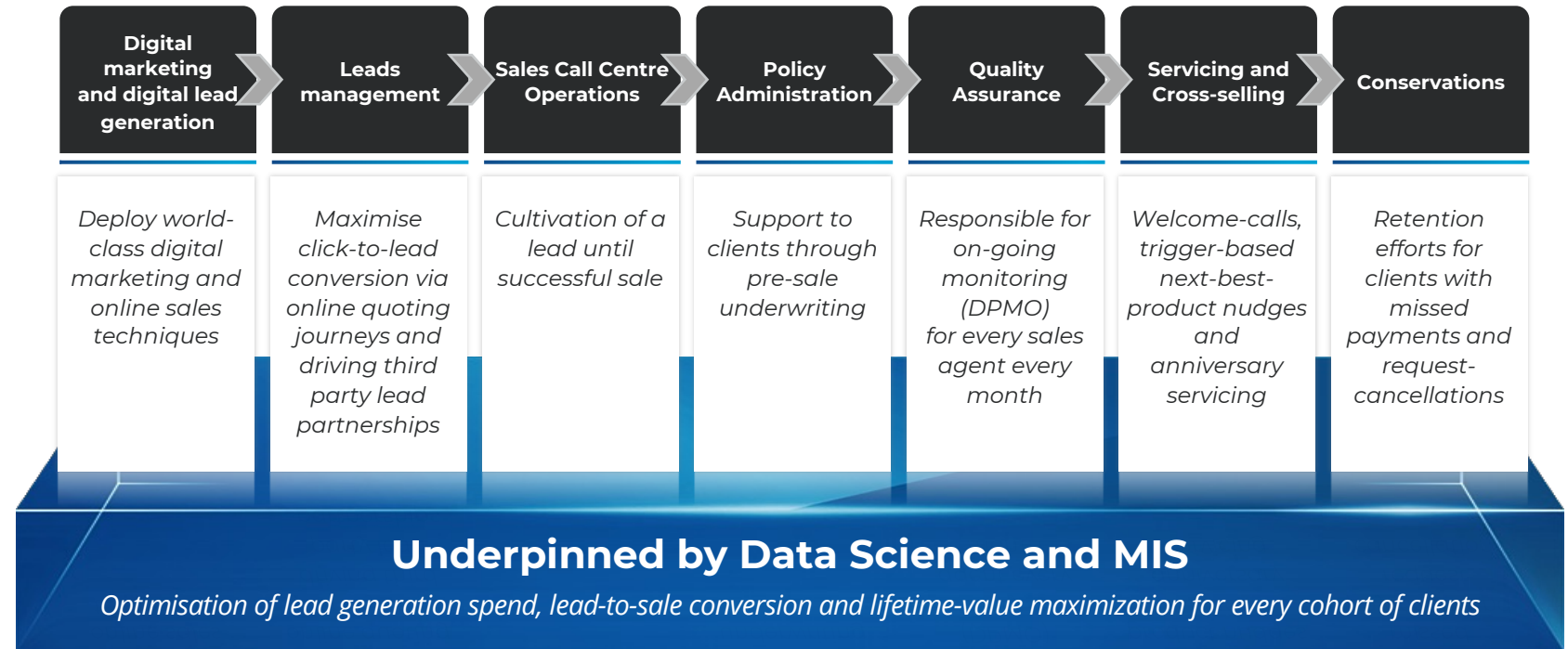
Stand-alone broker-like model with on-going commission income earned

All Discovery Connect expenses are carried by stand-alone DCDS entity. DCDS carries the acquisition cost strain and lapse risk for entire life of policy

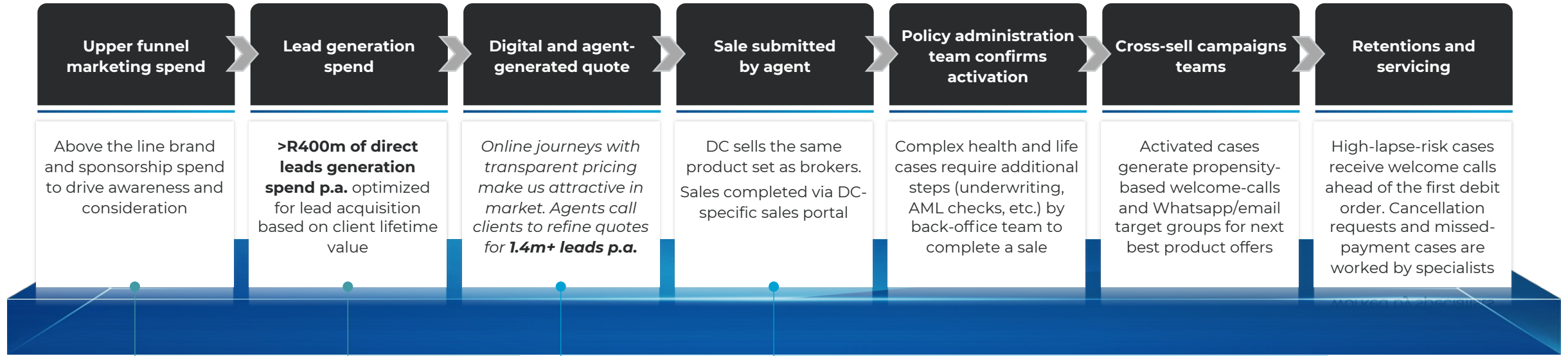
Full transparency for DCDS's cost and revenue generation efficiency; significant incentive to perform best-in-class

The operating model allows for infinite scalability (up to the sustainable marginal cost per lead point)

DCDS operates alongside brokers, leveraging the same product set and pricing, with the aim to continually refine and "future-proof" our digital and call-centre-led D2C distribution capabilities



The D2C client acquisition lifecycle



CUSTOMER DATA PLATFORMS
aws, Google Cloud, Data Cloud

CAMPAIGN DESIGN
Flexitive, genially, SEMRUSH, Copilot, Writesonic

CAMPAIGN DELIVERY
ADVERTISING: Google Marketing Platform, Data Cloud, Meta, Lunio, WhatsApp, OPTMYZR
ORGANIC SOCIAL: multibrain, DataEQ
EMAIL, WHATSAPP, PUSH: salesforce marketing cloud
EVENTS: event spark by Sparkimbitie

DISCOVERY ASSETS
WEBSITE: interaction studio, bitly, feefo, APPS, salesforce marketing cloud

MEASUREMENT & ANALYTICS
Google Analytics 4, BigQuery, datahash, DP, Meridian

Health Digital Performance
SWITCH SEASON: All | CHANNEL/CAMPAIGN: All | WEEKEND: All | 1/19/2025 | 6/23/2025 | Last Refresh Date: 2025-06-22

Last Day vs Same Day Previous Week

SPEND	IMPRESSIONS	CLICKS	LEADS	Avg CTR	Avg CTL	Avg CPM	Avg CPC	Avg CPL

Last 7 Days vs 7 Days Prior

SPEND	IMPRESSIONS	CLICKS	LEADS	Avg CTR	Avg CTL	Avg CPM	Avg CPC	Avg CPL

Visualizations: Line chart for trends, bar chart for comparison.



Digital marketing campaigns drive prospective clients to our Quote-in-60-Seconds tools

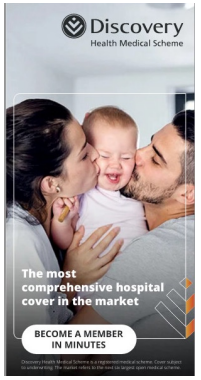


Because **"iVosho"** happens



Get access to **24/7 Emergency Assist**, when you join Discovery Health Medical Scheme. **from only R1,350pm**

Discovery Health Medical Scheme is a registered medical scheme, registration number 1125. Underwriting rules and T's & C's apply. The Active Smart Plan contribution value displayed is per member, per month.



The most comprehensive hospital cover in the market

BECOME A MEMBER IN MINUTES



Because **"we're gonna need an extra bedroom"** happens

Join Discovery Health Medical Scheme for unmatched maternity benefits

JOIN NOW

Discovery Health Medical Scheme is a registered medical scheme. Underwriting rules and T's & C's apply.



Because **"don't put that up your nose"** happens

Get exceptional maternity benefits

Discovery Health Medical Scheme is a registered medical scheme, registration number 1125. Underwriting rules and T's & C's apply.

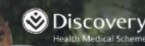
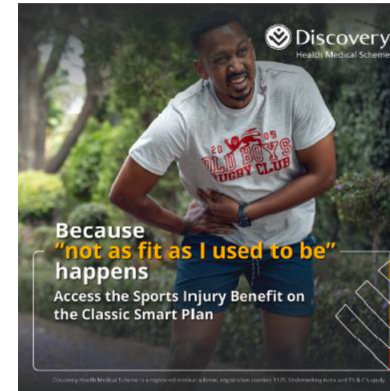


Because **"go faster"** happens

Join Discovery Health Medical Scheme Active Smart Plan and get access to a wide range of benefits from

R1,350pm

Discovery Health Medical Scheme is a registered medical scheme. Underwriting rules and T's & C's apply. The Active Smart Plan is subject to approval by the Council for Medical Schemes.



Because **"not as fit as I used to be"** happens

Access the Sports Injury Benefit on the Classic Smart Plan

Discovery Health Medical Scheme is a registered medical scheme, registration number 1125. Underwriting rules and T's & C's apply.

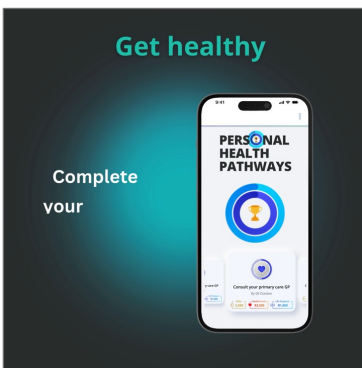


Because **"Tsamaya"** happens

The most affordable medical aid plan for young individuals. Introducing the Active Smart Plan from Discovery Health Medical Scheme.

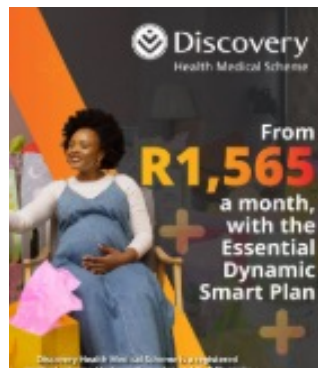
from only **R1,350pm**

Discovery Health Medical Scheme is a registered medical scheme, registration number 1125. Underwriting rules and T's & C's apply. The Active Smart plan contribution value displayed is per member, per month.



Get healthy

Complete your



From **R1,565** a month, with the Essential Dynamic Smart Plan

Discovery Health Medical Scheme is a registered medical scheme, registration number 1125. Underwriting rules and T's & C's apply.



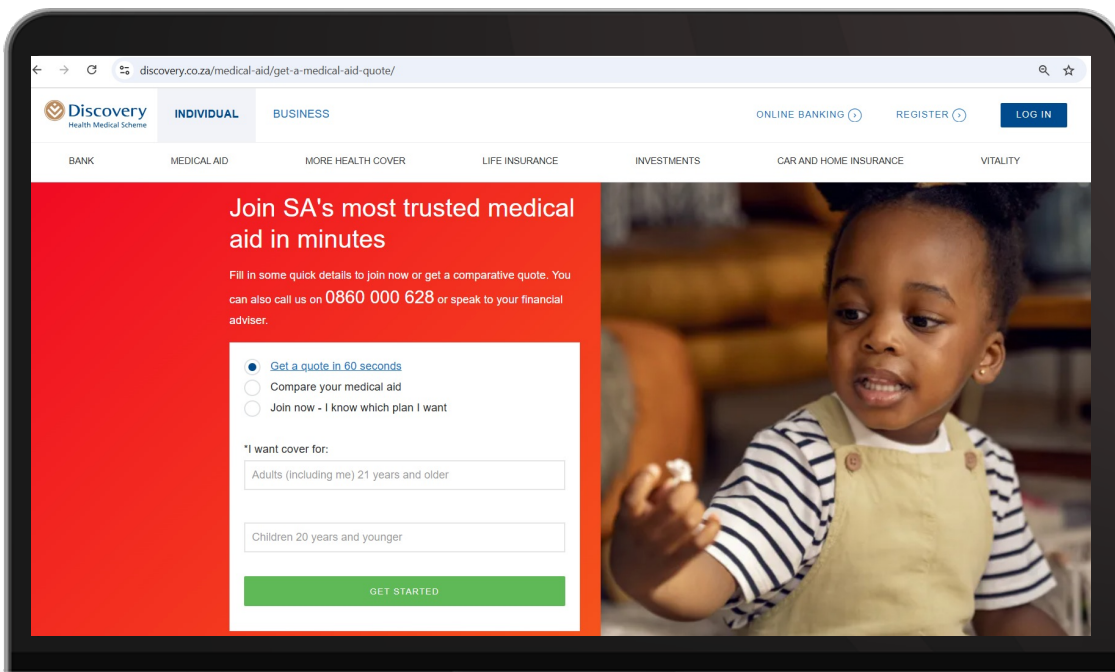
hack YOUR HEALTH PLAN

CAN YOU SOLVE THE RIDDLE?

Discovery Health Medical Scheme is a registered medical scheme, registration number 1125. Underwriting rules and T's & C's apply.



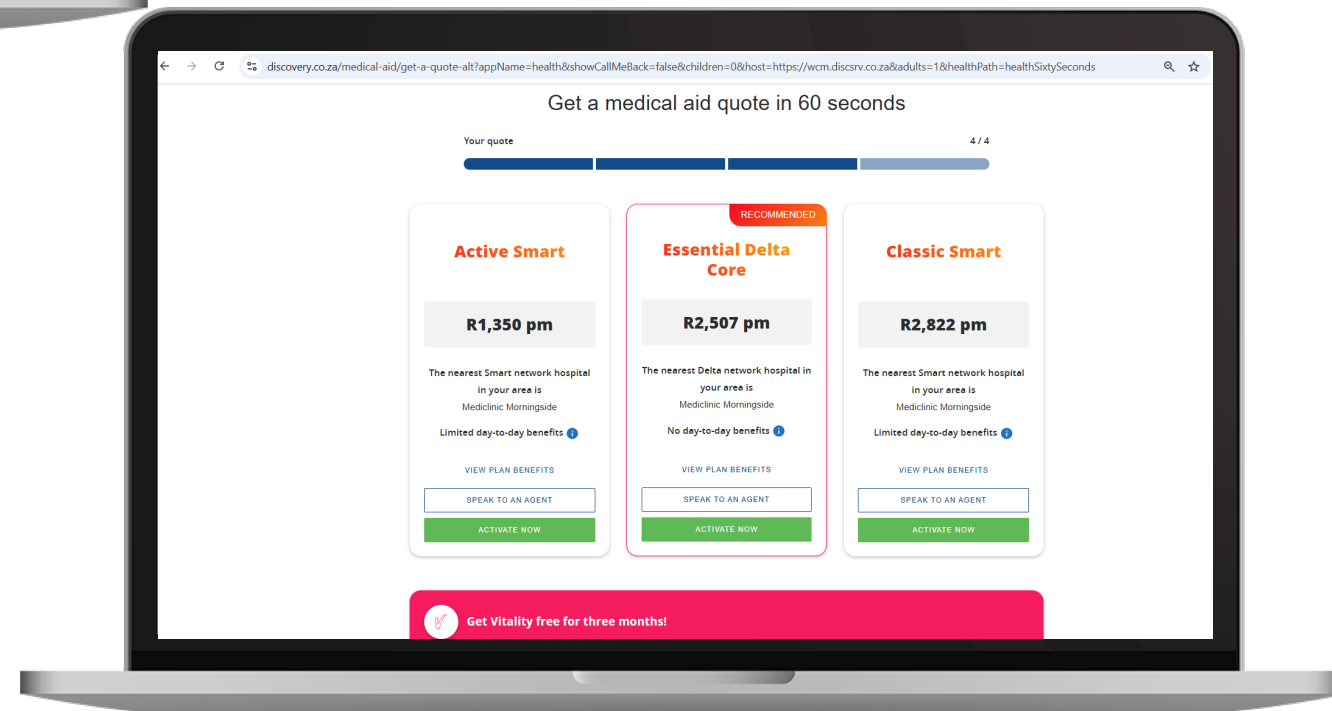
Empowering minds. Prioritising mental wellness together.



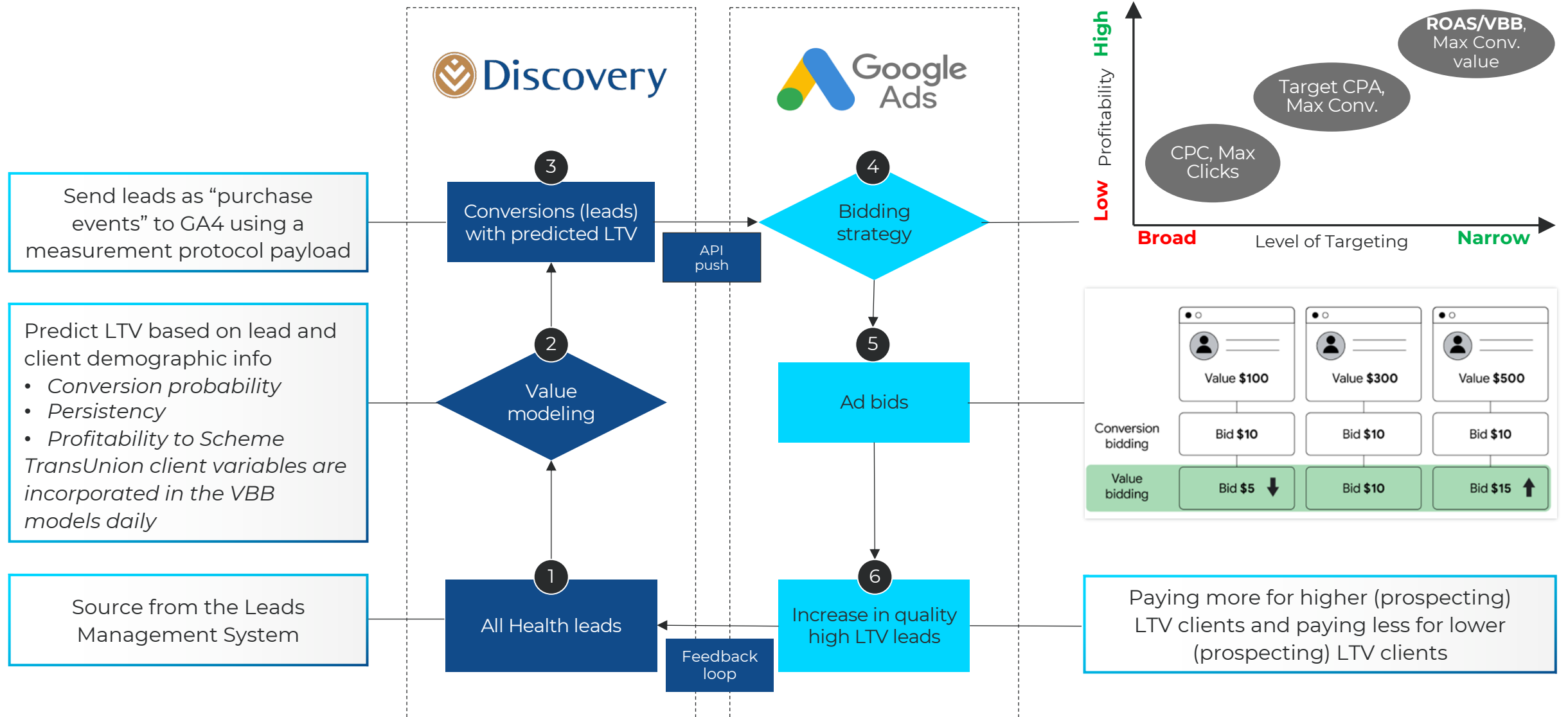
**The Health
Quote-in-60-seconds
tool generates
>25,000 unique
prospective
clients monthly**

**It is an approved robo-advice
tool with granular health plan
recommendations**

**Clients have the option to
activate online within minutes
or to speak to an agent**



We use TransUnion data to predict LTV, optimising VBB for higher-quality, high-value lead generation





01

AI generated search results will fundamentally shift lead acquisition dynamics

02

Highly personalised and contextualised sales scripts generated for each lead, leveraging LLMs to enrich client data, overlay products and benefit engagement data

03

Personalised and streamlined financial advice and sales tools for advisers

04

100% QA and lead-to-sale monitoring



01 AI generated search results will fundamentally shift lead acquisition dynamics



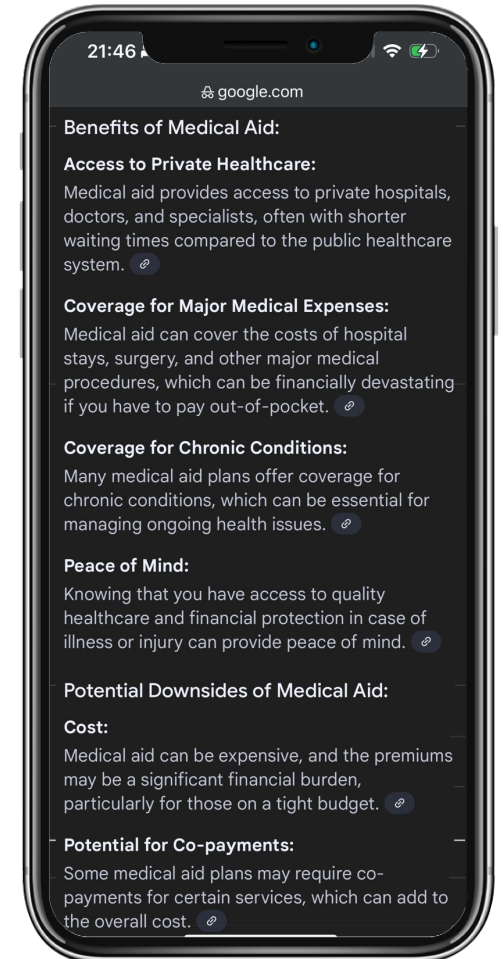
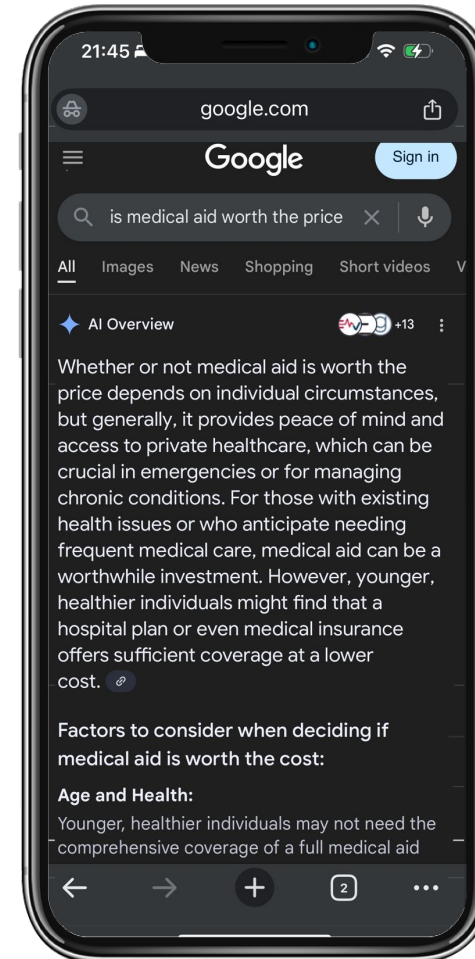
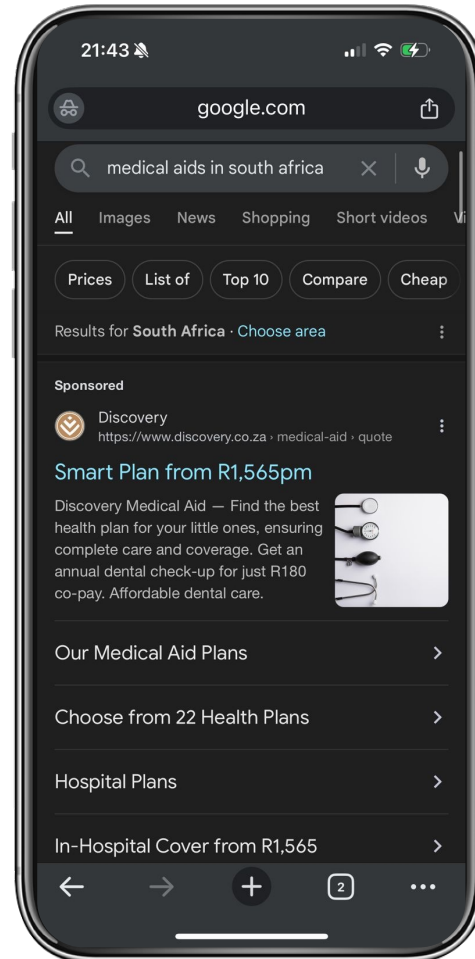
There is a shift from traditional to AI-driven SEO

High quality digital content (broader than content created by the advertiser) will be critical for success in AI driven lead generation

63% of marketers are shifting content strategies to AI-driven SEO

46% of users trust AI answers when sources are cited

65% of creators now write FAQs to target AI Overviews



02 Highly personalised and contextualised sales scripts are generated for each lead, leveraging LLMs to enrich client data, overlay products and benefit engagement data



Script Generation

End-to-end deployment of a personalised, data-driven sales assistant script



CURRENT HOLDINGS	Discovery DISCOVERY HEALTH PLAN: SMART	Vitality VITALITY STATUS: DIAMOND	Discovery DISCOVERY LIFE PLAN: CLASSIC	
RECENT ACTIVITY	Vitality VITALITY POINTS: 1625 ACTIVE GOALS ACHIEVED: 44	Google Sarah has visited the Discovery Insure webpage 6 times in the last week.		
PRODUCT INTEREST (LEAD LEFT)	Discovery DISCOVERY BANK PLATINUM SUITE	"Great to hear you're interested in Discovery Bank! * Up to 50% back on healthier meal choices!" 🌱 * Fully fund your next Apple Watch by achieving your weekly goals. 📱 * Get up to 50% back on your healthier meal choices when dining in or dining out."		
REWARD UPLIFT	HealthyFood +25% Checkers WOOLWORTHS £ 25% £ 25%	HealthyCar +25% Clicks Dis-Chem £ 25% £ 25%	Local Flights +35% Light, Spirit, Airlink, FlySafair £ 25% £ 35%	Discovery Miles Spend Discount 5% 10% 🔒
POST-SALE NEXT BEST NUDE	Discovery DISCOVERY INSURE PLAN: ESSENTIAL	"Sarah, boost your rewards by adding the Discovery Insure Essential Plan to your existing cover. With a qualifying Discovery Bank account, your Discovery Miles discount increases from 5% to up to 10% — and up to 20% on Miles D-Day . Vitality Drive rewards safe driving with up to 50% back on fuel and Gautrain spend—smart savings across Discovery."		

02 A single service platform at an adviser's fingertips for swifter and smarter sales

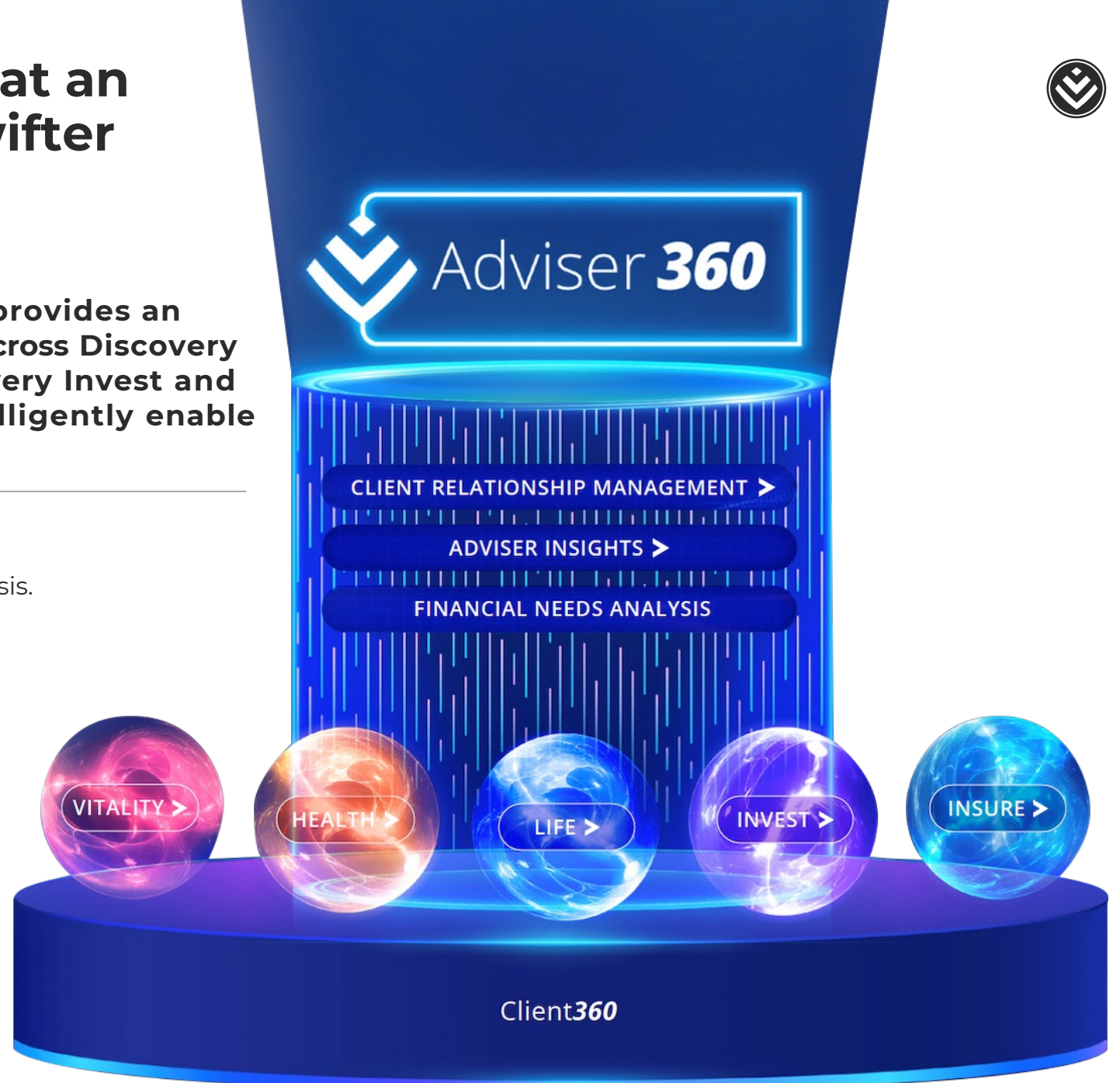
Adviser 360 is our virtual sales platform that provides an integrated and centralised sales experience across Discovery Health, Discovery Life, Discovery Insure, Discovery Invest and Vitality. Discovery's composite data assets intelligently enable seamless and holistic financial planning.

Seamless end-to-end journey

- Pre-populated data, enabling automated inputs and analysis.
- Integrated Client 360 platform, Financial Needs Analysis and online quoting submission process.

Enabling powerful individual and collective financial planning and insights

- Powerful tools including an intuitive quoting experience, enhanced Financial Needs Analysis and Adviser Insights.
- Enhanced and guided user journey, including simplified and visual outputs



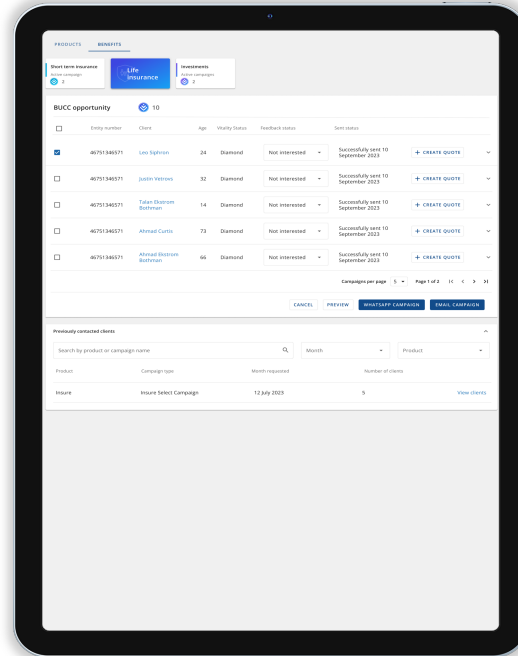
03 Adviser 360 | Data, analytics and technology underpinning the advice journey



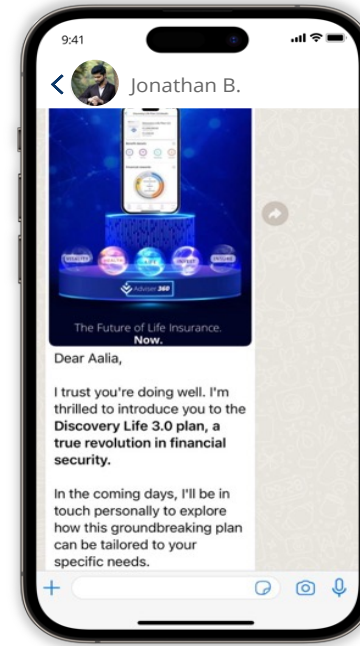
Data and insights



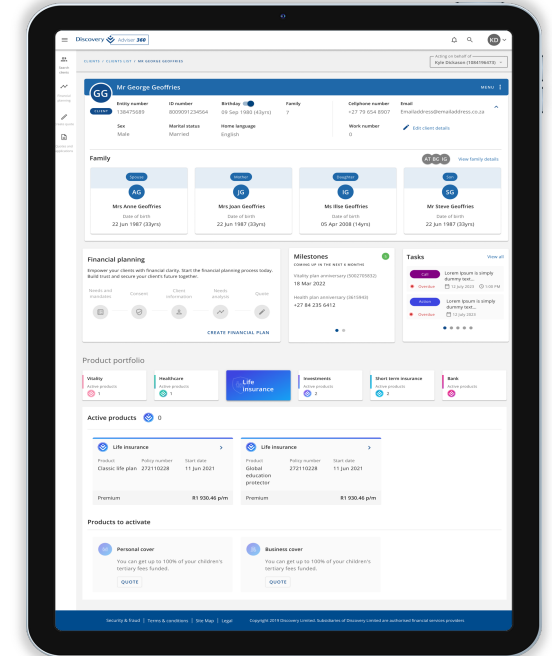
Leads



Marketing



Advice



Continuously up-to-date view of the client and experience

Hyperpersonalised insights and campaigns

Analysis of effects of risks on the client across needs and goals

Discovery South Africa – digital focus



TODAY

1 Digital-first **Bank Operating System** powered by **Discovery.AI**, unifying customer, product and banking information, to personalise banking experiences and democratise expert service and capabilities

2 **Vitality.AI**, Discovery's AI platform delivering hyper-personalised healthcare at scale, through the convergence of big data and AI, **future fitting** Discovery's GenAI rollout

3 End-to-end digital D2C capability powered by industry-leading technology and analytics through **Discovery Connect**, **future proofing** our distribution capabilities to adapt with customer preferences