



VitalityLife Overview

Deepak Jobanputra

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**Make people healthier and
enhance and protect their lives**

CHANGING LIFE INSURANCE FOR GOOD

Vitality LIFE INSURANCE

Discovery Group



Market cap
£ 7.2 bn

Gross revenue
£ 6.5 bn

Countries
19 countries

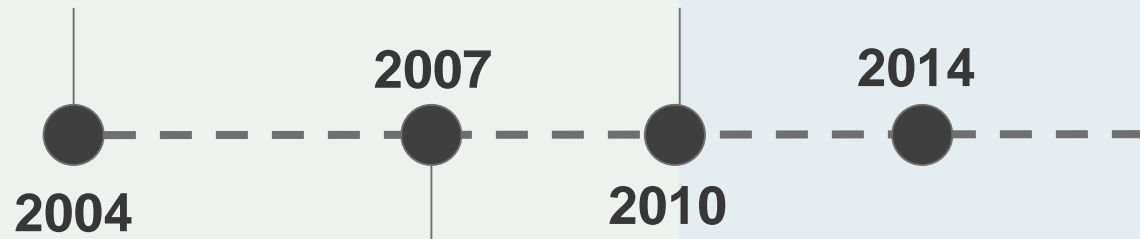
Vitality Members
>7m

Evolution of VitalityHealth and VitalityLife in UK

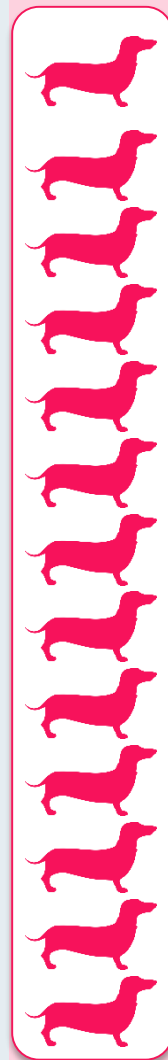
Organic growth

Integration

Brand development, rapid innovation & migration to single platform



10 years



ACTIVE REWARDS

2016



2015

TODAY

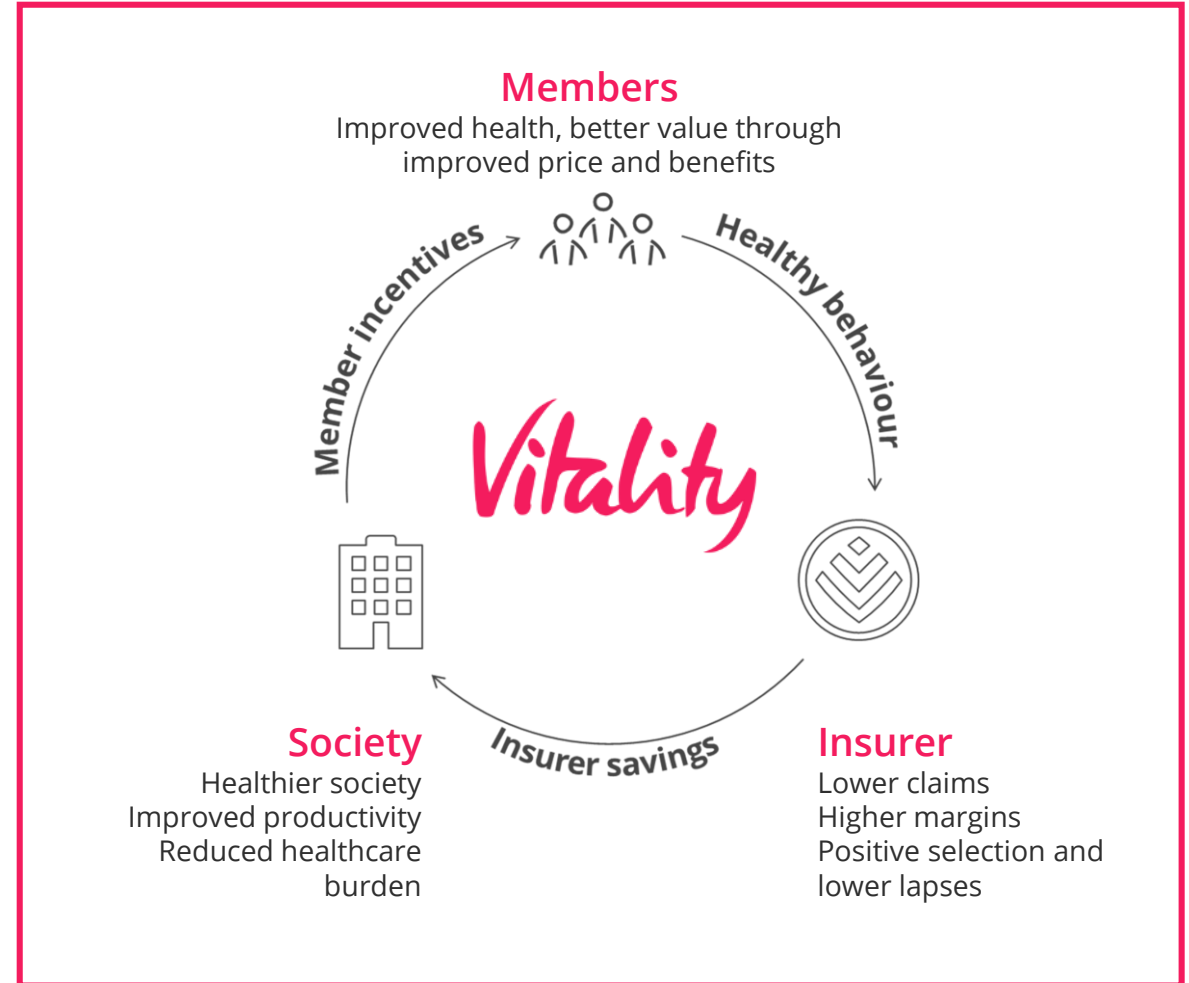


3 years

Core purpose

Vitality

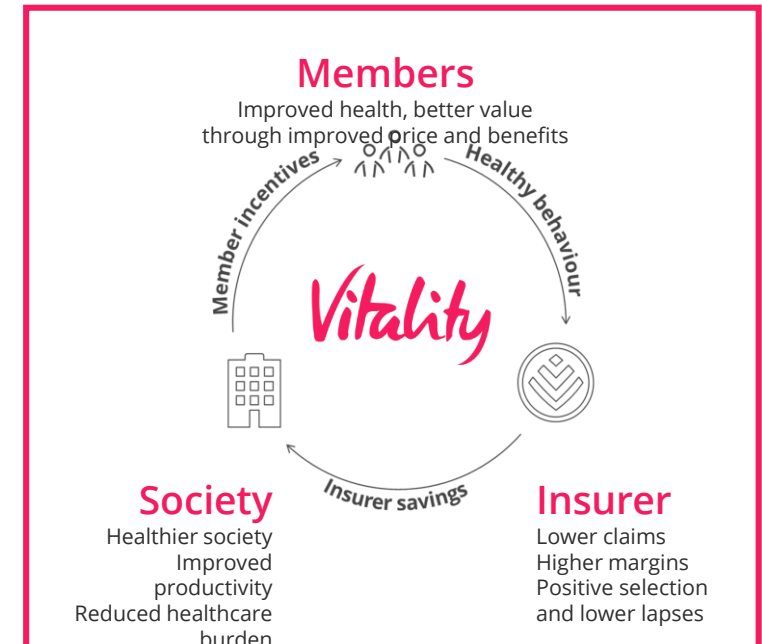
To make
people
healthier, and
enhance and
protect their
lives



Strategic unique differentiators – Value Creation

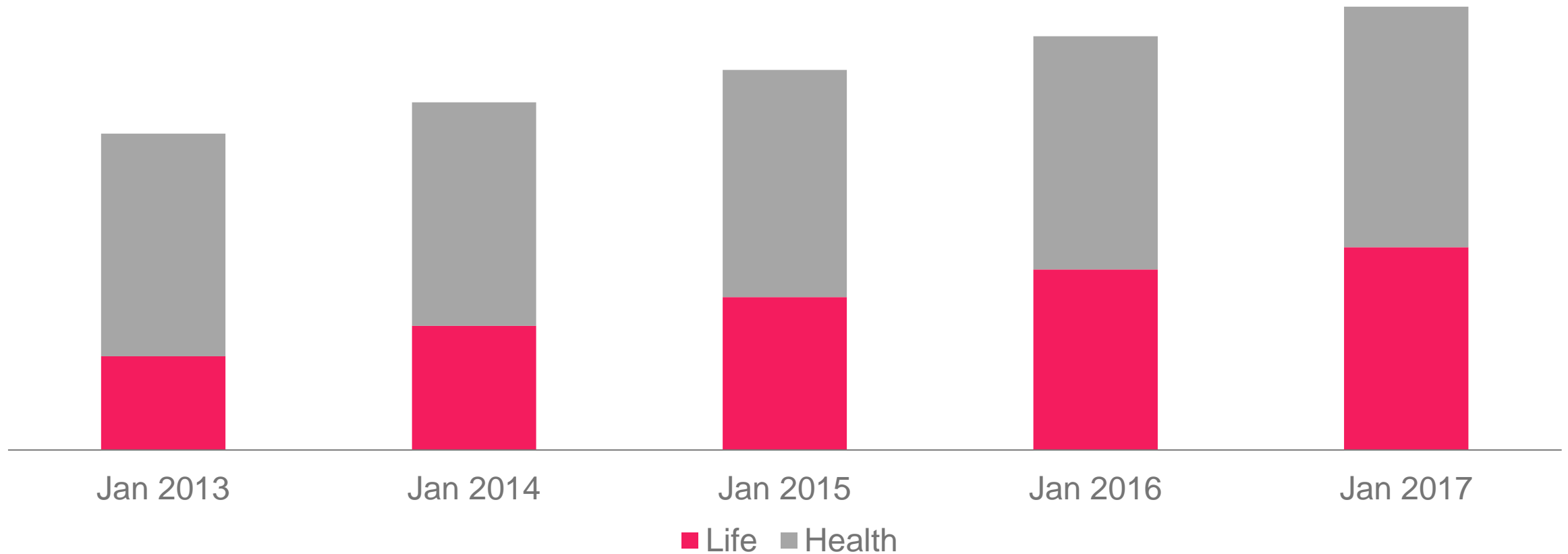


- **Product**
- **F2F distribution**
- **Vitality**
- **Brand**
- **Superior Actuarial Dynamics**



As a Group, we reached the milestone of one million members... in 2017

Vitality



We have changed the UK market with Optimiser products since 2013



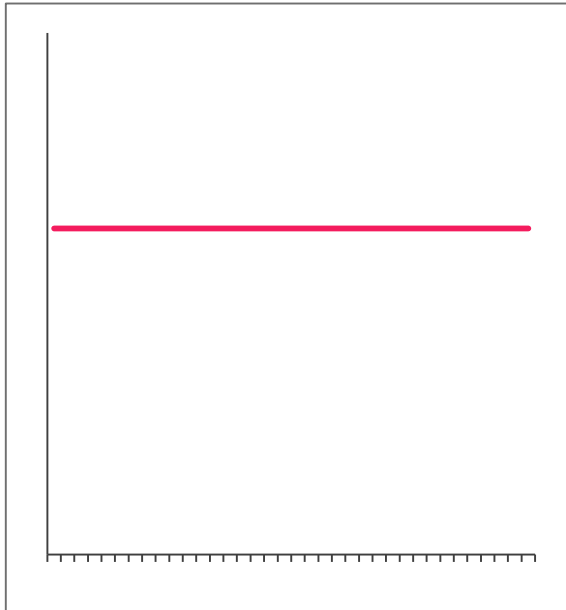
1850

2013

2017

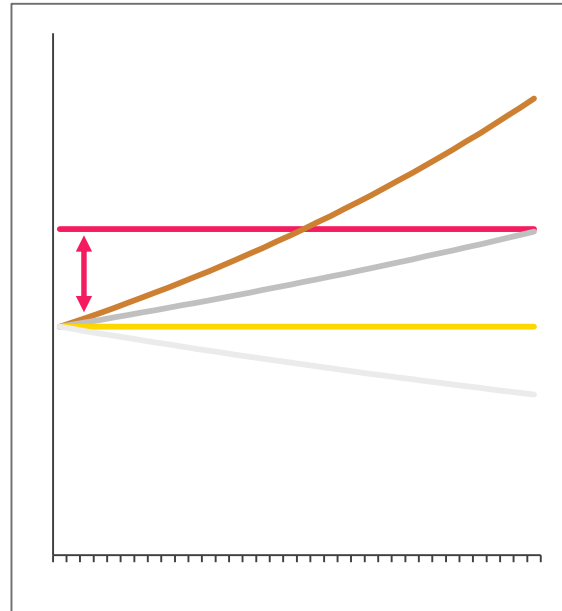
Traditional life insurance

Health status determined and fixed at policy inception



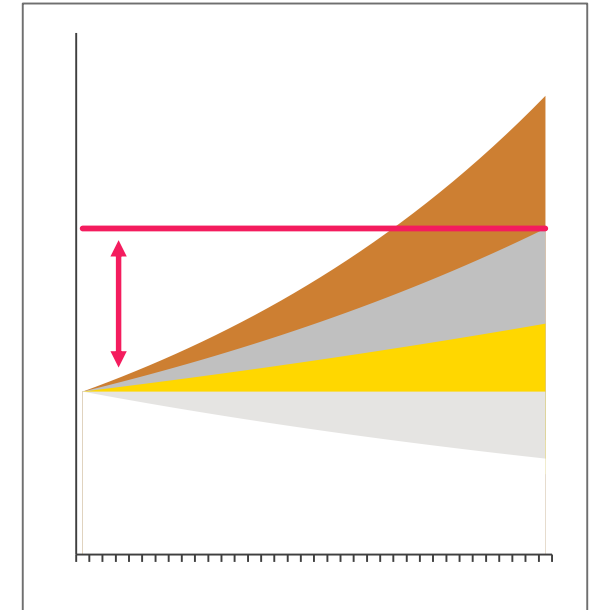
Vitality Optimiser

Explicit, ongoing recognition of health management with an upfront investment in policyholder health



Wellness Optimiser

Shared value insurance structure designed to optimise health-related behaviour change

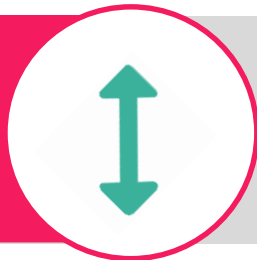


Wellness Optimiser

Validity

1

UPFRONT DISCOUNT



Enhanced upfront discount
Up to **60% off** Whole of Life Cover
Up to **40% off** Term Cover

2

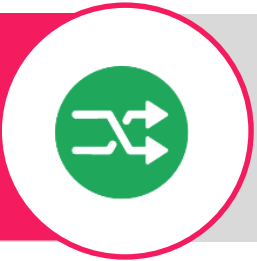
HEALTH CHECKS



Members are **encouraged** to have a Health Check once every 2 years at **discounted rates**

3

PREMIUM CHANGES



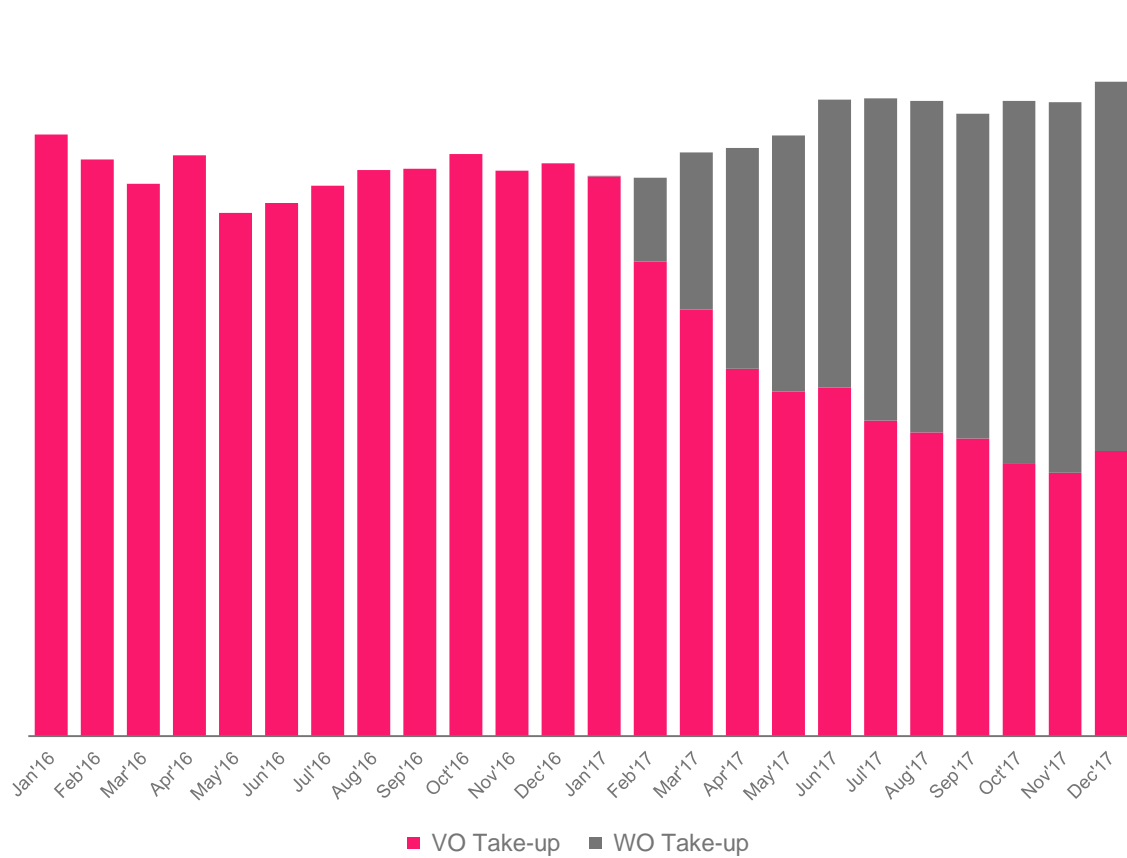
Premiums change based on **Validity status**
and number of checks in range

Dynamic underwriting and nudges to improve lifestyle, result in improved actuarial dynamics and profitability on Optimiser products.

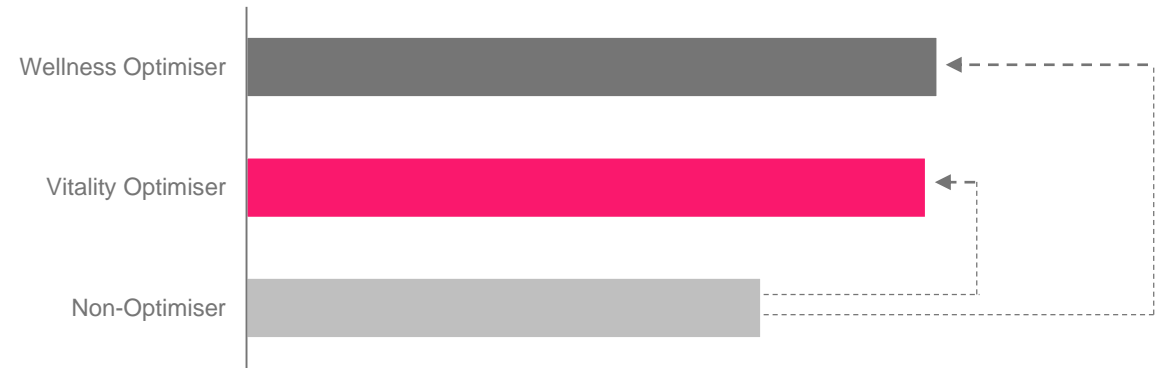
We've seen increased take up of our unique Optimised products



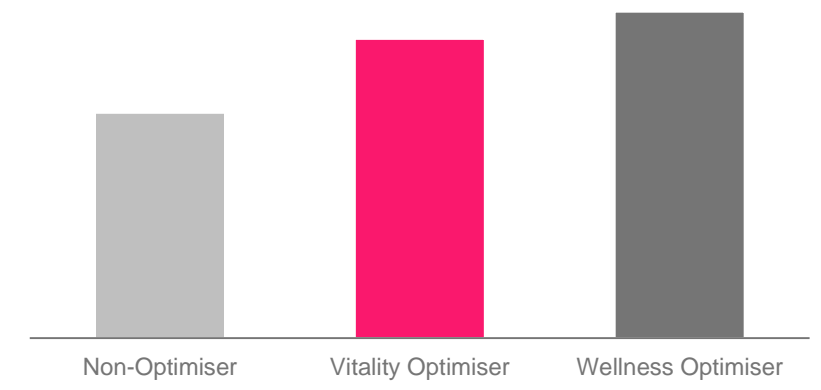
Optimiser Take-up



Higher average premium and benefit take-up



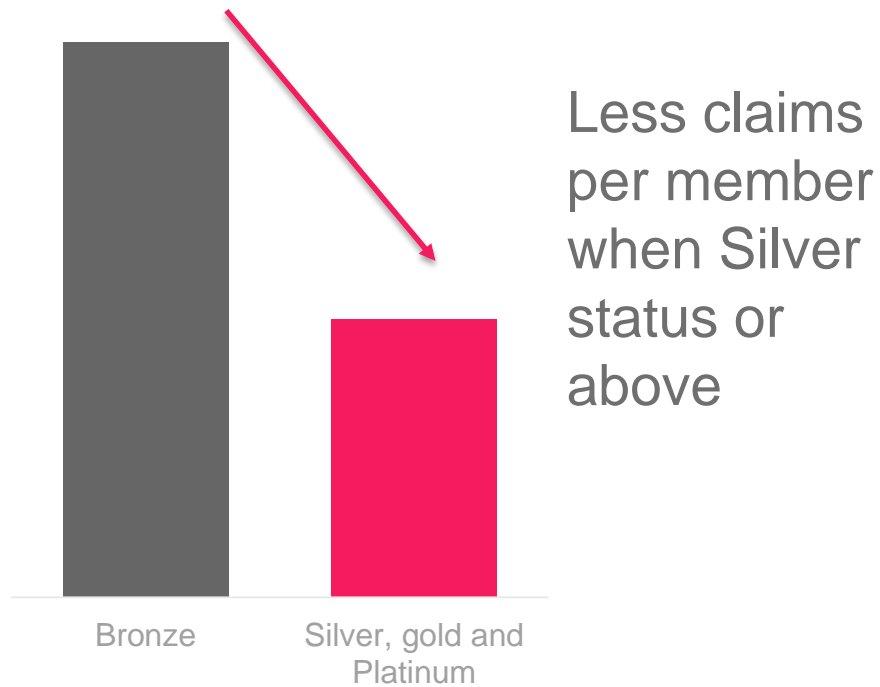
Average Number of benefits



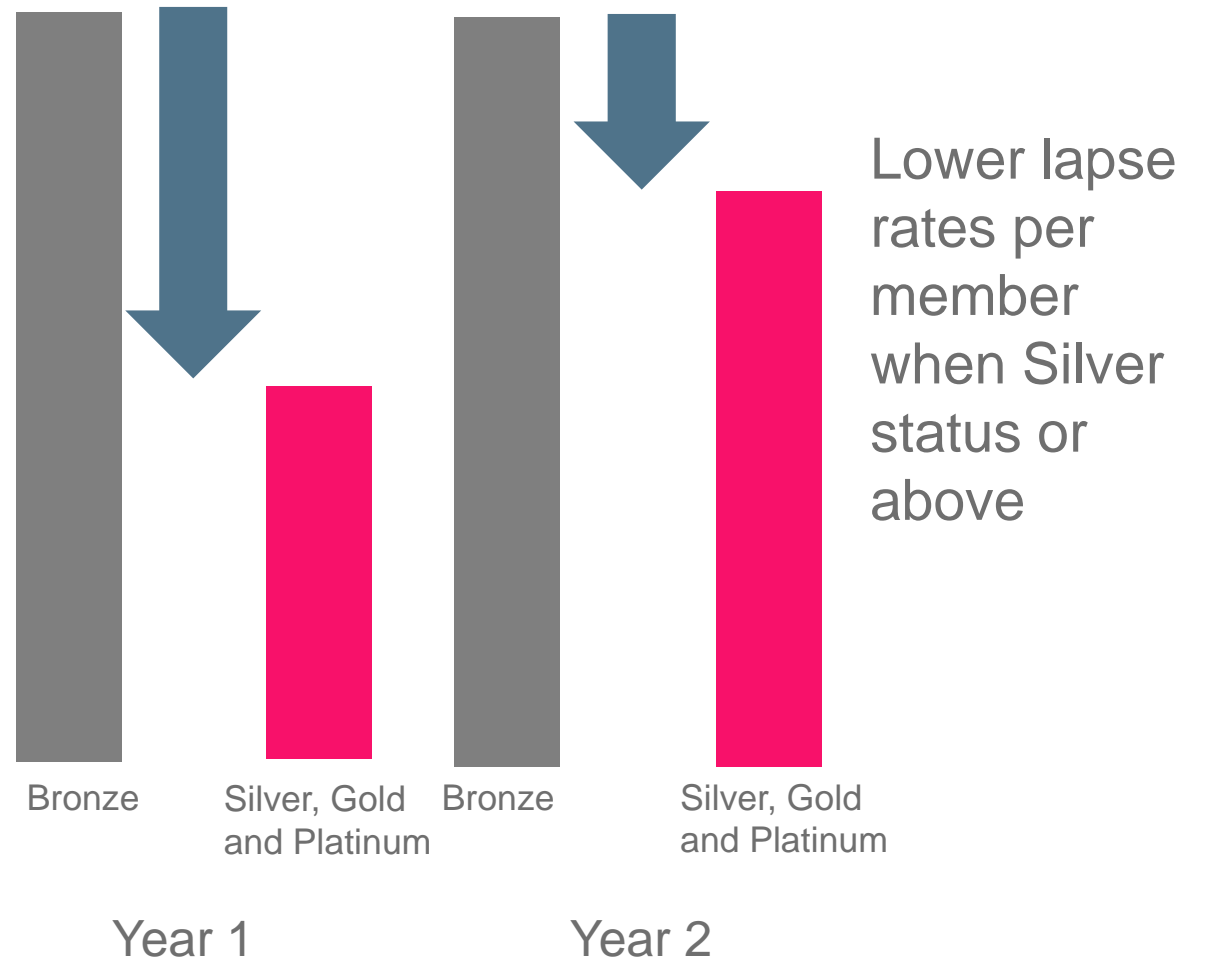
Increased engagement leads to superior actuarial dynamics



Claims



Lapse rates



Exceptional engagement



Number of points-earning activities undertaken



52k

Apple Watches sold

Physical activity events



3.5m

workouts tracked per week

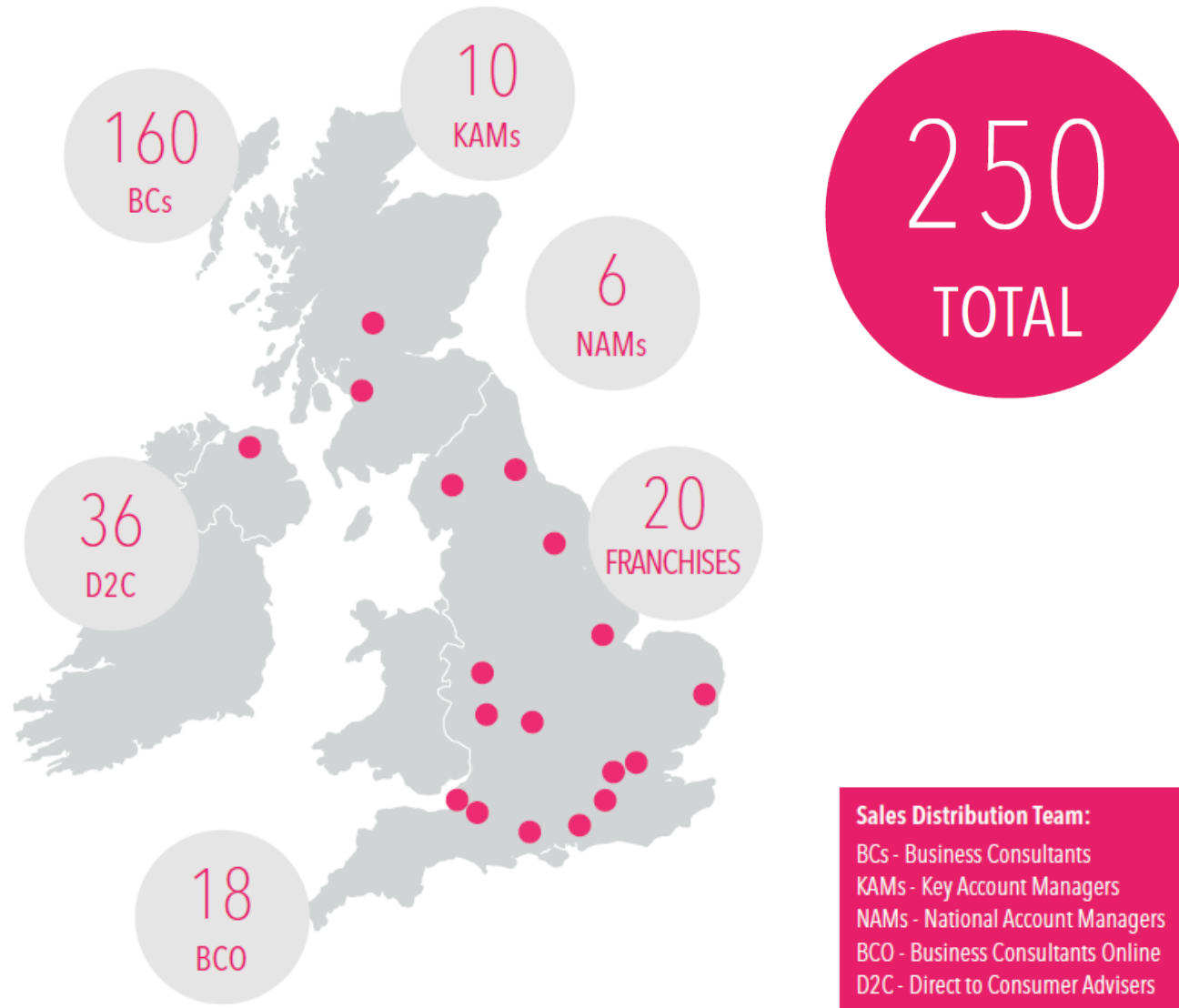
Screening and preventative care



>5m

Starbucks drinks provided

Largest distribution network in the UK



Sales Distribution Team:
BCs - Business Consultants
KAMs - Key Account Managers
NAMs - National Account Managers
BCO - Business Consultants Online
D2C - Direct to Consumer Advisers

Vitality Nurses – innovating the market

Vitality



3 NEW APPOINTMENTS



- 1. QUICKER RESULTS** Our Vitality Nurses will use near patient blood tests, providing immediate results
- 2. EASIER BOOKING** Vitality Nurse appointments can be booked within 2 hrs of application
- 3. FASTER COVER** Results are received directly from our Vitality Nurse so a decision can be made quickly
- 4. IN-HOUSE** Client reassurance that their medical information is not managed by a third party

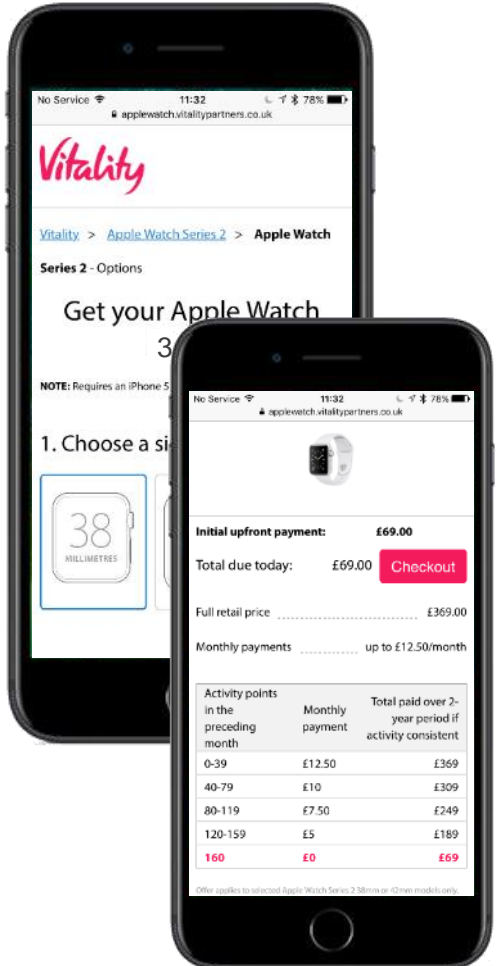
Every aspect of the product is dependent on an intuitive and seamless customer journey



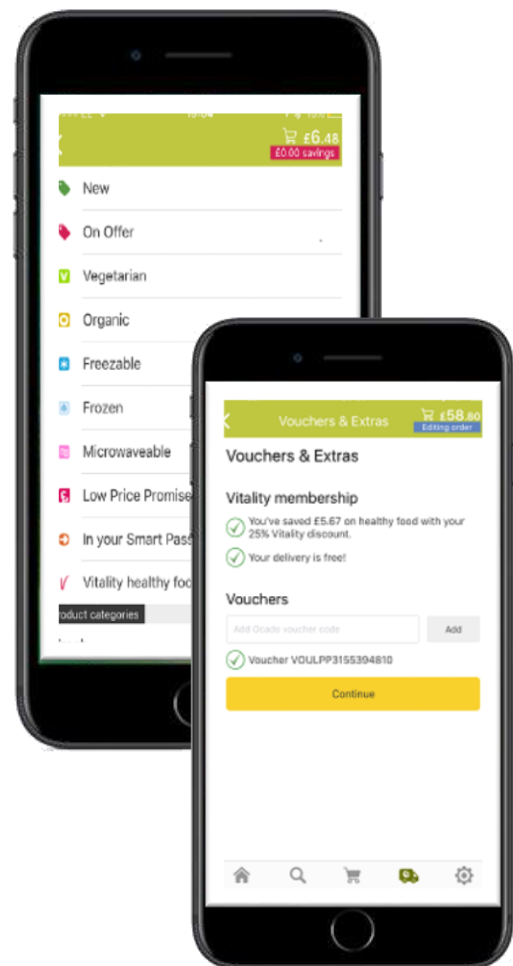
Starbucks



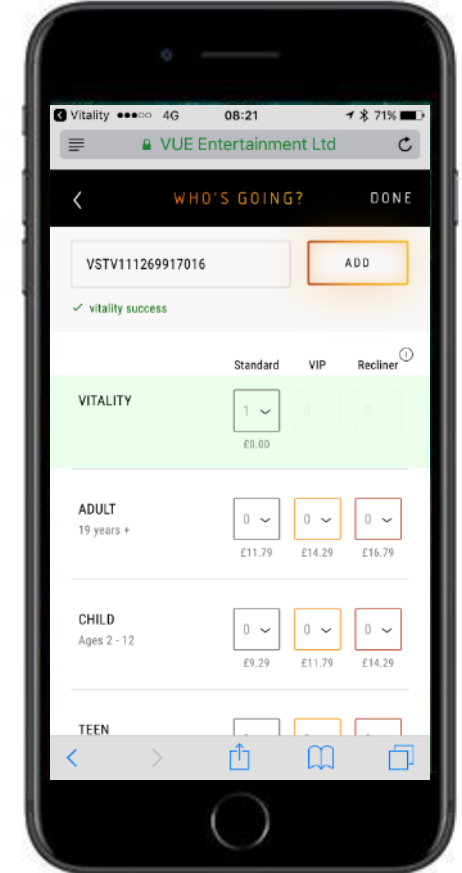
Apple



Ocado



Vue



Our Value Statement keeps clients engaged



Vitality

Your Vitality Statement

1st November 2016 – 31st Jan 2017

YOUR TOTAL VITALITY SAVINGS FOR THIS PERIOD **£VALUE**

VITALITY PARTNERS **VITALITY SAVINGS**

Understand your health

- Vitality Healthcheck **£value**
- BMI Essentials Screen **£value**
- BMI Select Screen **£value**
- BMI Advanced Male **£value**
- BMI Advanced Female **£value**

YOUR VITALITY POINTS AND STATUS


Total plan Vitality points: 0, **801**, 1,600, 2,400


Plan Vitality status: Bronze, **Silver**, Gold, Platinum

GET MORE FROM VITALITY

To find more ways to get healthier and save with Vitality log in to the Member Zone.

LOG IN TO THE MEMBER ZONE >





Validity brand competes on its own terms



Antagonist

Stanley
Creates brand tension with charming irreverence for healthy living messaging



Inspirational

Validity ambassadors
Bring fame and credibility as the inspiring embodiment of healthy living



Visible

Sporting strategy
Believe in the power of sport to help inspire people to live a healthy life. Partner with leading teams and events to spread the Validity message



Multiple Industry Recognition Awards



Positively different investments.

Coming soon

