

Rewards are waiting for you ... with **Active Rewards**



Who is this guide for: Advisers to provide as a resource directly to their clients

What is the aim: To educate clients on Active Rewards and to encourage participation

Note: Let us know if you'd like to localise any of this content for your market

As a Vitality member you now have **exclusive access** to our **most rewarding** benefit:

Active Rewards.

No matter where you are in your fitness journey, Active Rewards is right for you and **personalised to your own health goals**. Every week, an activity goal is set for you in the Vitality app. Get active – your way – because every bit of movement helps you to reach your health goals.

Once you've achieved your activity goal:

Give yourself a high five

Claim your reward (from coffees and gift cards, to lifestyle and travel benefits)

... and enjoy.

Here are some commonly asked questions about **Active Rewards to get you started:**



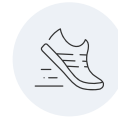
How do I sign up?

As an existing Vitality member, it is quick and easy to activate Active Rewards. All you need to do is download and register on the Vitality app and navigate to the Weekly Rewards page to join the fun.



Is this benefit free?

Yes, the benefit is free for all Vitality members – all it takes is for you to get active to achieve your weekly physical activity goals and claim your rewards.



How is my goal allocated?

In the app, a weekly physical activity goal is set for you, based on your physical activity history. This goal is reviewed every week depending on your progress towards it and it may go up or down to encourage you to get more active.



How do I achieve my goal?

In your app you'll see your weekly goal. As you get active and earn fitness points, you get closer to this target until your goal is achieved and you're rewarded.



How do I earn fitness points?

You have many options to earn fitness points including gym visits, heart rate workouts, taking part in race events or even going for a walk. The best way to ensure that all your activity counts is to link your wearable fitness device to the Vitality programme.



Does my goal increase?

Yes, we love a stretch goal to keep you feeling challenged and committed. This is why your goal adjusts upwards as you achieve your goals. Don't worry: there is a goals cap worked out based on your goal achievement, fitness and overall health so that your goal doesn't increase indefinitely. And, if you battle to achieve your goal, it will start to adjust downwards.

The more you achieve = **the more you receive**. **Get started** with Active Rewards now.