

A red circular logo with the word "Vitality" in white script font.A nighttime photograph of a city street. In the background, a tall, modern skyscraper with a distinctive triangular cutout at the top is illuminated with purple light. The building's windows are lit up. In the foreground, a multi-lane road is filled with cars, their lights blurred by motion. Palm trees line the sidewalk, and streetlights illuminate the scene. Other buildings and a construction crane are visible in the mid-ground.

Vitality

## **Proven impact of Vitality Drive:**

an analysis of its collaboration  
with Tawuniya P&C in  
The Kingdom of Saudi Arabia



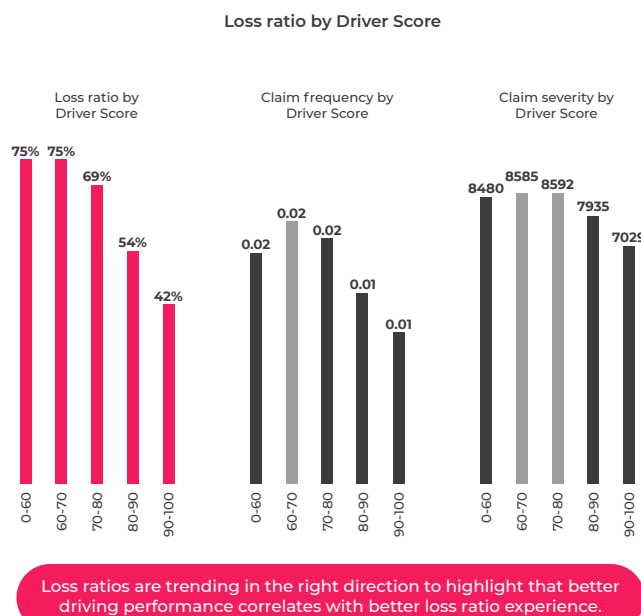
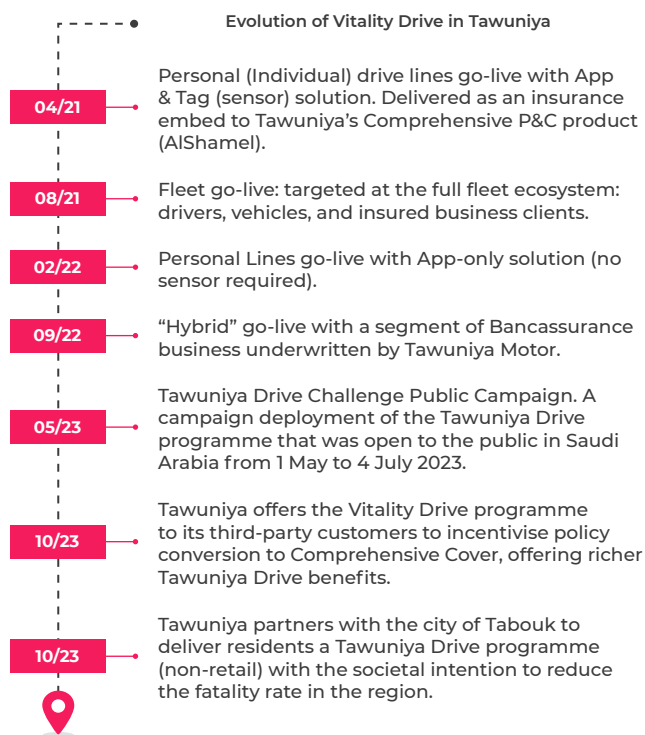
# Vitality Drive case study

**Tawuniya Drive is a behaviour change programme powered by Vitality Drive in partnership with Tawuniya P&C in The Kingdom of Saudi Arabia.** It was launched in 2021 to offer insured drivers the opportunity to get weekly rewards and discounts on car insurance by earning points based on driving habits.

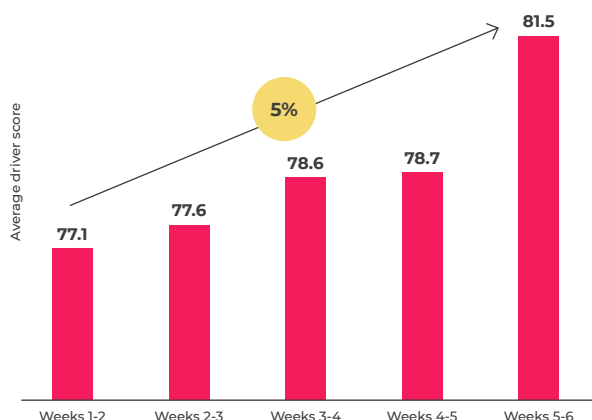
Insured drivers can choose between a phone-only or phone-and-sensor solution. **Drivers are graded on their driver performance based on how they accelerate, brake, corner, speed, and use their phone, in addition to environmental factors** outside of trip performance, such as driving at night or distance travelled.

The safer a member drives, according to these metrics, the more driving points are earned, unlocking the potential for rewards in the form of Tawuniya Drive Currency and premium discounts.

**The Tawuniya Drive programme has seen remarkable success, with enthusiastic user participation in its incentive system. Across 130,000+ implemented programmes, a noticeable enhancement in driving behaviour has been observed.**



Drivers are seen to improve their behaviour as early as 5-6 weeks after joining the programme



Average risk score improvement between weeks 2 and 6

