



Creating a world of
safer drivers

The world's **largest behaviour-change platform.**

Vitality Global is passionate about making healthy living easy and accessible for everyone. Our goal is to help our clients live healthy, long and rewarding lives – addressing all aspects of their health and wellbeing.

This also means prioritising their safety.

And, with global statistics showing the devastating impact of accidents on roads, our solution is centred on safer driving.

Introducing **Vitality Drive**, an incentive-based driver behaviour programme that **rewards clients for driving well.**

We combine:

- + **The best** in telematics technology
- + **Decades of data** and behavioural insights
- + **Exciting rewards** and incentives

Proven to **improve driving behaviour** and **create safer roads** for all.



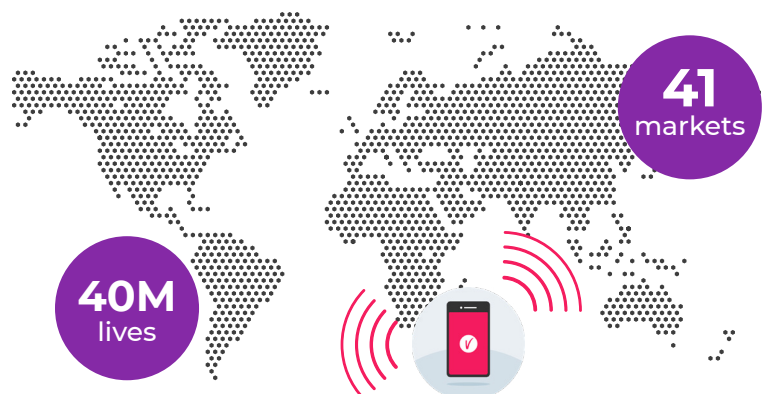
Driving positive change **through shared value**

Underpinning the Vitality Drive programme is Vitality's groundbreaking **Shared-value Insurance Model** – a virtuous cycle of benefit for everyone in the value chain. Clients enjoy regular rewards for their improved driving behaviour, partners are able to offer greater value, and become more sustainable because of fewer claims and lower costs; and ultimately society benefits from safer roads with fewer and less severe accidents.

We've seen that we can consistently encourage and reinforce good driving **by rewarding members when they drive more safely.**

The Vitality Shared-value Insurance Model is unique in that it prices the value created through behaviour change into the cost of insurance and drives positive behaviour change through simple and intuitive digital experiences.

Today, Vitality impacts over 40 million lives across 41 markets through partnerships with many of the world's largest insurers, including AIA across Asia Pacific, Ping An in China, Sumitomo in Japan, Generali in Europe, John Hancock in the US, and Manulife in Canada.

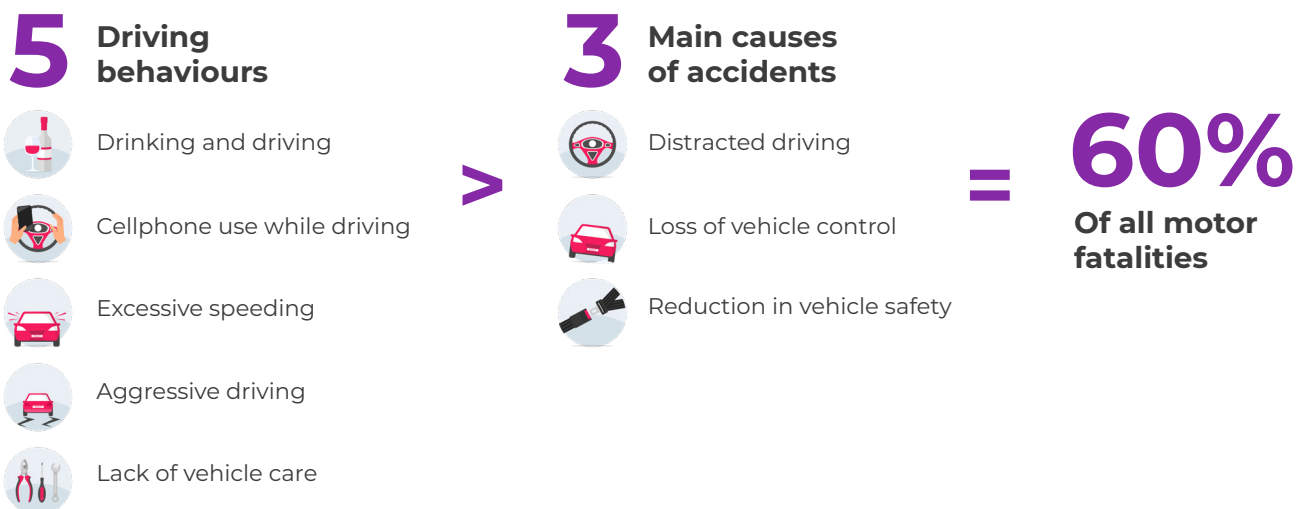




The nature of driving risk? **Behaviour.**

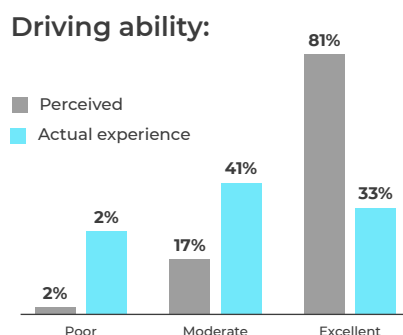
Driver behaviour – how a person drives their car – is the main cause of accidents and motor vehicle fatalities.

Our data shows that the nature of risk is influenced by five behaviours. These behaviours lead to the three key causes of accidents, which make up 60% of all motor fatalities.



Plus, drivers tend to over-estimate their abilities.

Client surveys highlight that there is an **overconfidence bias** when drivers assess their own driving ability. In fact, over 80% of drivers believe their driving is excellent. Unfortunately, statistics prove that this number is less than half the perceived value.



This shows how important it is for drivers to have a mechanism that effectively – and objectively – encourages them to improve their driving behaviour and to maintain this improvement over time.

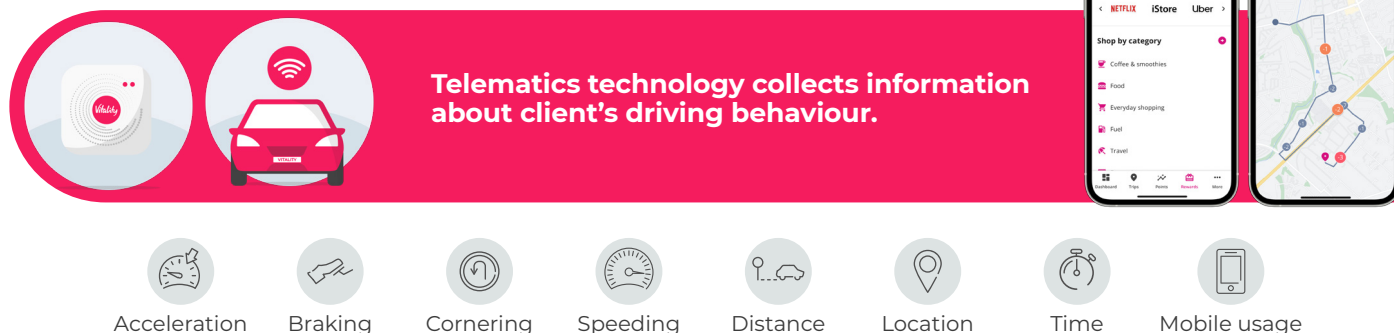
Vitality Drive is our **differentiated solution.**

01 State-of-the-art telematics tech

Vitality Drive's award-winning smartphone-enabled telematics solution collects information about a client's driving behaviour, measuring actions such as acceleration, braking and cornering and how the driver's unique driving style affects the vehicle.

Vitality Drive uses smartphone telematics with an Internet of Things (IoT) device, which is installed in the vehicle to measure driving behaviour. Insurers can give clients immediate, detailed trip feedback thanks to an optional sensor, easily attached to the windshield, and the Vitality Drive mobile app.

This feedback includes interactive event maps showing clients how well they drove during each trip and where they can improve.



**Vitality Drive
has collected**

19 billion kilometres

**of driving data with 15 years
of motor insurance claims data
– and counting.**

02 Pricing differentiation and profitability

The short-term insurance industry is highly competitive and being able to **accurately price client risk is what sets profitable insurers apart.** Traditional insurers use rating factors at policy inception to set a premium for their clients, with claims history as one of the most predictive factors used to estimate a client's future risk.

Vitality Drive studies find this inadequate. Instead, driving behaviour is 96% more predictive than claims history. As a result, Vitality Drive can provide **more accurate risk-differentiated pricing** where clients can improve their premiums in the long term.

03 New operational efficiencies

The use of telematics even extends to operational efficiencies, for example, reconstructing accidents or estimating the cost of repair work. This means that **claims can be assessed, verified and processed quicker and more efficiently.** Importantly, client data privacy is always respected, and telematics data is not used to approve claims.

04 Powerful rewards and incentives

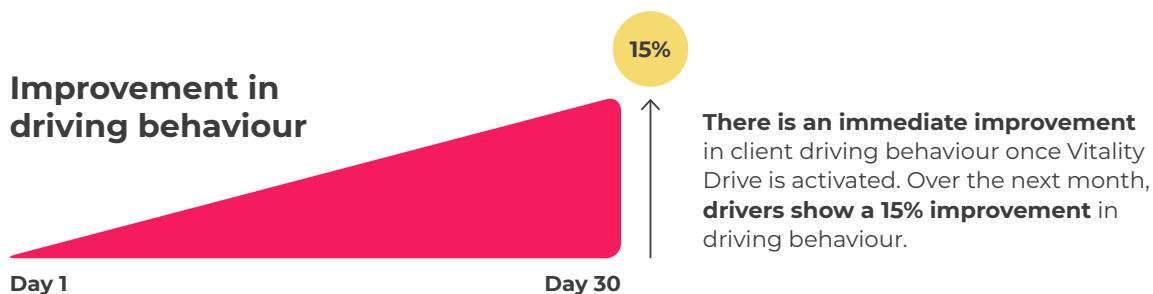
Vitality Drive uses **powerful rewards and incentives to encourage sustained engagement.** Short-term rewards, in the form of coffees or shopping vouchers for example, are awarded to clients for meeting their weekly drive goal.

Driving well also translates to status-based rewards where the higher the client's Vitality Drive status, the higher the discount on their vehicle excess (deductible) or annual insurance premium.

Unlike traditional telematics solutions, Vitality Drive clients do not face premium uncertainty with any punishment for poor driving. Instead, the programme is incentive-based with frequent, positive interactions with the client that **transform insurance from a transactional contract to an engaging relationship.**

Positive changes in driving behaviour

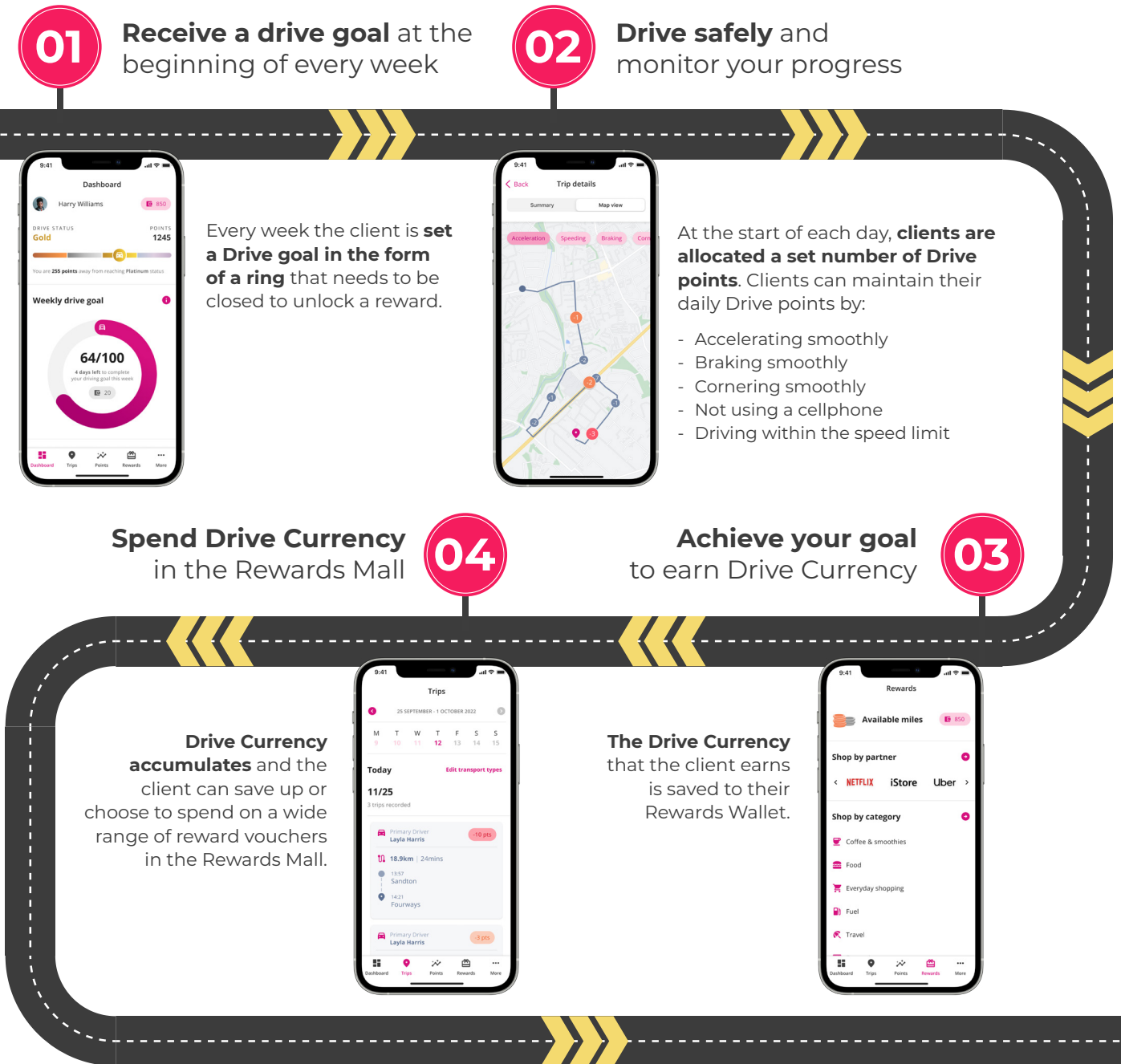
The Vitality Drive programme is **designed around principles of behavioural economics**, which show that people can improve their driving by understanding how they drive, having the tools to help them improve, and having the appropriate incentives to drive better.



Clients who achieve their drive goal every week **improve their driving behaviour 15x more** than drivers who only achieve their drive goal once a month.



Here's **how it works:** a simple user journey



Extra safety features

The Vitality Drive telematics technology also has advanced safety features such as **real-time accident detection** which senses significant impact to the client's vehicle and provides immediate response and dispatch of emergency services, even if the client is uncontactable. Other safety features include **GPS location services**, which can be combined with local weather data to proactively send out **severe weather alerts** to clients.



**Real-time
accident detection**



**Dispatch of
emergency services**



**Severe
weather alerts**

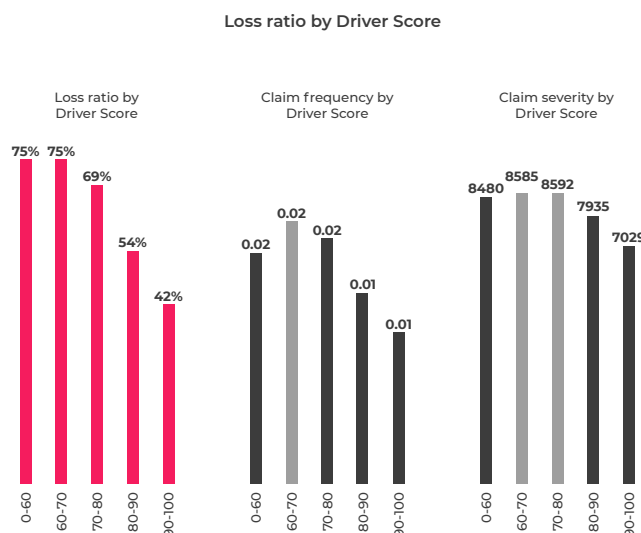
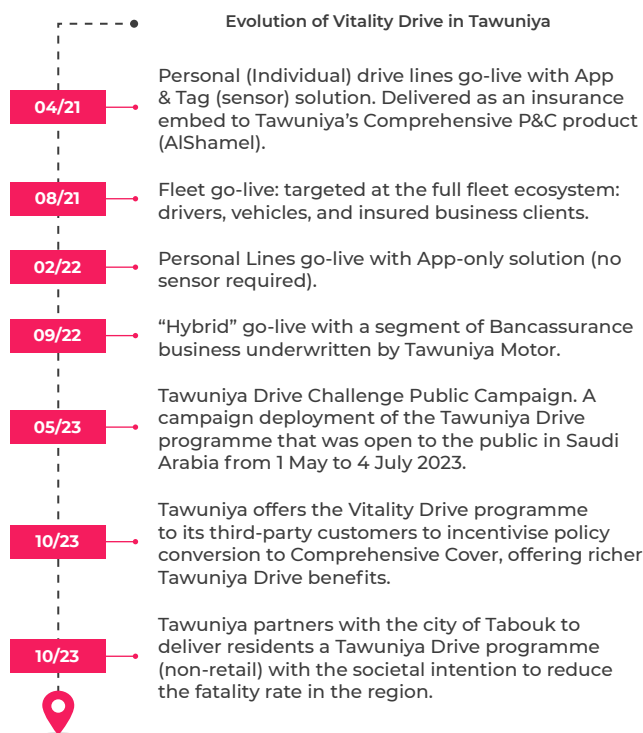
Vitality Drive case study

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.

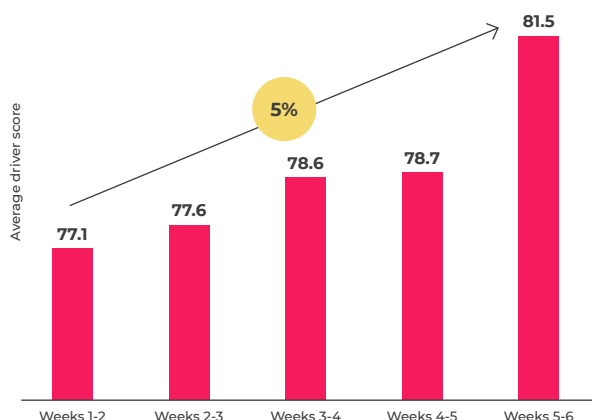
The safer a member drives, according to these metrics, the more driving points are earned, unlocking the potential for rewards in the form of Tawuniya Drive Currency and premium discounts.

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.

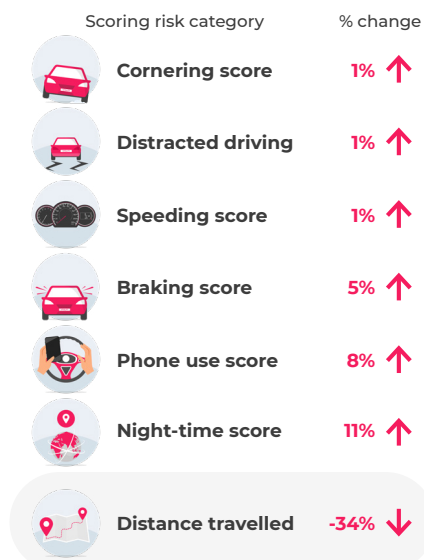


Loss ratios are trending in the right direction to highlight that better driving performance correlates with better loss ratio experience.

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

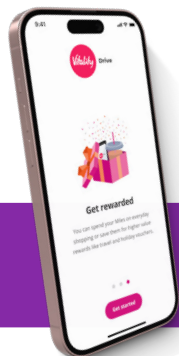


Average risk score improvement between weeks 2 and 6



What does all this data mean? Vitality Drive delivers value for all stakeholders: **clients, partners and society.**

Clients



Amazing rewards and value

By driving better, consistently, clients enjoy a range of rewards, discounts and cash backs. These include better premiums, cash back on their fuel spend, discounts on ride-hailing services, as well as regular rewards like coffees, meals and entertainment through Vitality Active Rewards.

To date, clients have achieved over **10 million Active Rewards drive goals**.

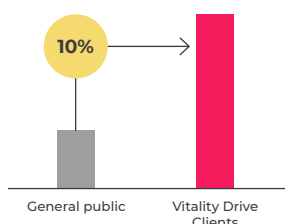
Partners

Our partners extend from insurers to fleet and rental management solutions.

01 Positive selection

By rewarding good driving behaviour, the programme attracts better drivers – unlocking upfront savings which are channelled back to clients in the form of rewards.

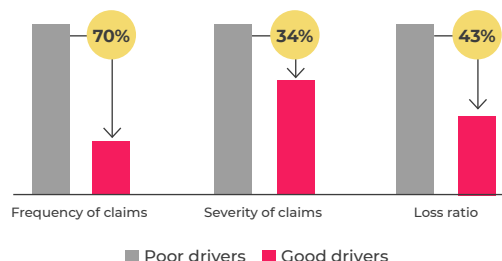
Better driving compared to general public



02 Lower claims and improved loss ratio

The Vitality Drive programme improves driving behaviour, with better drivers experiencing fewer and less severe accidents. This helps with claims savings and improved loss ratios for the insurer, optimised fleet performance, and increased damage savings for rental companies.

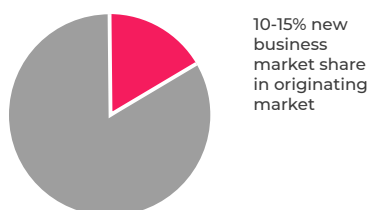
Relative impact by Vitality Drive status



03 New business growth

Vitality Drive's unique brand positioning and differentiated product promotes new business sales. In its originating market, Vitality Drive is the fastest growing short-term insurer.

New business market share

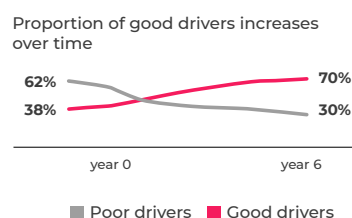


10-15% new business market share in originating market

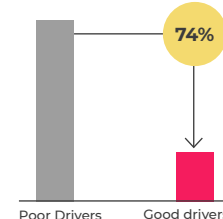
04 Selective lapsation and higher retention ratio

Because of the huge value clients get for better driving behaviour, the proportion of good drivers compared to poor drivers on the programme increases over time.

Retention of good risk



Lapse rate



05 Quick and low-cost deployment

Vitality has significant expertise in international partnerships and intellectual property transfer. The Vitality Drive programme is a **quick and cost-effective go-to-market solution that is customised to local market needs and objectives.**

The Vitality Shared-value Insurance Model has resulted in **positive driving behaviour change, fewer accidents and safer roads for all**. This impact of safer driving translates into economic benefits, particularly financial and healthcare cost savings.

Over time, the programme has evolved, and various initiatives have been launched to extend the programme beyond clients. These initiatives include a safe driving programme to the rental car industry as well as to the school transport industry, both with incredible success.

Results of car rental initiative



8% to 12% driving score improvement within seven days of rental



The average cost per damage of participating Vitality vehicles is **3x less than** of a standard rental

Results of safe school transport



14% driving score improvement across 1 000 drivers transporting 19 000 children every day



76% reduction in the average number of harsh events

Safer driving = safer roads

The Vitality Drive programme significantly impacts the driving behaviour of clients, globally.

With advances in **technology + data analytics + expertise in programme design**, Vitality Drive is a combination of insight and innovation that is **creating a world of safer drivers**.