

Vitality Global

– leaders in **healthy behavioural change**



Our aim?

To build a stronger, healthier world using

- + smart tech
- + actuarial science
- + behavioural insights

We're the **world's largest behaviour-change platform**, enjoyed by millions of members around the world for over 30 years.

Vitality inspires healthy change

We make healthy habits ...

- 1 Easy.** Our highly personalized health and wellness solutions are crafted to simplify and make healthy choices accessible for clients, advisors, and employees.
- 2 Rewarding.** We promote small steps towards significant change by offering enticing incentives, such as access to our partner network and various fitness, lifestyle, and travel rewards for achieving health goals.
- 3 Sustainable.** The Vitality program's digital design and rewards system encourages members to maintain healthy habits over the long term.
- 4 Scientific.** Our program is supported by science, with research and white papers published in collaboration with Harvard Medical School, the London School of Economics, RAND Europe, and several other institutions.

Pioneers of Shared-Value Insurance

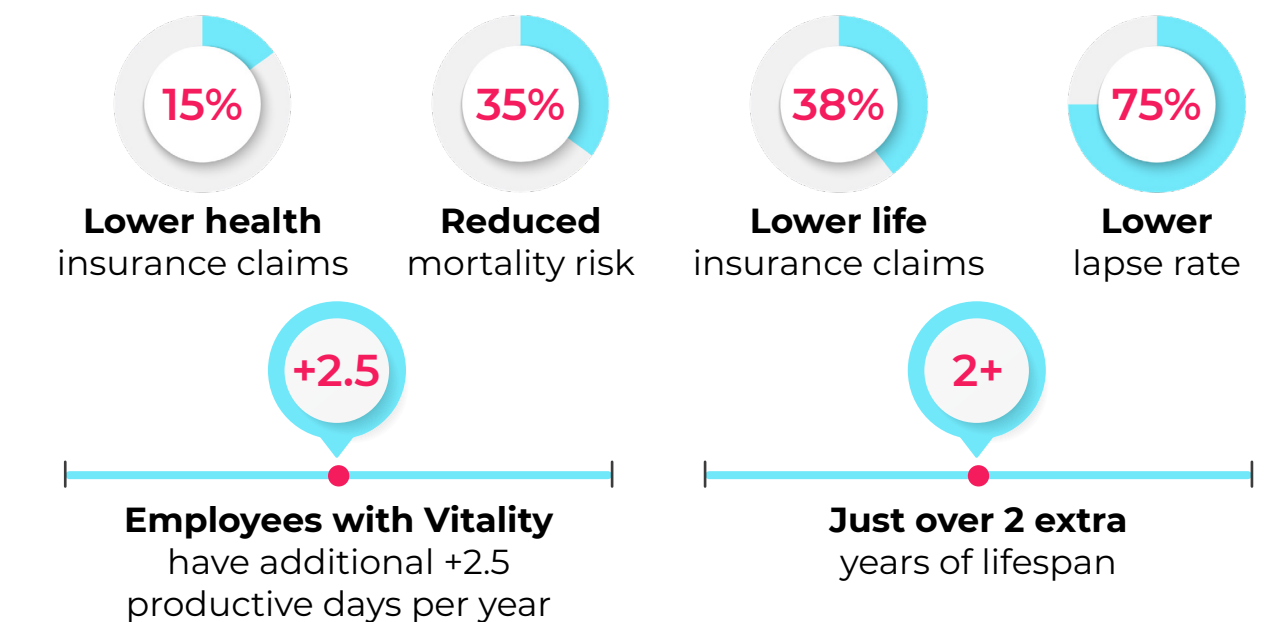
We've created a global community rooted in Shared Value where everyone benefits from healthier living:

- Benefits for consumers**
Rewards, cash backs, lower premiums, and living longer in better physical, mental, and financial health.
- Benefits for business and advisers**
Better client risk profiles and outcomes, creating more profitable and sustainable businesses.
- Benefits for wider society**
Healthier and safer communities, improved productivity, and a reduced burden on public systems.

Vitality in action

Vitality can transform business at every stage of the value chain – from attracting and retaining new customers to increasing engagement and managing risk.

Engaged Vitality members enjoy:

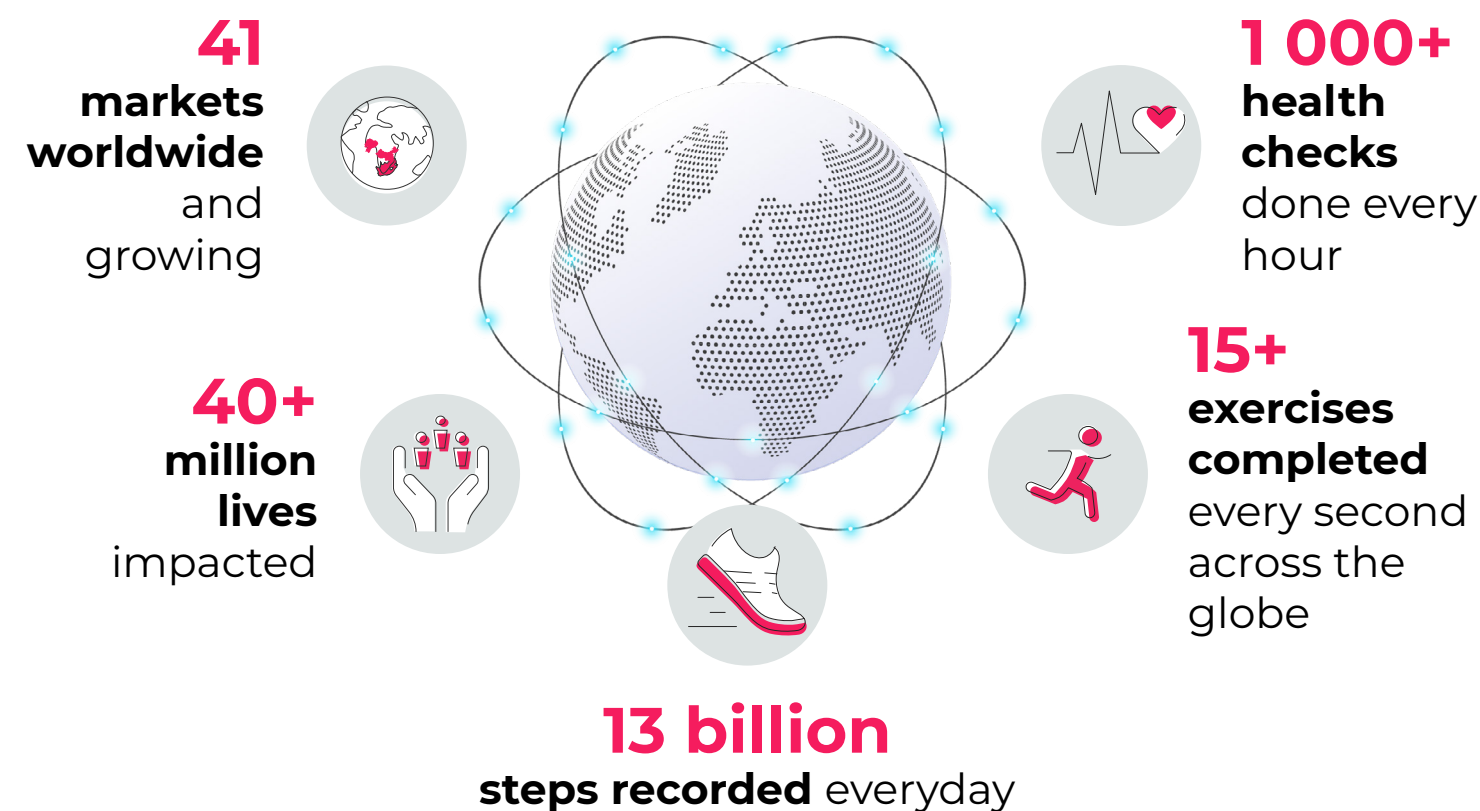


See what our clients have to say

Global recognition

Our global rewards and accolades

We're changing the world with our award-winning Vitality programme.



You're invited to live a life with Vitality

We partner with the world's best insurers, employers, and reward partners – and we'd love you to join us.

Get in touch with us to see how Vitality can positively change your business.

