

## Generali and Vitality Group renew partnership until 2028

- The success of the programme drives Generali and Vitality Group, the international business for the Discovery Group Ltd, to agree an early extension of their European partnership
- Generali Vitality has been successfully deployed in Germany, France, Austria and Spain. Italy, Czech Republic and Poland will follow in the next 18 months

Milan/Munich – Generali announces the extension of its European partnership with Vitality Group for *Generali Vitality*, the innovative health and wellness programme designed to encourage and reward healthy behaviour for customers seeking a healthier lifestyle. Since 2014, Generali has held the rights to the programme in continental Europe.

Generali and Vitality Group are now committed to continue their partnership until year-end 2028 and to expand the programme to key markets including Italy later in 2021 - as *Benefit*, in partnership with Generali Welion, a digital life coach for the promotion of healthy lifestyles, available for businesses - and in 2022 in the Czech Republic and Poland. This June, *Generali Vitality* became available to customers throughout Spain, following the successful deployments in Germany, which launched first in 2016, and subsequently in France and Austria.

The Spanish and Italian programmes include a solidarity component, offering customers the opportunity to donate the rewards earned through the initiative to The Human Safety Net foundation, which aims to unlock the potential of people living in vulnerable circumstances so they can transform the lives of their families and communities.

Through the use of a simple and smart digital programme, *Generali Vitality* customers are motivated to achieve their individual wellness goals and to take steps to make healthy choices and lead healthier lives. The programme has engaged both retail and corporate customers across Europe in their journey towards healthier living. *Generali Vitality* has also provided additional value to customers during the COVID-19 pandemic as high engagement in the programme encourages exercise and a healthy lifestyle which reduces the risk of hospitalisation, even for those with high-risk conditions such as diabetes, hypertension or hypercholesterolemia.

**Bruno Scaroni, Group Chief Transformation Officer, Generali Group** said: *“Generali’s successful partnership with Vitality Group demonstrates that our commitment to putting the health and wellbeing of our customers is at the heart of what we do. Our timely agreement to extend until 2028 is both exciting and proof of its role in our next strategic plan, as we reach new markets across Europe. Generali Vitality creates a ground-breaking bond between insurer and customer as it encourages and rewards healthy choices which*



*benefits individuals, and society as a whole. As a result, this programme is a strong proof point of our Lifetime Partner promise to our customers.”*

*“Now more than ever, we are seeing how critical health is,” said **Barry Swartzberg, Vitality Group International CEO.** “The expansion of our partnership in Europe with Generali is not only a testament to the proven success of our shared-value insurance model but an important opportunity to motivate more people to stay active, eat well and remain mentally strong and resilient. We are thrilled by the opportunity to bring the Vitality programme to the people of Spain, Italy, Czech Republic and Poland. For six years, our two organisations have worked closely together to improve the health of Vitality members across Germany, France and Austria.”*

#### THE GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries in the world, with a total premium income of € 70.7 billion in 2020. With more than 72,000 employees serving 65.9 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. Commitment to sustainability is one of the enablers of Generali’s strategy, inspired by the ambition to be the Lifetime Partner to its customers, offering innovative and personalized solutions thanks to an unmatched distribution network.

#### THE VITALITY GROUP

Guided by a core purpose of making people healthier, Vitality is the leader in improving health to unlock outcomes that matter. By blending industry-leading smart tech, data, incentives and behavioral science, we inspire healthy changes in individuals and their organizations. As one of the largest wellness companies in the world, Vitality brings a dynamic and diverse perspective through successful partnerships with the most forward-thinking insurers and employers. More than 20 million people in 30 markets engage in the Vitality program.

For more information, visit <https://vitality.international/>