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PRESS RELEASE

Generali Vitality: better health starts today

Trieste/Munich – Generali today announces the launch of Generali Vitality, an innovative health and wellness programme designed to encourage and reward healthy behaviour for customers seeking a healthier lifestyle. Generali has exclusive rights to the programme in mainland Europe where it will first be available to customers in Germany, starting from 1 July.

Generali Vitality in Germany will be offered to new customers of term life and occupational disability insurance as an optional programme linked to their policies. Through the use of a simple and smart digital programme, customers will be motivated to achieve their individual wellness goals and to take steps to make healthy choices and lead healthier lives. By incorporating this innovative programme, Generali changes the nature of the conversation about life insurance by engaging with both our retail and corporate customers in their journey towards healthier living.

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Philippe Donnet, CEO of Generali Group, commented: *“Insurers play an essential role in protecting their customers when things go wrong but at Generali we believe that prevention is an equally important aspect of the role we have in our customers’ lives. The Generali Vitality programme is about motivating our customers to live better by making healthier choices, which bring value for them and for society as a whole. This disruptive offering is available to anyone who wants to improve their state of health and wellbeing no matter their starting point. The Generali Vitality programme is another example of our strategy to develop simple and smart solutions, which are fully digitalised and designed around our customers’ needs.”*

The Generali Vitality journey starts with customers creating their own personalised health goals and objectives, tailored to their own situation, via an online health assessment. Based on the science of behavioural economics, Generali Vitality customers are supported in achieving their personal health and fitness objectives through a three step approach: know your health, improve your health and enjoy rewards. The programme is open to all new customers, regardless of their state of health, and they decide which data they will provide to mark progress towards their individual goals. The rewards and discounts have been designed to encourage ‘healthy choices’ and are offered through a wide variety of Generali Vitality partners, including: Adidas, Fitness First, Garmin and Weight Watchers. It is not only fitness and exercise that are encouraged, but also other healthy activities such as awareness of medical check-ups, stopping smoking and maintaining a good diet.

Generali Vitality delivers a unique and compelling customer proposition that creates value for both customers and society by improving health and reducing health care costs. Vitality is a global wellness programme developed by our partner Discovery Ltd of South Africa with more than 3.6 million members in 13 countries across the world including Great Britain, USA and Australia. It is scientifically proven; built on 20 years of experience and supported by leading academic institutions such as Harvard and Duke University.

In Germany, Generali Vitality will be offered for new customers of term life or occupational disability insurance policies with either Dialog Lebensversicherungs-AG or Generali Lebensversicherung AG, respectively. Each country in which Generali Vitality is subsequently made available will develop an offering suitable for its individual market.

THE GENERALI GROUP

The General Group is among the world’s leading insurers, with total premium income exceeding € 74 billion in 2015. With over 76,000 employees in the world, present in over 60 countries, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia. In 2015, Generali was the sole insurance company included among the 50 smartest companies in the world by the MIT Technology Review.