



**Digital engagement for better
life and lower risk**

Our Customer Segments

Insurance & Service Providers

Digital engagement solutions for wellbeing promotion at scale

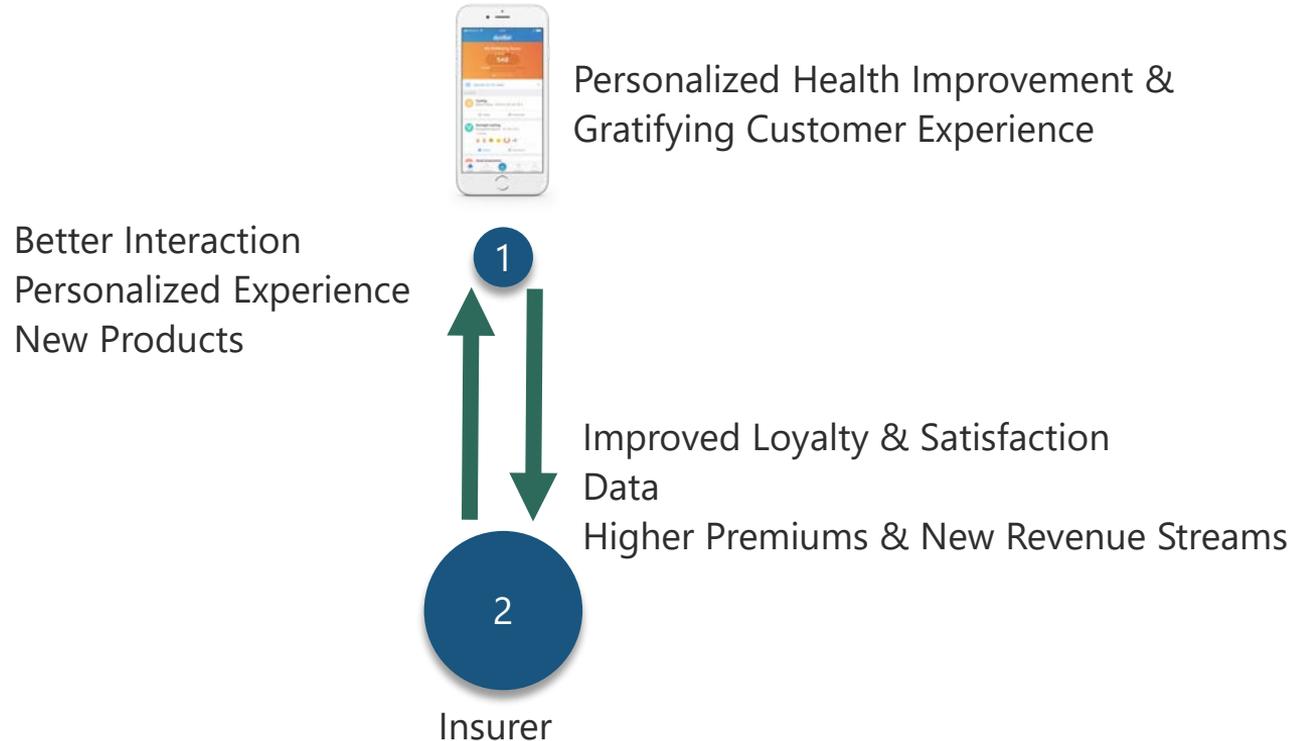
High Performance Organisations

Coaching of leaders and knowledge workers in high-performance industries

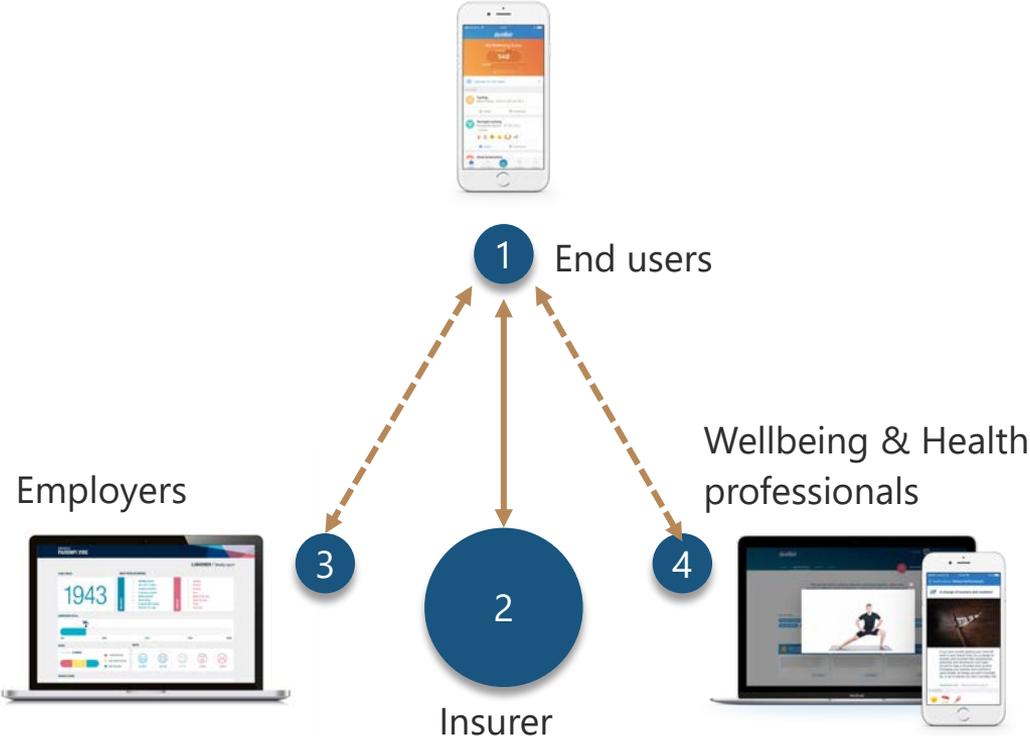
Formula 1 & Motorsport

Coaching and medical services for Formula 1 drivers, teams and factories

New Customer Value through Digital Engagement

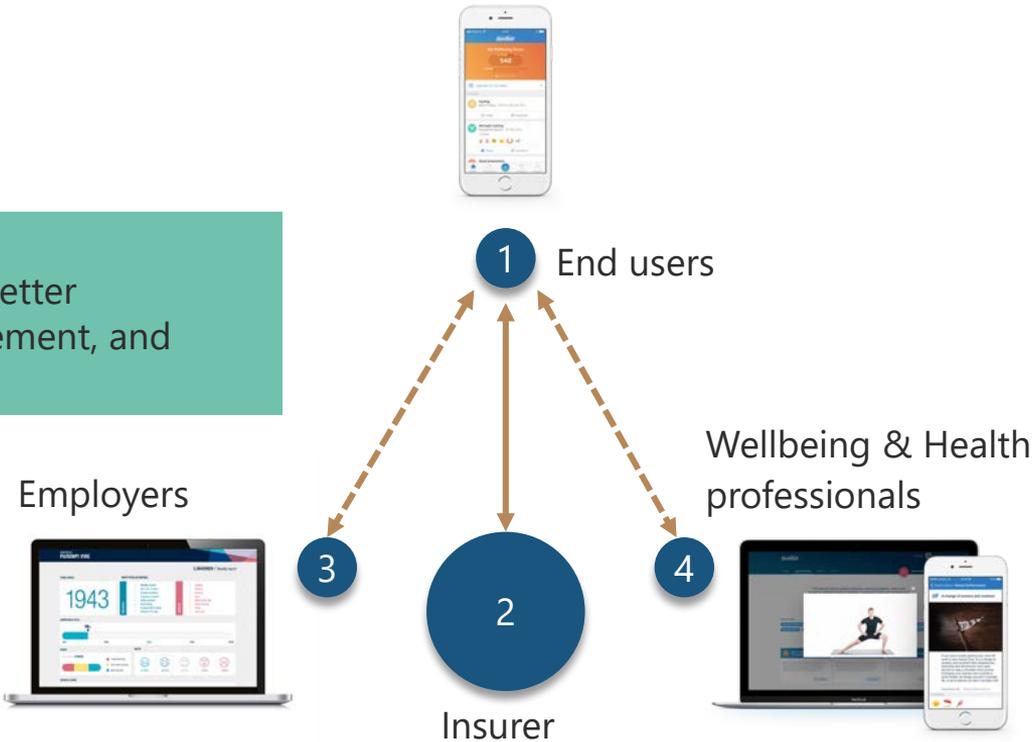


Enabling Value Ecosystems

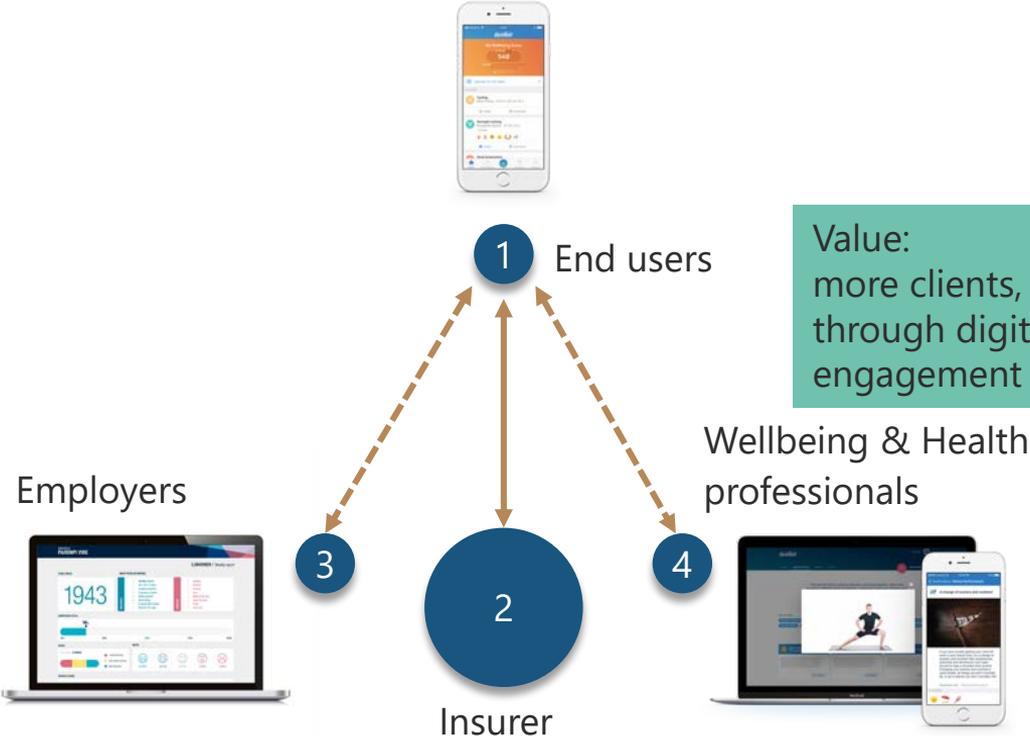


Enabling Value Ecosystems

Value:
Lower health cost, better
productivity, engagement, and
employer brand



Enabling Value Ecosystems



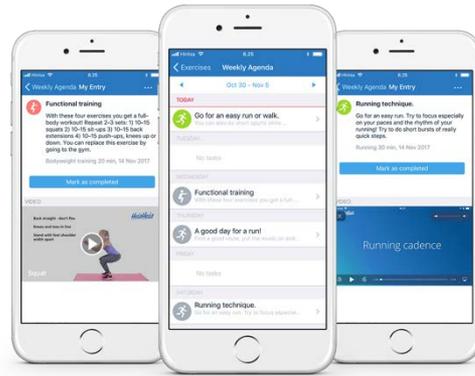
Promoting healthy habits



A true daily companion



Log activities



Start training programs



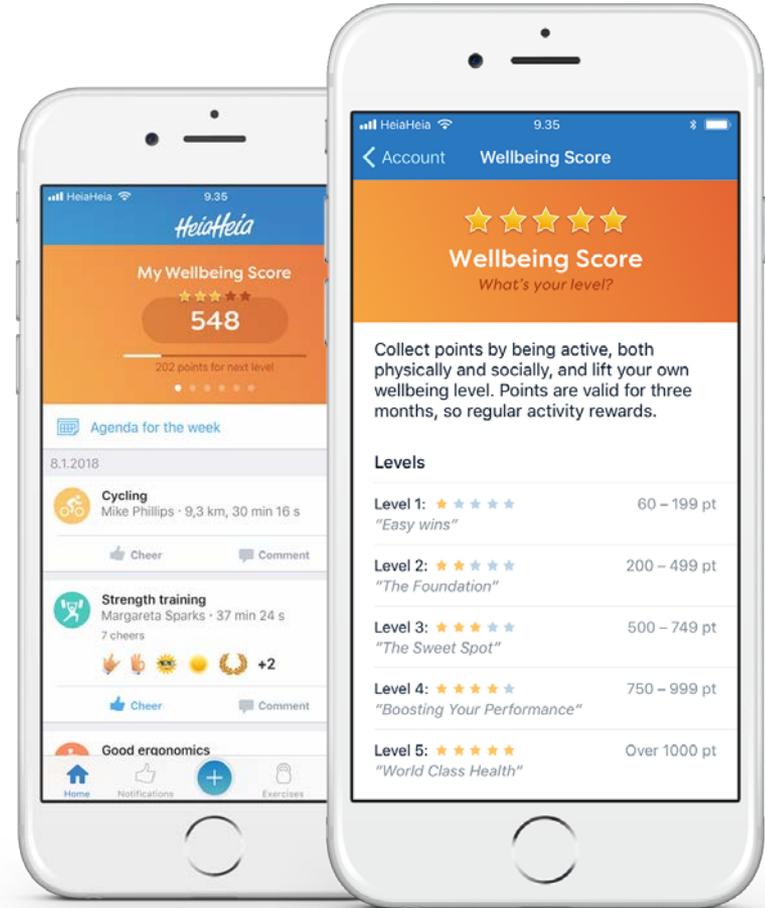
Connect your wearable

Everything counts

Rewarding long term success

Users earn points and unlock levels by being active.

The scoring system supports personal long-term holistic wellbeing goals and can be linked to the insurer's pricing and policies.

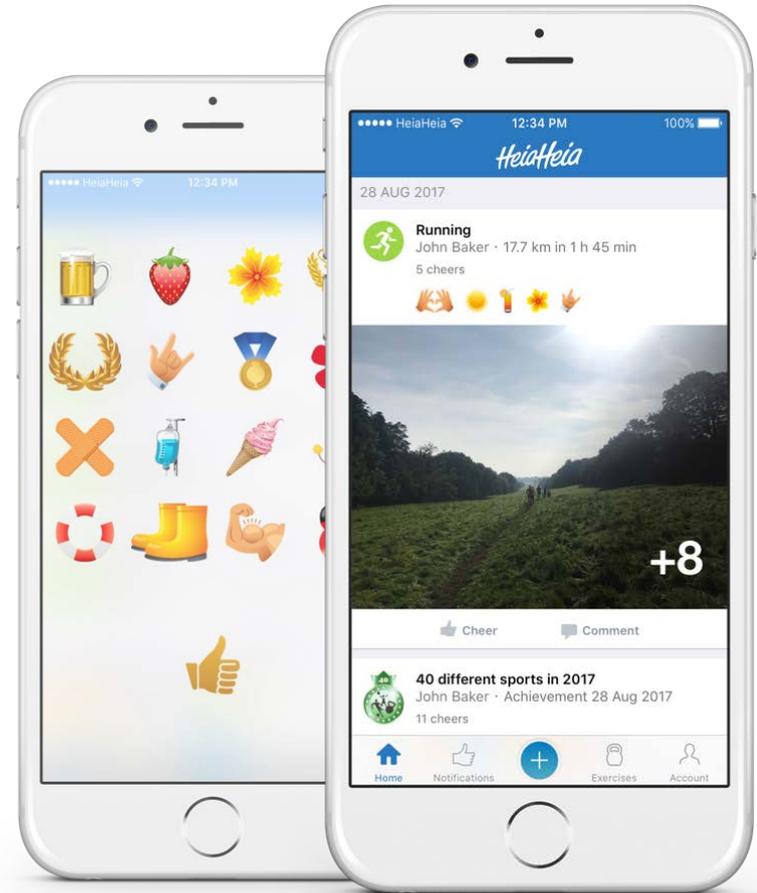


Social by nature

The strength of peer support

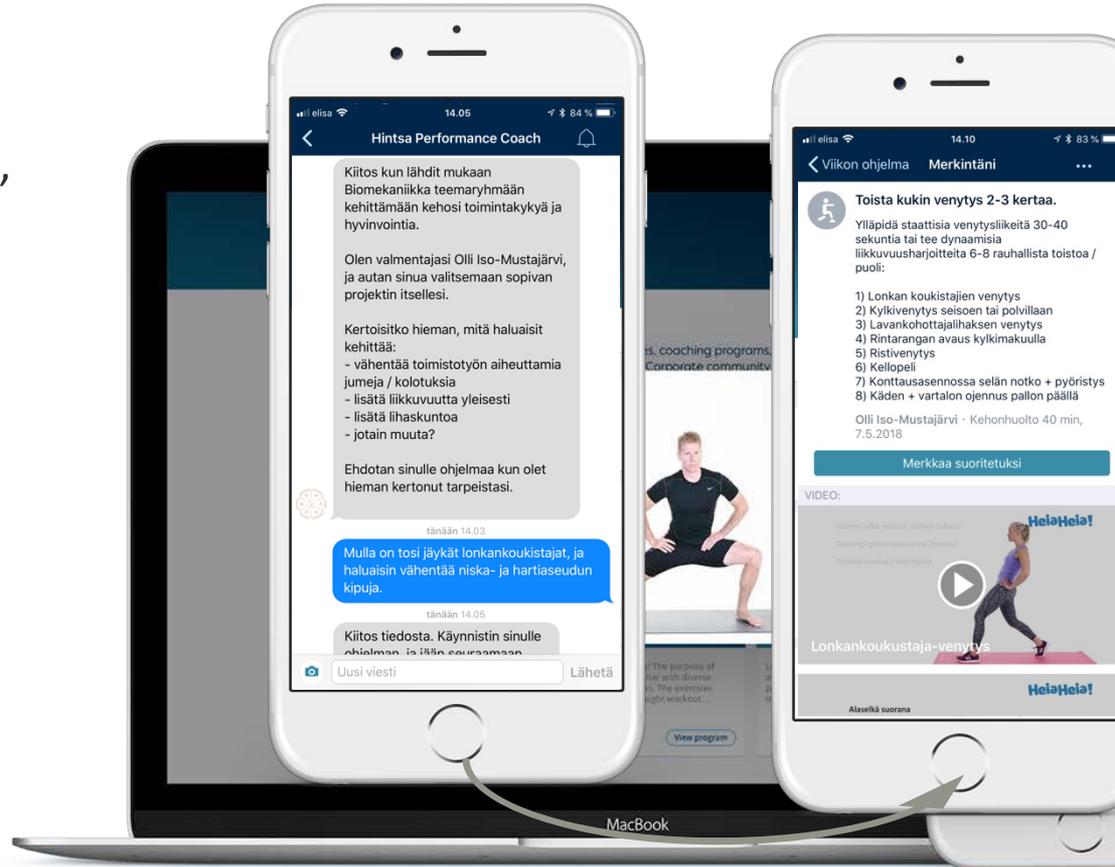
Support from your like-minded friends, family and colleagues increases engagement and sense of achievement.

Sharing accomplishments big and small and cheering friends also makes wellbeing fun and social.



Professional tools for coaching & interventions

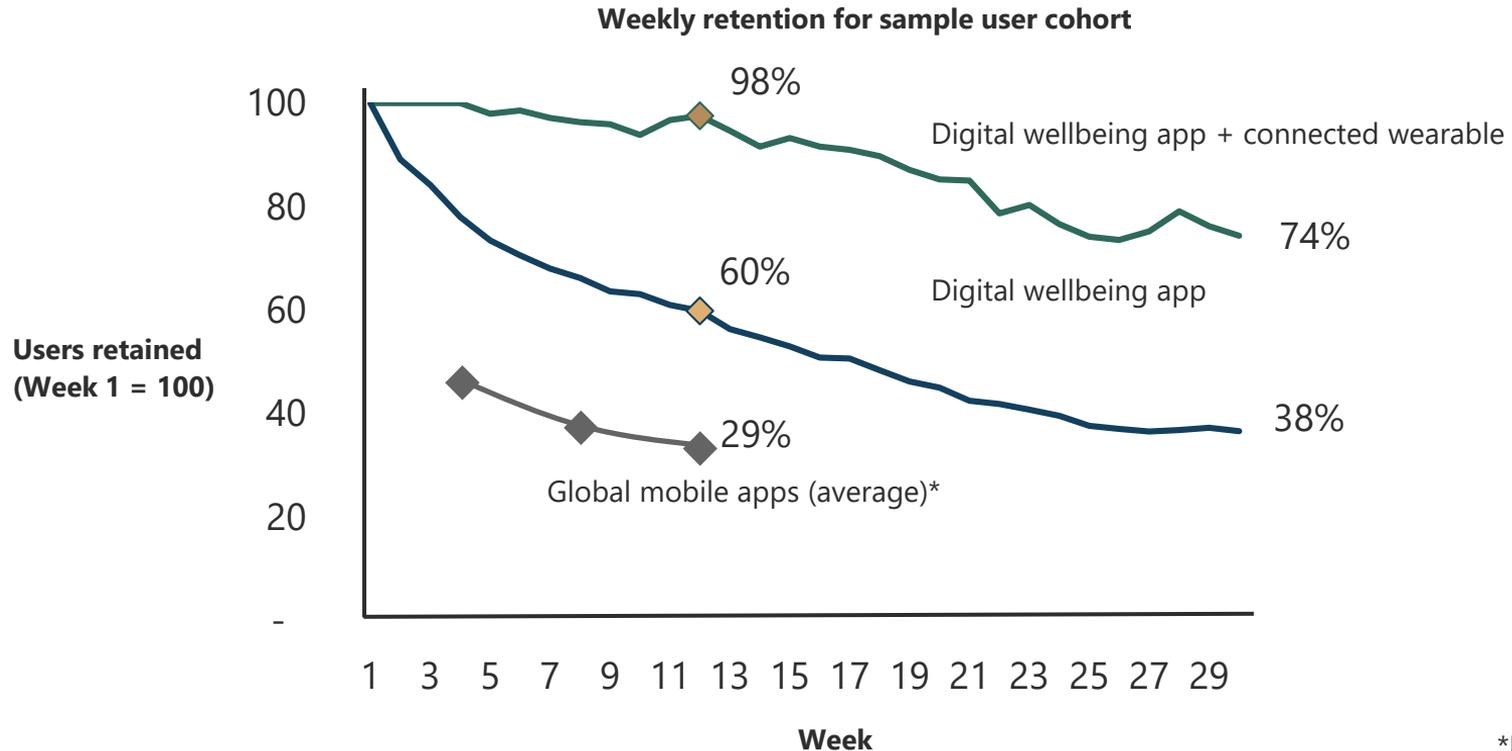
- Managing client base (individuals, groups)
- Group coaching & comms
- Monitoring client activity
- Planning tasks for clients



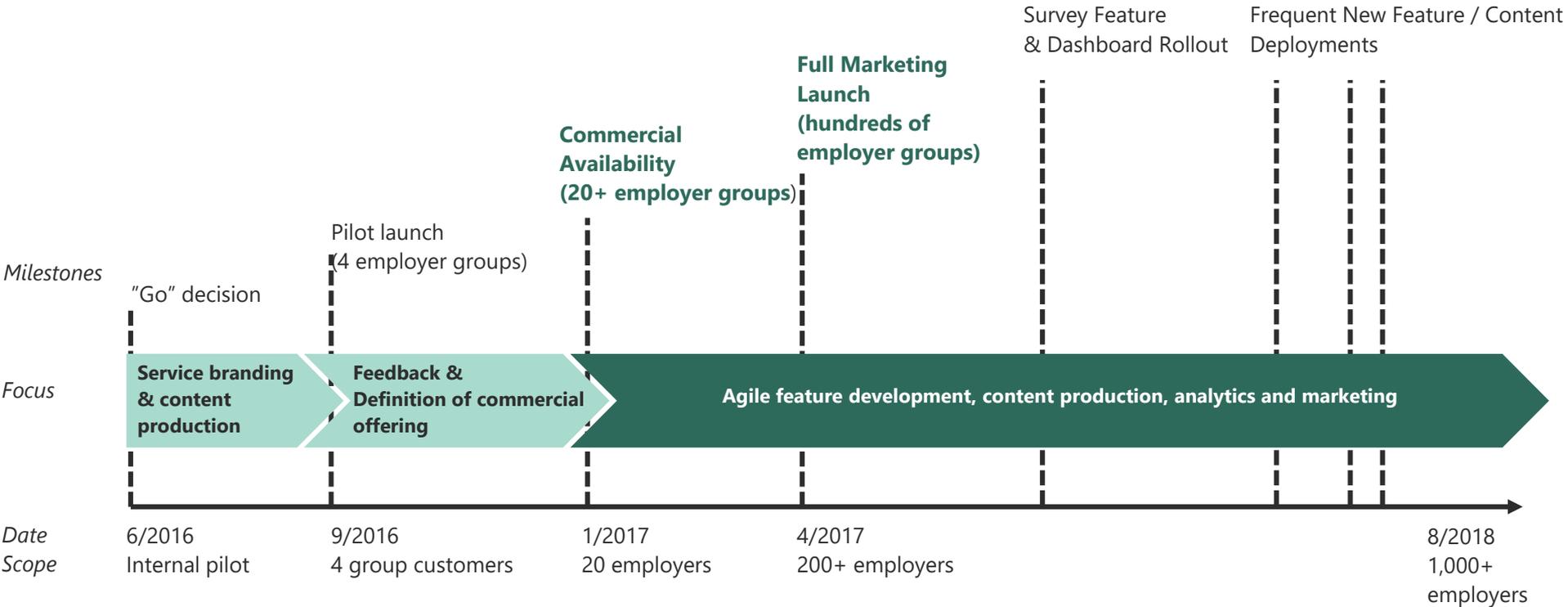


Case Studies & Data

Wellbeing Is a Sticky Digital Concept

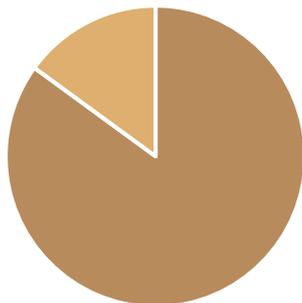


Engaging 1,000+ Group Insurance Customers: Case Ilmarinen

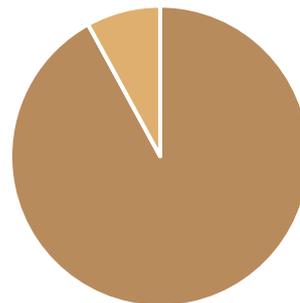


Case Deloitte

85% report
positive lifestyle changes



92% consider
the service useful

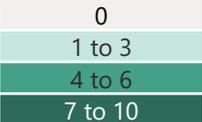
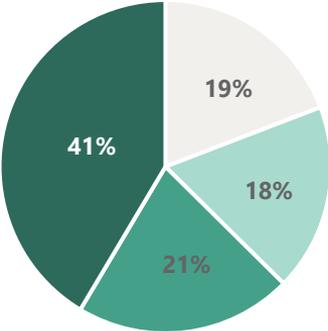


"I use the mobile application every day and also follow updates from other users. Thanks to its social nature, the app creates community spirit across team boundaries and brings colleagues together. It's also really easy to use."

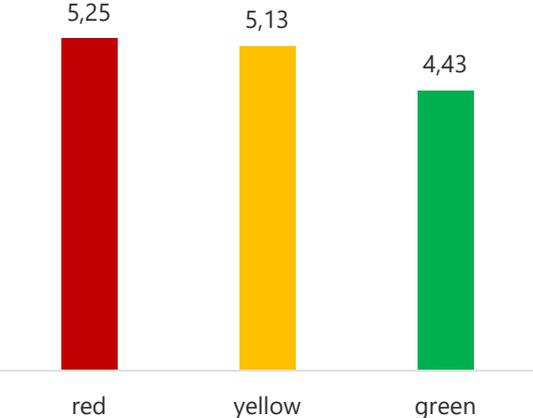
– HR Talent Partner, Deloitte

Impact of Digital Habit Change Programs

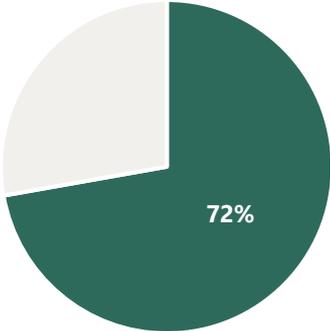
Impact on wellbeing



Average impact on program participant wellbeing, by initial wellbeing profile



More than 70% of program participants would like to start a new program



Wrapping it up: recommendations

- **Pick the low-hanging fruit**
 - Major opportunity: the proactive wellbeing megatrend
 - Digital tools enable personalized, scalable and sticky concepts
 - Insurers well positioned to promote solutions
- **Start soon, start small; experiment and expand**
 - Immediate benefits from positioning, reference customers, data
 - Expand gradually based on learnings + keep iterating



Thank you