



Generali Hellas & dacadoo join forces to ensure better health

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Press Release

MARKETING & COMMUNICATIONS DEPARTMENT

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Athens – Generali Hellas announces its new partnership with dacadoo, one of the leading digital health and insurtech companies worldwide, based in Zurich, Switzerland. The partnership between the two companies was sealed during the recent visit of dacadoo representatives in Athens.

The goal of this dynamic partnership is to offer an innovative, new approach to health promotion and wellbeing, via a comprehensive and scientifically based digital health app. This digital engagement solution will offer useful information and tips to insured clients, helping them adopt and or maintain a healthier lifestyle and encouraging them to actively manage their health and wellbeing.

During the recent meeting, that took place at Generali Hellas' central offices in Athens, the company's top executives had the opportunity to explore the potential of leveraging on digital technology and telematics in the insurance sector.

As stated by Peter Ohnemus, President and CEO of dacadoo: "With the widespread use of wearables and digital apps linked to health and wellbeing, users now have access to important data, related to their daily lives that directly affect their health. Of even greater importance, is the actual interpretation of this data, so that it can be utilized in a simple way to improve people's daily lives."

The use of digital technology and telematics in Insurance is an innovative approach, shifting insurance focus from risk assessment and management to prevention and health promotion, as highlighted by **Mr. Panos Dimitriou, CEO of Generali Hellas**: *"Through the use of telematics and digital solutions the insurance industry now has at its disposal a unique tool that enables it to achieve its ultimate mission, which is none other than to help its customers live safer, healthier lives"*.

The Generali Group has established a series of partnerships with promising start-ups and companies offering advanced, digital solutions, to provide its customers with smart & simple insurance services. For the successful implementation of this strategic goal, Generali Hellas forges ahead, investing in partnerships that deliver innovative solutions, to both its intermediaries and its clients, making insurance more accessible and attractive to the general public.

ABOUT THE GENERALI GROUP

Generali is an independent, Italian insurance and asset management group, with a strong international presence. Established in 1831, it is among the world's leading insurers and is present in 50 countries with premium income exceeding € 68 billion in 2017. Generali's total AUM was around € 500 billion at the June 2018. With nearly 71,000 employees in the world and 57 million customers, the Group is a major player in Western Europe and has an increasingly significant presence in Central and Eastern Europe as well as in

ABOUT DACADOO

dacadoo is a global technology company that is driving the digital transformation in the insurance industry. Based in Zurich, Switzerland, dacadoo develops and operates a mobile-first digital health engagement platform that helps people live healthier, more active lives through a combination of motivational techniques from behavioral science, online gaming and social networks, as well as artificial intelligence and automated coaching. Based on over 300 million person-years of clinical data, its patented, real-time Health Score makes health individually measurable, which provides users with a unique engagement experience. For more information: www.dacadoo.com.