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HSBC LIFE AND DACADOO FORGE GLOBAL PARTNERSHIP TO ENHANCE HOLISTIC HEALTH AND WELLBEING OFFERING TO CUSTOMERS

(Hong Kong/London, 5 May 2021) – HSBC Life and dacadoo announce a global partnership to help customers improve and maintain their physical, mental and financial wellbeing.

HSBC Life, the Group's insurance business, will integrate dacadoo's Digital Health Engagement Platform into its recently launched health and wellbeing platforms, available to both corporate and retail customers.

HSBC Life's Well+ and Benefits+ platforms, which motivate people to shift towards and maintain a healthy and financially-fit lifestyle, are currently available in Hong Kong, with customised versions launching in mainland China, powering the Pinnacle Personal Wealth Planner platform, Singapore, and other markets over time.

Post integration with dacadoo, HSBC Life's Well+ and Benefits+ customers will gain access to personalised insights about their overall health and wellbeing, and receive incentives and rewards for healthy behaviours across lifestyle, body, mind and finances. A "health score" – a number indicating overall health – which changes in real-time depending on the user's lifestyle factors such as health, nutrition, activity and sleep, will also be accessible to customers using the platform, with Well+ integrated within HSBC's core mobile banking app.

To engage customers on their journey to health and wellbeing, dacadoo's technology draws on a broad selection of motivational and scientific principles, ranging from artificial intelligence and gamification, to automated coaching and behavioural science.

Bryce Johns, Global CEO, HSBC Life and Insurance Partnerships, commented: "HSBC Life is focused on providing customers with the right products, services, and rewards to boost their holistic wellbeing. Helping our customers make the shift to healthier lifestyles is a key strategic priority for us. Our partnership with dacadoo, and our uniquely integrated approach to health and wealth, will enable our customers to take even greater control of their physical, mental and financial wellbeing."

Peter Ohnemus, President and CEO of dacadoo, added: "We're delighted to partner with HSBC Life as we believe in giving everybody better opportunities to access their full health potential through dacadoo's Digital Health Engagement Platform. We look forward to developing our partnership further and bringing value-added digital health services to HSBC Life's customers."

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NOTES TO EDITORS

1. HSBC Life's Digital Health Engagement Platform, Well+, allows customers in Hong Kong to enrol and earn rewards, such as Apple Watch Series 6, Apple Watch SE and cash rebates, including RewardCash after they have purchased eligible plans. More at www.hsbc.com.hk/insurance/ and www.hsbc.com.hk/rewards
2. HSBC Life's Benefits+ is a leading digital employee benefits solution launched to commercial clients in Hong Kong in February 2021. The solution is the first-of-its kind dedicated health and wellness proposition for Hong Kong employers with flexible group medical and life coverage and an immersive one-stop digital platform for employees.
3. HSBC Life is the insurance business of the HSBC Group. We manufacture life and health insurance products in Hong Kong, mainland China, Singapore, India*, France, UK, Malta, Mexico and Argentina. HSBC Life offers a range of insurance products to meet the protection, education, retirement, wealth growth and legacy planning needs of our customers. Our services and products are available through HSBC banking channels, selected third-parties, including financial advisers and aggregators.
**Through our joint venture, Canara HSBC OBC Life Insurance*
4. HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,959bn at 31 March 2021, HSBC is one of the world's largest banking and financial services organisations.

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About dacadoo

dacadoo, named a 2021 "Cool Vendor in Insurance" by Gartner, licenses its Digital Health Engagement Platform, including its Health Score and Risk Engine to Life & Health insurance operators (B2B), supplying Insurtech and health-tech solutions to over 35 of the top 100 Life & Health insurance operators globally. Available in over 16 languages, dacadoo's technology is provided as a fully branded, white label solution or it can be integrated into customers' products through its API. Through its 'Connect, Score, Engage' offering, dacadoo supports Life & Health operators to motivate their clients to lead healthier lifestyles through its SaaS-based Digital Health Engagement Platform. dacadoo also provides its Risk Engine, which calculates relative risk on mortality and morbidity in real-time. dacadoo has over 120 employees across locations in Europe, North America and Asia-Pacific and over 100 filed patents around their digital Life & Health solutions.

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