

*September 27th, 2018*

## Generali Hellas & dacadoo join forces to ensure better health in Greece

**Zurich, Switzerland and Athens, Greece - The Swiss digital health and insurtech company dacadoo and Generali Hellas announce a collaboration in Greece.**

The goal of the announced 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.

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”. Peter Ohnemus, founder and CEO of dacadoo, added: “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 Generali Group has established a series of partnerships with start-ups and other companies which offer advanced, digital solutions, to create smart & simple insurance solutions for its customers. For the successful implementation of this strategic goal, Generali Hellas forges ahead, investing in partnerships that deliver innovative solutions, for both its intermediaries and its clients, and which make insurance more accessible and attractive to the general public.

**About dacadoo**

dacadoo is a global technology company that is driving the digital transformation in healthcare. 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. dacadoo's technology is provided as a fully branded, white-label solution or it can be integrated into customer products through its API. For more information visit [www.dacadoo.com](http://www.dacadoo.com). Media Contact: [manuel.heuer@dacadoo.com](mailto:manuel.heuer@dacadoo.com)

### **About 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 total premium income exceeding € 68 billion in 2017. Generali's total AUM was around € 500 billion at the end of 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 Asia.

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— Peter Ohnemus, founder and CEO of dacadoo



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# dacadoo

It's all about you.

## SPOKESPEOPLE



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## ABOUT DACADOO

Live healthy! Track and benchmark your health and fitness. Get your dacadoo [Health Score](#), share activities with friends, win challenges!

dacadoo has developed an easy-to-use, wireless, secure and fun way to manage your personal health & fitness from a lifestyle, wellness and chronic disease perspective called the dacadoo health platform.

The platform calculates your personal dacadoo Health Score, a number from 1 (poor) to 1'000 (excellent). It is a directional relative indicator of your current health and fitness status in real-time. By integrating gaming and social networking principles, dacadoo motivates you to be active in an easy way by automatically tracking and comparing your personal health, fitness and lifestyle.

*The dacadoo health platform enables the tracking of over 100 fitness activities (outdoor and indoor sports) either over the mobile dacadoo tracker app or via manual entry. The dacadoo energy models are based on MET*

*(metabolic equivalent of Task)\* which measures the intensity of a physical activity. \*Compendium of Physical Activity, Stanford University*

Download the free dacadoo [smartphone](#) tracker app for [iPhone](#), [Android](#) and [BlackBerry](#) to track your fitness activities automatically.

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