

March 5th, 2019

dacadoo GO and Daman Health partner for Daman Tamshi to attain 'One billion special steps'

Zurich, Switzerland – dacadoo GO, the location-based walking app created by leading Swiss-based global digital health engagement platform dacadoo, announces its collaboration with Daman Health Insurance in the United Arab Emirates (UAE). Together, dacadoo and Daman Health offer a new location-based walking game to encourage walking for a good cause in the United Arab Emirates. The game, Daman Tamshi, aims to challenge the population of the UAE to reach a target of one billion steps as a community in four weeks. When the target is reached, Daman Health will donate 500,000 Dirhams towards the Special Olympics of United Arab Emirates.

The power of a community should not be underestimated, when people come together great things can be achieved. With Daman Tamshi, dacadoo and Daman Health are calling on the population of the United Arab Emirates (UAE) to 'dedicate their steps to magnificent people' with a challenge to collectively reach one billion steps in four weeks. When the target is achieved Daman Health will donate AED 500,000 in support of Special Olympics UAE. Special Olympics is a global organization that serves athletes with intellectual disabilities, working with hundreds of thousands of volunteers and coaches each year. Since the establishment of Special Olympics in 1968, the number of people with and without intellectual disabilities who are involved with the organization has been growing, but the unmet need to reach more people with intellectual disabilities is staggering.

Abu Dhabi in the United Arab Emirates will be the host of the 2019 Special Olympics World Summer Games. The Games will be held in March of 2019. Abu Dhabi is the first place in the Middle East-North Africa Region to be host to a Special Olympics World Games, and Daman Health – head quartered in Abu Dhabi - are pleased to be supporting the organization.

The Daman Tamshi app enables the population of the UAE to contribute to the cause by simply walking. Throughout the duration of the campaign, users will be able to track their own walking progress as well as the community's progress towards the target within the app. The game is available in Arabic version and it will also include fun and engaging features as players interact with the game and walk around their city.

Daman Health display a live step counter on a dedicated page on their website (<https://www.damanhealth.ae/en/daman-tamshi>), as well as further information about the campaign and the cause Daman Tamshi is supporting. The tutorial video can be found here: <https://youtu.be/LDW-GPoYPqY>

dacadoo GO is a customizable geolocation-based walking app that transforms walking into an interactive game. It is designed to encourage players to engage and interact with the game by motivating them to simply walk more with the powers of gamification. It's simple, fun and engaging, with quests, team battles, challenges and a scientifically-validated Step Score. dacadoo GO is designed from the ground up to be white-labeled; clients of dacadoo can launch their own version of the walking game in the app stores and offer a customized, tailored version to their audience.

dacadoo develops and operates a digital, mobile health engagement platform that helps users actively manage their health in an easy and fun way. Engaging users to remain active and healthy, the company applies motivational techniques from online games, collaborative features from social networks, and personalized feedback and the patented dacadoo Health Score to better understand and improve their health.

Peter Ohnemus, founder and CEO of dacadoo, added, "We are very happy that the leading health insurer Daman Health chose dacadoo to partner for this fantastic project in the United Arab Emirates. As this is our first collaboration in the Middle East, we worked hard to offer a fully localized Arabic version for this purpose and look forward to how the population of the United Arab Emirates will react and use Daman Tamshi."

About Daman National Health Insurance Company

Daman is the UAE's leading specialized health insurer, providing comprehensive health insurance solutions to around three million members in the UAE. Daman is a public joint-stock company that is 80% owned by the Abu Dhabi Government with the remaining 20% owned by Munich Re.

Daman, a pioneer in health care insurance, drives innovation through a combination of state-of-the-art technology and healthcare-related expertise offered by a highly skilled and knowledgeable workforce. Daman have consistently been ranked among the best in the field, with a range of awards for their market-leading digitalization and social initiatives. Contributing to the community is important to Daman, which is why they host over 300 family-friendly events each year to improve health and wellness for everybody.

About dacadoo

dacadoo is a global technology company and innovative business partner that is driving the digital transformation in healthcare. Based in Zurich, Switzerland, dacadoo strengthens health and wellbeing through active engagement and artificial intelligence. 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, while also offering dacadoo's enterprise customers an effective way to measure the true health impact of wellness programs. Available in over 13 languages, dacadoo's technology is provided as a fully branded, white-label solution or it can be integrated into customer products through its API. dacadoo's customers include health and life insurance companies, health & wellness service organizations as well as large and mid-sized employers for health promotion in the workplace. For more information visit www.dacadoo.com. Media Contact: Manuel Heuer, manuel.heuer@dacadoo.com

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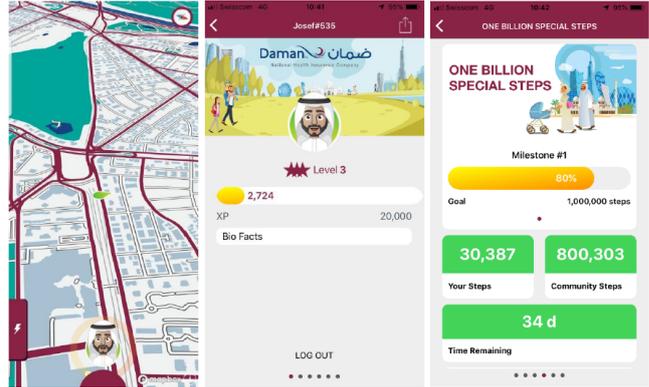
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dacadoo

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

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