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## Manulife partners with dacadoo to help customers in Asia make healthier lifestyle choices

**Hong Kong / Zurich – Manulife is announcing its collaboration with dacadoo, a Swiss-based global digital health platform provider to enhance the company’s digital offerings in Asia. Under this new partnership, dacadoo will strengthen Manulife’s existing health engagement platform, ManulifeMOVE, to enable customers to more easily understand their health and be guided to develop healthier habits.**

Using behavioural science, online coaching functions and curated wellness content, the Manulife-dacadoo partnership will enrich ManulifeMOVE’s offering. The enhanced capabilities, which feature dacadoo’s patented Health Score, will provide customers a new scientific yet simple scoring method to measure how healthy they are and what they need to do to stay healthy.

This personalised journey is based on over 2,500 clinical papers and extensive scientific data from dacadoo. Manulife is simplifying the science and making it easier for ManulifeMOVE customers to make better health decisions by encouraging them to take simple, preventative actions, including on better nutrition, exercise and sleep habits, to improve their long-term health.

Anil Wadhvani, President and Chief Executive Officer, Manulife Asia, said: "We are delighted to be partnering with dacadoo. There is never a better time than now to take control of your health. At Manulife, our goal is to support our customers so they can live *‘everyday better’*. The partnership will help us play a more significant role in supporting people’s health. This not only helps customers but also reduces the burden on public health systems."

Peter Ohnemus, President and Chief Executive Officer, dacadoo: "We are very proud to be supporting Manulife in bolstering their engagement with customers in more meaningful ways. This includes educating more people on health with the Health Score, incentivising healthy behaviour and providing the tools to help them stay engaged to maintain a healthy lifestyle. This is another major commitment by one of the world's biggest life insurers."

The new functionalities will be available on the ManulifeMOVE programme and accessible to policyholders in Hong Kong, Singapore and Vietnam from May 2020.

### **About Manulife**

Manulife Financial Corporation is a leading international financial services group that helps people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across our offices in Canada, Asia, and Europe, and primarily as John Hancock in the United States. We provide financial advice, insurance, and wealth and asset management solutions for individuals, groups and institutions. At the end of 2019, we had more than 35,000 employees, over 98,000 agents, and thousands of distribution partners, serving almost 30 million customers. As of December 31, 2019, we had C\$1.2 trillion (US\$0.9 trillion) in assets under management and administration, and in the previous 12 months we made C\$29.7 billion in payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

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### **About ManulifeMOVE**

ManulifeMOVE is a behaviour-linked programme that integrates activity-tracking and insurance solutions to motivate healthy habits among our customers. The flagship programme, delivered through the proprietary ManulifeMOVE app, focuses on wellness. It provides access to an ecosystem of services that support our customers to take the next step in achieving better health. Designed to reward every move, the programme helps our customers make healthier lifestyle choices in both the immediate and longer term. The benefits to our customers range from healthcare partnerships that offer useful health insights to regular challenges that incentivise health improvement through wellness, entertainment and lifestyle rewards. With a strategic vision to become the ultimate engagement tool for all, ManulifeMOVE was first released in the Hong Kong market in 2015, specifically for policyholders. The ManulifeMOVE app is now available for customers and public users to download across six markets, including Cambodia, China, Hong Kong, the Philippines, Singapore, and Vietnam via App Store or Google Play.

### **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 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.

For more information please visit: [www.dacadoo.com](http://www.dacadoo.com).

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— Anil Wadhvani, President and Chief Executive Officer, Manulife Asia

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— Peter Ohnemus, founder and CEO of dacadoo



Manulife kooperiert mit dacadoo, um Kunden in Asien zu einem gesünderen Lebensstil zu motivieren\_DE.pdf



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**dacadoo**  
It's all about you.



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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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