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T&D Holdings and dacadoo signed an agreement for Digital Insurance Business in Japan

Zurich/Tokyo - Zurich-based digital health provider dacadoo AG (President and CEO: Peter Ohnemus, “dacadoo”) announces that it has signed an agreement with T&D Holdings, Inc. (President: Hirohisa Uehara, “T&D”), under which dacadoo’s technology will be used in “digital insurance business” which T&D Insurance Group (the “Group”) pursues.

T&D has positioned the digital insurance business as one of the newly focused business areas in its medium-term management plan “Try & Discover 2021 – Creation of Shared Value –” (FY2019-2021). Under the digital insurance business strategy, the Group pursues establishing a new customer base by offering products and services through “digital touchpoints” with millennial generation consumers.

dacadoo, which possesses a unique strength in big data analysis in clinical space, offers digital health mobile platform solutions, including its iconic “Health Score” technology, to its insurance and enterprise customers around the world.

In June 2018, T&D entered a Memorandum of Understanding (MOU) for collaborations with dacadoo, given the potential of the dacadoo’s digital health technology to T&D. Since then discussion over the collaboration in the Japanese digital insurance space continued and came to this agreement announced today.

The Group will offer dacadoo’s digital health solutions, which are localized and customized with the Japanese market and culture and to millennial generation consumers. The collaboration will support a “wellness engagement” objective with this cohort. The Group will develop insurance businesses leveraging the wellness platform as well.

The Group aims to launch the localized and customized digital health solution in FY 2021, in collaboration with dacadoo. The Group considers distributing the digital health solution to a wide range of health-conscious consumers through a partnership with providers in the wellness relevant space. The Group will develop an alliance with providers in the wellness field as well.

T&D is pursuing diversification of its business in its medium-term management plan as well as creating shared values through this agreement with dacadoo by contributing to the health field solutions on social issues.

About T&D Holdings

T&D Holdings, Inc. (T&D) is an insurance holdings company of T&D Insurance Group, which is comprised of three core life insurers, Taiyo Life Insurance Company, Daido Life Insurance Company, and T&D Financial Life Insurance Company. Each core life insurer is deploying a unique business model with distinct target markets, sales channels and products. Its headquarters are located in Tokyo, Japan. As of March 31, 2020, total assets of T&D were JPY 16,520 billion.

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.

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T&D Holdings und dacadoo unterzeichnen eine Vereinbarung für digitale

Versicherungen in Japan.pdf



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Business in Japan_final.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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