## **About IGI Life**

IGI Life Insurance Limited, part of the Packages Group, marked its entry into the Life Insurance business through acquisition of controlling shares in American Life Insurance Company (Pakistan) Limited in April 2014. Acquisition by Packages Group makes IGI Life a one of a kind life insurance provider in Pakistan, as IGI Life's multinational heritage is now coupled with the local experience of the Packages Group, one of the most reputed business conglomerates in the country, having several joint ventures with leading global brands in the FMCG, Pharmaceutical and Packaging sectors. IGI Life's current product suite includes Life Insurance plans, Accident & Health Insurance and Employee Benefit Solutions. IGI Life is also amongst the first few companies to commence Family Takaful business in 2015 under Window Takaful Operations, thus offering Shari'ah-compliant solutions to our clients.

## **About Vitality Group**

Guided by the core purpose of making people healthier, Vitality is the leader in improving health to unlock outcomes that matter. By blending smart tech, data, incentives, and behavioural science, we inspire healthy changes in individuals and organisations. Vitality brings a global perspective through successful partnerships with the smartest insurers and most forward-thinking employers around the world. More than 10 million people in 22 countries engage in the Vitality programme.

## Today, the Vitality program impacts over 10m lives in 22 markets

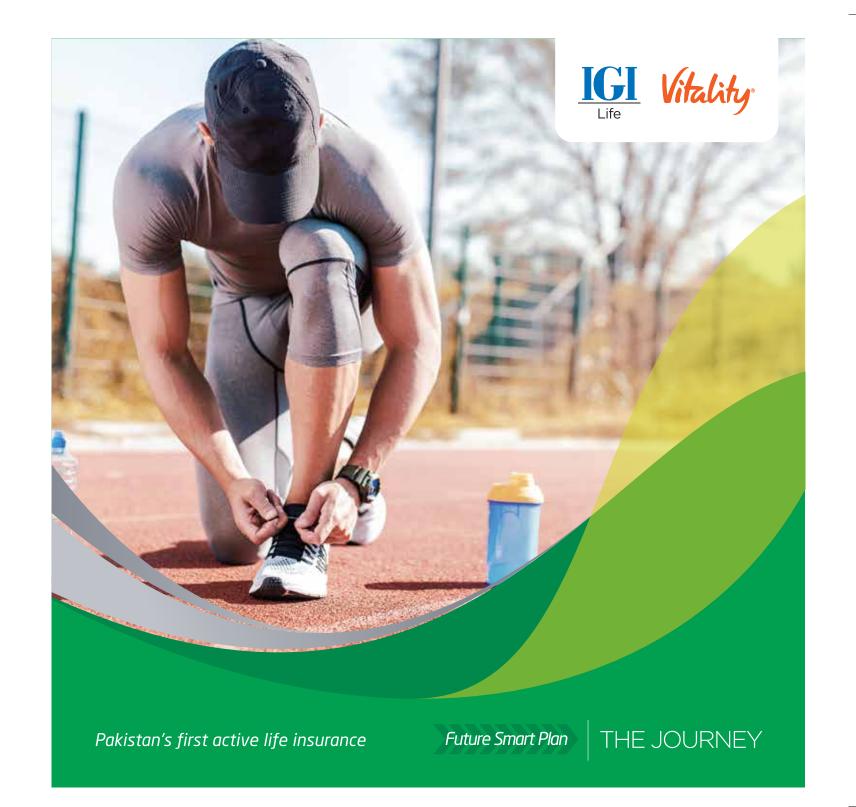


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IGI Life Vitality is currently available in Karachi, Lahore, Islamabad and Rawalpindi only. For updates regarding the product launch in your city, please register on our website.

Disclaimer: IGI Life Vitality services are being provided in Pakistan through IGI Life Insurance Ltd. in collaboration with Discovery Vitality (Pty) Ltd. which is an authorised financial services provider in South Africa with registration number: 1999/007736/07. Terms & Conditions apply.



## The IGI Life Vitality Customer Journey



Ali likes the idea of a life insurance that protects his family and rewards him for being active as well. He contacts IGI Life through the helpline (+92-21) 111-111-711.

Ali signs up for the Future Smart Plan and receives his welcome kit.

Ali also purchases the Samsung Galaxy Watch at a 30% discounted price since he wants to earn the monthly cashback on the Samsung Galaxy Watch.\* Ali downloads the IGI Life Vitality App and completes his registration process. He then syncs his Samsung Galaxy Watch so that his daily physical activities are constantly updated. He can now earn the monthly cashback benefit on his

discounted Samsung Galaxy Watch.

Ali starts off at Bronze status.

Ali completes his online medical assessments and earns points for completing them.

Vitality Health Review 1,000 points.

Vitality Nutrition

Assessment 500 points Total = 1,500 points

Ali meets his weekly physical

activity target and gets to choose among the available Active Rewards; Easy Tickets (50% off on a cinema ticket) or Foodpanda (PKR 500 discount code) or Mobile Top-up (Pak rupees 500 top-up)

Ali now receives weekly physical activity targets and begins his physical activity regime.

Based on his results, Ali's Vitality Age comes out as 33 years old.

Ali has attained Silver status for earning 17,500 total points.

Non-smokers' Declaration 1,000 points

from VHC

Ali has earned 15,000 points cumulatively, Total = 17,500 points Total = 16,500 points

Additional 2,500 points per component, because his results are within a healthy range.



Ali chooses and redeems the

the cinema for half the price!

Easy Tickets discount voucher and

enjoys a movie with his friends at

In week 2, he achieves his weekly target and this time he opts for a Foodpanda voucher o enjoy a discounted healthy

neal from Foodpanda.

Having achieved his monthly target by the end of the month, Ali receives the cashback on his Samsung Galaxy Watch.

Ali stays active, maintains a healthy routine for 5 months and accumulates 20,000 points. He has now reached Gold status.

🐼 foodpanda 📙

Based on his Platinum status, Ali accrues a percentage of his premium as the annual Integrated Benefit

Platinum

Ali finishes the year seven kilograms lighter and with a reduced Vitality age of 30.

earned 100% cash back on his Samsung Galaxy Watch. He is now also eligible to get a new Samsung Watch through the programme, on which he will continue to

At the end of two years, Ali has constantly met his monthly target, and therefore has earn cashback over the next 24 months.

On his 5th IGI Life Vitality policy anniversary, each year's accrued integrated benefit amount is credited to the cash value of Ali's policy. By now, because he has always achieved his targets, he has also earned cashback on two Samsung Watches, and is now enjoying his third one!











\*Terms and Conditions apply

Vitality Health Check For four components, he earns 1,250 points for each, i.e.: 5,000 points Total = 6,500 points