



Press Release

Auckland/Zurich, October 17th, 2016

Southern Cross Health Society to relaunch its corporate wellbeing services and implement the dacadoo Health Score Platform in New Zealand

New Zealand's largest health insurer Southern Cross Health Society has signed an agreement to implement dacadoo's award-winning Health Score Platform as the foundation to its new workplace wellbeing proposition.

Southern Cross Health Society will leverage its strength in the corporate health insurance market to launch a comprehensive suite of workplace wellbeing services at its inaugural wellbeing conference in early November. The service will be offered to businesses to complement Southern Cross' health insurance products which are already made available to New Zealand workers and their families through more than 4,000 workplace health insurance schemes across the country.

Chris Watney, head of product and marketing at Southern Cross Health Society says: "Wellbeing in the workplace is an area that's seeing huge growth all around the world. Our business clients are telling us that they are aware of the opportunity that they have to support their employees' wellbeing, but many just don't know where to start."

In a recent survey conducted by the insurer, half of New Zealand businesses (48%) said they had implemented some form of health and wellbeing initiatives to support staff in their companies, yet only 40% of them had worked with specialist providers to offer those initiatives by respondents.

Southern Cross will partner with wellness experts to offer a suite of services, ranging from free access to health and wellness content designed to help businesses get a simple wellbeing programme up and running, through to bespoke solutions that meet the specific requirements of individual businesses. By placing the dacadoo Health Score Platform at the heart of its offering, Southern Cross will be able to help businesses truly understand the specific challenges faced by their employees and create innovative solutions to overcome them.

Digital platforms have changed the nature of wellbeing programmes for small, medium and large companies. Says Watney: "We want to enable our clients and their employees to understand and take control of their personal wellbeing by connecting to a wide range of wearables and other related apps. By implementing the dacadoo Health Score Platform we will be offering one of the most innovative, digital wellbeing solutions in the New Zealand market."



The Swiss company dacadoo ag develops and operates a digital, mobile health engagement solution that helps people actively manage their health in an easy and fun way. The company applies motivational techniques from online games, collaborative features from social networks and personalized feedback to engage people to remain active.

Peter Ohnemus, founder and CEO of dacadoo commented: "We're very proud to collaborate with Southern Cross in New Zealand as they take a very advanced and innovative approach to the corporate wellbeing opportunity. We look forward to building the digital health market together".

About Southern Cross Health Society

Southern Cross Health Society is New Zealand's largest health insurer, looking after the lives of over 800,000 Kiwis. In the last year Southern Cross paid \$749m in claims, returning 86c for every dollar in premium received. The Health Society currently provides health insurance to more than 4,000 New Zealand businesses, including 95 of the top 100 companies in NZ according to Kenexa.

Media contact:

Alistair Gray, Communications Adviser, Southern Cross Healthcare Group

Email: alistair.gray@southerncross.co.nz

About dacadoo

The dacadoo mobile health engagement solution enables individuals to track, manage and benchmark their health and wellbeing in an easy and fun way on their smartphones. dacadoo calculates a personal Health Score, a scientifically calculated number from 1 (low) to 1,000 (high). The Health Score works as an indicator and moves up or down in real-time, depending on how body values, emotional wellbeing and activities (exercise, nutrition, stress and sleep) change. To help individuals remain engaged, motivation techniques from behavioural science and online games, social and collaborative features from social networks, and personalised feedback are applied. The award-winning company is working with strategic partners from the various key industry segments to bring this solution to the global mobile health market. dacadoo has its headquarters in Zurich, Switzerland.

Media contact:

Manuel Heuer, COO dacadoo ag

Tel.: +41 44 251 23 23, Email: manuel.heuer@dacadoo.com

www.dacadoo.com, <http://blog.dacadoo.com>, <https://twitter.com/dacadoo>

dacadoo video (90 seconds): <https://www.youtube.com/watch?v=RCrm1K28QSY>