



Press Release

Tuesday 27 September 2016

Vitality encourages healthy eating through Ocado partnership

Vitality today announces an exciting new collaboration with Ocado which will see Vitality members rewarded for buying healthy food through the online grocer.

The partnership will enable members to get discounts on healthy food. When they unlock the Vitality Active Rewards benefit and reach monthly activity points targets, they will be eligible for up to 25% off as much as £100 of healthy food per month.

Deliveries to Vitality members where at least 30% of the overall spend is on healthy food will be free of charge (subject to Ocado's minimum order spend of £40), irrespective of whether they qualify for a discount on the food from their activity.

A study by the Health & Social Care Information Centre found that nearly three-quarters (74%) of adults in England don't consume the recommended five or more portions of fruit and vegetables a day.* Adopting a healthy diet and active lifestyle can help many people take control of their health and prevent heart disease and other chronic conditions.

Similar partnerships and programmes abroad have been successful in influencing consumers to choose healthier foods. In South Africa, where the HealthyFood** benefit was developed by Discovery, Vitality's parent company, research has shown that offering discounts can change consumer purchasing behaviours. When offered discounts of 10% and 25% for healthy foods, consumers increased the amount of money they spent on healthy food by 6% and 9.3%; increased the amount of fruit and vegetables they bought by 5.7% and 8.%; and decreased the amount of less-healthy foods purchased by 5.6% and 7.2%, respectively.***

The Ocado collaboration is the latest in a series of new business developments from Vitality, which also recently announced an exciting new programme to promote physical activity with Apple Watch.



Neville Koopowitz, CEO of Vitality, said: “Since launching Vitality Active Rewards, which links immediate incentives to the achievement of short-term physical activity goals, we have seen 34% of previously sedentary members get active and a significant increase in activity levels overall. But maintaining appropriate activity levels is only one factor in ensuring a healthy lifestyle. Good nutrition is also incredibly important and it is crucial that people fully understand the importance and benefits of choosing healthier foods. I am delighted that, through our partnership with Ocado, we can reward our members for making healthy food choices and continue to help them lead healthier lives.”

Tim Steiner, CEO of Ocado, said: “Vitality shares our mission of encouraging people to eat healthily and combining regular exercise with the right kind of food. We want to inspire people to opt for both delicious and nutritious food choices and we believe this partnership with Vitality will help its members and our customers lead healthier lives.”

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Sources

* Health & Social Care Information Centre: <http://digital.nhs.uk/catalogue/PUB16988/obes-phys-acti-diet-eng-2015.pdf>

**For more information about the Discovery HealthyFood benefit:

<https://www.discovery.co.za/portal/individual/improve-health-healthyfood>

*** Sturm R, Ruopeng A, Segal D, Patel D. A cash-back rebate program for healthy food purchases in South Africa: Results from scanner data. American Journal of Preventive Medicine. 2013

How the offer works:

The Healthy Food benefit will be available for members from the end of November 2016. Members have to earn at least 40 Vitality activity points a month to save between 10% and 25% on up to £100 of healthy food a month. The discount will depend on their Vitality status.

To get the maximum 25% discount, members need to be on Platinum Vitality status and have earned at least 40 Vitality activity points in the previous month.

Vitality status	% discount*	Individual adult monthly spend cap	2+ adults monthly spend cap
Bronze	10%	£100	£200
Silver	15%	£100	£200
Gold	20%	£100	£200
Platinum	25%	£100	£200

*If there is one adult on the plan they need to earn 40 Vitality activity points in the previous month to qualify for the discount. Plans with two or more adults need to earn a combined 60 Vitality activity points in the previous month.

About Vitality Rewards

Vitality members can take advantage of a range of benefits through: 1) Active Rewards, where members, can unlock rewards every week through tracking their activity; 2) Status Rewards, where members can benefit by improving their Vitality Status over time. Further information:

<https://www.vitality.co.uk/rewards/partners/active-rewards/>



About Vitality – changing health and life insurance for good

Vitality is the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality believes in the power of sport to help inspire people to live a healthy life, which is why it partners with leading sports figures, teams and events to help share the Vitality message.

Vitality Ambassadors Jessica Ennis-Hill, Jonny Wilkinson and Joe Root are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

Vitality is Official Wellness Partner of Arsenal FC, AFC Bournemouth, Liverpool FC, Manchester City FC, England Rugby, Scottish Rugby, the Welsh Rugby Union, Cricket's UK Test Match Grounds and England Netball. The business is also title sponsor of the Vitality Run Series and Official Partner of The Sunday Times and Sky Sports Sportswomen of the Year Awards in association with Vitality.

VitalityHealth is one of the UK's leading private medical insurers and has pioneered the 'shared-value' insurance model. This is a unique approach which delivers value for Vitality members through rewards and ultimately better health. Society as a whole also benefits, as do the company's profits, which comes about as a result of people being healthier and claiming less often.

VitalityLife is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover, Serious Illness Cover, Business Protection and other additional products. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price.

For more information visit www.vitality.co.uk.

ABOUT OCADO

Online supermarket ocado.com was established in 2000 and is one of Britain's leading online retailers. Delivering to over 70% of the UK population, every shopping bag is carefully packed in one of three distribution centres using in-house designed software and technology. Shopping is then delivered direct to customers using a network of regional spokes in brightly-coloured vans.

With award-winning mobile apps for every platform, Ocado on the Go, Ocado delivers over 46,000 products, including big-name brands, a range of over 700 Ocado Own Label products and a growing non-food selection. Thoughtful service features such as colour-coded bags, receipts provided in date order, reminder texts with your driver's name, along with convenient hourly delivery slots compliment award winning customer service on email, phone and social media.

For all the latest news, images and details of awards, head to the [Media Centre](http://ocadogroup.com) at ocadogroup.com

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