

**PruProtect Press Release**  
**17<sup>th</sup> September 2013**

**PruProtect the first Protection insurer to offer cashback every year and upfront premium discounts for all new customers**

PruProtect has launched **Vitality Optimiser** on its PruProtect and Essentials Plan, offering all new clients an upfront discount on their Protection premiums. The new Vitality Optimiser option can be chosen by clients when taking out a new policy, and in addition to a discount, also gives them cashback every year if they look after their health with Vitality. It aims to address an inherent inequality in the way Protection is priced, by incentivising and rewarding customers who engage in activities of healthy living on an ongoing basis, consisting of four key areas:

1. An **upfront discount** for everyone – based on the term of the policy being taken or the age of the applicant on Whole of Life plans, the discount could be up to 40% off our standard premiums
2. **Cashback** for those engaging in healthy living, up to £100 per policyholder per year, with double cashback for those holding both a PruProtect and a PruHealth policy. Meaning a couple with both products could receive £400 cashback every year
3. The ability to **control** premiums – dependent on the level of engagement in healthy living through PruProtect's Vitality programme, Protection premiums will rise, stay level or fall on an annual basis. Even if no engagement has taken place, the maximum increase is just 2% per year
4. Access to the full range of **Vitality benefits** – including free cinema tickets each week, half price gym membership and discounts on everything from trainers to family holidays, all for an extra premium of just £3 per month

It is well known that controllable behaviours such as exercise, nutrition and smoking have a major influence on chronic diseases such as cancer, heart problems, diabetes and lung disease which contribute to 50% of deaths worldwide\*.

However, all current Protection policies use a blunt approach to pricing, assessing the client's risk at a single point in time, failing to take account of their ongoing lifestyle and attitude to health and wellness.

Commenting on the Vitality Optimiser, PruProtect CEO **Herschel Mayers** said:

*"We know that most people want to be healthy, but insurers fail to encourage their policyholders to actively engage with their day-to-day wellbeing. By giving everyone lower premiums, the power to control those premiums over the term of their plan in return for looking after their health, and additional rewards and cashback, we aim to revolutionise the way Protection is sold in the UK".*

Protection adviser, **Peter Chadborn** of Plan Money commented: *“Innovation and client engagement do not necessarily go hand-in-hand but I believe Vitality Optimiser achieves both. I am also pleased to see refinements that assist in positioning comprehensive concepts in a straight forward way”.*

**-ends-**

#### Notes to Editors

\*source: Oxford Health Alliance and the World Health Organisation

**The information contained in PruProtect's press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at [pruprotect.co.uk](http://pruprotect.co.uk).**

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#### **About PruProtect**

PruProtect is a partnership between Discovery, a South African insurer with a reputation for fresh thinking and Prudential, one of the most familiar and trusted financial providers in the UK. So, while our plans are groundbreaking and designed for the way people live their lives today, they still come with the stability and financial security of a company that's been successful for more than 150 years.

We offer a full menu of personal and business protection products from which customers can choose when building their protection plan. Whether customers are moving into their first home, starting a family, building a business or thinking about the inheritance they'll leave their loved ones, our range is designed to give them the cover they need.

At PruProtect we also believe that encouraging our members to lead a healthier lifestyle is just as important as looking after them when they are ill. So in addition to offering comprehensive cover, our plans come with Vitality - a healthy living programme. Vitality helps members get healthier and saves them money at the same time. The healthier members get, the more they get back from Vitality, including the opportunity to reduce their premiums. We are the only protection insurer to offer anything like it.

For more information visit **[pruprotect.co.uk](http://pruprotect.co.uk)**