



MyFiziq sign Proof of Concept with Prudential Singapore

ASX Announcement
4th April 2018

Highlights:

- **MyFiziq have signed a white label wellness contract with Prudential Singapore.**
- **The Proof of Concept (PoC) delivers Prudential employees an experience via an integrated wellness smartphone app and real time analytics dashboard.**
- **Users have access to create a MyFiziq health avatar, telemedicine, rewards, gamification through a wearable agnostic smartphone app that coaches each user towards better health practices.**
- **Real time data analytics help quantify employee engagement, measure health risk and reduce costs across their workforce.**
- **First Combined MyFiziq/WellteQ integration into the Corporate Health sector of USD \$43B per annum globally ¹.**

Prudential Singapore have signed a binding agreement to build a PoC with MyFiziq (MYQ) and WellteQ. The integrated digital solution will focus on their employee's and facilitate health improvement and employee engagement within Prudential's Singapore workforce. Under the terms of the agreement Prudential will pay MyFiziq to build the application. In addition to this Prudential will also pay MyFiziq a per active user fee.

Whilst the MyFiziq/WellteQ solution has been widely accepted throughout the sector, Prudential will be the first to implement the solution. The MyFiziq/WellteQ solution is evolving throughout the corporate health sector which is undergoing a digital transformation. Engaging with Prudential's employees is the first of its kind and will see Prudential be the market leader with such advanced analytic through the combined offering.

MYQ offer a smartphone-based body measurements application and WellteQ has developed a health and rewards programs creating continuous user engagement, health coaching and big data analytics. This combined offering, the uniqueness of the MyFiziq anthropological tracking and the advanced analytics of WellteQ creates an ability to transform the sector.

The white-labelled app will be custom designed and will be consistent with Prudential's brand and tone of voice, it will include bespoke user benefits. Benefits for Prudential's employees include: anthropometric tracking, tailored health prompts, personalized goal setting and targets, and a user recognition and reinforcement platform. Users will be able to connect mainstream wearables to the app, create a 3D avatar of their body, and will also gain access to a raft of user benefits including telemedicine consultations and rewards programs uniquely designed by Prudential.

¹ globalwellnessinstitute.press-room/statistics-and-facts



The benefits extend from the individual into the organization with a data-driven approach to supporting employees to reduce risk and cost, ultimately improving company bottom line. Technology is rapidly evolving and Prudential will be the leader within the sector. Companies globally are all looking to streamline and engage more personally with their consumers via product distribution, development, inquiry processing, and customer engagement are all undergoing digital transformation. Engaging employees is no different.

Vlado Bosanac, Chief Executive Officer of MyFiziq, said:

“Prudential are a very forward-thinking company that has embraced the ecosystem we can offer with the combined solution of MyFiziq & WellteQ. The recent partnership with WellteQ has very quickly gained traction and delivers a strong new revenue stream for MYQ into the corporate wellness space. At our core we are providing individuals the ability to accurately measure their body’s changes to make smarter decisions about health improvement. This first MyFiziq/WellteQ integration into an employee wellness solution is our first significant move into the global wellness market for MyFiziq & WellteQ”.

“Having only presented the combined MyFiziq-WellteQ solution a just prior to Christmas, Prudential have shown great leadership to act swiftly and engage our unique offering. The speed of this commitment from Prudential also reinforces that the combined technology offering is ripe for the Corporate Wellness vertical”.

Scott Montgomery, Chief Executive Officer of WellteQ, said:

“Many companies talk about taking their employees’ health seriously, fewer act on these people-first mission statements. Prudential have invested in a serious approach to looking after the wellbeing of their people and they’re being smart about it”.

“WellteQ have proven they help improve employee sleep, stress, activity and employee engagement levels. By leveraging our integrated technologies in a white labelled environment, Prudential will help their people improve their lives with the Prudential brand front and center. Employer and consumer loyalty is as much about hearts and minds as it is about bells and whistles, this is a smart initiative on Prudential’s part”.

About WellteQ

WellteQ is the leading digital wellness solution for employee health engagement and HR data analytics. Recognized globally as a leading B2B wearable agnostic platform, our suite of innovative engagement programs including activity challenges, mental wellness, financial wellness, HR onboarding, virtual coaching and telehealth for employees. We offer the most comprehensive data analytics for real-time engagement and post-program ROI in the market.

Solutions are highly customizable and provide an experience packed with gamification, group projects, social interaction, rewards and charity all to maximize healthy behavioral change. With customization comes flexibility, which is paramount for businesses of all shapes and sizes around the world today.

About MyFiziq

MyFiziq is an augments of current technologies, rather than a disruptor. We partner with highly scaled existing application and provide them with a deeper insight into the data they currently retrieve from their users. When they, step, ride, train or calorie count the end result is a drive toward dimensional change. MyFiziq provide that missing link to why users engage with all the other ecosystems.



MyFiziq is a revolutionary technology embedded in a partner's applications, that uses pictures from your smartphone to create a representation of you in the form of a 3D avatar with accurate circumference measurements.

Partners embed our SDK (Software Development Kit) into their new or existing apps, and then customize the experience to satisfying their branding requirements.

MyFiziq leverages the power of Computer Vision, Machine Learning and patented* algorithms, to process these images on secure, enterprise-level infrastructure, delivering an end-to-end experience that is unrivalled in the industry.

Body measurements provide more useful information about shape changes than simply measuring weight or BMI. MyFiziq simplifies the collection of these measurements and removes the margin of human error present in traditional tape measure methods.

For more information please visit: www.myfiziq.com

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