

NOVEMBER

20
22

**WELCOME TO
VITALITY
HEALTH
INTERNATIONAL**

Emma Knox
CEO Vitality Health International



CEO, AFRICA

EMMA KNOX



Emma is very excited to be part of the team bringing international health insurance and Vitality to the rest of Africa. Emma is passionate about increasing access to quality healthcare for all those living on the African continent and brings a wealth of experience to Vitality Health International.



Emma Knox is the **CEO of Vitality Health International Africa**, a division of the South African founded, global financial services organisation Discovery Limited. She leads the expansion of the Discovery Group's health insurance and Vitality offerings to the rest of Africa.

Emma has demonstrated skills in pharmaceutical and commercial healthcare. Her 18 years' experience in the pharmaceutical industry spans sales and marketing, and growing market access in the United Kingdom, Europe, Asia Pacific and sub-Saharan Africa.

A graduate of the University of Oxford, Emma was the Country Manager for Pharma and Vaccines at GlaxoSmithKline (GSK) South Africa between 2018 and 2022. She was also Vice President of the Innovative Pharmaceutical Association South Africa (IPASA). With a passion for access to quality healthcare, Emma has worked for Project HOPE Foundation, a non-governmental organisation, and sits on the Board of Save the Children South Africa.

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OVERVIEW OF VHI AFRICA



VITALITY HEALTH INTERNATIONAL AFRICA | THE TIME IS NOW

Launched 1 January 2022



NIGERIA



KENYA

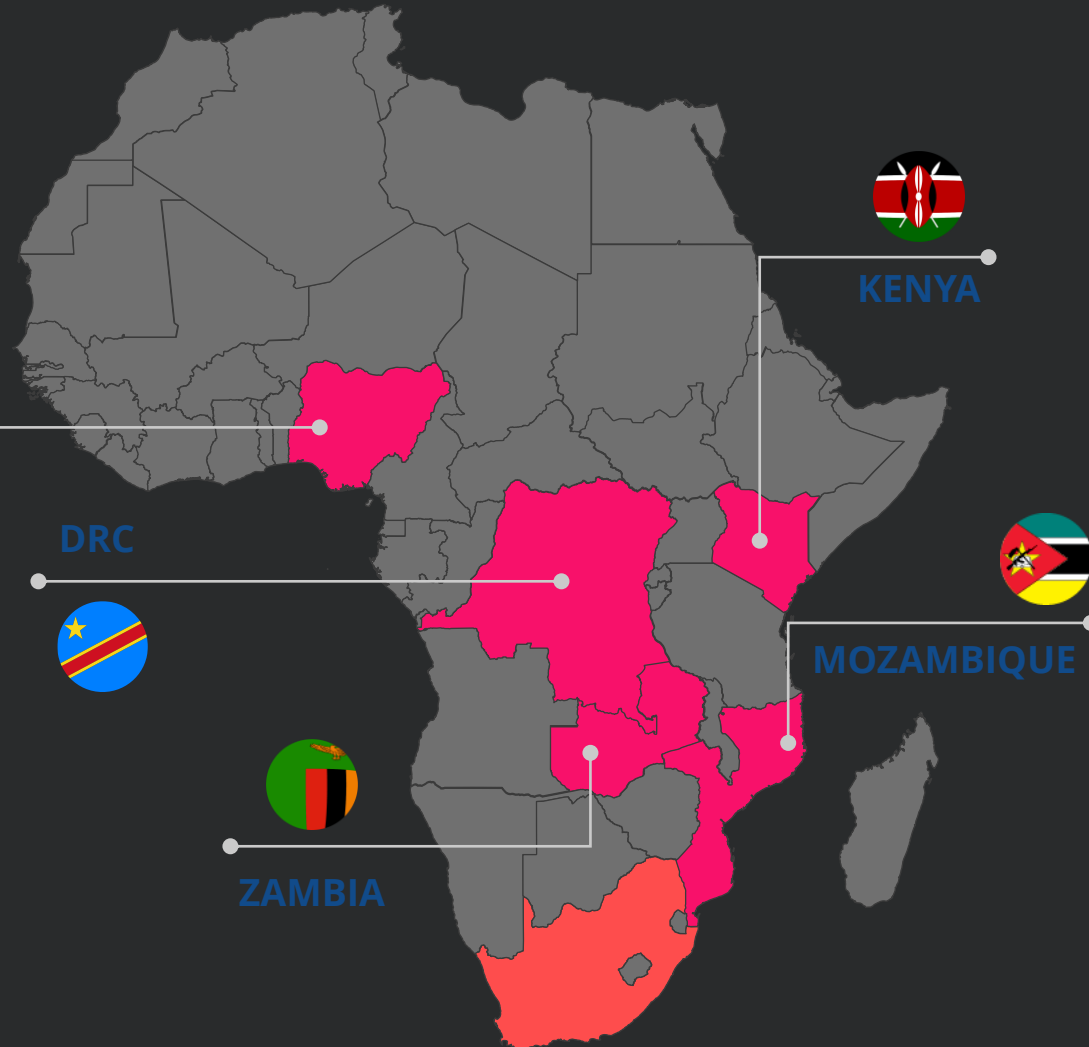
DRC



MOZAMBIQUE



ZAMBIA



Focus on expanding footprint
new markets planned for 2023

5 MARKETS

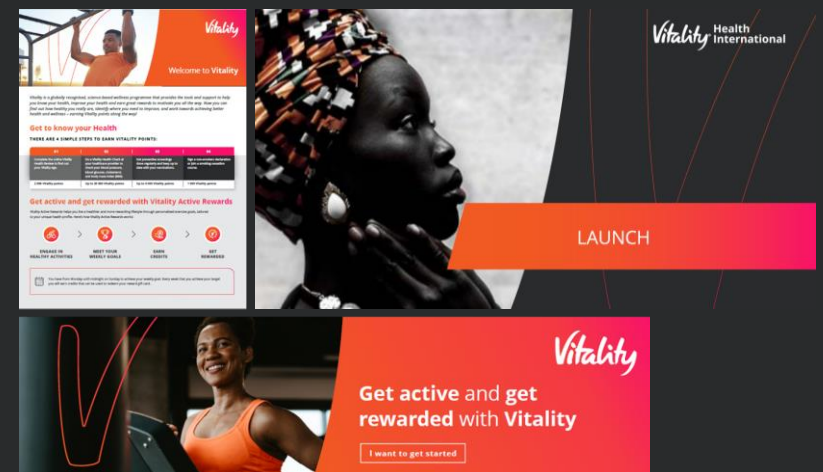
expanding further in 2023

3 LANGUAGES

6 000

providers in over 52 countries

MULTIPLE
INDUSTRIES



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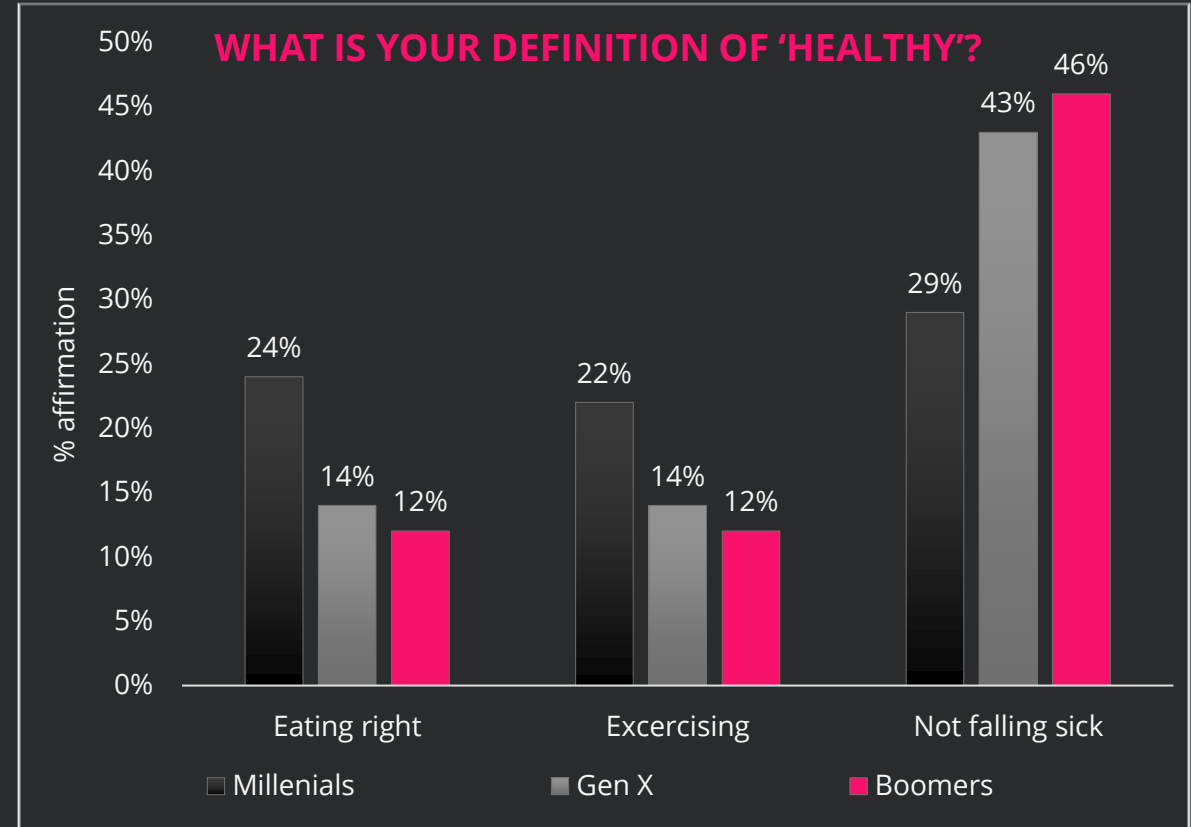
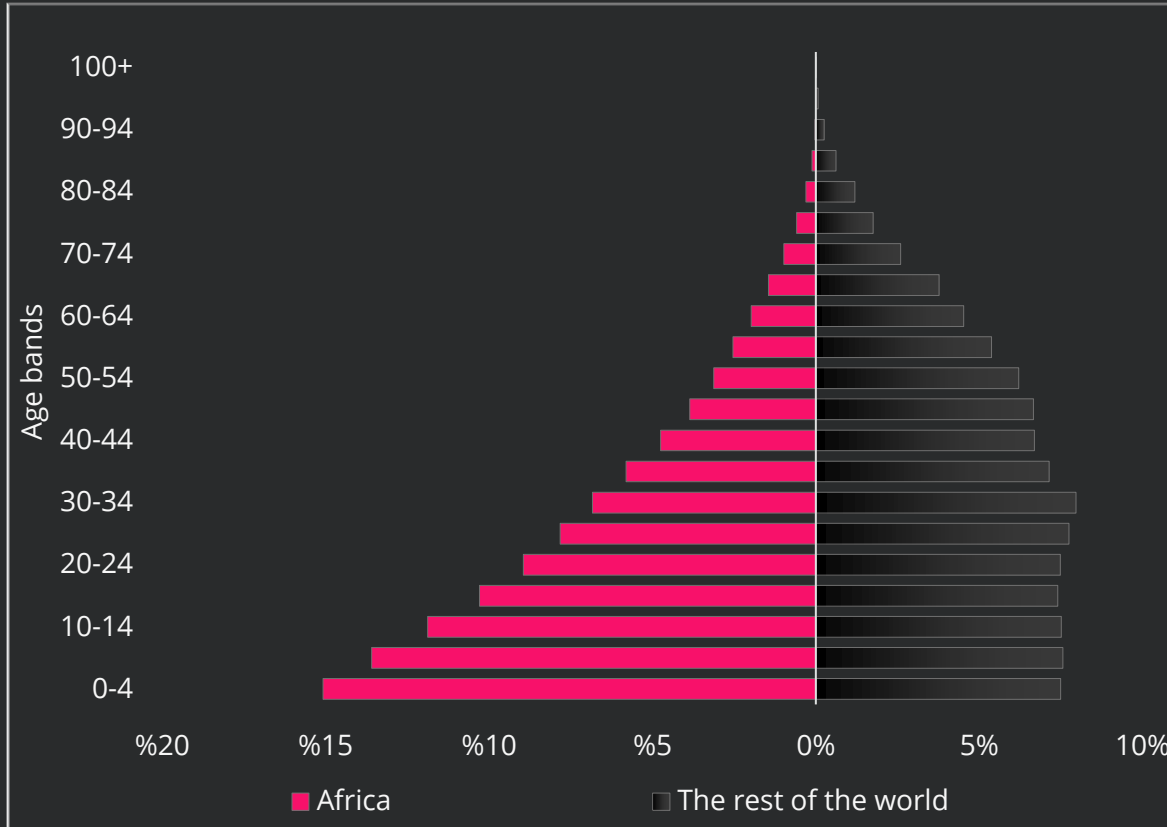


03

THE AFRICA OPPORTUNITY

AFRICA IS YOUNG AND READY FOR HEALTHY LIVING

AFRICA'S TECH SAVVY MILLENNIALS ARE POISED FOR A HEALTHCARE THAT ALIGNS WITH WELLNESS

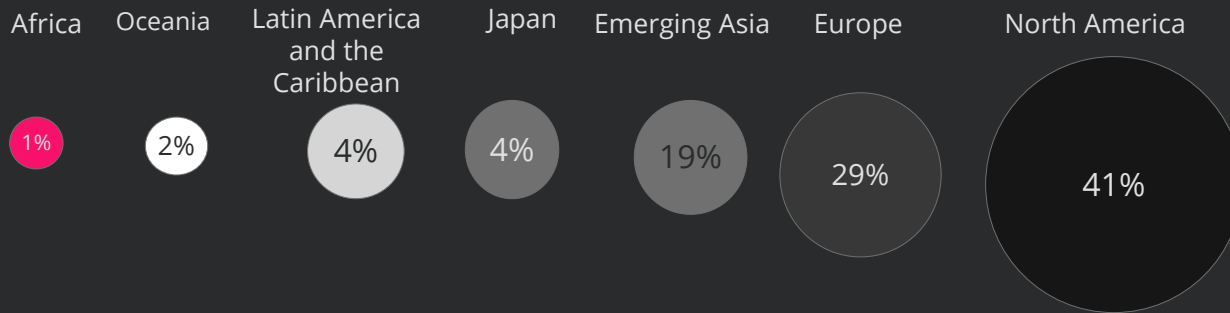


Africa has a young population compared to the rest of the world – with the dominant working-class generation being millennials.

“For Millennials, **wellness is a daily, active pursuit**. They’re **exercising more, eating smarter and smoking less** than previous generations. They’re using apps to **track training data**, and online information to find the **healthiest foods**.”

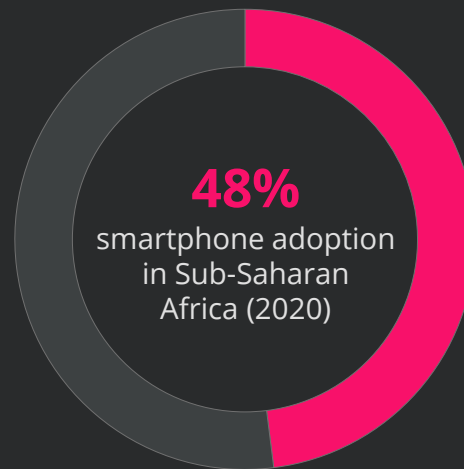
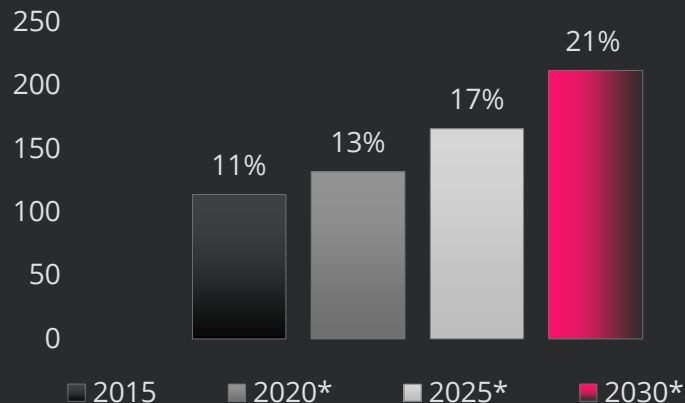
GROWING MIDDLE CLASS IN AFRICA

Insurance penetration in Africa and the rest of the world (measured as Global premium split)



Source: Deloitte 2016, 'Emerging Markets, Growing Insurance and Challenges in Africa'

Sub-Saharan Africa Middle Class (in mil)



There are **low levels of insurance penetration** in Africa, which presents a great opportunity for Vitality Health International to make a difference.

Levels of insurance penetration in Africa are **half the world average** measured as a percentage of GDP, and **premiums per capita are 11-fold lower than the world average.**

This points to significant scope for growth.

(Sources are Swiss Re, World Bank Group, and insurance regulators)

The **steady growth in middle class** in Africa is driving the demand for quality health insurance.

COVID-19 has highlighted the inadequacy and leaks in Africa's public healthcare system. This has sensitized the middle class to the need to adequately and privately provision for their healthcare needs.

The increase in middle class is an indicator for **increasing affordability for health insurance.**

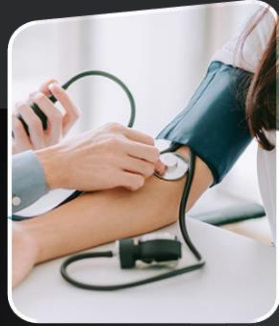
AFRICA FACES A DOUBLE BURDEN OF INFECTIOUS AND CHRONIC DISEASES



5.8%

diabetes prevalence, for ages 20 – 79, Sub-Saharan Africa

Source: worldbank (2021)



The African Region has the highest prevalence of hypertension

27%

Source: WHO (2021)

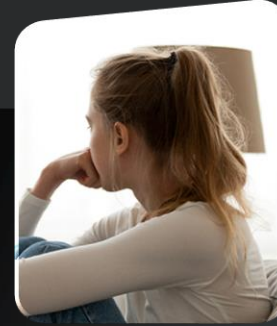


223.9

incidence of malaria per 1 000 population at risk in Sub-Saharan Africa.

Over **600,000** malaria deaths in Africa.

Source: worldbank (2021)



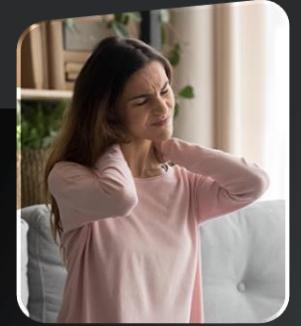
15

African countries are among the top 30 globally for suicide per 100 000 people

Source: WHO (2020)



Physical inactivity & poor diets are linked with several health conditions including cardiovascular diseases, cancers, diabetes, overweight, obesity and depression



Physical inactivity is prevalent in many Member States in the African Region.

In 2016, it was estimated that 22.1% of adults aged 18 years and above were insufficiently active

Source: WHO (2020)

EVERY YEAR MILLIONS OF PEOPLE TRAVEL OUTSIDE THEIR HOME COUNTRY TO ACCESS HEALTHCARE

Exponentially growing market



14

Million

People traveled to access healthcare



25%

Percent

Growth on an annual basis



\$45-72

Billion

Current market value



>2

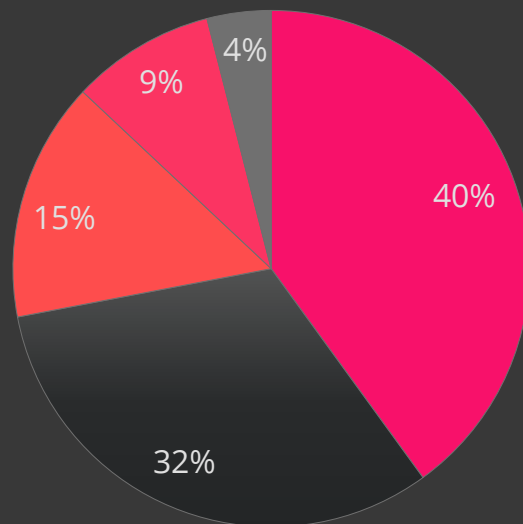
Million

Patients from Africa travelled to SA in past 5 years

Source: Patients beyond borders

40% of people travel to access superior medical technologies

Relative size of medical-traveler segments (100% = 49,980 patients)

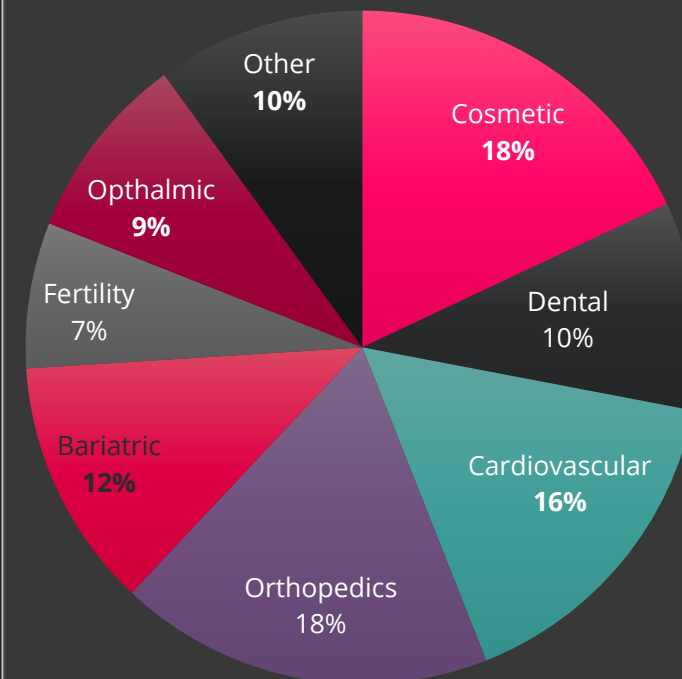


- Most advanced technology
- Better quality care for medically necessary procedures
- Quicker access for medical necessary procedures
- Lower-cost care for medically necessary procedures
- Lower-cost care for discretionary procedures

Source: WHO - Patient Safety Program; 2013

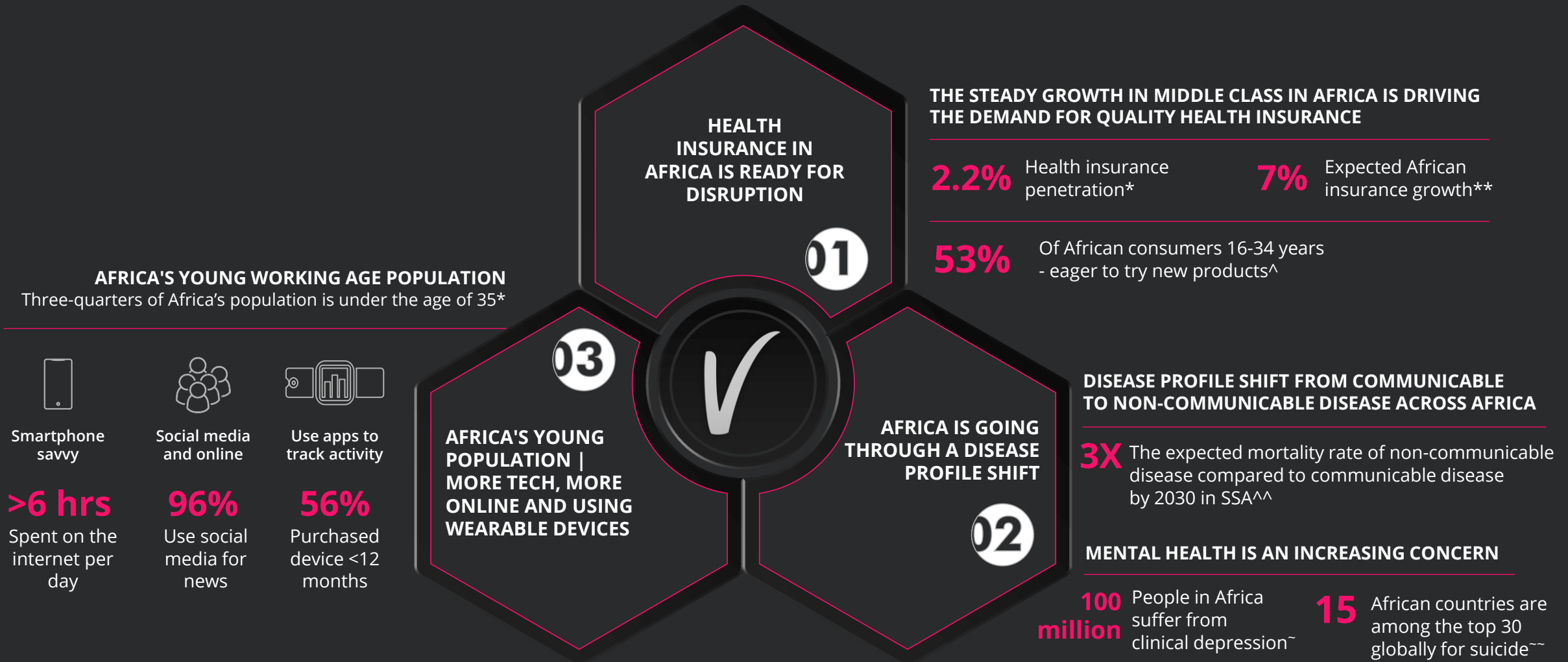
Orthopedics, cardiovascular, cosmetic most common treatment types

Medical travel market: Revenue share (%) by treatment type, 2019



Source: Medical tourism market; Mordor Intelligence; 2019

THREE KEY TRENDS SHAPING HEALTHCARE IN AFRICA



* Southern Africa, including Lusophone Africa - Source : Insurance regulator reports; Swiss re
 ** The Research and Markets firm mg.co.za/africa/2022-06-13-activity-in-africas-insurance-market-is-on-the-increase/
 *** Global study / Source: <https://www.ibm.com/thought-leadership/institute-business-value/report/2022-consumer-study#>
 ^ <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/winning-in-africas-consumer-market>
 ^^ WHO. Global Burden of Disease ; ~ WEF (2021); -- WHO (2020)

BEYOND THE CLEAR HEALTHCARE NEED, THE AFRICAN CONTINENT IS A PROMISING MARKET WITH HIGH GROWTH POTENTIAL FOR BUSINESSES LIKE OURS



Africa is **bigger** than many realise
Africa's insurance industry is valued at about **\$68 billion**
in terms of **Gross Written Premium** and is the
eighth largest in the world



Positive GDP Growth Across Markets

Very low insurance penetration presenting a market opportunity for growth



Rapidly Growing & Young Population

Rising Consumer Demand
Bulk of growth likely in pensions and life insurance, but health on the rise and plays larger role in some markets



New Technology Fueling Growth Opportunities

Organic and M&A opportunities for growth in the sector



Pan-Africanism key to long term growth prospects

Organic and M&A opportunities for growth in the sector



Strengthening regulatory and capital requirements

Helps create larger and stronger companies in the insurance industry

CONTENTS



04

WHY PARTNER WITH VHI

Inspired by our purpose to make people healthier

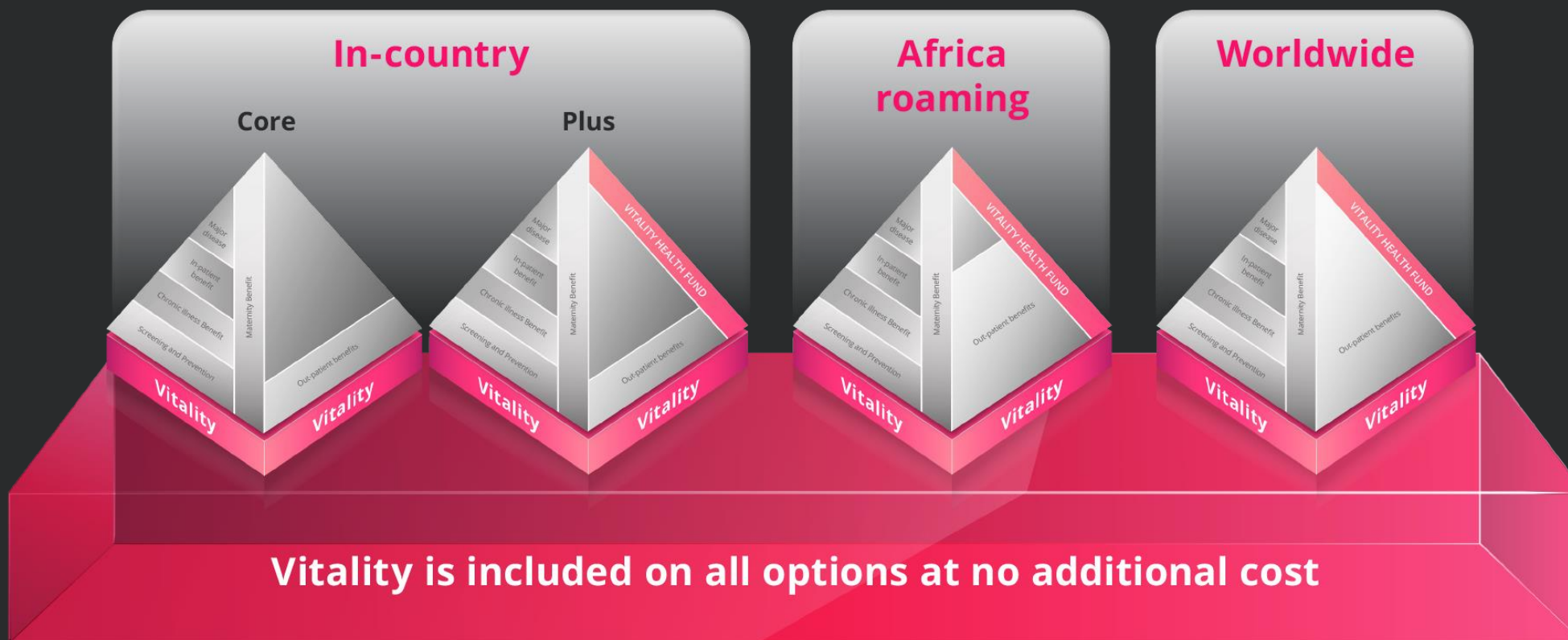
VITALITY HEALTH INTERNATIONAL TAKES A SHARED-VALUE APPROACH

Four distinct health insurance options, all benchmarked to provide best-in-category coverage across all benefits.

Access to cover in the country in which the policy is issued





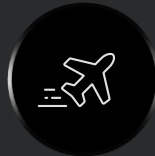


Cover in any African country +East Africa: access to cover in India

Cover worldwide (excluding the USA)



DESIGNED SOUGHT AFTER PRODUCTS | TRAVEL FOR TREATMENT TO CATER FOR MEDICAL TOURISM NEEDS



Destination country	South Africa	United Kingdom	France	
	Medical services		Concierge and support services	
	Medical treatment <ul style="list-style-type: none"><p>Pre-trip and pre-trip assessment, in-hospital and post-operative expenses</p><p>Case management support and clinical handover</p><p>Cover for complications during your treatment</p><p>Access to fixed-cost packages for select procedures or flexible solutions</p> <p><i>Standard medical fees with contracted providers</i></p>		Flights and travel <ul style="list-style-type: none"><p>Return flights to country of treatment including travel documents</p><p>Transport including option to arrange a medical escort or a dedicated air ambulance</p><p>Full range of accommodation options in country of treatment before, during and after treatment</p> <p>24/7 call centre support</p> <p><i>Cost dependent on the client's circumstances and requirements</i></p>	

End-to-end clinical concierge service in top medical destinations

DEEP EXPERTISE AND EXPERIENCE OPERATING ON THE CONTINENT THROUGH MSOI AND STRONG IN-COUNTRY PARTNERSHIPS


mso MEDICAL SERVICES ORGANISATION

A Discovery Group company


Tunisia 

Senegal 

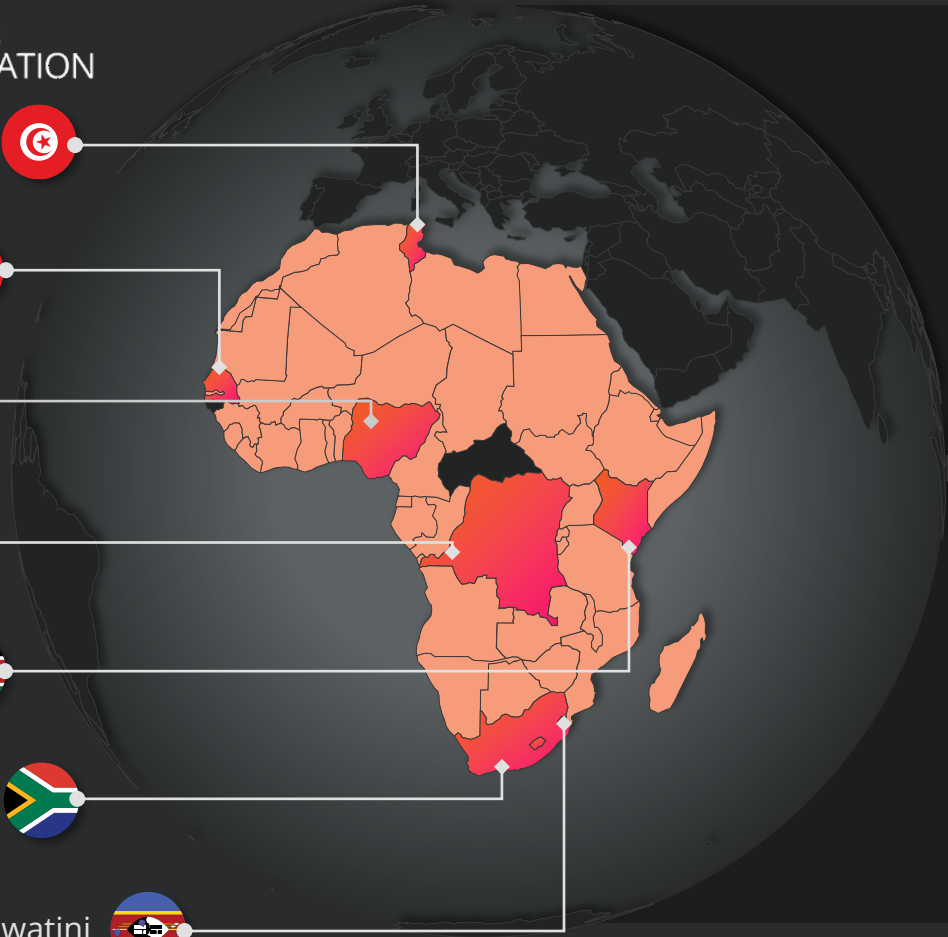
Nigeria 

Democratic Republic of Congo 

Kenya 

South Africa 

eSwatini 



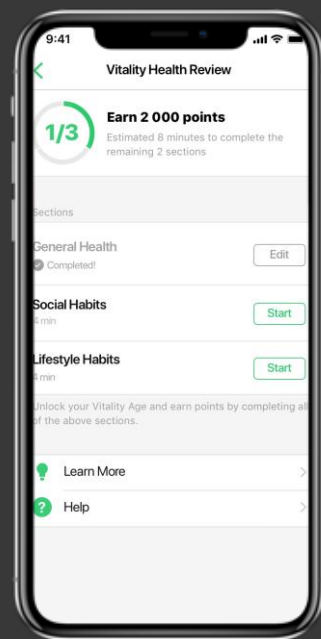
- Vitality Health International has partnered with Medical Services Organisation International (MSOI) to deliver health insurance in Africa, and to manage and expand healthcare networks available to clients
- MSOI has **7** offices with **85** full-time staff across Africa, including Kenya and the Democratic Republic of Congo. Their clinical staff in these countries are trained in English, French, Arabic, Portuguese and several local African languages
- MSOI has direct access agreements with over **6 000** healthcare providers in **52** countries across Africa, including hospitals, clinics, pharmacies, laboratories and individual doctors.
- MSOI has over **15** experience years in Africa, operating there since 2008

STRONG PARTNERSHIPS WITH IN-COUNTRY INSURERS

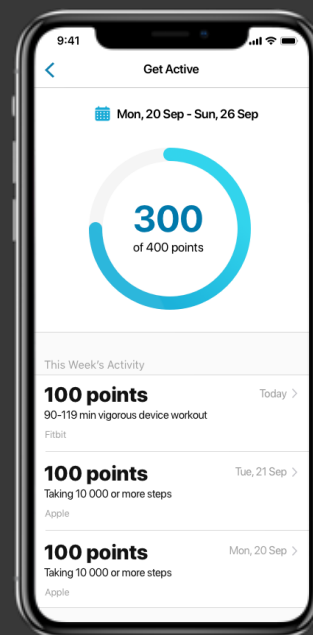
ACCESS TO VITALITY, THE WORLD'S LEADING BEHAVIOUR-CHANGE PROGRAMME, THAT HELPS YOU LIVE HEALTHILY



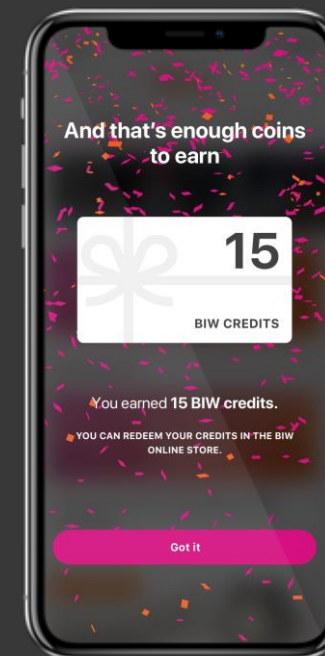
KNOW YOUR HEALTH



IMPROVE YOUR HEALTH



GET REWARDED



A DYNAMIC AND SCIENCE-BASED BEHAVIOUR-CHANGE PROGRAMME THAT COMBINES DATA ANALYTICS WITH REWARDS AND INCENTIVES TO HELP PEOPLE MAKE HEALTHIER CHOICES.

VITALITY RELEVANT FOR YOUNG AFRICANS

OUR RESEARCH SHOWS THAT WELLNESS AND ACTIVITY IS IMPORTANT

For Millennials & Gen Z, **wellness is a daily, active pursuit...**



Smoking less



Eating smarter



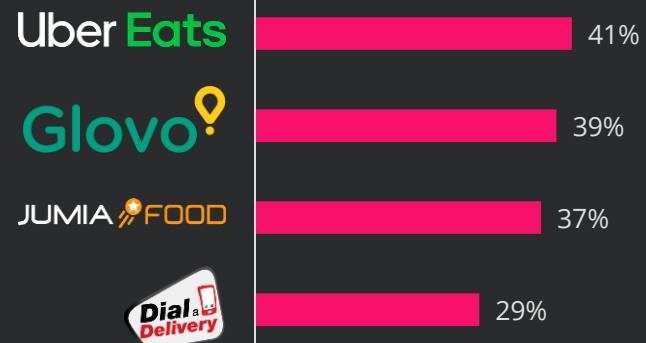
Exercising more



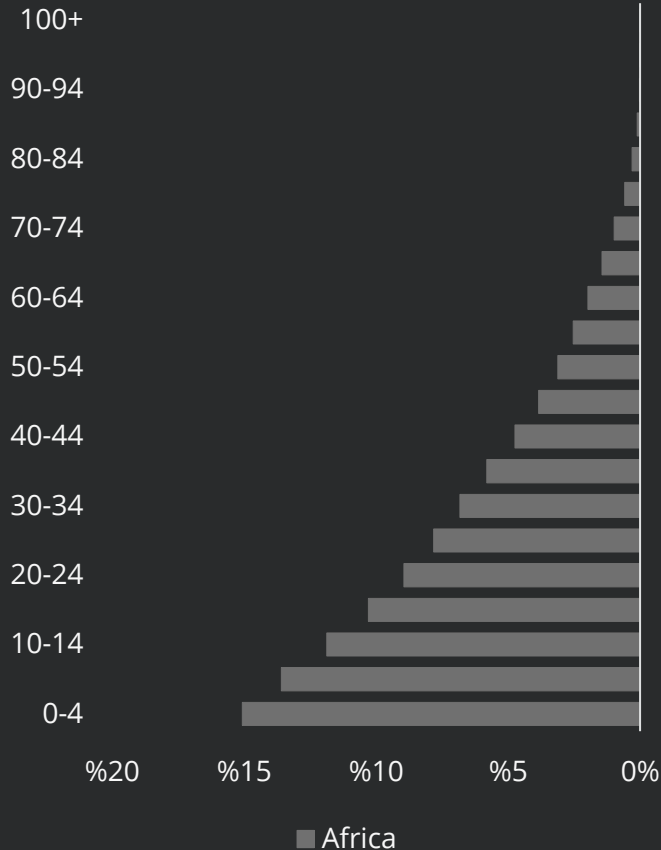
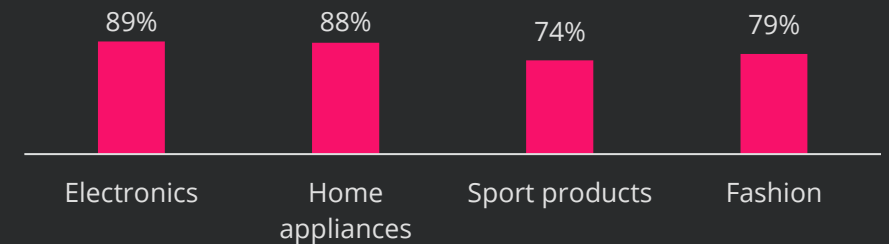
Use apps to track activity

and... **specific categories and brands** are more popular

Use food ordering apps at least once a week



Jumia | Favourite online delivery app across different product categories



Young population with three-quarters of Africa's population under the age of 35*

Based on Vitality commissioned research

*Source: According to the United Nations population projections and stated in CNBC Aug 2021

VITALITY EMPOWERS AFRICAN EMPLOYERS TO HELP CREATE A HEALTHIER CONTINENT

VITALITY POSITIVELY IMPACTS PRODUCTIVITY AND PERFORMANCE FOR THE BENEFIT OF EMPLOYERS & EMPLOYEES



Productivity

~ 7 days ▲

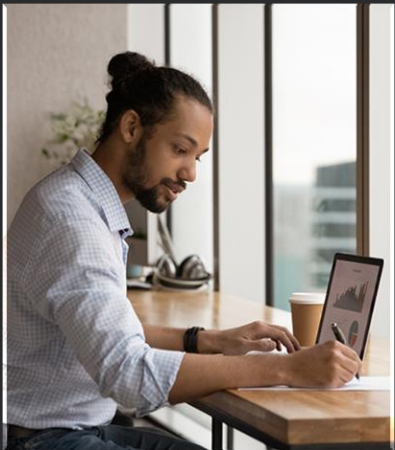
additional working time due to lower absenteeism for employees engaged in Vitality



Service defects

23% ▼

Fewer defects recorded by engaged staff compared to staff without Vitality



Work engagement

35% ▲

Greater work engagement for engaged staff relative to unengaged



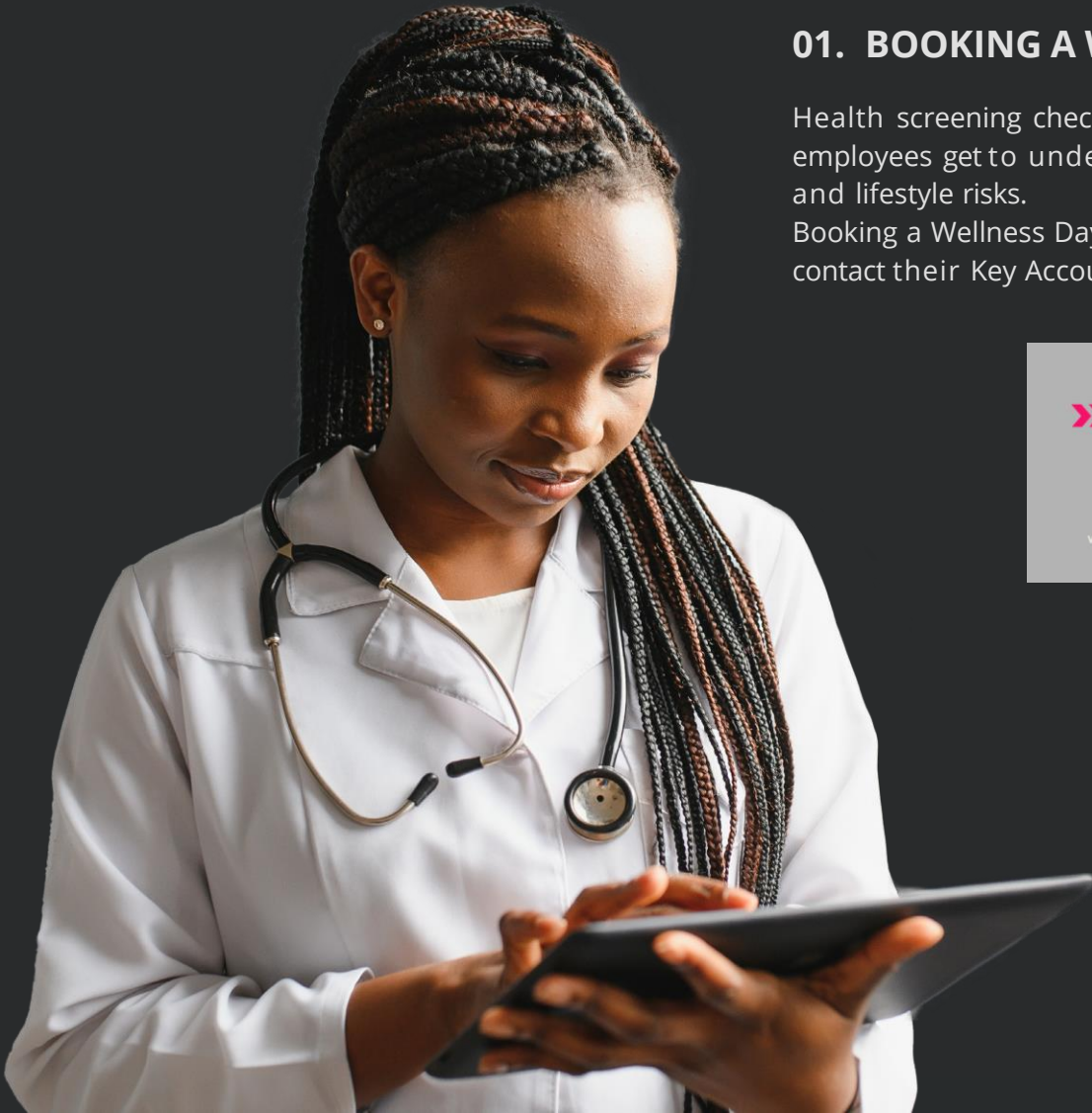
Sick days

46% ▼

Lower number of sickness days for engaged staff versus staff without Vitality

DIFFERENTIATED EMPLOYER/EMPLOYEE EXPERIENCE

VITALITY HEALTH INTERNATIONAL PROVIDES A TAILORED ON-SITE WELLNESS EXPERIENCE FOR ALL EMPLOYERS IN THE REST OF AFRICA



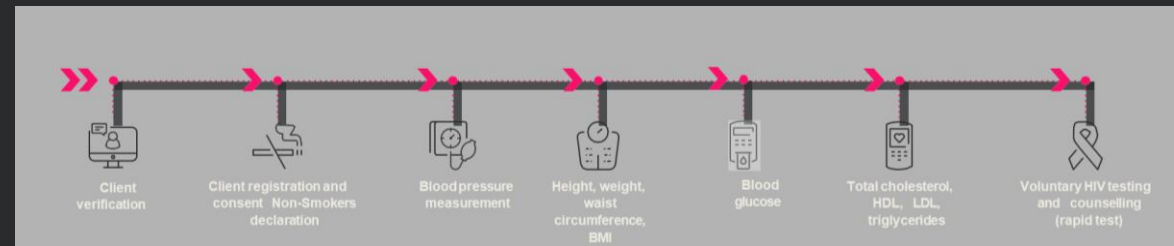
01. BOOKING A WELLNESS DAY

Health screening checks are important because employees get to understand their current health status and lifestyle risks.

Booking a Wellness Day is easy, employers can simply contact their Key Account Manager to begin the process.

02. ONSITE WELLNESS DAY EXPERIENCE

Employees can start their journey by understanding their health with the Vitality health assessments. These assessments help encourage employees to take the necessary steps to improve their health. Our Wellness team will facilitate any suggested health actions and next steps at the Wellness Day.



03. AFTER THE WELLNESS DAY

After the Wellness Day, we will share comprehensive reports with metrics and unique insights to help employers improve outcomes for their employees.



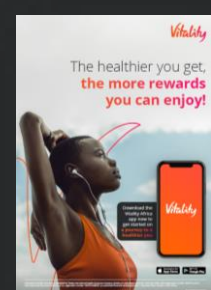
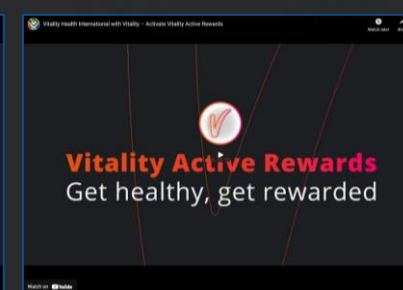
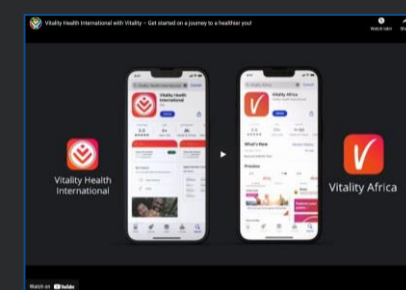
EMPLOYER & EMPLOYEE SEAMLESS SUPPORT



VHI website & social media accounts

Brochure and marketing material

Available in 3 languages



SNAPSHOT OF OUR PRODUCT ENHANCEMENTS FOR 2023

A close-up photograph of a woman's face, focusing on her eyes which are closed. She has dark, curly hair. The image is overlaid with text. The background of the entire slide is dark grey.

Inspired by our **purpose**

OCTOBER **20
22**

**WELCOME TO
VITALITY
HEALTH
INTERNATIONAL**

Emma Knox
CEO Vitality Health International

