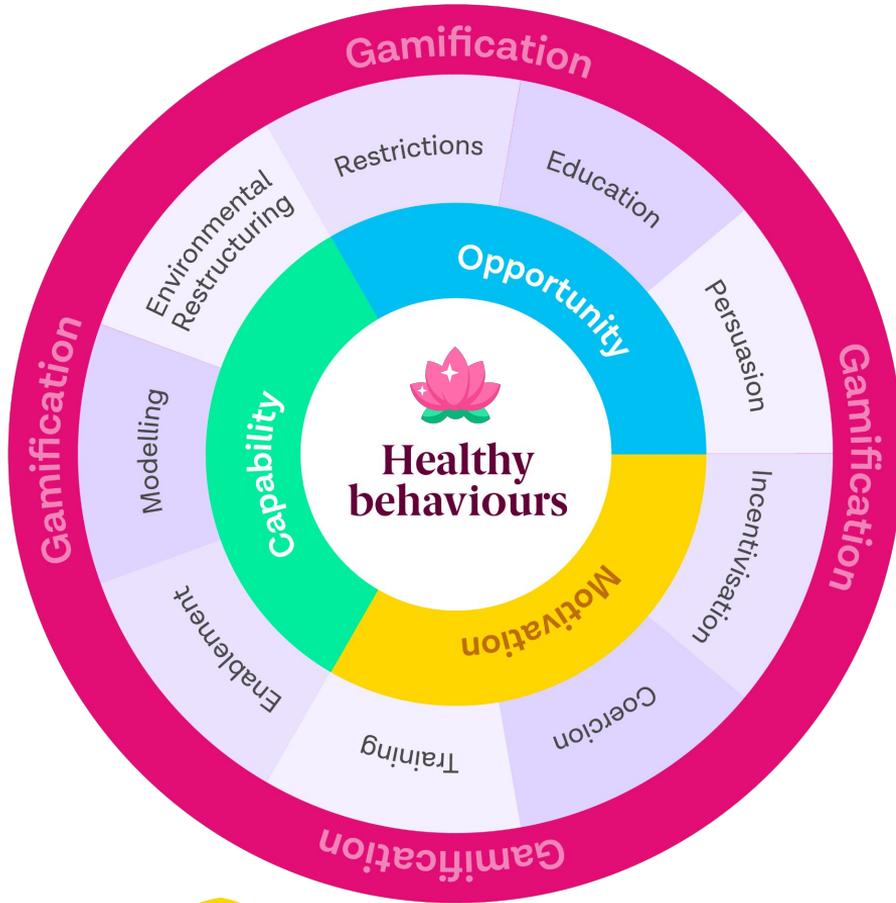




The Engagement Effect

**A new frontier in
preventative health**





Proven to positively impact Behaviour Change

Gamification has been scientifically proven to amplify the effectiveness of behaviour change interventions

- | | | |
|---------------|--------------|-----------------|
| ☆ Clear goals | 📖 Challenges | 📈 Levels |
| 📁 Points | 📊 Progress | 🏆 Leaderboard |
| 📁 Rewards | 🛡️ Badges | 📖 Stories/theme |

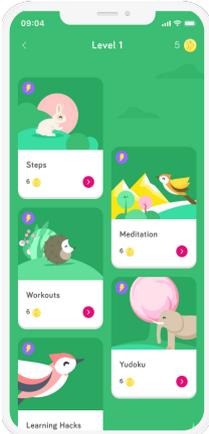
Outperforming traditional benefit models



At YuLife, we go beyond incentivisation by using a broad range of mechanics that drive sustained engagement over time. No other employee benefit or insurer provider uses such a broad of game mechanics.



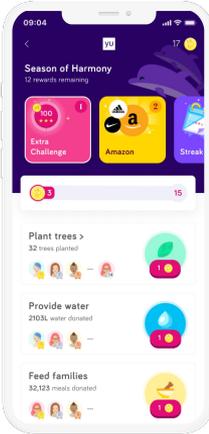
Points



Challenges



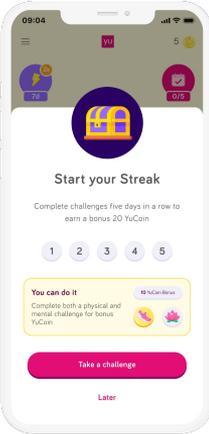
Progression



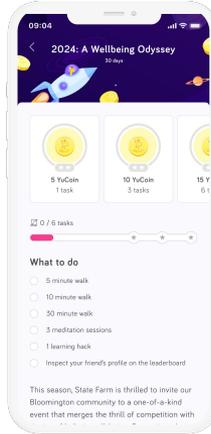
Rewards



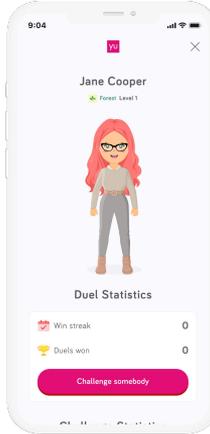
Surges



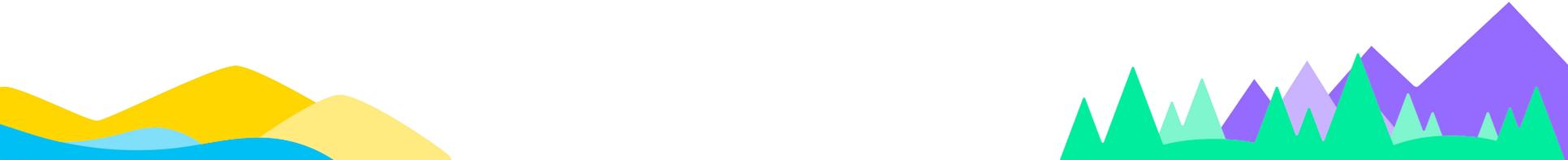
Streaks



Events



Avatar



Pioneering unprecedented engagement levels



Achieve engagement levels never seen before in the insurance industry .

80%

engagement
rate*

with **1 in 2** engaging
on a **daily basis**

4x industry average

“ The **YuLife app is built like a game**, with levels, quests and a game-like design, which **reminds me of apps like Duolingo**. I'm not a gamer, I don't have any games on my phone, but this app **feels like a healthy, more sophisticated version of Pokémon Go** that even non-gamers like me can use and enjoy. I like to see my YuCoin build up and feel rich.”



Beth Sutton
HR Director, BrighterBox



*varies depending on size of company and comms capabilities & channels available

YuLife's groundbreaking new study

Impact of Gamification in Behaviour Change Intervention

A Randomised Controlled Trial with YuLife's Health and Wellbeing App

Validating the impact of gamification on health, business and risk outcomes. Providing the insurance industry with a new model for more accurately assessing and organisation's risk based on individual employee lifestyle

In partnership with:



InsurTech Consumer Platforms FinTech News Partnerships

YuLife and University of Essex unite to transform the insurance industry through gamification

June 19, 2023



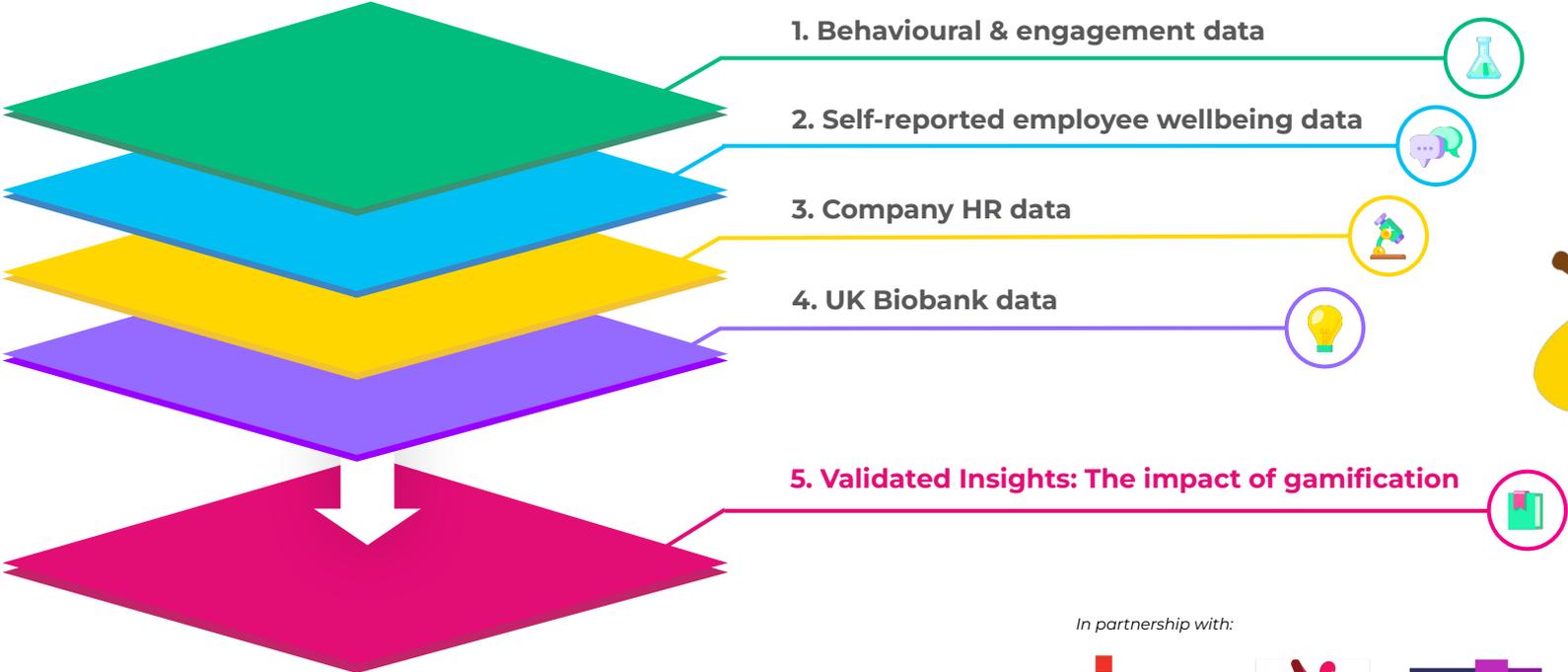
The University of Essex, renowned for its comprehensive and research-intensive programmes, is teaming up with YuLife, a revolutionary tech-driven financial services company with a focus on employee wellbeing.

This partnership will involve a research project, with the intention of providing scientific-based evidence on the potential of YuLife's gamified app to inspire healthier lifestyles, thereby improving individual health and wellbeing. The ultimate goal is to establish a validated model for the insurance industry to better assess organisational risk.

YuLife is changing the game in the insurance industry by evolving traditional group insurance into a true preventative healthcare tool that is utilised daily. They achieve this by creating an engaging environment in the YuLife app where members can earn rewards for various activities such as walking, working out, cycling, and meditation. These rewards can be converted into various benefits such as tree planting, ocean cleaning, groceries and vouchers from popular brands.

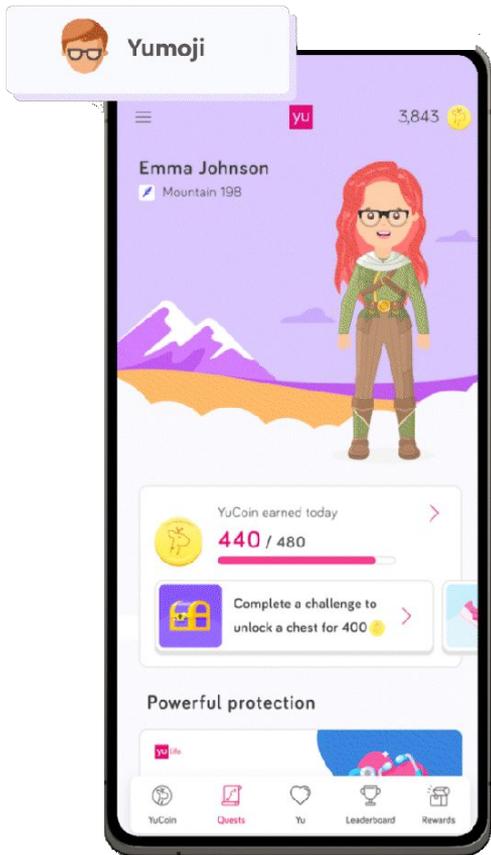
The two-year project, supported by Innovate UK, marks the first partnership for the newly established Institute of Public Health and Wellbeing at the University of Essex. Through the use of artificial intelligence and longitudinal analyses, the project will explore the causal relationships between gamification and health improvements, as well as the impact of gamification on behavioural psychology. It will also assess the overall health of their

Leveraging UK Biobank, company data, and YuLife insights



In partnership with:





The Critical Role of Healthy Behaviour in Preventative Health



****Results have been scientifically proven by our government funded research study in partnership with the University of Essex**



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