

## **PAI Health extends strategic partnership with insurer Gjensidige Forsikring ASA**

### **On the back of a successful pilot, PAI Health and Gjensidige launching enhanced integration of apps**

Vancouver, British Columbia – May 6, 2019 – PAI Health, a heart health software company, today announces a new and extended strategic partnership with Gjensidige Forsikring ASA, a leading Nordic insurance group listed on the Oslo Stock Exchange.

This new agreement follows upon the success of a previous collaboration to pilot PAI's heart rate based activity score amongst Gjensidige customers. Results found PAI to be a leading intervention to motivate people to perform increased physical activity and guide them toward a heart-healthy lifestyle.

PAI Health and Gjensidige will also partner on new projects throughout 2019. This includes augmentation of PAI's services and health data insights within Gjensidige's new digital IVER service proposition. This pilot program will incorporate PAI's ground-breaking activity metric into the intuitive IVER app. PAI is an effective way to engage insurer customers and gain meaningful data insights founded on proven science of cardiorespiratory fitness. IVER allocates "IVER Points" to reward customers for positive health behavior and are redeemable for a range of meaningful health services and policy discounts.

Peter Taylor, CEO PAI Health, said, "We're delighted to be extending our partnership with Gjensidige following the success of our previous pilot. As digital innovation-led companies, we both very much look forward to jointly accelerating that success, given PAI's proven value to motivate heart health, and IVER's differentiated rewards to increase customer participation and create lasting change."

Amar Murtaza, Nordic Service Product Manager, said, "PAI Health is a key strategic component of our new IVER service offering. We are excited to extend our collaboration to benefit customer health. We very much look forward to building further market momentum in the future."

#### **About PAI Health**

PAI Health is a heart health software company that offers health risk insights rooted in the proven science of cardiorespiratory fitness. The company's digital services, that are both device and platform agnostic, enable insurers to increase engagement, drive new customer acquisition and reduce costs. PAI (Personal Activity Intelligence) is the first scientifically validated and published score that prescribes a personalized, weekly plan for physical activity proven to reduce the risk of cardiovascular disease and other lifestyle diseases. The company's easy-to-deploy tools facilitate data insights at scale, quickly and cost-effectively. For more information, visit [www.paihealth.com](http://www.paihealth.com).

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### **About Gjensidige Forsikring ASA**

Gjensidige is a leading Nordic insurance group listed on the Oslo Stock Exchange. Gjensidige have about 3,900 employees and offer insurance products in Norway, Denmark, Sweden and the Baltic states. In Norway, Gjensidige also offer banking, pension and savings. Operating income was NOK 26 billion in 2018, while total assets were NOK 157 billion.