



## White Label Employee Wellness Platform to Go Live in Singapore

### Highlights:

- **MyFiziq / WellteQ launch employee wellness platform (PRUedge) for Prudential Assurance Corporation Singapore (“Prudential Singapore”).**
- **The Proof of Concept (PoC) delivers an experience via an integrated wellness smartphone app and real time analytics dashboard.**
- **Employees can track their health progress changes via the embedded MyFiziq technology.**
- **Real time data analytics help quantify employee engagement and measure health risk, potentially reduce workforce costs.**

MyFiziq Limited (ASX: MYQ) (“MyFiziq” or the “Company”) is pleased to announce the launch of a wellness platform to the employees of Prudential Singapore<sup>1</sup> branded PRUedge. The Proof of Concept (PoC) with MyFiziq (MYQ) and WellteQ has completed all necessary testing in readiness for the launch. The integrated digital solution facilitates health improvement and employee engagement.

The MyFiziq / WellteQ solution is evolving throughout the corporate health sector which is undergoing a digital transformation. Engaging with employees is the first of its kind and will see advanced analytics through the combined offering beyond anything currently in market.

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

The white-labelled app has been custom designed and includes bespoke user benefits including 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 and rewards programs.

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<sup>1</sup> Prudential Assurance Corporation Singapore is part of the U.K.-based Prudential plc and not related to Prudential Financial



The benefits of our technology extends from the individual into the organization with a data-driven approach to supporting employees to reduce risk and cost, ultimately improving company bottom line. 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. Our technology is rapidly evolving and we will continue to deliver our innovation within the sector.

**Vlado Bosanac, Chief Executive Officer of MyFiziq, said:**

“The MyFiziq technology is gaining significant interest globally when demonstrating our progressive and unique ability to digitally capture anthropometric measure in conjunction with health and risk indicators. This is an extremely important move forward for our company and we have had further opportunity to understand the sector more commercially and the risks posed to organisations through previously limited consumer interaction. This is the first MyFiziq/WellteQ release for an employee wellness solution which opens up an enormous market with the global workplace wellness industry having grown 6.4% from 2013-2015, from \$40.7 billion to \$43.3 billion.”

[globalwellnessinstitute.org/press-room/statistics-and-facts/](http://globalwellnessinstitute.org/press-room/statistics-and-facts/)

**Scott Montgomery, Chief Executive Officer of WellteQ, said:**

“Employee engagement is rapidly becoming utilised as a business productivity tool for commercial benefit. Through the combined WellteQ/MYQ offering, companies can engage large and disparate workforces to understand where they’re best to focus their efforts for better employee health and improved workplace satisfaction. These two areas lower HR costs and improve company productivity that our 4-dimensional analytics platform now quantifies commercially.”

**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.

**ASX Announcement**  
**Wednesday 26<sup>th</sup> September 2018**



## **About MyFiziq**

MyFiziq is an augments of current technologies, rather than a disruptor. We partner with highly scaled existing applications and provide our partners with a deeper insight into the data they currently retrieve from their users.

When consumers step, ride, train, calorie count or simply buy clothing online, the end result is a drive toward understanding human dimensions or change. MyFiziq provide that missing link to why users engage with 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. 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](http://www.myfiziq.com)

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