

Life's better with

Vitality

What makes up a Protection Policy





Need/risk

- Loss of income
- Mortgage
- Children
- IHT
- Business profit
- Maintenance payments
- Houseperson

Insurable interest?

Who's risk?

- Own life
- Life of another
- Trust

Cover

- Life
- Critical/serious illness
- Income protection

Term/basis

- Fixed term
- Whole of life
- Convertible term
- Level/Increasing/Decreasing

Benefit paid

- Lump sum or income
- Single or joint life
- 1st or 2nd death

Premiums

- Guaranteed
- Reviewable
- Renewable

Validity's core purpose and business methodology.

Life's better with



Why

60% of deaths globally are due to 4 behaviours

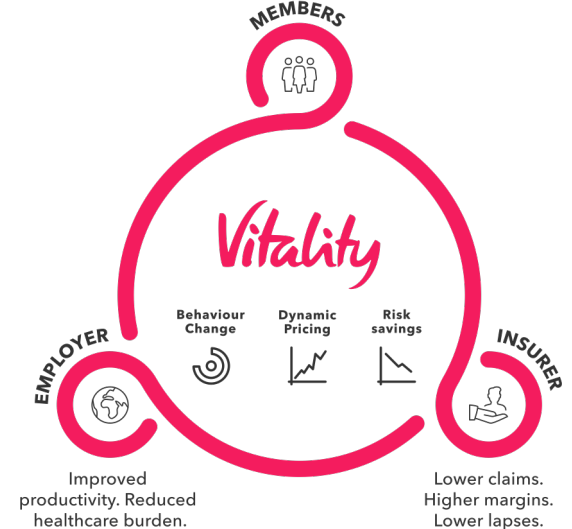
- Diet
- Alcohol
- Smoking
- Lack of exercise

How

To make people **healthier** and **enhance** and **protect** their lives

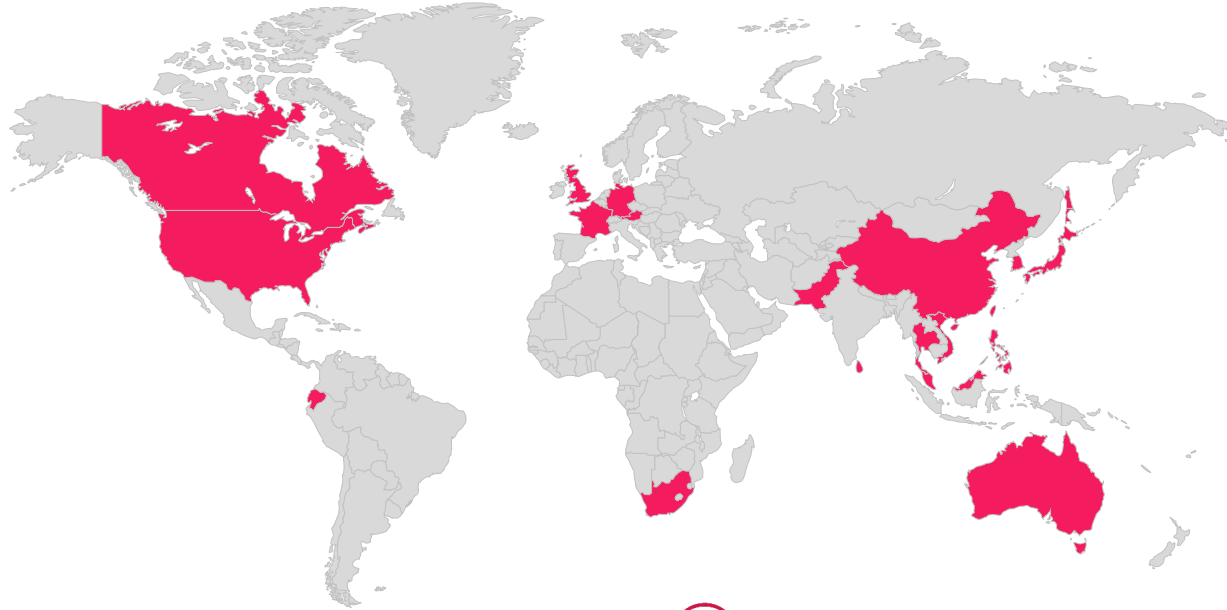
What

Better health, better levels of cover and better premiums.





Through the Global Vitality Network, Vitality is changing insurance in over 20 markets for more than 20 million members.



26 markets

200k new members each month

35% of global protection market



“You will pay more for insurance if you smoke...”

Get access to the
Platinum Rate upfront

Maintain the
Platinum Rate over time

Enjoy the rewards

Up to
30%

lower than our standard
plan rate¹

0%



PLATINUM
Vitality Status

0.5%



GOLD
Vitality Status

1.5%



SILVER
Vitality Status

2.5%



BRONZE
Vitality Status

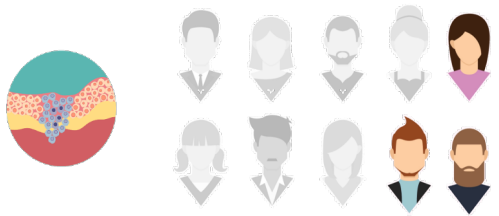


Serious or Critical illness

Critical Illness reflected the severity of conditions at the time it was introduced

ILLNESS IN THE 1980s

7 out of 10 heart attacks fatal¹



3 out of 4 cancers fatal²



RESULTING DESIGN

3 conditions covered



A single, full payout



Accelerated Life Cover



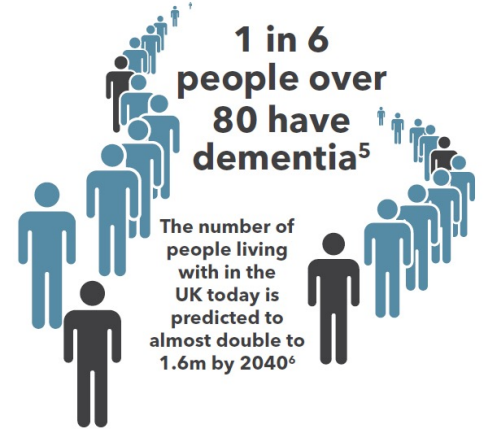
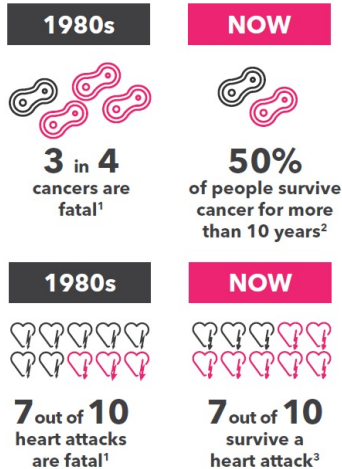
Sources:
1. Inequalities in heart attack care 'costing women's lives', BBC, 2019
2. Our Progress, Cancer Research UK, Accessed 2019

Advances in medical science have resulted in three key trends

1 Increased survival and lower lifestyle impact

2 Increased susceptibility to recurrences and secondary illnesses

3 Greater exposure to illnesses in later life



Severity based payouts;
comprehensive coverage

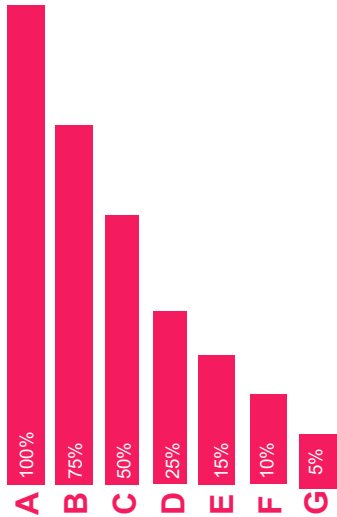
Continuous coverage; multiple claims

Later life cover

1. BBC Inequalities in heart attack care 'costing women's lives', 2019, 2. Cancerresearchuk.org, Cancer survival statistics. Accessed Apr 2020, 3. bhf.org.uk/what-we-do/our-research/heart-statistics. Accessed Apr 2020, 4. Patterns and predictors of first and subsequent recurrence in women with early breast cancer, Breast Cancer Research. 2017, 5. Prince, M et al. Dementia UK: Update Second Edition report produced by King's College London and the London School of Economics for the Alzheimer's Society. 2014, 6. The London School of Economic and Political Science. Dementia care costs to nearly treble in next two decades. Nov 2019.

Advances in medical science have resulted in three key trends

1 Severity payment model

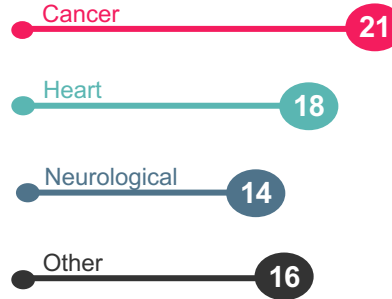


Severity based payouts;
comprehensive coverage

2 Ability to make multiple claims

1 in 10 claimants in 2019 had claimed previously

Average time to secondary claim



Continuous coverage; multiple claims

3 Options to include later life cover

 **Dementia and FrailCare Cover**
A world first in later life protection



Cover for Dementia, Alzheimer's Parkinson's stroke, frailty (ADLs), nursing home or residential care.

 Cover continues for whole of life

 No additional cost

Later life cover

Considerations for advice



Need/risk?

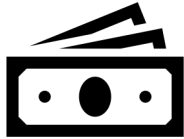
Who's risk?

Cover

Term/basis

Benefit paid

Premiums



Considerations for advice

Your quote for Personal Protection Plan with Optimiser

A Test and B Test share one plan account with a total cover amount of **£350,000.00**.

First person covered: Mr A Test | Smoker Status: Never smoked | Age at next birthday: 30 | Administration manager | Annual salary: £75,000.00

Your cover	Cover amount	Cover term	Cover type	Premium basis	Premium
Life Cover	£350,000.00	25 years	Indexed	Guaranteed	£9.58
Serious Illness Cover	£150,000.00	25 years	Indexed	Guaranteed	£26.38
Income Protection Cover	£2,500.00 each month after initial deferred period of 6 months	25 years	Indexed	Guaranteed	£16.77
Family Income Cover	£2,500.00 per month	19 years	Level	Guaranteed	£11.92
Dementia And FrailCare Cover	£75,000.00	-	-	-	£0.00
Funeral Cover	£10,000.00	-	-	-	-
Vitality Plus	-	Reviewable yearly	-	-	£4.75
Subtotal					£69.40

Second person covered: Mrs B Test | Smoker Status: Never smoked | Age at next birthday: 28 |

Your cover	Cover amount	Cover term	Cover type	Premium basis	Premium
Life Cover	£350,000.00	25 years	Indexed	Guaranteed	£8.78
Serious Illness Cover	£50,000.00	19 years	Indexed	Guaranteed	£6.55
Family Income Cover	£1,500.00 per month	19 years	Level	Guaranteed	£6.92
Vitality Plus	-	Reviewable yearly	-	-	£4.75
Subtotal					£27.00

*** Total monthly premium £96.40**

What's changed?



- **Family**
 - **Needs**
 - **Mortgage**
 - **Goals**
-
- **Add/remove benefits**
 - **Guaranteed insurability**