

Press release

All indicators are positive for a.s.r. Vitality Motivation weeks at Utrecht CS

Train travellers are rewarded if they exercise more

Utrecht, 20 January 2019 - On Blue Monday - the 'most depressing day of the year' - all our excellent new year's resolutions are in danger of being broken. That is reason for a.s.r., by means of a.s.r. Vitality, to help as many people as possible to stay fit and vital, not only today but also the rest of the year. Utrecht CS this morning saw the kick-off for the a.s.r. Vitality Motivation Weeks. All week, train travellers will be encouraged to exercise more with all kinds of sports activities. Of course, every effort will be rewarded, because precisely now it is important for many people to stick to their intention to live healthier lives. The a.s.r. Vitality Motivation Weeks are part of a campaign by which a.s.r. wants to help employers keep their employees fit and vital both in the workplace and after work.

In the month that they need it most, a.s.r. wants to give as many people as possible a helping hand. During the a.s.r. Vitality Motivation Weeks, employers and their staff are given a kick-start to the year. For example, digital inspiration sessions with top sports people, sportive rewards and all sorts of sportive challenges. For four weeks, employers can motivate their employees with challenges from the a.s.r. Vitality Scratch Calendar. For example: 'take 10,000 steps today', 'do a 1-minute wall sit today' or 'take a lunch walk today'. Employees can also scratch all sorts of fun rewards, such as a bootcamp with their team, a Healthy Snack Box or a ping-pong table for at the office. This way, employees will get acquainted with a.s.r. Vitality, a health programme that encourages people in a positive way to get moving and live healthier lives.

From health check to 'office workout'

As a warm-up for the a.s.r. Vitality Motivation Weeks, the kick-off took place at Utrecht CS today. Train travellers were for example challenged not to take the escalators, but the stairs at Jaarbeursplein. In addition, travellers can visit the a.s.r. Vitality pop-up store throughout the week. Here they can check their 'Vitality age' and discover how vital they are under the guidance of a health coach. They can also enjoy a chair massage or a ride on the 'Smoothie bike'. This exercise bike is connected to a blender and by cycling they mix their own smoothie as a reward. Visitors to the platform are also encouraged to get moving in various ways. All efforts are recorded and participants can share their photos directly on Instagram.

About a.s.r. Vitality

Vitality has been developed by the South African insurer Discovery and is now successful in 22 countries with well over 11 million members. a.s.r. Vitality is a health programme - based on behavioural science - that encourages customers in a positive way to get moving and live healthier lives. And to keep moving, too. a.s.r., together with Discovery, offers this programme exclusively in the Netherlands to customers with a disability or health insurance of De Amersfoortse or Ditzo. Customers who choose to become a member of a.s.r. Vitality and start exercising, are eligible for weekly, monthly and annual rewards. In the form of gifts and even a partial refund of the (additional) insurance premium. More information can be found on www.asr.nl/vitality

END OF PRESS RELEASE

About a.s.r.

ASR Nederland N.V. (a.s.r.) ranks among the top 3 insurers in the Netherlands. a.s.r. offers products and services in the fields of insurance, pensions and mortgages to consumers, self-employed people and companies. In addition, a.s.r. is active as an asset manager for third parties. a.s.r. is listed on Euronext Amsterdam and is included in the AEX Index. For more information, please visit www.asrnederland.nl.

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