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RHB INSURANCE & BOOKDOC INTRODUCES COUNTRY'S FIRST WELLNESS INCENTIVE PROGRAMME

Kuala Lumpur, Malaysia – RHB Insurance Berhad partnered BookDoc to offer the country's first wellness incentive programme to customers via *RHB Insurance Live Activ Programme*, made available on BookDoc's App.

Through BookDoc, a home-grown healthcare technology start-up, customers of RHB Insurance will be able to reap rewards by adopting a healthy lifestyle through more than 50 reward partners in Malaysia and regionally. The rewards include supplementary healthcare packages on the *RHB Insurance Live Activ Programme* platform, while enabling easy search for panel clinics and to book medical appointments on Bookdoc.

RHB Insurance Live Activ Programme, works like a pedometer. The Programme tracks users' steps, to encourage healthy living and to enable them to redeem rewards for keeping a healthy lifestyle. The *RHB Insurance Live Activ Programme*, which resides on mobile devices, will count each step an individual takes and rewards the user based on the total count of steps taken.

"Over the past 40 years, we have been innovating products and solutions insuring people from all walks of life against unforeseen events. Aside from enhancing products to serve customers better, we also hope to enrich our customers in other aspects of life. Promoting health and wellness is certainly top in our agenda. Through the RHB Insurance Live Activ Programme, we hope to instil in our customers the importance of living a healthy lifestyle and to encourage them to take greater responsibility over their own health," said Kong Shu Yin, Managing Director /CEO of RHB Insurance.

By leveraging on digital technology, RHB Insurance intends to expand its health insurance portfolio as the third major revenue stream in addition to its highly successful fire and motor insurance portfolios. RHB Insurance has doubled its market share in health insurance in the past two years to become the fourth largest health insurer among general insurers. For the half year ending 30 June 2017, RHB Insurance registered a gross written premium of more than RM53 million in health insurance.

"Just look at how mobile technology has changed the way we live over the last 10 years. Buying things and booking a taxi online are nothing special now," said Dato' Chevy Beh, Founder and CEO of BookDoc.

“We started off by bringing health services online to enable people to search for healthcare professionals, make appointments, book transportation and accommodation, with recommended attractions in a seamless and integrated manner. Building on this foundation, our unique partnership with RHB Insurance empowers people to consciously take greater responsibility for their own health through rewards,” added Chevy.

BookDoc’s system integrates seamlessly with Uber, Grab, AirAsia, Agoda, Airbnb and TripAdvisor. Its BookDoc Activ module rewards users for maintaining high levels of physical activity, and it currently has more than 50 reward partners in the region. In addition, BookDoc is also the official partner of Social Security Malaysia, Foreign Workers’ Medical Examination Malaysia (FOMEMA), the Ministry of Tourism Malaysia and the Ministry of Youth & Sports Malaysia.

About the RHB Banking Group

The RHB Banking Group, with RHB Bank Berhad as the holding company, is the fourth largest fully integrated financial services group in Malaysia. The Group’s core businesses are structured into seven main business pillars, namely Group Retail Banking, Group Business & Transaction Banking, Group Wholesale Banking, RHB Singapore, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises Corporate Banking, Investment Banking, Group Treasury & Global Markets, Asset Management and Private Equity. All the seven business pillars are offered through the Group’s main subsidiaries – RHB Investment Bank Berhad, RHB Islamic Bank Berhad and RHB Insurance Berhad, while its asset management and unit trust businesses are undertaken by RHB Asset Management Sdn. Bhd. and RHB Islamic International Asset Management Berhad. The Group’s regional presence now spans ten countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong/China, Vietnam, Lao PDR and Myanmar.

For more information, please visit www.rhbgroup.com

About BookDoc

BookDoc, with presence in Malaysia, Singapore, Hong Kong and Thailand, is an online platform that operates across the healthcare continuum connecting patients to healthcare professionals anytime and anywhere, while incentivising all to stay active.

BookDoc has established an integrated online ecosystem for local and overseas health travellers. The ecosystem allows users to search and book healthcare professionals anytime and anywhere, and integrates seamlessly with navigation (Google Map, Waze), transport (Grab, Uber, AirAsia), accommodation (Agoda, Airbnb) and recommended restaurants & attractions (TripAdvisor) for a hassle-free and enjoyable experience to healthcare appointments. In addition, through BookDoc Activ, it rewards users for maintaining high level of activity by partnering major retailers and service providers that offer users discounts for achieving reward tiers based on activity level.

The company is backed by a diverse group of investors from entrepreneurs to seasoned healthcare and insurance professionals, banker, regulators as well as ICT professionals. It has made records in achieving the highest pre-seed and seed valuation in Asia Technology Start-up history. It is available online at www.bookdoc.com, App Store and Google Play Store.

For more information please contact:

RHB Banking Group

Group Corporate Communications

Name: Ms. Cynthia Blemin

Tel: 012-249 4071

Email: cynthia.blemin@rhbgroup.com

BookDoc

Name: Ms. Valerie Voon

Tel: [+6019-336 6758](tel:+6019-3366758)

Email: valerievoon@bookdoc.com