

## **Press release**

**28 August 2015**

### **Vitality parent company named in Fortune's global top companies changing the world**

Discovery, Vitality's parent company, has been named by Fortune magazine as one of the top 51 companies in an index that ranks companies across the world on the significance of their social impact. In Fortune's inaugural Change the World list, Discovery features 17th, ahead of established brands like IBM, Nike, Unilever, and Starbucks.

Adrian Gore, Founder and Chief Executive of Discovery says the ranking recognises the relevance and competitiveness of the company's shared value insurance model that is driven by its global incentivised wellness programme. "This is a truly fantastic endorsement of what we set out to achieve. It is also a reminder of the opportunity we have to keep elevating our core purpose – to make people healthier – from a noble philosophy to a tangible reality for the millions of people we serve around the world."

Neville Koopowitz, CEO of Vitality in the UK, commented: "Recognition of the way in which we look to change health and life insurance for good is a testament to the vision of the global family of Discovery businesses. In the UK, we are seeing more and more people live the Vitality life – improving their health, wellbeing and enjoying the benefits our Partners bring them."

Fortune magazine Deputy Editor, Clifton Leaf provides context in a video announcing the list: "It's about innovation. It's about trying to find a new market for something that is inherently good... there are stakeholders beyond shareholders. They are companies doing well by doing good."

The list appears in the September 2015 print issue of Fortune magazine and a version and a video are available at [fortune.com/change-the-world](http://fortune.com/change-the-world).

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#### **Notes to editors:**

##### **About Vitality – changing health and life insurance for good**

Vitality is the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality believes in the power of sport to help inspire people to live a healthy life, which is why it partners with leading sports figures, teams and events to help share the Vitality message.

Vitality Ambassadors Jessica Ennis-Hill, Lord Sebastian Coe and Jonny Wilkinson are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

Vitality is Official Wellness Partner of Arsenal FC, AFC Bournemouth, Liverpool FC, Manchester City FC, England Rugby, Scottish Rugby, the Welsh Rugby Union, Cricket's UK Test Match Grounds and England Netball. The business is also title sponsor of the Vitality Run Series and the ITU's Vitality World Triathlon London 2015.

**VitalityHealth** is one of the UK's leading private medical insurers and has pioneered the 'shared-value' insurance model. This is a unique approach which delivers value for Vitality members through rewards and ultimately better health. Society as a whole also benefits, as do the company's profits, which comes about as a result of people being healthier and claiming less often. For more information [www.vitality.co.uk](http://www.vitality.co.uk).

**VitalityLife** is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover, Serious Illness Cover, Business Protection and other additional products. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price. [www.vitality.co.uk](http://www.vitality.co.uk)