

01

#### The power of sleep

Track, improve, and get rewarded for sleeping well with Vitality's latest wellness offerings.



03

### Other updates

for 2026

New Discovery Miles partners and key updates Vitality members need to know.





02

#### **Get active with Vitality**

More ways to track workouts and earn rewards with Vitality's enhanced fitness offering.



04

### Vitality programmes in 2026

Enhancing member value through expanded benefits across Vitality Premium and Vitality Active.

# 

# The power of sleep

Sleep is a critical determinant of health, influencing productivity, safety, mental wellbeing, and long-term health outcomes at both individual and societal levels.

Despite its importance, data from across the Discovery Group indicates that many members are not achieving optimal sleep.

In response, Vitality is integrating sleep into its wellness ecosystem. Through Vitality Sleep Rewards, members will be encouraged to track, understand and improve their sleep through personalised goals, actionable insights and weekly incentives, supported by access to the new fully-funded Oura Ring 4 benefit.



# The profound impact of sleep on physical and mental health

Just like physical activity and nutrition, research shows that sleep is foundational for overall health and wellbeing. It shapes how our bodies recover, how our minds function, and how we manage both physical and emotional stress. Across society, sleep impacts productivity, long-term health outcomes and driving safety, making it an urgent public health concern.

#### Poor sleep is a widespread and silent health risk

Despite its importance, population-level data and global trends consistently show that large segments of society are sleeping less, and the quality of sleep is worsening year on year. Vitality data corroborates this trend.



Source: UK Biobank

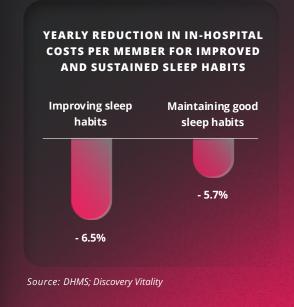
#### The link between poor sleep and poor health

The relationship between sleep and health is bi-directional. Poor sleep can increase the risk of developing physical and or mental health conditions, while poor health can also negatively affect sleep quality and duration. This two-way relationship creates a vicious cycle that can accelerate disease progression and reduce quality of life.



#### Improving sleep habits positively influences member health outcomes

Sleep is a fundamental determinant of longterm health. Discovery Health data suggests that improvements in sleep habits, and consistently maintaining these healthy sleep behaviours, can have a significant positive effect on overall health outcomes.



## **Sleep health is multi-dimensional**

through sleep stages.

emotional balance.

Sleep health is not defined by one measure alone. It is multi-dimensional and consists of regularity, duration and quality. Each metric captures a different aspect of sleep, and together they provide a comprehensive picture of overall sleep health. Understanding these dimensions is helpful for improving sleep health and unlocking its full benefits.

optimal ranges being >25% and

>20%, respectively.

#### Yearly reduction in **Prevalence** Health **Optimal range Definition** amongst out of in-hospital costs relevance range sleep metrics per member<sup>1</sup> - 9% Sleep regularity, sometimes Sleep regularity helps Good sleep regularity means referred to as sleep stabilise the body's falling asleep at roughly the same consistency, describes how circadian rhythm and times each day, with a leeway of consistently an individual falls supports better overall 30-60 minutes on either side of Regularity asleep at around the same **Onset 1 hour** Onset within one's usual sleep time. outside usual 1 hour of usual time each day. sleep time sleep time - 2% Sleep duration refers to Good sleep duration For most adults, 7 to 8 hours the total amount of sleep enhances cognitive of sleep a night is the obtained in a 24-hour functions such as memory, recommended duration for period (excluding time concentration and **Duration** optimal health outcomes. Less than 7 More than 7 awake in bed and naps). problem-solving skills. hours sleep hours sleep Good sleep quality is typically Sleep quality reflects Deep sleep supports characterised by spending how well a person physical restoration and sleeps and how refreshed energy replenishment, they feel upon waking. while Rapid Eye Movement It encompasses sleep (REM) sleep enhances Quality as a % of total time asleep, with continuity and progression cognitive function and <25% ≥25% <20% ≥20%

<sup>1</sup>Source: DHMS; Discovery Vitality

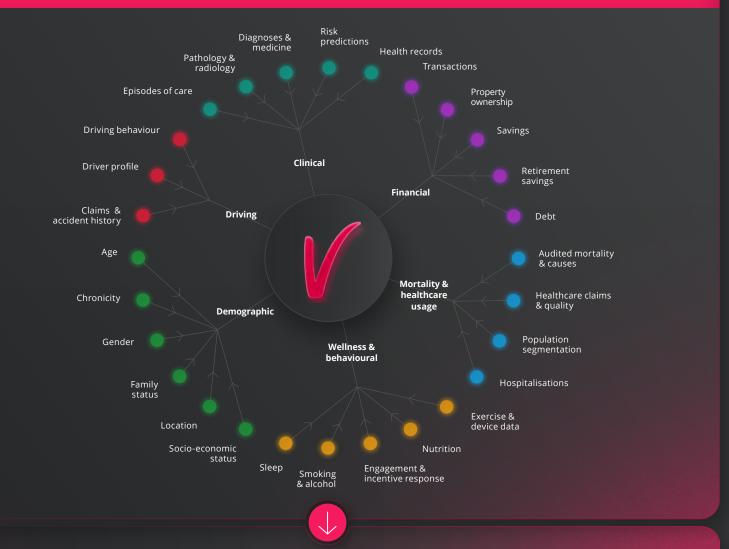
REM sleep

Deep sleep

# Unlocking the power of sleep: Discovery's data-driven advantage

Discovery's access to extensive, longitudinal datasets encompassing demographic, lifestyle, clinical, mortality and healthcare utilisation information enables a distinctive capability to assess the influence of sleep behaviours on member health outcomes and risk profiles.

#### A world-leading clinical and behavioural dataset



47m nights of sleep data > 100k members with regular sleep data

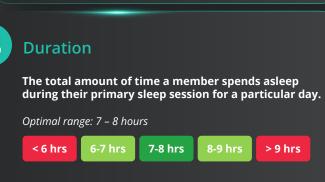
3 years
of sleep data

**Used to develop the Vitality Sleep Score** 

# Introducing the Vitality Sleep Score

Industry leading - the Vitality Sleep Score is a clinically-validated and personalised measure of the causal impact of sleep on overall health risk. Rated out of 100, the Vitality Sleep Score provides insight into sleep health and its link to health risk. It is determined by comparing nightly sleep metrics against optimal ranges, with higher scores awarded for metrics that fall within optimal range guidelines.









#### **Personal factors**

A key differentiator between the Vitality Sleep Score and other available sleep scores is the incorporation of comprehensive demographic, clinical and behavioural data, enabling more precise clinical scoring of sleep health.





#### 0-





✓ Socio-economic



#### CLINICAL PROFILE

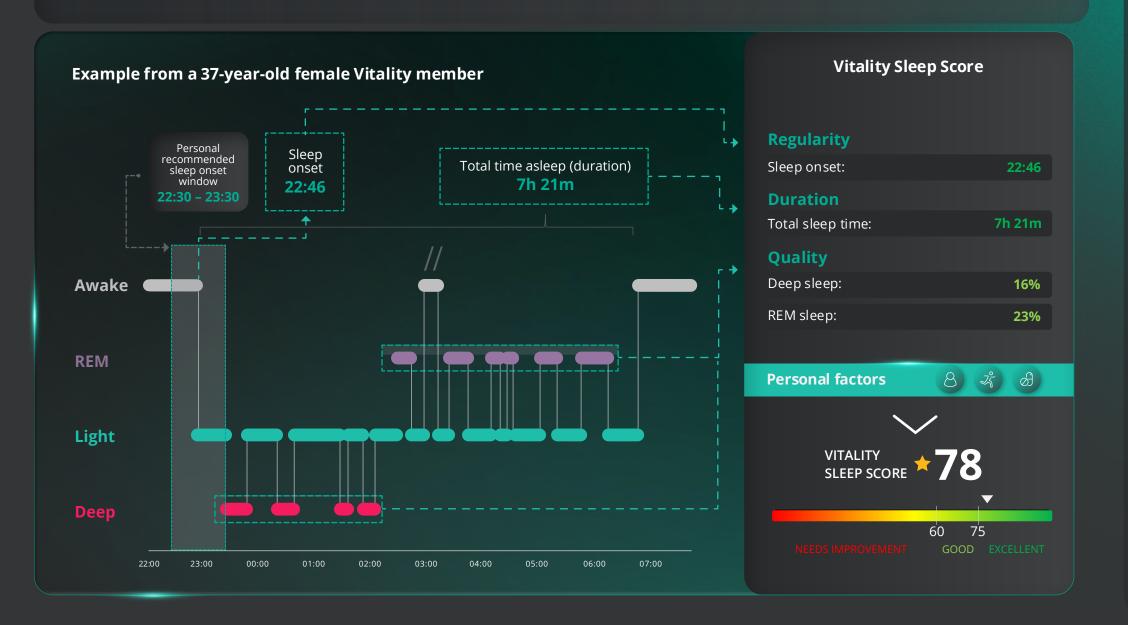
- ✓ Health cover
- ✓ Vitals
- ✓ Chronic conditions
- √ Healthcare usage

#### 

Physical activity

# The Vitality Sleep Score in action

The Vitality Sleep Score considers how important each metric is for that individual based on their demographics and clinical profile, and how their metrics compare against their optimal ranges. The closer the sleep metric is to the optimal range, the higher the score received. Members should be aiming for a consistent excellent score of 75 or above.

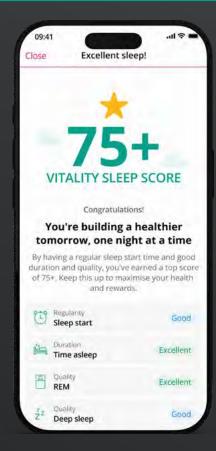


# Improving and incentivising sleep health

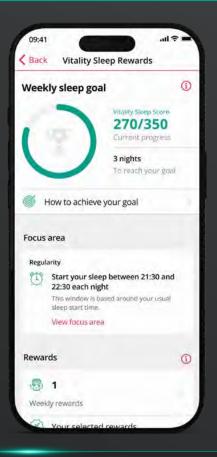
Vitality Sleep Rewards, designed to emulate the behavioural impact of Vitality Active Rewards, is formulated to help members improve their sleep habits and get rewarded for it. The new benefit empowers members to track, understand and improve their sleep through personalised goals and actionable insights, rewarding them for their progress along the way.



Helping members understand their sleep with the Vitality Sleep Score

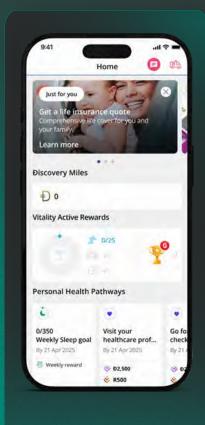


Rewarding healthy sleep habits with Vitality Sleep Rewards

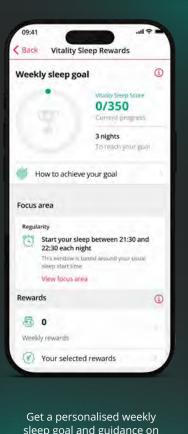


### Introducing **Vitality Sleep** Rewards

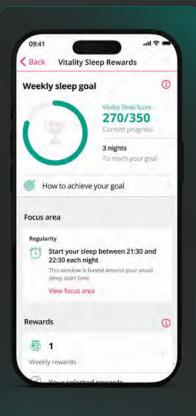
To promote healthy sleep habits, members receive a personalised, dynamic weekly sleep goal designed to support gradual improvement in sleep health. Upon achieving this goal, members are rewarded with Discovery Miles or rewards from select partners.



Access the Sleep ring through Personal Health Pathways



sleep goal and guidance on recommended focus areas



Track progress towards weekly goal



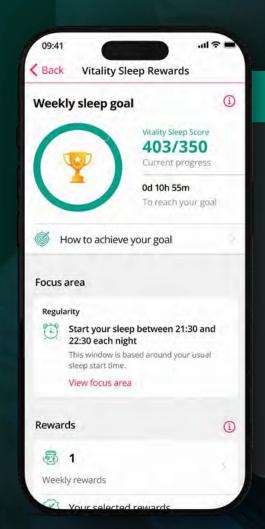
Receive daily sleep score feedback



Get rewarded with instant rewards for achieving your weekly goal

# Achieving a dynamic, weekly sleep goal

Similar to Vitality Active Rewards, the daily Vitality Sleep Scores earned throughout the week accumulate toward a weekly sleep goal. Each goal will start with the first score calculated on Saturday morning based on the previous night's sleep.



#### Example of achieving a dynamic weekly sleep goal No data 76 **59** 61 **78** Daily score Goal 134 325 58 205 264 264 403 progress Sat Fri Sun Mon Tue Wed Thu A member's daily sleep score is calculated on the day they wake up and is based on their main sleep session from the previous evening. Sleep scores of 75+ are considered Excellent. A member's weekly sleep score - tracked against their weekly goal - is the sum of their daily sleep scores during the goal week.



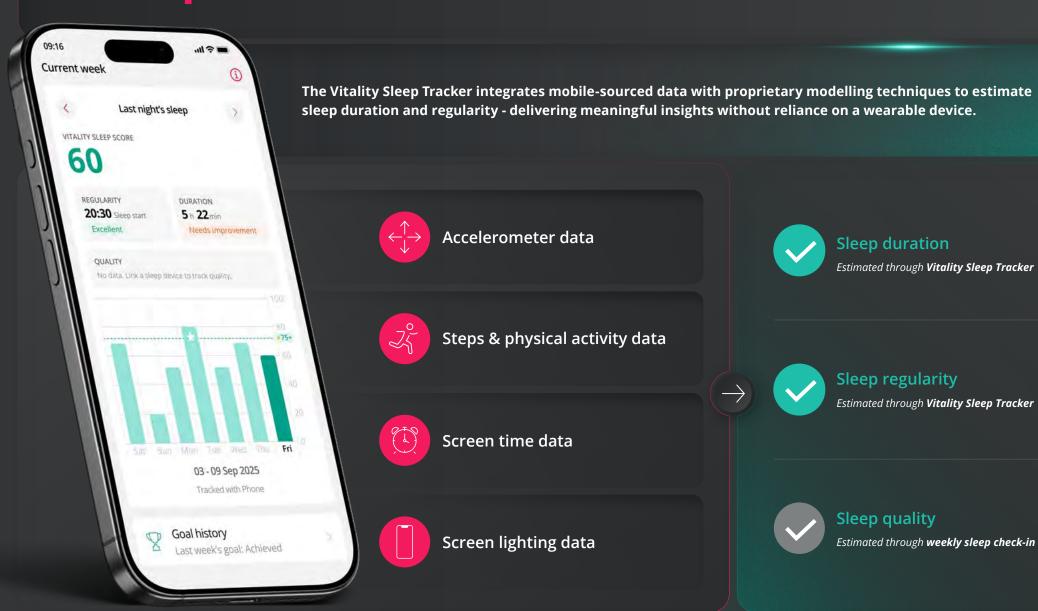
# Tracking your daily sleep score

With the launch of Vitality Sleep Rewards with Oura Ring and the Vitality Sleep Tracker for mobile phones, members can now monitor their sleep in more ways than ever – bringing insights on personal sleep health right to their fingertips.

Quality **Duration** Regularity ŌURA Vitality Through the introduction of Vitality Sleep Sleep Rewards with Oura Ring, members can track Rewards their daily Vitality Sleep Score with their Oura with smart ring. **Oura Ring** Members will be able to track their daily (10-) Vitality Sleep Score through Vitality Watch compatible smart watches from Apple, Garmin and Samsung. GARMIN. SAMSUNG Using the proprietary Vitality Sleep Tracker algorithm embedded in the Discovery app, members can track their daily Vitality Sleep Score **Phone** using their mobile phone. Members using the Vitality Sleep Tracker complete a weekly sleep Vitality Sleep Tracker check-in to compensate for the lack of sleep quality readings.

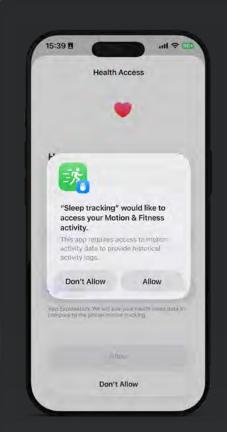
# Sleep tracking with mobile phones

Assessing sleep health in the absence of wearable device data through a proprietary sleep tracking algorithm.

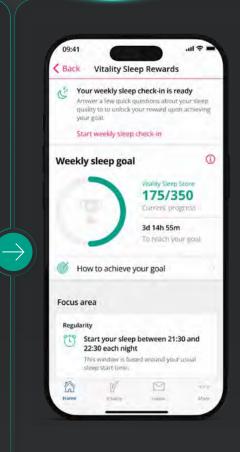


# Bridging the sleep quality gap for mobile phone tracking

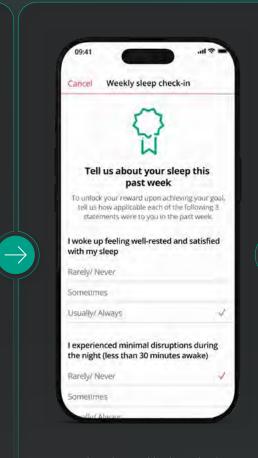
Vitality's proprietary mobile sleep tracking algorithm enables members to receive estimates of their sleep duration and regularity. To provide a more comprehensive view of sleep health, a weekly sleep check-in has been introduced, offering members access to a proxy assessment of their sleep quality.



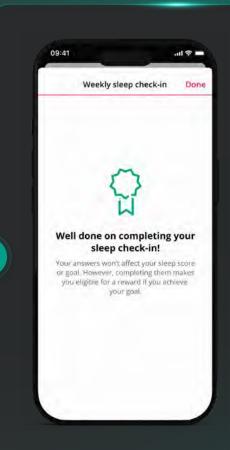
Activate the Vitality Sleep Tracker and accept the relevant permission requests



Check the Vitality Sleep Score and receive a nudge to complete the weekly sleep check-in



Complete the weekly sleep check-in by answering questions about sleep satisfaction, disruptions and energy levels throughout the day

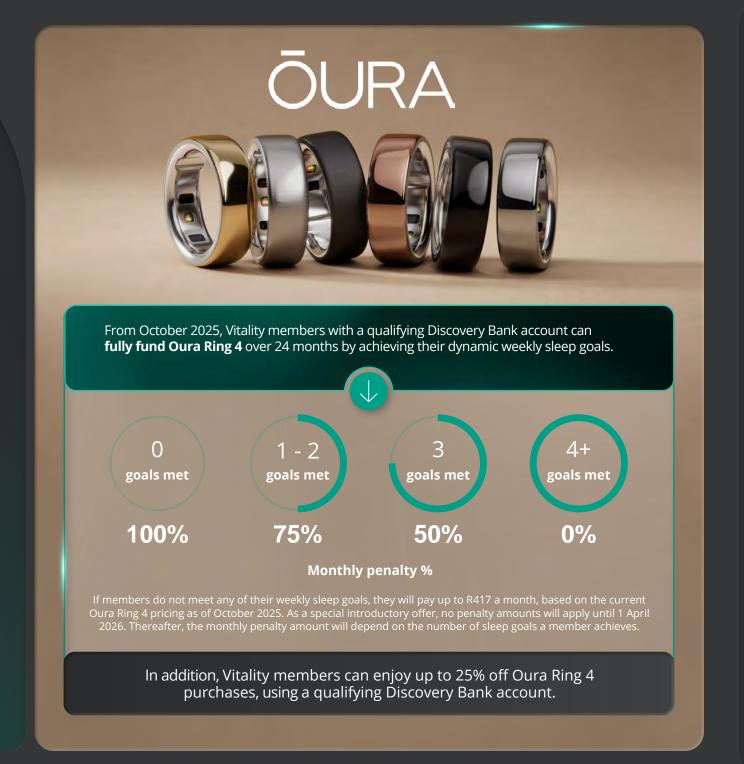


Get notified that the weekly sleep check-in is complete and that eligibility to receive the weekly sleep reward has been met

# Fully fund Oura Ring 4 with Vitality Sleep Rewards

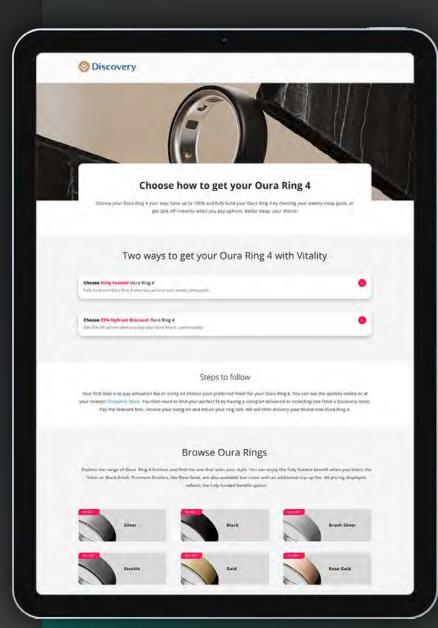
Advancements in wearable technology have enabled robust sleep tracking through various forms. Oura Ring is the world's leading smart ring and often preferred for sleep tracking due to its lightweight form factor.

Vitality members can now fully fund Oura Ring 4, in Black or Silver finishes, and/or get an up to 25% upfront discount. Exclusive to Discovery Vitality and Discovery Bank clients.



### Getting Oura Ring 4

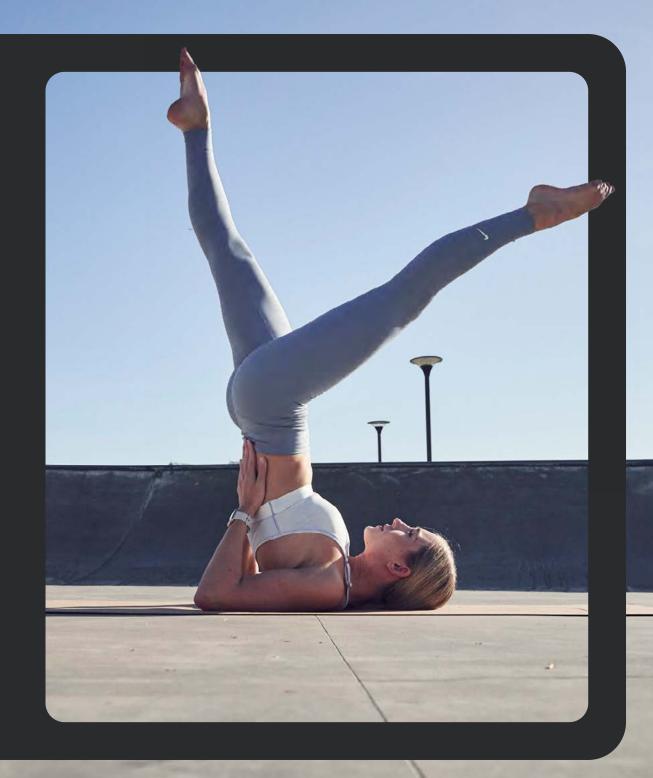
From October 2025,
Vitality and Discovery
Bank members will get
exclusive access and
discounts on Oura Ring 4
through a seamless
member activation
journey.



Choose to fully fund Oura Ring 4 or get an up to 25% discount STEP **01 STEP 02 Confirm delivery address** STEP 03 Pay the R999 activation fee **STEP 04** Choose Oura Ring 4 finish and size STEP 05 **Get Oura Ring 4** 

# **Get active**with Vitality

Vitality is introducing the next evolution of its fitness offering, giving members even more ways to get active and rewarded. With an expanded fitness network, they can book more classes at a wider range of facilities. Members will also be able to enjoy up to 100% off a new Garmin device by achieving their weekly exercise goals. The Nike benefit has been simplified, with a higher annual spend limit that provides greater flexibility and value across the Nike range.



### **Vitality's current** fitness ecosystem

Vitality's fitness ecosystem makes physical activity more accessible and affordable through its iconic gym benefit and leading fitness facilities. Members are able to purchase all the fitness gear they need, and are rewarded with incentives designed to encourage consistent engagement.

#### **Providing access** to 400+ top tier fitness facilities

In 2024, Vitality revolutionised the way members exercise with the launch of a first-ofits-kind exercise platform, accessed in the Discovery app.



#### **IN 2025 MEMBERS COULD**



#### IOIN THE GYM

Get up to **75% off** a monthly local club membership at Virgin Active or Planet Fitness.



#### BOOK A WORKOUT

**Book classes** at facilities in the broader Vitality Fitness network, with 2 free visits every month.



#### **EXERCISE OUTDOORS**

Get 20% off padel bookings in the Discovery Vitality Padel network and book a court 4 weeks in advance. Earn 300 points with parkrun, and conquer SA's biggest running and cycling races with **Team Vitality**.



**Gear & Devices** 



TOTAL SPORTS

Sports Gear & Equipment and Devices



Fully funded Apple



Nike Performance Footwear & Apparel



heart rate workouts logged per month

**Rewards** 











Active Rewards exercise goals achieved per month

### The next evolution of Vitality Fitness

In 2026, members can book more classes at even more facilities with our expanded fitness network.

#### **Additional free visits**

Members can get up to 8 FREE VISITS PER MONTH based on their Vitality **status.** Members continue to receive their base allocation of 2 free visits, with up to 6 additional free visits available based on their Vitality Health status.

#### TOTAL FREE VISITS PER MONTH



#### **Expanding the Vitality Fitness network**

#### **NOW WITH 500 FACILITIES NATIONWIDE**

Virgin Active has the largest coverage of any gym in the country, with over 125 gyms across South Africa. Now, for the first time, Vitality members without a Virgin Active membership will be able to book classes at select Virgin Active clubs.

Vitality Fitness is also partnering with Bookamat to allow bookings at various specialised yoga and pilates studios across the country.































# The new and improved benefit suite for gear and devices

Vitality is offering new incentives to help members get fit, including up to 100% off a new Garmin device and the updated Vitality Active Gear benefit.

#### Get up to 100% off a Garmin device

#### 01 | Fully fund a Garmin device

In 2026, Vitality members will be able to fully fund a Garmin device by achieving their weekly Vitality Active Rewards exercise goals over a 24-month period.



An activation fee of R799 applies. If a member does not meet their weekly exercise goals, a monthly penalty will be deducted from their qualifying Discovery Bank credit card. The maximum monthly penalty is R334 per month.

This fully funded wearable benefit will be available to Vitality Premium members with a qualifying Discovery Bank credit card or suite account, available at Sportsman's Warehouse and Totalsports on devices to the value of R8,000. This is an alternative to the fully funded Apple Watch benefit.



#### 02 | 25% upfront discount on Garmin devices

In addition to the fully funded option, all Vitality Premium and Vitality Active members will have access to an always-on discount of up to 25% on Garmin devices.

New members will be able to immediately receive the maximum discount, with a substantially higher qualifying spend limit of R8,000.

The upfront discount will be available through Sportsman's Warehouse and Totalsports.

Vitality's new Active Gear benefit



#### SPORTS GEAR AND EQUIPMENT

Get 25% off qualifying Sports Gear & Equipment, applicable to a total spend of up to R1,000 every month.



#### SIMPLIFIED NIKE BENEFIT

to a **qualifying spend limit of R4,000** per year.

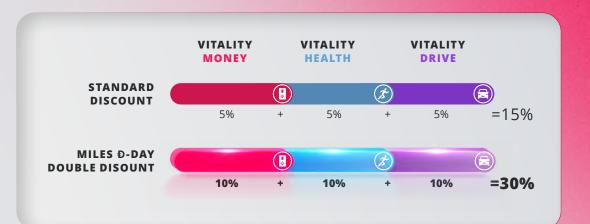
# Other updates for 2026

From new partners in the Discovery Miles ecosystem to an exciting 10-year Vitality Active Rewards campaign, here are the updates Vitality members need to know about in 2026.



### **Điscovery Miles** partners for 2026

In 2026, Discovery Miles remains the most valuable rewards currency, with new partners joining the Discovery Miles ecosystem, bringing the in-store and online network to over 45 partners. All Vitality members with a qualifying Discovery Bank account continue to save up to 15% every day when spending their Discovery Miles, and up to 30% on Miles Đ-Day, which takes place on the 15th of every month.



#### **OVER 35 PARTNERS IN THE VITALITY MALL**

Members can spend their Điscovery Miles on discounted rewards in the Vitality Mall. Plus enjoy exclusive #RewardsWednesday deals every week. Our next irresistible deal is a R250 Superbalist reward for €1,000 — find it in the Discovery app on 1 October.







A NEW

vida e caffê



**Checkers** 

EXCLUSIVE

KAUAI













And many more

**OVER 45 IN-STORE** AND ONLINE **PARTNERS TO SPEND DISCOVERY MILES AT** 

















**And many more** 



Vitality Active
Rewards is
turning 10 and
dropping diamonds!

Vitality Active Rewards is turning 10 this year, and to celebrate, we'll be hiding a **limited-edition Vitality diamond worth ₱10,000** on gameboards in the Discovery Bank app this October 2025.

How to get the limited-edition diamond:

Achieve weekly Vitality Active Rewards Exercise, Drive or Spend goals to earn a play on the anniversary gameboard.

Pick a tile on the gameboard in the Discovery Bank app on Rewards Wednesday.

Stand a chance to reveal the limited-edition Vitality diamond tile to earn £10,000.

Encourage your Vitality clients to join Discovery Bank if they haven't already, and to achieve their weekly Exercise, Drive or Spend goals to earn a play on our anniversary gameboard.



# Vitality Points updates

In 2026, Vitality will enhance its points structure to better reflect members' health status, refine correlations between health outcomes and Vitality status, and reward members accordingly.

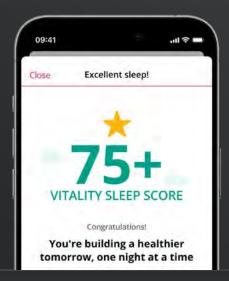
01

### Introducing sleep points

Recognising the importance of sleep for member health and following the introduction of Vitality Sleep Rewards, sleep is being added as a Vitality Points category.

Members will be able to earn up to **6,000 points per adult** per year for tracking their sleep from 2026.

500 points will be awarded every month in which a member achieves an average Vitality Sleep Score of 75 or more, provided that they've tracked 25 nights that month with a recognised wearable device.



### 02

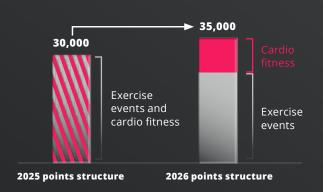
### Earning more physical activity points

VO<sub>2</sub> max is a strong predictor of longevity and overall health. Since recognising cardio-respiratory fitness last year, over **295,000** members have received points for their cardio fitness level, with over **60% of members at Level 3 (Good) or higher.** 

From 2026, members will have the opportunity to earn up to **35,000** points for being physically active:

- Up to **25,000** points for exercise events
- Up to 10,000 additional points based on a member's Vitality Cardio Fitness Level

#### 2025 VS 2026 MAXIMUM PHYSICAL ACTIVITY VITALITY POINTS



### 03

#### Refining HealthyFood points

In 2026, we're simplifying the way members earn points for purchasing HealthyFood every month.

Policies will continue to earn up to **12,000** Vitality points a year. Points will be allocated on a monthly basis to policies that purchase 25 or more items, in accordance with their Vitality HealthyFood Score, calculated as follows:

Vitality
HealthyFood Score = 

100 x (Healthy Items + 0.5 x (Neutral Items))

Total items

The Vitality HealthyFood Score is a simplified metric capturing the healthiness of member food purchases, ranging from 0-100 by considering the proportions of healthy, unhealthy and neutral items purchased each month. The Vitality HealthyFood Score maps to levels 1 to 5, with a specific allocation of monthly Vitality points per level.





#### Meet Naledi

Naledi is a 45-year-old mom who is slightly overweight. She is a member of Team Vitality and training for the Cape Town Marathon. Her current Cardio Fitness Level is Good, but with all the training, she improves it to Excellent. She orders most of her groceries via Checkers Sixty60 but also does some shopping in-store at Woolworths.

	2025 points	2026 points
Naledi finds out her Vitality Age is 43	+1,500	+1,500
She completes her Vitality Health Check in January and gets 4 metrics in range. Her waist-adjusted BMI is 27 (classified as overweight)	+15,000	+15,000
She goes for a voluntary HIV test	+1,000	+1,000
Her Cardio Fitness Level is Good in January	+4,500	+4,500
She runs 3x per week, varying in distance and pace She averages 5,000 steps per day She has a Virgin Active club membership and visits her local gym 1x per week	+25,500 Maximising her physical activity points cap	+25,000 Maximising her exercise events points cap
By September, her Cardio fitness level improves to Excellent with all her training	Physical Activity points limit of 30,000 reached, can't earn more points	+2,500 Additional cardio fitness points bring her total physical activity points to 32,000
She tracks sleep almost every night with her Garmin watch and achieves an Excellent average sleep score for 6 months out of the year	0	+3,000
She visits a dietitian	+1,000	+1,000
In January, she purchases 20 healthy items, 19 unhealthy items and 10 neutral items	+20	+100 Basket Level 2
In February, she purchases 8 healthy, 11 unhealthy and 5 neutral items	0	0 No score - insufficient items
In March, she purchases 23 healthy, 12 unhealthy and 19 neutral items	+220	+400 Basket Level 3
Total points	48 740 Gold Status	54,000 Diamond status

Vitality programmes in 2026

In 2026, Vitality will introduce enhancements to its Vitality Premium and Vitality Active programmes to further support members in leading healthy lifestyles and unlocking greater value through rewards.



### Vitality Premium

in 2026

Experience an extensive wellness programme with Vitality Premium – tailored for individuals and families who prioritise healthy living and value access to a wide range of lifestyle rewards.

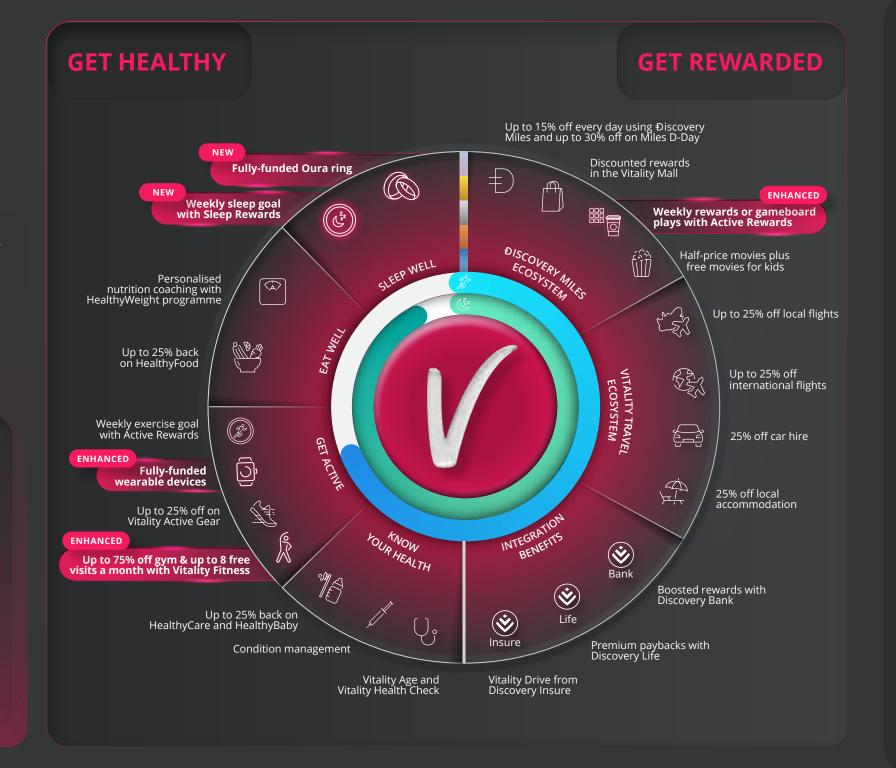
#### **VITALITY PREMIUM**

RATES FOR 2026

**R429** 

+1 R85

CHARGED PER
DEPENDENT ON THE
MEMBERSHIP.



# Vitality Active in 2026

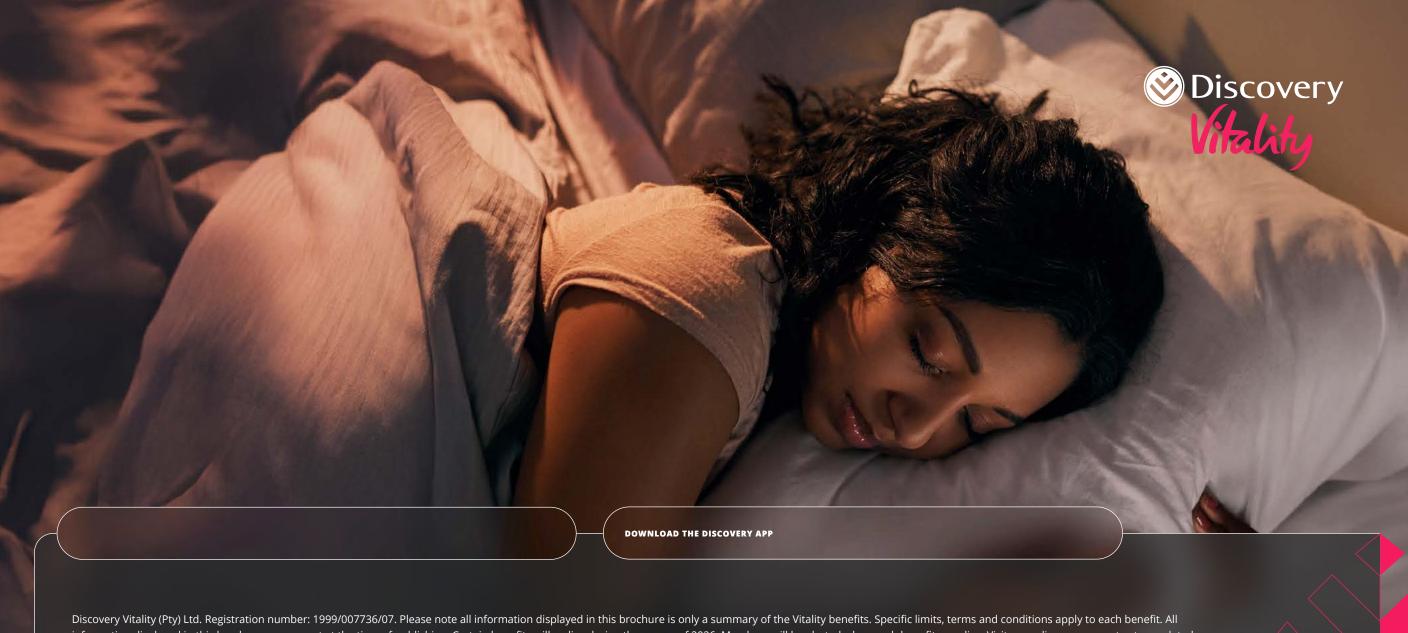
Experience Vitality
Active - a wellness
programme now richer
than ever, designed
for individuals to enjoy
the benefits of getting
healthy and being
rewarded through
some of Vitality's most
engaging offerings.

VITALITY ACTIVE
RATES FOR 2026

R159

AVAILABLE TO MAIN
MEMBERS ONLY





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