



Press Release

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**Switch & Co partners with Cigna to roll out innovative
digital health wallet for Hong Kong customers**

New mobile app provides more health and wellness options for Cigna Hong Kong members

Hong Kong, January 20, 2020 — Switch & Co, a wellness booking app, today announced a partnership with Cigna Corporation's Hong Kong business which aims to engage and empower its members through health and wellness activities. The app, which recently launched in Hong Kong, boasts over 1,000 premium activities across three markets — Dubai, Abu Dhabi and Hong Kong — with three distinct categories, namely 'Workouts', 'Experience' and 'Relax', representing Switch & Co's holistic concept of wellness.

Cigna is the first medical insurer in the city to work with Switch's exciting offerings, giving all Cigna Hong Kong customers access to download the Switch app free of charge.

Yuman Chan, CEO and Country Manager, Cigna Hong Kong, said: "Our mission is to help improve the health, well-being and peace of mind of those we serve at Cigna. The innovative tools to improve customers' health and well-being through Switch & Co will reinforce the tools we already have, making health and wellness activities more accessible in the city, and easy for

Cigna customers to improve their health and well-being via such innovations. It will be another great and easy tool to get them moving and stay healthy.”

Gary Blowers, Co-Founder & CEO of Switch & Co, said: “We’re extremely excited to be working with such a forward-thinking company like Cigna, as it inspires its customers to lead active lifestyles. The Switch platform is ideal for Cigna customers because it offers them an unrivalled choice of health, fitness and wellness activities. Additionally, the Switch Wellness platform enables businesses to empower their employees with a new tool to effectively manage their overall wellbeing.”

The three distinct categories currently built into the Switch app includes heart-pumping workouts and yoga classes under ‘Workout’, outdoor water sports and lifestyle hobbies under ‘Experience’, and massages and alternative healing under ‘Relax’.

Cigna Hong Kong offers its customers free access to a premium membership club Switch+ phase by phase where they can obtain access to over 1,000 of the city’s exclusive activities with discounted prices to stay healthy. Cigna also takes one step further by offering selected policyholders of Cigna HealthFirst Elite Medical Plan up to HK\$500 Switch Credit, which can be spent and earned by booking activities on the app, empowering customers to take part in a wide range of activities to enhance their health and well-being.

To find out more about Switch & Co, visit the website at www.switchand.co or download the app via the Apple App Store or Google Play and start exploring the activities available. You can also learn more about Cigna and Switch’s partnership [here](#).

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About Cigna Worldwide Life Insurance Company Limited and Cigna Worldwide General Insurance Company Limited (Cigna Hong Kong)

Since 1933, Cigna Hong Kong has been offering insurance solutions at the right place and the right time, providing advice to customers throughout the different stages of their life journeys. Cigna delivers comprehensive health and wellness solutions to employers, employees and individual customers. Leveraging an extensive global healthcare network, Cigna provides group medical benefits that are suitable for international companies with a worldwide workforce, but also offers tailored and packaged group medical insurance plans to local small and medium-sized enterprises that fit specific needs of the company and its employees. For individual customers, Cigna offers a full suite of health insurance products that caters to consumers’ diverse needs. For more details, please visit www.cigna.com.hk.

About Switch & Co

Founded in Dubai in 2017, Switch & Co is an on-demand wellness booking app and platform that inspires people to “Live Every Moment” and get the most out of their city through health, fitness and wellbeing activities. With over 1,000 activities and a growing number of cities, Switch & Co curates the best activities for their users from high quality partners in the health and wellness industry, bringing people and places together through smart technology.