



Step It Up+ Wellness Programme

We want you to stay active this 2019! Introducing AXA's Step It Up+, Malaysia's 1st transformational wellness programme offered by AXA AFFIN Life to help you on stepping up your lifestyle to a healthier and fulfilling journey.

Step It Up+ packed with two distinct campaigns; "Fitter Me" and "Better Me" as illustrated below:



"Fitter Me" rewards you with cashback of up to 24% of your first year premium when you achieved your desired fitness goal.

"Better Me" is specially designed to help those with health issues like being overweight, high cholesterol, borderline high blood pressure and high blood sugar to embark on a health journey with AXA through an online health coach. At the end of the successful health journey, a cashback of up to RM600 awaits.

Campaign period: 1 Jan – 30 Jun, 2019

Step It Up+ Wellness Programme - Fitter Me Campaign

“Fitter Me” campaign consists of 2 tiers:

6,000-step goal, and **10,000-step goal**

- 1** Set your fitness goal:
6,000 average daily steps, or **10,000 average daily steps**
- 2** Meet your desired fitness goals
- 3** Receive cashback of up to **24% of your annual premium (first year)**
- 4** Receive additional **Special Kick-start Reward of up to RM100 (one-off)** when you achieved your desired fitness goal consecutively for the first 2 months from your policy effective date.

Fitter Me Campaign Mechanism

- This campaign is open to all new applications of Wealth Series Plan.
- HOPE Medic 2 or 3 rider must be attached to the Policy.
- Insured’s entry age must be at least 18 years old.
- Application must be submitted and issued between 1 Jan 2019 – 30 Jun 2019.
- Cashback is only applicable to 1st policy year.
- The additional Special Kick-start Reward is a one-off reward, and is payable one time only.
- To track your daily step counts, all you need to do is to sync your fitness tracker with BookDoc Activ, and begin the healthier you journey with AXA AFFIN Life!
- You can also enjoy the complete services provided by BookDoc without any charges.

Step It Up+ Wellness Programme – Better Me Campaign

If you have either one or a combination of the following health risks listed below, you could be one of the potential participant in our “**Better Me**” campaign when you purchased a **Wealth Series Plan** with the attachment of **HOPE Medic 2 or 3 rider**.

Specific health risks:

- i) High Body Mass Index / Obesity
- ii) High Blood Pressure
- iii) High Cholesterol
- iv) High Blood sugar (non-diabetic)

Enjoy a FREE 9-month dedicated online health coach programme that will help you improve your health and a bluetooth weighing scale to monitor your progress. At the end of your successful health journey, you can look forward to a cashback of up to RM600!

For more information on Step It Up+ Wellness Programme, kindly contact your nearest AXA Life agent or reach out to our **Customer Care Line** at **1-300-88-1616** from *8:30am to 5:30pm (Mon – Thurs)* and *8:30am to 5:00pm on Friday*. Alternatively, you may e-mail us at customer.care@axa-life.com.my