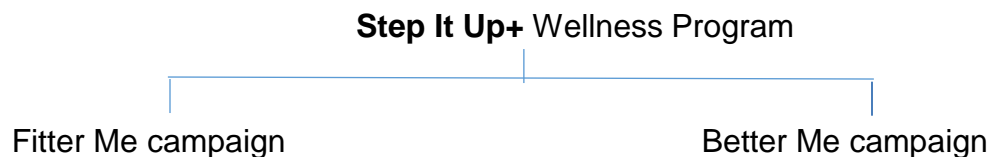




## Step It Up+ Wellness Programme

We want you to stay active this 2019! Introducing AXA's Step It Up+, Malaysia's 1<sup>st</sup> 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 1<sup>st</sup> 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](mailto:customer.care@axa-life.com.my)