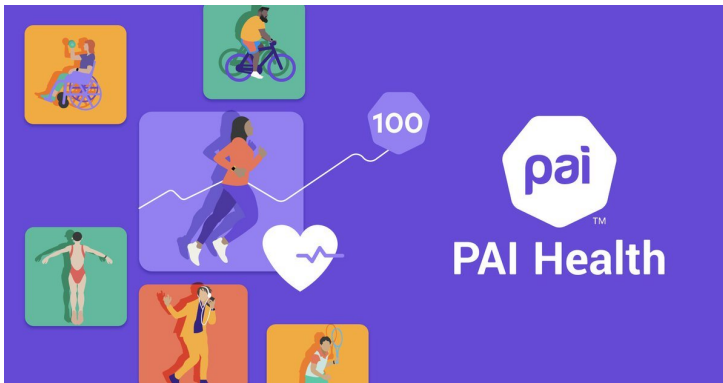


## PAI Health partners with Zurich Brazil to improve health outcomes

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### PAI to showcase the large scale and prove its efficacy as a preventative healthcare solution



British Columbia-based PAI Health launched a 12-month pilot program with Zurich Brazil, a regional subsidiary of global insurer, Zurich Insurance Group (Zurich). Zurich Brazil will pilot PAI Health technology with 1500 employees to inform a broader rollout strategy of the technology to Zurich's wider customer base.

As a global leader in insurance, Zurich is known for its innovative offering of preventative health and wellness solutions for its global customer base, spanning over 215 countries and territories worldwide. Zurich Brazil has selected PAI Health to pilot with its employees because of PAI Health's robust science and engagement capabilities, with the goal of helping employees stay active and healthy during and post-pandemic lockdowns.

PAI Health is a health technology company leveraging its expertise in biometric sensing and algorithm development to offer science-backed data insights for the health and wellness industry, including insurers, healthcare providers, wellness programs and wearable technology companies.

PAI Health's proprietary metric PAI (Personal Activity Intelligence) provides actionable insight on how much activity is needed for each individual to improve or maintain good cardiorespiratory fitness and maximize their heart health protection. The company's suite of tools includes a mobile app, an administrative and analytical reporting dashboard, and an application programming interface (API) for easy integration into third-party apps.

"The PAI metric provides a practical view of how much activity each individual requires to improve or maintain proper cardiorespiratory fitness; through only one indicator, it is possible to know whether the physical exercise we do is effectively contributing to the protection of the cardiac health," explains Ismael José de Andrade Junior, Head of Strategy and Innovation at Zurich in Brazil.