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Thailand announces first lifestyle and health collaboration

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Members of The 1 loyalty program gain access to AI-driven lifestyle, health and wealth services



Thailand based Prudential Life Assurance Public Company Limited (Prudential Thailand) and The 1 CENTRAl LIMITED (The 1) recently signed an agreement for the country's first lifestyle and health collaboration, bringing enhanced digital services to members of Thailand's leading loyalty program.

The 1 is Thailand's largest loyalty platform, with over 17 million members, and Prudential Thailand is part of Prudential Corporation Asia (Prudential), a leading insurer and asset manager, who also offers digital health services and content in 11 markets across Asia through its app, Pulse by Prudential.

Through this collaboration, The 1's members will gain access to highly customized digital lifestyle and health solutions based on their lifestyle preferences, health stages, and savings intentions. The partners in the collaboration will use Artificial Intelligence (AI) to curate and offer services that are highly relevant to members, helping them to achieve a higher quality of life and wellbeing.