



## Press release

Zurich, 14 September 2012

### **QUENTIQ signs cooperation agreement with the AOK Northeast insurance company**

**Zurich, Switzerland – The innovations made by Swiss company QUENTIQ in personal online health management will soon be available to AOK Northeast members in Germany thanks to a new agreement between the two companies. The QUENTIQ platform is designed to motivate people to live healthier lifestyle and give them greater control of their health and fitness. The insurance company AOK Northeast aims to promote behavioral change to its members through combining QUENTIQ with its existing mobile healthcare initiative ‘AOK mobil vital’.**

Under this agreement participating AOK clients will have free use of the QUENTIQ health and fitness platform for one year.

On the platform members can manage their health and fitness by using the QUENTIQ Health Score, an indicator of their current health status and expressed as a number between 1 (low) and 1,000 (high). Members can connect with each other in their own social network and share their activities, ideas and achievements with each other. They can also compete in challenges and leagues against each other. The QUENTIQ Tracker app for iPhone, Android and BlackBerry has more than 98 different fitness activities that can be tracked and synchronized automatically with the QUENTIQ platform.

"The combination of mobile technology, social networks and principles of the gaming industry has the potential to bring about lasting change in people's behavior, inspiring them to live a healthier lifestyle. With QUENTIQ we aim to bring about such healthy lifestyle changes " explains Peter Ohnemus, founder and CEO of QUENTIQ AG.

Obesity, diabetes and other chronic diseases pose a major challenge for health insurers and early action must be taken in order to help people live a healthier lifestyle. AOK and QUENTIQ know that implementing prevention programs will be vital to bringing about this lifestyle change and are delighted to be working together.



## About QUENTIQ

QUENTIQ has developed an easy-to-use, wireless, secure and fun way to manage your personal health from a lifestyle, wellness and chronic disease perspective called the QUENTIQ Health Platform. The platform calculates your personal QUENTIQ Health Score<sup>®</sup>, a number from 1 (poor) to 1'000 (excellent). The QUENTIQ Health Score<sup>®</sup> is the key indicator of your current health status. By integrating gaming and social networking principles, QUENTIQ motivates you to be active in an easy way by automatically tracking and comparing your personal health, fitness, lifestyle and sport. The QUENTIQ Health Score<sup>®</sup> has been developed by QUENTIQ in collaboration with a professor and former long-term scientist at MIT in Boston. The score is based on an estimated 72 million man-years of clinical data and incorporates many of the well-known cardio and cerebrovascular risk studies in addition to QUENTIQ's quality of life questionnaires. The company is currently engaging with strategic partners from the telecommunications, healthcare, fitness, media and health insurance industries to serve both corporate and private clients. QUENTIQ has offices in Zurich, Switzerland and in San Francisco, USA.

More information can be found on [www.quentiq.com](http://www.quentiq.com)

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