



Press Release

Brussels, 7 March 2024, 12.30 pm

KBC Insurance wants to help employees keep happy and healthy.

Employee well-being is one of the most important elements in a successful business. Therefore, as a banking and insurance partner, KBC already offers a wide range of Employee Benefit formulas to its corporate and SME clients. Today, KBC wishes to take this offer one step further. Therefore, starting in April, KBC is launching a collaboration with Leadlife. Leadlife brings all disciplines regarding healthy nutrition, exercise, stress management and sleep together on one single platform. The platform also gives access to a partner network of psychologists, dieticians, personal trainers,

Employee well-being as a link to success

Research¹ shows that more than 60% of business leaders indicate that employee retention is one of the biggest challenges for the future. Satisfied employees and well-being go hand in hand.

Therefore, more than 85% of the companies surveyed indicate that they want to take further measures to support the mental and physical well-being of their employees.

KBC and Leadlife as a solution for companies and their employees.

KBC as a banking and insurance partner also wants to support its corporate and SME clients in this challenge and therefore starts a collaboration with Leadlife. Leadlife brings all disciplines regarding healthy nutrition, exercise, stress management and sleep together on one single platform. The platform also gives access to a partner network of psychologists, dieticians, personal trainers,

Employees can choose to discuss the results of the initial tests and the evolution with both a health expert and a doctor. Connections between the various results are also made. This gives employees a very clear picture of the current status of their personal lifestyle and how they can adjust it through all kinds of interactive modules, exercise tips and personal coaching. They can also link wearables to the platform, allowing them to monitor the evolution of their results even better.

¹ Acerta employer survey results (August 2022).

Employees' personal data is stored in their personal digital health safe on the Leadlife platform which they are the only one to have access to. Employees decide who gets access to what kind of data and for how long.

KBC will launch a pilot phase within the rollout to explore ways to optimally encourage and reward employees to take control of their health.

For employers, offering such a platform allows them to stimulate the general well-being of their employees. The aim of KBC as a partner of corporate and SME customers is to ensure a better work-life balance for all employees, higher employee retention and, in the longer term, hopefully less absenteeism. In a few weeks the collaboration will be steadily rolled out. Starting this fall, the offer will be made available to employees affiliated with KBC Insurance.

About LeadLife:

Leadlife is the leading health and well-being platform for workers and citizens. Leadlife was founded in 2019. The platform aims to keep people healthy. Leadlife does this by aggregating many diverse data sources (blood, saliva, bone density, lifestyle, wearables, etc.) and from there making correlations and predictions through an insightful dashboard. Based on these insights, the user of the platform can target articles, blogs, academies, personalized support, ... to take control of his/her health. In addition, he/she can also find and book additional services from many different partners in Flanders (psychologists, dieticians, personal trainers, ...) All data remain the property of the user who has a personal, secure safe at his/her disposal. All data are encrypted and the user has full control over the data.

Contact Leadlife

Els Peeters - 0497442908 - els.peeters@leadlife.com

KBC Group NV

Havenlaan 2 – 1080 Brussels

Viviane Huybrecht

General Manager

Corporate Communication /Spokesperson

Tel. +32 2 429 85 45

Press Office

Tel. + 32 2 429 29 15 Ilse De Muyer

Tel. + 32 2 429 32 88 Pieter Kussé

Tel. + 32 2 429 85 44 Sofie Spiessens

Tel. +32 2 429 29 49 Tomas Meyers

pressofficekbc@kbc.be

KBC press releases are available at

www.kbc.com or can be obtained by

sending an e-mail to pressofficekbc@kbc.be

Follow us on www.twitter.com/kbc_group

Stay up-to-date on all [innovative solutions](#)