

Long-term-protected discounts

Momentum is changing its approach to wellness and rewards

Over the past twenty years we have accumulated a wealth of knowledge from our discount and wellness programmes, Momentum Interactive and Multiply Premier. Some of our clients have benefited handsomely from the Myriad product discounts available from these programmes.

Our experience has however indicated that, for a variety of reasons, only a small number of clients engage consistently to improve their Healthy Heart Score and physical activity levels to reduce their life insurance risk in return for meaningful Multiply Premier-related Myriad premium discounts.

A need for simplicity

Based on our research, it has become clear that clients want a programme that is simpler, more predictable, and with meaningful product discounts as the primary reason for engagement. We have also realised that, where ongoing engagement is required, it should be hassle-free and come at no additional cost.

A new solution

Drawing from these insights and Momentum's new approach to wellness and rewards, Momentum Myriad introduced a modernised discount mechanism, called LifeReturns®, in October 2022. This new mechanism is more inclusive, designed to benefit a wider range of clients and empowers us to assist more clients

on their journey to success. As part of this approach, Myriad will de-link client policy discounts from Multiply Premier membership from 1 January 2024.

Our living product philosophy

Our new discount mechanism, LifeReturns®, improves on current programmes and, in line with our living product philosophy, make it possible for existing clients to also benefit from the change. While our default approach involves seamlessly migrating affected clients to the long-term-protected discount solution, an easy alteration will enable existing Momentum Interactive clients to migrate to LifeReturns®. However, given that LifeReturns® introduces new rules and benefits, we recommend that affected clients consider the migration option in consultation with their financial advisers. For more information on LifeReturns®, [click here](#).

For a variety of reasons, only a small number of clients engage consistently to improve their Healthy Heart Score and physical activity levels to reduce their life insurance risk.

A long-term-protected discount strategy for Myriad clients with Multiply Premier

When we de-link the discounts, an arrangement for transitioning to a long-term-protected discount will be implemented for all Myriad policyholders currently benefiting from additional discounts based on their Multiply Premier membership; this is explained in more detail below. Affected clients will benefit from a long-term-protected discount without having to fulfil the Multiply Premier discount requirements (pay membership fees, do annual health and fitness activities, acquire active days, etc.)

which they must comply with now to earn the additional Myriad discounts. The long-term-protected discount will see clients benefiting from a reduced discount compared to that offered on the 2022 Multiply discount grid. However, with the protected discount — that will remain on their Myriad policy without any further Multiply requirements or cost — they will gain long-term premium certainty.

Honouring client expectations means we are acting in good faith

With the introduction of the long-term-protected discount, we recognise that, although the Multiply-related Myriad discounts were designed as a dynamic model without any long-term guarantees, clients have become accustomed to these additional discounts. Momentum wants to acknowledge this expectation by providing significant long-term certainty without any obligation on clients for further Multiply related engagements. In addition, where discounts will decrease because of the change, we want to make the transition as smooth as possible for affected clients.

How will it work?

On 1 January 2024, when Myriad discounts will be de-linked from a client's Multiply Premier membership, the transition to the long-term-protected discount will start. From then onwards, clients will no longer have to validate their Multiply-related Myriad discounts.

Clients will be slowly transitioned from their Multiply discount levels, based on a valid Healthy Heart Score and physical activity level (Active Dayz™ or Fitness Assessment) at the end of 2023 and Multiply Premier status as at the start of 2024, to their long-term-protected discounts as illustrated in the long-term-protected discount grid on the next page.

Earning discounts until the end of 2023

Until 31 December 2023, standard rules and processes for earning Multiply Premier-related Myriad discounts continue to apply and clients can continue to engage with the Multiply Premier programme to earn discounts.

Discounts applicable from 2024 onward

From 1 January 2024, as part of the long-term-protected discount transition, clients will experience a small annual decrease in their discount level until they reach the protected discount level they qualify for, whereafter it will remain stable.

On 1 January 2024, the discount percentage that applies to each client will be reduced by an initial 5 percentage points and by 2.5 percentage points every January thereafter, until they reach their long-term-protected discount level.

For example, if a client qualifies for a 60% discount by 31 December 2023, it will take seven years before they are transitioned to a 40% long-term-protected discount level.

Determining the long-term-protected discount level

At the beginning of 2024, Momentum will calculate the long-term-protected discount level that will apply to each client, based on the following criteria:

- The valid Healthy Heart Score result at the end of 2023;
- The valid physical activity level (average Active Dayz™ or Fitness Assessment) as at the end of 2023, adjusted for a MaxFit Tier 1, 2 and 3 long-term-protected discount percentage;
- The Multiply Premier status earned at the end of 2023 for the 2024 calendar year (i.e. the 2024 Multiply Premier status).

Affected clients will benefit from a long-term-protected discount without having to fulfil the Multiply Premier discount requirements which they must comply with now to earn the additional Myriad discounts. The long-term-protected discount will see clients benefiting from a reduced discount compared to that offered on the 2022 Multiply Premier discount grid. However, with the protected discount — that will remain on their Myriad policy without any further Multiply Premier requirements or cost — they will gain long-term premium certainty.



Table1: Long-term-protected discount grid

Healthy Heart Score	Physical activity level (Average Active Dayz™ or Fitness assessment level)	Bronze	Silver	Gold	Platinum	Private Club*
 Green Amber Red	MaxFit Tier 3 Tier 2 Tier 1	10%	15%	20%	30%	40%
		7.5%	12.5%	17.5%	25%	35%
		5%	10%	15%	20%	30%
 Green Amber Red	12+ p.m. or Level 4	5%	10%	15%	20%	30%
	8+ p.m. or Level 3	0%	5%	10%	15%	20%
 Green Amber Red	4+ p.m. or Level 2	0%	0%	5%	10%	15%
	0+ p.m. or Level 1	0%	0%	5%	10%	15%

* Two years membership is required for Private Club Status

Tier 3 - requires a fitness assessment with a MaxFit result in 2021, 2022 and 2023.

Tier 2 - requires two fitness assessments, with MaxFit results. One between 1 January 2022 and 31 March 2023, and another between 1 July 2023 and 31 December 2023.

Tier 1 - requires a fitness assessment with a MaxFit result in 2023.

The protected discount levels, illustrated in the long-term-protected discount grid above, will replace the current Multiply Premier discount grid discounts for affected clients and indicate what discounts will apply as long-term-protected discounts.

Practical example 1

During 2023, John retains his Platinum Multiply Premier status for 2024, achieves a fitness level 4 and an amber Healthy Heart Score. John enjoys a 30% discount at the end of 2023 and, according to the protected discount grid above, his protected discount will be 20%. At the beginning of 2024, John's discount will immediately reduce to 25% (5 percentage points lower than 30%) and at the beginning of 2025, to 22.5% (2.5 percentage points lower than 25%). Finally, again at the beginning of 2026, it reduces to 20% (2.5 percentage points lower than 20%), where it will remain.

Continued value where Momentum Interactive discount exceeds the protected discount

Where clients are benefiting from a Momentum Interactive discount or any other permanent special discount that exceeds the protected discounts shown above, the higher of the two discounts will apply provided that the clients

continue to complete their three-yearly Momentum Interactive reassessments on momentum.co.za. This excludes any temporary guaranteed discounts offered as part of Momentum Interactive new business special offers.

Practical example 2

Peter enjoys a 25% Multiply Premier discount and qualifies for a long-term-protected discount of 15% in accordance with the discount grid above. However, Peter's Momentum Interactive discount is equal to 20%. At the beginning of 2024, Peter's discount will reduce to 20% (5 percentage points lower than 25%) and thereafter further reductions will only apply if his Momentum Interactive discount reduces, but his discount will not reduce below his long-term-protected discount of 15%.

Clients have become used to these additional discounts. Momentum wants to honour this expectation by providing significant long-term certainty without any obligation on clients in return.

Future cover increases will also benefit from the protected discount

After 2024, clients will be able to add new benefits or increase cover on their existing policies that have a long-term-protected discount; the protected discount will also apply to these changes. The only restriction is that new insured lives cannot be added to these policies.

How to earn the best possible long-term-protected discount

Until the end of 2023, nothing changes, and clients will still be able to improve their physical activity level (Active Dayz™ or Fitness Assessment), Healthy Heart Score and Multiply Premier status to get the most out of their Multiply Premier-related Myriad discount. For the best possible long-term-protected discount, clients should try to meet the requirements for the MaxFit tier 3 long-term-protected discount as indicated in the long-term-protected discount grid.

Practical example 3

During 2023, Clive qualifies to retain his Private Club Multiply Premier status for 2024, achieves a level 5 (MaxFit) fitness assessment result and a green Healthy Heart Score. Clive enjoys a 60% discount at the end of 2023. However, Clive only achieved a MaxFit fitness level in 2023 and therefore his long-term-protected discount, according to the long-term-protected discount grid above, will be 30% as he only qualified for a MaxFit tier 1 long-term-protected discount. Had he achieved a MaxFit fitness assessment result in 2021, 2022 and 2023 he would have qualified for a MaxFit tier 3 long-term-protected discount.

Questions and answers

For additional frequently asked questions, [click here](#).



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