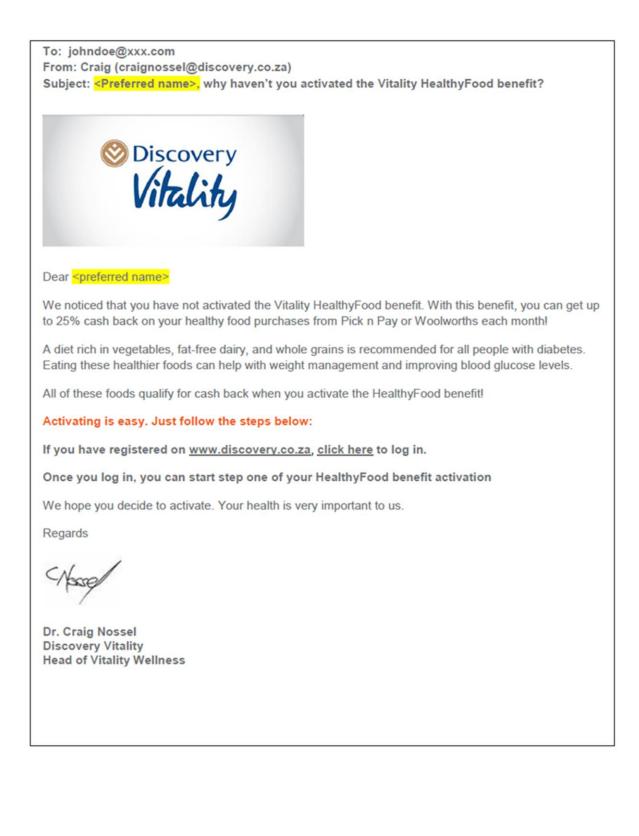
Supplemental Figures 1a and 1b: Diabetes-specific messages with and without "enhanced active choice"

S1a. Diabetes-specific message without "enhanced active choice"

S1b. Diabetes-specific message with embedded "enhanced active choice"



To: johndoe@xxx.com From: Craig (craig@discovery.co.za) Subject: <<u>Preferred name></u>, why haven't you activated the Vitality HealthyFood benefit?

Dear <preferred name>

We noticed that you have not activated the Vitality HealthyFood benefit. With this benefit you can get up to 25% cash back on the healthy foods you purchase each month!

A diet rich in vegetables, fat-free dairy, and whole grains is recommended for all people with diabetes. Eating these healthier foods can help with weight management and improving blood glucose levels.

All of these foods qualify for a cash back when you activate the HealthyFood benefit!

Please select one of the following choices:

□ Yes! I want to activate the HealthyFood benefit and get up to 25% cash back on HealthyFood I buy at Pick n Pay or Woolworths

□ No, I'd prefer not to activate and continue paying full price for my healthy food purchases

We hope you decide to activate. Your health is very important to us.

Discovery Vitality

Regards

Dr. Craig Nossel Discovery Vitality Head of Vitality Wellness