

## Prudential and Huami expand partnership to deliver new health products

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**Huami and Prudential will explore the integration of digital capabilities to help users access the information they need to lead healthier lives.**



China-based Huami Corp. and Huami-USA (HMI), a healthcare services company whose mission is to connect health with technology, and Prudential Corporation Asia (Prudential), a leading insurer and asset manager in Hong Kong, recently announced an extension of their partnership to provide Pulse by Prudential (Pulse) users access to Huami's Amazfit range of wearable technology.

Huami and Prudential will explore the integration of digital capabilities, including features from Pulse in Huami's smartwatches and wristbands to help Pulse users access the information they need to lead healthier lives. Announced in July, the Pulse app will also include PAI Health's science-backed activity metric for heart health, known as Personal Activity Intelligence.

Huami and Prudential will also seek to grow their partnership by seeking opportunities to leverage each other's expertise to co-create complementary products and solutions with the shared purpose of helping people lead healthier lives. Through this partnership, more than 16 million Prudential customers across Asia and Africa will have the potential to access Huami health products and services.