



Meet The Minds Behind Actxa Wellness Pte Ltd
The Brand Where Fitness, Wellness, and Technology Intersect

FOR IMMEDIATE RELEASE

Singapore, 14 February 2022 – Successful partners share similar life values and visions for their business. Fitness advocate, **Mr Alex Loh**, and tech entrepreneur, **Mr Joel Chin**, combined their passion for wellness to establish *Actxa Wellness Pte Ltd* (“Actxa Wellness”).

Launched in early July 2021, Actxa Wellness made its mark in corporate wellness with its unique habit-forming and outcomes-driven Actxa Wellness Programme (“AWP”) to help employers build a healthier and happier culture.

Actxa Wellness is a new business unit spun off from Actxa Pte Ltd (“Actxa”), a homegrown brand that made its debut in 2015 with fitness trackers in the National Steps Challenge (NSC), the first-ever nationwide step movement in Singapore.

Alex, the CEO and Co-Founder of Actxa Wellness, is an experienced leader with more than 20 years of working in different industries. Previously a professional athlete, Alex has always been a strong advocate for healthy living and has taken on multiple roles as entrepreneur, consultant and trainer in the wellness and coaching spaces over the years.

“My purpose is to help individuals and businesses harness fitness, health and wellness as the vehicle to build sustainable solutions. I want to help them identify clarity of direction, unlock fruitful solutions, experience growth, and achieve success.

With the blurred lines of work-life and increasing awareness of health and mental well-being, it is important for companies to foster employee well-being to elevate their health and happiness. Having the right employee wellness strategy has the power to improve employee engagement, reduce absenteeism, increase productivity within the workplace, and also attract talent for the organisation,” said Alex.

As a recognised expert in the wellness industry, Alex was appointed as the external consultant with Actxa in 2020 to build the Employee Wellness Programme, one of Actxa’s key solutions that empower individuals, communities and corporations to lead a healthy lifestyle.

A strong believer in preventive health, Joel, the CEO of Actxa said, “Alex has a range of diverse knowledge and copious amount of information to share about the path to healthy living. He is an expert facilitator of mindset and behavioral change by helping people develop a sense of purpose and cultivate lasting behavioral change necessary to optimise their well-being.

His passion for wellness resonates with our business – and that is to inspire positive changes in every person’s health as we believe that the foundation of success in life is good health.”

Joel also takes the helm as the CEO of Activate Interactive Pte Ltd, the sister company of Actxa, which develops holistic IT solutions and services for government agencies and enterprises.



Sharing the common goals of enriching people's lives, Alex and Joel combined their expertise and skills by starting Actxa Wellness, that allows employers to present a safe working environment to help employees improve their physical and mental well-being.

“I would like to thank Joel for the trust and confidence in me to take Actxa Wellness to the next stage, locally first, and then internationally. The partnership with Actxa allows us to incorporate their devices and software together with the AWP curriculum comprising workshops and challenges revolving around Eat, Rest and Exercise. By engaging in these preventive health strategies through positive lifestyle habits, I believe that we can all fulfil our life’s purpose more energetically,” said Alex.

One of the key features of AWP is the provision and tracking of individual data through the Actxa devices - Actxa Spark+ fitness tracker and Sense Measuring Scale. All data that is gathered through these products will be synced with the Actxa App that will calculate a personalised Healthy Living Score (HLS) that aggregates physical activity, fitness, physique and sleep into one score.

“As a company that aspires to be a leading preventive health technology company in the world, we are excited to learn how AWP participants gain measurable health benefits from our services and products. I believe that this partnership with Alex and his team will soar to greater heights as we tap on our areas of expertise to help other businesses thrive,” said Joel.

As Actxa Wellness propels into the wellness space, Actxa will concentrate on advancing personalised health insights using artificial intelligence, machine learning and data analytics. Actxa also strives to innovate new wellness products and establish worldwide partnerships to develop preventive health models to improve population health.

=====end=====



About Actxa Wellness

The Actxa Wellness Programme was created to allow for employers to present a safe working environment where employees will not only grow stronger but also establish a closer bond to the company through activities within the internal community.

We are a unique evidence-based and culture-building employee wellness programme that starts by first seeking to help individuals and their communities find out where they are in their healthy-living journey, then helping them decide where they want to be, and further empowering them to confidently and continuously navigate sustainably towards a better and more balanced state of health and wellness.

About Actxa

Headquartered in Singapore, Actxa Pte.Ltd (“Actxa”) was founded in 2015 with the mission to have deep empathy and harness the power of science and data to empower people to lead healthier lives.

At Actxa, we inspire individuals from all walks of life to make proactive moves to live better and healthier. Leveraging data analytics, artificial intelligence, and machine learning, we create evidence-based, personalised health insights in the domains of physical activities, sleep quality, body composition, stress and recovery, heart health and non-invasive blood glucose monitoring.

With the help of these insights, Actxa develops applications such as Healthy Living Score (HLS), Actxa Wellness Programme (AWP) and products to empower individuals to manage and improve their own health.

To improve population health, Actxa establishes worldwide partnerships and research collaborations to develop critical preventive health models to help people avert chronic diseases such as diabetes and hypertension.

For further information, please contact:

Actxa Wellness Pte Ltd:

Erin Pattislanno
Marketing Intern
erin.pattiselanno@actxa.com
9822 3195

Actxa Pte Ltd:

Tan Lay Eng
Corporate Communications Manager
layeng.tan@actxa.com
9877 0406