

November 11, 2016  
Sompo Holdings, Inc.

## **Sompo Holdings Develops Shared Global Movie Contents**

Sompo Holdings, Inc. (Group CEO & President: Kengo Sakurada; hereinafter referred to as “Sompo Holdings”) is pleased to announce that it has produced shared global movie content that it will develop from bases around the world to raise recognition on a Group global basis of the SOMPO brand around the world, as well as to foster a unified image.

### **1. Details of Sompo Holdings’ Shared Global Movie Content**

The concept of the movie is that a Japanese insurance company provides protection for people, cars and buildings, and security for lifestyles and businesses all over the world.

The movie starts with the the platinum ring springing out of the Global Ring, the symbol of Sompo Holdings, to show that Sompo Holdings provides security to people all over the world and to convey an image that it will support them in taking on challenges. The concluding narrative of “First Japan, now worldwide” expresses the belief that Sompo Holdings is a Japanese company that wants to support security around the world. The highlight of the movie is watching actively engaged people under the protection of the platinum ring.

【Images from the movie】



Please visit the Sompo Holdings official website linked below to watch the movie.

<http://www.sompo-hd.com/en/company/channel/>

## **2. Upcoming Developments in Japan and Overseas**

Plans are to add the movie to the official websites of overseas Group companies in places including Southeast Asia, Turkey and Brazil, as well as show it at various events such as briefings. The movie is already airing as a TV commercial in Indonesia and Malaysia.

In Japan, plans are to show the movie during company explanation sessions during recruiting activities and on a monitor in the reception area of the Company headquarters, in addition to posting it on the official website, official YouTube channel and other locations.