

February 22, 2017
Sompo Holdings, Inc.

Sompo Holdings Releases *SOMPO GUIDE TOKYO*: Travel guide for Touring Japan with Confidence

Sompo Holdings, Inc. (hereinafter “Sompo Holdings”) announced today the release of *SOMPO GUIDE TOKYO* which is a travel guide for international visitors to Japan. This travel guide is designed to highlight Japan's attractive points to a global audience, while supporting inbound tourists in navigating the country safely and with confidence.

Since Japanese government aims to increase the number of visitors from abroad to 40 million by 2020, the number of inbound tourists is expected to continue rapidly increasing in the coming years. On the other hand, tourists also have various concerns, including difficult communications infrastructure and services, anxieties about Japanese culture and communicating with Japanese people, and a lack of information on how to resolve problems encountered while traveling in the country.

Through this travel guide's release, Sompo Holdings aims to provide a greater sense of safety and peace of mind to these travelers.

1. The confidence that can be had with *SOMPO GUIDE TOKYO*

Users of this travel guide can feel more confident in both tangible and intangible ways.

- The confidence of convenience: extraordinarily compact size provides increased portability
- The confidence of quick solutions: clear presentation of essential information for resolving troubles while traveling
- The confidence of an authentic Japanese experience: aids an accurate and deep understanding of Japanese manners and other aspects of its unique culture

2. *SOMPO GUIDE TOKYO* features

This travel guide is brimming with useful information for having a secure and pleasant travel experience possible only in Japan, including places popular among the Japanese and information on Japanese subcultures.

- Information on Wi-Fi access and international staff at bars, restaurants, and tourist spots
- Illustrated explanations of Japanese culture and customs related to daily scenarios such as riding the train, using credit cards, and restroom and food manners
- A menu of "point and speak" icons for conveying simple messages to Japanese people

3. **SOMPO GUIDE TOKYO** product details

Publication date: February 9, 2017

Printing: Size B6 (125 x 176 mm) in full color

Length: 208 pages

Languages: English and Chinese versions

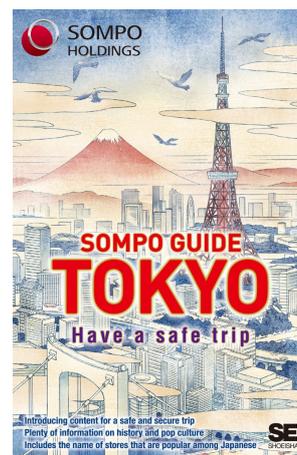
Price: 1,200 yen (tax not included)

Publisher: Shoeisha Co., Ltd.

Support: Sompo Holdings, Inc.

Official website: <http://www.guidebooktokyo.com/>

Retail locations: Bookstores across Japan



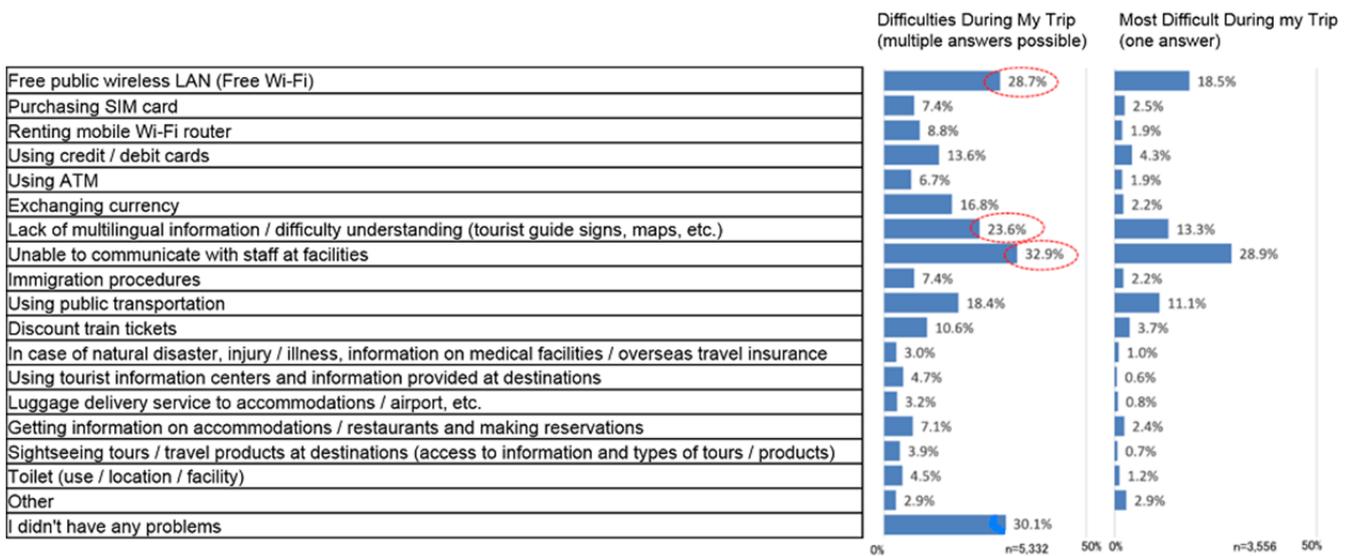
4. **About Sompo Holdings**

Sompo Holdings is committed to providing security and wellbeing to the growing number of visitors to Japan through travel insurance sold by its subsidiary Sompo Japan Nipponkoa Insurance Inc. and through various other services, including this travel guide.

Attachment 1

Reference: Difficulties encountered by international tourists traveling in Japan

- 1) Unable to communicate with staff at facilities (English not understood)
- 2) Free public wireless LAN (Free Wi-Fi)
- 3) Lack of multilingual information / difficulty understanding (tourist guide signs, maps, etc.)



Source: Results of "A survey of foreign travelers visiting Japan about the welcoming environment" by Japan Tourism Agency, available from http://www.mlit.go.jp/kankocho/en/kouhou/page01_000272.html, February 7, 2017

Reference: Sample pages from **SOMPO GUIDE TOKYO**
 Restaurants and destinations popular among the Japanese

GOURMET (Content of restaurants in English)

Anajichina no Megumi Duchi ya Shibuya Myamasuka Shop
 (Anajichina no Megumi Duchi ya Shibuya Myamasuka Shop)
 Located at the FESMA FORT AWA (ASahi)
 This shop, with its strong network with professional local producers, provides a menu using good quality local ingredients. The rich selection of locally raised premium fish is particularly enjoyable. Please enjoy the delicious food!

Address: Myagi Bldg. 11-115 Shibuya, Shinjuku-ku, TEL: 03-6785-1100. Opening hours: 11:30-14:30 (last order 14:00), 17:00-22:00 (last order 21:30). (first order 12:00, 15:00, 21:00 on Saturday and public holidays. First order 12:00, 15:00, 21:00 on public holidays. Inquiries for public holiday: 03-6785-1100. (closed on public holiday)
 500 yen. Account min. 5000 yen. (credit card not accepted)
 03-6785-1100
 03-6785-1100

Maguro Daaya Miranishiki no Megumi
 (Maguro Daaya Miranishiki no Megumi)
 Bringing together a plentiful menu of Aomori conveyor belt sushi shop (karen sushi) restaurant managed by a Maguro (tuna) wholesaler from Misaki harbor in Kanagawa Prefecture. You can taste fresh, delicious Maguro. Offers also a rich variety of Japanese sake and wine that go well with sushi.

Address: 1-10-10 Shibuya, Shibuya-ku, TEL: 03-3479-0000. Opening hours: 11:30-22:00 (last order 21:30). (first order 12:00, 15:00, 21:00 on Saturday and public holidays. First order 12:00, 15:00, 21:00 on public holidays. Inquiries for public holiday: 03-3479-0000. (closed on public holiday)
 500 yen. Account min. 5000 yen. (credit card not accepted)
 03-3479-0000
 03-3479-0000

Ichiran Shibuya Spiazaka Shop
 (Ichiran Shibuya Spiazaka Shop)
 A restaurant specializing only in Udon (noodles) and soft ramen.

Address: 1-10-10 Shibuya, Shibuya-ku, TEL: 03-3479-0000. Opening hours: 11:30-22:00 (last order 21:30). (first order 12:00, 15:00, 21:00 on Saturday and public holidays. First order 12:00, 15:00, 21:00 on public holidays. Inquiries for public holiday: 03-3479-0000. (closed on public holiday)
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Ameyoko Natural French wine & SAKE BAR
 (Ameyoko Natural French wine & SAKE BAR)
 Enjoy a cuisine using natural ingredients together with wine.
 Regarded for its cuisine, which pays particular attention to the ingredients. We recommend the quite made with roast beef from the highest quality Japanese Wagyu beef and bread-fried eggs. Offering only French wines, with one glass starting at 500 yen.

Address: 1-10-10 Shibuya, Shibuya-ku, TEL: 03-3479-0000. Opening hours: 11:30-22:00 (last order 21:30). (first order 12:00, 15:00, 21:00 on Saturday and public holidays. First order 12:00, 15:00, 21:00 on public holidays. Inquiries for public holiday: 03-3479-0000. (closed on public holiday)
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Sightseeing (Sightseeing around Aomori)

What is Ameyoko?
 Ameyoko is a shopping area in Ueno Station. It is a place where you can find various goods, including food, clothing, and electronics. It is a popular spot for tourists and locals alike.

Ameyoko
 Address: 4-1-1 Ueno, Tama-ku, TEL: 03-3821-1111. Opening hours: 10:00-20:00 (last order 19:30). (first order 10:30, 13:30, 19:30 on Saturday and public holidays. First order 10:30, 13:30, 19:30 on public holidays. Inquiries for public holiday: 03-3821-1111. (closed on public holiday)
 500 yen. Account min. 5000 yen. (credit card not accepted)
 03-3821-1111
 03-3821-1111

Standing Bar Kadohira
 (Standing Bar Kadohira)
 Various drinks and drinks are served here. It is a popular spot for tourists and locals alike.

Address: 1-10-10 Shibuya, Shibuya-ku, TEL: 03-3479-0000. Opening hours: 11:30-22:00 (last order 21:30). (first order 12:00, 15:00, 21:00 on Saturday and public holidays. First order 12:00, 15:00, 21:00 on public holidays. Inquiries for public holiday: 03-3479-0000. (closed on public holiday)
 500 yen. Account min. 5000 yen. (credit card not accepted)
 03-3479-0000
 03-3479-0000

Minatoya Ueno Store No.2
 (Minatoya Ueno Store No.2)
 Enjoy a variety of seafood bowls. Seafood bowls are popular here with more than 20 different types available. On weekends, during the time service starting from 12:00, this shop offers good deals on its seafood octopus, tuna, squid and more, all for 400 yen.

Address: 1-10-10 Ueno, Tama-ku, TEL: 03-3821-1111. Opening hours: 10:00-20:00 (last order 19:30). (first order 10:30, 13:30, 19:30 on Saturday and public holidays. First order 10:30, 13:30, 19:30 on public holidays. Inquiries for public holiday: 03-3821-1111. (closed on public holiday)
 500 yen. Account min. 5000 yen. (credit card not accepted)
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 03-3821-1111

Iiyakakca Ueno First Store
 (Iiyakakca Ueno First Store)
 Fresh fruits with perfect sugar content. Seasonal fruits gathered from all over the country, such as tangerine, persimmon, and shiku, every day. In addition, various goods are sold at an affordable price.

Address: 1-10-10 Ueno, Tama-ku, TEL: 03-3821-1111. Opening hours: 10:00-20:00 (last order 19:30). (first order 10:30, 13:30, 19:30 on Saturday and public holidays. First order 10:30, 13:30, 19:30 on public holidays. Inquiries for public holiday: 03-3821-1111. (closed on public holiday)
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Illustrated explanations and "point and speak" icons

About toilet

Stand in line even when it's crowded
 Line up and waiting for your turn in any situation (as per Japanese manners). Line up near the entrance and use the restroom as soon as your turn for emergencies, as the person waiting at the start of the line.

How to use Japanese-style toilets
 Although bidet nozzles have been introduced in recent years, you will still find Japanese-style toilets (squaring to local in Japan). Use them by squaring them carefully.

It's OK to flush the toilet paper
 Flush the used toilet paper in the toilet. Even if you find a garbage can nearby, do not throw the toilet paper there.

Experience the washlet
 Washlet is the bidet with electric heat to wash with warm water. These are found in the public water pressure and temperature, dryer, etc. You can operate them with buttons on the side of the toilet on the wall.

Place the slippers side by side when you leave
 There are slippers for toilet use in some indoor restrooms. Align them properly side by side when you are done.

About public transport

Cooperate with others during rush hours
 The rush hour commutes from 9:00 to 16:00 in the morning and 17:00 to 20:00 at night. It is also crowded around 20:00, just before the last train. So, should cooperate with people getting off. If you are close to the door by get out of the train at each station to let people out.

Thematic words: "Seminouson, orinason"
 When the train is packed with people, you cannot get off. In such a case, "Seminouson, orinason" means "Excuse me, I'm getting off." By saying so, people around will open the way for you.

Priority to those getting off the train
 When the train arrives, don't rush in immediately, first of all, those who are getting off the train.

Stay quiet on the train
 Talking loudly with your friends or on the phone is a breach of manners. Speaking in a voice that is louder than your usual speaking voice is fine.

You can communicate where you want to go
By purpose Pointing the icon

Point the icon with your finger, and inform a nearby Japanese person where you want to go. No need to talk to the person with you.

To Japanese people
 It seems like the Korean person talking to you now would like to go to the place indicated by the icon they are pointing at. Tell that person how to get there.

I want to use transportation
 I want to use transportation (乗り物を利用したい)

I want to go to a public/General facility
 I want to go to a public/General facility (公共施設に行きたい)