



August 2, 2019  
SOMPO Holding, Inc.

## Sompo Holdings Group Announces New Brand Slogan – A Theme Park for Security, Health & Wellbeing –

Sompo Holdings, Inc. (Group CEO, Director, President and Representative Executive Officer: Kengo Sakurada) will renew its Group Brand Slogan from the current “Innovation for Wellbeing” to “A Theme Park for Security, Health & Wellbeing” on October 1, 2019.

### 1. Background and Purpose

With the Group Management Philosophy of “contributing to the security, health, and wellbeing of our customers and society as a whole by providing insurance and related services of the highest quality possible,” the Sompo Holdings Group has worked to realize a transformation to “A Theme Park for Security, Health & Wellbeing” based on the Mid-Term Management Plan established in 2016.

By changing the Group’s brand slogan, the Sompo Holdings Group will further accelerate the transformation to “A Theme Park for Security, Health & Wellbeing,” aiming at achievement of the second-half plan of the Group’s Mid-Term Management Plan, which was announced on May 28, 2019.

### 2. New Group Brand Slogan

By adopting the brand slogan “A Theme Park for Security, Health & Wellbeing,” the Sompo Holdings Group intends to give visible form to the abstract concepts of safety, security and health, and to realize a vision of the Sompo Holdings Group that solves social problems through its businesses and contributes to society as a presence that continuously supports the lives and happiness of its customers by appropriate use of advanced technologies, including digital technologies, while remaining close to the lives of “people,” who are the heart of society.

Japanese version



**SOMPO** ホールディングス

安心・安全・健康のテーマパーク

English version



**SOMPO** HOLDINGS

A Theme Park for Security, Health & Wellbeing

### 3. Development of Brand Slogans of Operating Companies

The Sompo Holdings Group has a diverse range of operating companies to give concrete form to “A Theme Park for Security, Health & Wellbeing.” To enable these operating companies to aim at “A Theme Park for Security, Health & Wellbeing” by the optimum method corresponding to each company’s business, the Group will change to a brand system that allows each operating company to establish an independent slogan based on a common concept.

The new company Sompo Japan Insurance Inc., which will be launched in April 2020, will continue to use the current brand slogan “Innovation for Wellbeing,” and Sompo Himawari Life Insurance Inc., to be launched on October 1, 2019, will use the corporate slogan. Other group companies will also study new corporate slogans in the future.

Sompo Japan Insurance Inc.

Japanese version



English version



Sompo Himawari Life Insurance Inc.

