

December 18, 2025  
Sompo Holdings, Inc.

**Capital and Business Alliance with Kamakura Shinsho**  
**- Accelerating the SOMPO Wellbeing business through connection and collaboration to create new value -**

Sompo Holdings, Inc. (Group CEO, Director, President and Representative Executive Officer: Mikio Okumura, hereinafter “Sompo Holdings”) today announced the signing of a capital and business alliance agreement with Kamakura Shinsho, Ltd. (Chairman and CEO: Hirotaka Shimizu, hereinafter “Kamakura Shinsho”), which operates one of Japan’s largest platforms for end-of-life services. Under this alliance, Sompo Holdings will acquire 10% of Kamakura Shinsho’s issued shares. By connecting the strengths of both companies, we aim to seamlessly support customers both during their life and after their death, creating new value that stands by customers throughout their lives in a more comprehensive and enduring fashion.

## **1. Background and Purpose**

In pursuit of its Purpose, “For a future of health, wellbeing and financial protection,” Sompo Holdings is advancing a strategy centered on the theme “connect with customers and deliver connected services” to address the three concerns that customers face regarding health, nursing care, and retirement finances. This strategy focuses on the SOMPO Wellbeing business domain and involves linking various services both within and outside the Group. Kamakura Shinsho operates one of Japan’s largest information portal sites in the end-of-life planning space, covering funerals, graves, nursing care, and inheritance. The company provides services that address a diverse array of needs during life’s final stages.

To deliver seamless support extending through post-death care within the SOMPO Wellbeing business domain, collaboration with Kamakura Shinsho’s expertise in end-of-life planning is essential. Through this alliance, we aim to combine the strengths of both companies to provide customers with a seamless experience and new value.

## **2. Overview of Capital and Business Alliance**

As Japan’s population ages, Kamakura Shinsho’s mission is to help solve the various end-of-life planning challenges faced by an increasing number of elderly individuals and their families. The company operates portal sites that comprehensively cover end-of-life planning information, including “Ii Sogi” (Good Funeral), “Ii Ohaka” (Good Grave), and “Ii Sozoku” (Good Inheritance). Its strengths include exceptional customer acquisition capabilities through web marketing expertise, a robust network of quality service providers nationwide, and partnerships with numerous local governments across Japan.

Sompo Holdings will acquire 10% of Kamakura Shinsho’s issued shares, establishing a strong partnership through this alliance. Both companies will maximize the use of their management resources and expertise, and begin specific discussions aimed at creating new business opportunities.

### <Company Overview of Kamakura Shinsho>

<b>Company Name</b>	Kamakura Shinsho, Ltd.
<b>Location</b>	2-14-1 Kyobashi, Chuo-ku, Tokyo
<b>Name and title of representative</b>	Hiroataka Shimizu, Chairman and CEO
<b>Date of Establishment</b>	April 17, 1984
<b>Nature of business</b>	Operation of end-of-life planning portal sites, provision of information services, etc.
<b>Listed market</b>	Tokyo Stock Exchange Prime Market (6184)

### 3. Vision for Partnership

Through this alliance, Sampo Holdings and Kamakura Shinsho aim to build an end-of-life infrastructure that provides one-stop support from lifetime preparation to post-death procedures and family care, enabling both companies to stand by customers and their families throughout their lives.

Users of products and services across the Sampo Group who have end-of-life planning needs will be offered Kamakura Shinsho's end-of-life services. By connecting the Sampo Group's customer base and customer touchpoints with Kamakura Shinsho's end-of-life services, we will expand lifetime services such as personal guarantor services and decluttering assistance. After a customer's passing, we will establish a framework to provide surviving family members with support and services for inheritance procedures. Through this, we aim to achieve our "connection and collaboration" strategy of maintaining customer relationships across generations. The two companies also plan to explore the joint development of new services leveraging their combined expertise.

### 4. Future Initiatives

As a first step in this alliance, we will begin providing end-of-life consultations and services to users and their families of Sampo Care Inc., which operates nursing care services nationwide, as well as to users of Wellbio (a consultation service for nursing care, health, and retirement finances) and Wellbio Biz (a service that supports balancing work with nursing care), both provided by Sampo Wellbeing Inc.

We also plan to develop mechanisms to offer end-of-life services to Sampo Himawari Life Insurance Inc. policyholders at appropriate times based on their life stages and needs.

Through these initiatives, Sampo Holdings will deepen its connections with customers and deliver seamless value that supports customers throughout their entire lives.

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