

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

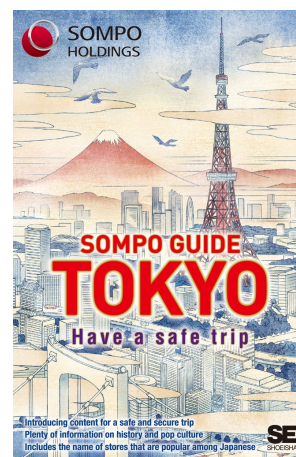
Price: 1,200 yen (tax not included)

Publisher: Shoeisha Co., Ltd.

Support: Sompo Holdings, Inc.

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

Retail locations: Bookstores across Japan



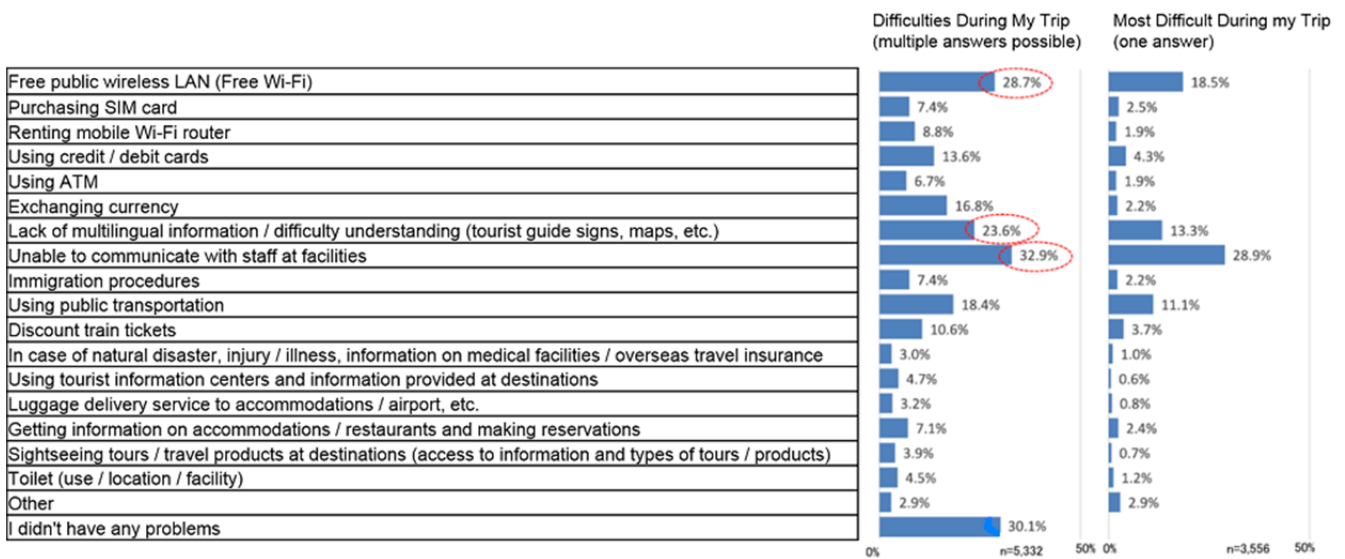
4. **About Sompo Holdings**

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

