

March 22, 2017
Sompo Holdings, Inc.

Announcement of Alliance with U.S. Incubator Aging2.0 and the Contest for Start-Up Businesses Realizing “Japan, an affluent country that can boast to the world of a long and quality life”

Sompo Holdings, Inc. (Group CEO & President: Kengo Sakurada, hereinafter “Sompo Holdings”) and Sompo Care Inc. (President Mikio Okumura, hereinafter “Sompo Care”) have entered an alliance with U.S. incubator and senior market specialist Aging2.0 as the first Japanese company to be a “Leader’s Circle” member in the organization’s group of partners. Furthermore, Sompo Holdings, Sompo Care, Aging2.0, and Digital Health CONNECT* will hold the Contest for Start-Up Businesses Realizing “Japan, an affluent country that can boast to the world of a long and quality life” as a four-way joint initiative on April 26 in Tokyo.

* Japan’s first healthcare IT innovation program, held by INFOCOM CORPORATION (President and CEO: Norihiro Takehara)

1. Alliance with Aging2.0

As Japan’s society becomes superaged, the nursing care business in Japan is growing more important. At the same time, digital technologies are playing an increasingly important role in the sector as it seeks to increase service quality and safety and reduce the burden on nursing care staff. In this environment, Sompo Holdings and Sompo Care have formed an alliance with U.S. incubator Aging2.0, which specializes in the field of digital solutions for aging societies. The alliance is the first of its kind for a Japanese company.

In making this alliance, the partners aim to establish an ecosystem for start-up companies involved in nursing care by identifying new global start-up businesses (businesses that create new businesses and maintain a high growth rate), mainly in Japan and the U.S., incubating them through joint trial tests and other means, and then fully implementing them in Sompo Care’s nursing care services.

Aging2.0 is a global innovation platform that supports entrepreneurs who are taking on various issues in aging societies. Aging2.0 establishes communities with entrepreneurs and related providers and provides start-up programs and events to educate and support entrepreneurs.

Name: Aging2.0 (<https://www.aging2.com>)

Established: 2012

Head office: 44 Tehama Street, San Francisco, CA 94105-3110

Overview: Aging2.0 is headquartered in San Francisco in the U.S. It promotes education and investment activities for entrepreneurs who aim to develop digital solutions for aging societies. Over the past four years, Aging2.0 has held events in over 300 countries around the world to enable exchanges across industries and countries between entrepreneurs, technologists, designers, investors, nursing care providers and seniors themselves. Through this interaction, Aging2.0 seeks to spark innovation and build a structure for realizing a better aging society.

2. Business Contest

As a four-way joint initiative, a contest focused on business services for seniors will be held for start-ups that realize “Japan, an affluent country that can boast to the world of a long and quality life.” The prizewinning start-ups will gather information on business services for seniors in countries around the world and improve their own services going forward through opportunities including an invitation to Aging2.0 OPTIMIZE 2017 which will be held in San Francisco and the right to hold a trial test at a nursing care site operated by the Sompo Care Group.

Sompo Holdings and Sompo Care will use this business contest as an entry point for working with the selected start-ups from Japan and around the world to drive a global transformation in the nursing care sector.