

November 13, 2018
Sompo Holdings, Inc.

Sompo Holdings Enters Business Alliance with RIZAP to Develop a New Program Aimed at Preventing a cognitive impairment

Sompo Holdings, Inc. (Group CEO & President: Kengo Sakurada) hereby announces that on November 13 it entered into a business alliance agreement with RIZAP GROUP, Inc. (Representative Director, President: Takeshi Seto) to jointly examine development of products to extend healthy longevity and conduct various types of research. The first effort in the alliance will be to examine development of a new program aimed at preventing a cognitive impairment.

1. Background and objective

Sompo Holdings has the insurance business at its core and is expanding its business domains into fields such as nursing care and healthcare. The Company has been developing the SOMPO Dementia Support Program with the aim of “building a society that strives to prevent dementia, and enables people to continue living with dignity as individuals, even after being diagnosed with dementia.” aided by advice from the National Center for Geriatrics and Gerontology (NCGG), with which it concluded a comprehensive alliance agreement in September 2017 and others. Moreover, various initiatives are being undertaken to enhance the health of customers through Sompo Japan Nipponkoa Himawari Life Insurance, Inc., which is aiming to transform itself into a “health support enterprise”

RIZAP, Inc., a subsidiary of RIZAP GROUP, Inc., has supported over 120,000 customers in changing their bodies through the RIZAP personal training program. Utilizing the know-how acquired through this business, RIZAP is actively rolling out its Health Promotion Program* for companies and local governments. In addition, to enable more people to experience the RIZAP method, the group issued the RIZAP Declaration to Bring Health and Fitness to Ten Million People in August 2017 with the aim of making Japan healthy, and is working to realize that goal.

Sompo Holdings and RIZAP GROUP have agreed to contribute to realize a healthy longevity society in Japan by providing various health-related initiatives throughout society. The companies will fuse Sompo Holdings’ expertise about health-related initiatives gained through insurance, nursing care and healthcare businesses, Voice of Customer and the financial functions in insurance business with RIZAP GROUP’s strengths of a thorough and diligent support structure and methods including applying know-how on health promotion backed by data analysis on over 120,000 customers.

*The Health Promotion Program is a program developed specially for companies and local governments based on the personal (1-1) training program method that RIZAP Inc. has been implementing to date as a

personal training gym. Each session involves one trainer working with about 20 people over a 3-month period. The aim is to change participants' behavior and improve their health through guidance about exercising and nutrition.

2. Overview of the business alliance

- (1) Examine development and provision of products and services (including use of ICT and digital means) to extend healthy longevity.
- (2) Examine conducting various types of development to extend healthy longevity.
- (3) Other related items

3. New program aimed at preventing cognitive impairment

Together, Sampo Holdings and RIZAP GROUP plan to develop a program that includes contents regarding exercise, food, cognitive training, etc., that are expected to prevent a cognitive impairment. The program will be based on the Health Promotion Program, a service that RIZAP, Inc. provides to companies and local governments.

The companies will gradually roll out the new program through their group companies once it has been developed, with the Sampo Holdings Group leveraging its customer base and sales network. The two groups will evolve the program following joint research and verification of its effects.

4. Outlook

The companies aim to realize a healthy longevity society in Japan by jointly developing products and services and providing the associated results and initiatives to wider society.