



February 28, 2019

DeNA Co., Ltd.

Sompo Holdings, Inc.

DeNA and Sompo Holdings Establish Two Joint Ventures in the Peer-to-Peer Car Sharing Business and the Private Vehicle Lease Business
- Proposing Safe, Secure, and Innovative Ways to Use Cars -

DeNA Co., Ltd. (Headquartered in Shibuya-ku, Tokyo; President & CEO: Isao Moriyasu; hereinafter “DeNA”) and Sompo Holdings, Inc. (Headquartered in Shinjuku-ku, Tokyo; Group CEO & President: Kengo Sakurada; hereinafter “Sompo Holdings”) concluded an agreement regarding the establishment of a peer-to-peer car sharing joint venture, DeNA SOMPO Mobility, and private car leasing joint venture, DeNA SOMPO Carlife, on February 28, 2019 (Thursday).

DeNA SOMPO Mobility

DeNA SOMPO Carlife

Background and Objectives for the Joint Ventures

The annual utilization rate for private vehicles is estimated to around 3% (*1), while the demand is growing year by year for reducing high car maintenance costs through peer-to-peer car sharing. DeNA launched the peer-to-peer car sharing service Anyca in September 2015 and it is now leading the market with over 200,000 members and over 7,000 registered cars (*2). At the same time, there is an even stronger demand in peer-to-peer car sharing services for preventing problems and ensuring safety and security through insurance.

Given this background, DeNA and Sompo Holdings aim to realize a safe, secure peer-to-peer car sharing market through the establishment of a joint venture in the mobility field. To achieve this, DeNA SOMPO Mobility will take over the business of the Anyca peer-to-peer car sharing service that had been operated by DeNA and start operations in April 2019.

The two companies will also establish DeNA SOMPO Carlife as a joint venture to operate a new private vehicle lease business. Private car leases facilitate easy ownership of a car for a fixed term at a flat rate in a kind of subscription model that has been attracting more attention recently. DeNA and Sompo Holdings also plan to launch a new private car leasing business in June 2019 that will provide a new form of car ownership never before seen to suit individual lifestyles. The key feature is a proposed scheme for using

Anyca to share cars leased through DeNA SOMPO Carlife. The combination of subscription and car sharing is aimed at reducing the real burden of private car ownership and achieving a society where anyone can have the car they always wanted.

DeNA SOMPO Mobility and DeNA SOMPO Carlife will leverage the strengths of Somp Holdings, which has car and driver data assets collected through its real-world insurance network for providing safety and security and approximately 13 million automobile insurance policies, and DeNA, which has expertise in planning and operating high quality services with internet and AI digital technologies, to provide new value in mobility services that combine real-world and digital technologies.

DeNA SOMPO Mobility's Initiatives

• Peer-to-peer car sharing business

DeNA SOMPO Mobility will take over the peer-to-peer car sharing business, Anyca, that had been operated by DeNA and will start operating the business in April 2019.

• Explore provision of dedicated insurance for peer-to-peer car sharing

Explore provision of dedicated insurance tailored more specifically for peer-to-peer car sharing than the current automobile insurance available in 24-hour units and accelerate provision of safety and security.

• Provide 0 yen private vehicles

This initiative provides free use of a car for a certain number of times (*3) to users who agree to manage and share a car owned by DeNA SOMPO Mobility that is registered as a rental car and fitted with a device for the car sharing handover. Moreover, people who already own a car can receive a fixed payment if they agree to register it as a rental car (*4), have a device for the car sharing handover fitted, and provide it for car sharing (*5) (*6).

DeNA SOMPO Mobility plans to analyze car sharing demand with respect to area and vehicle type, etc., based on big data accumulated through Anyca, and provide services for a limited time starting from cities where the demand is highest.

This initiative will help to spread peer-to-peer car sharing by enabling people to experience a world where they can own a private car for a real cost of nearly 0 yen.

A pilot survey was launched today on the following website. (*7) (Japanese only)

<https://anyca.net/contents/zeroyenmycar>

DeNA SOMPO Carlife's Initiatives

• Private car leasing business

DeNA SOMPO Carlife plans to start a private car leasing business in June 2019, and will convey affiliated private car lease products to customers. The company plans to provide around 1,000 cars per month in the future through the Sampo Holdings Group network.

*1 Utilization rate – annual driving hours / 365 days / 24 hours × 100 = approximately 3.4%

- Annual driving hours = average annual travel distance / average travel speed in Japan = 301.3 hours

- Average annual travel distance (privately owned passenger cars) = 10,575 km (*1)

- Average travel speed in Japan – 35.1 km/h (*2)

*1 “Pre-maintenance vehicle fault status survey for conducting continuous inspections” (Ministry of Land, Infrastructure, Transport and Tourism)

*2 “Status and Trends of Road Transport Observed in Road Transport Census [Road Transport Observed from General Transport Survey] (Table 1-9) Average Travel Speed Trends” (Ministry of Land, Infrastructure, Transport and Tourism website) accessed July 14, 2017

http://www.mlit.go.jp/road/ir/ir-data/data_shu.html

*2 As of January 2019

*3 Only a certain number of uses are free. Certain expenses such as parking fees will be incurred.

*4 The car user needs to be changed over to DeNA SOMPO Mobility.

*5 The fixed rate is not the purchase price of the car, but an amount indicated by DeNA SOMPO Mobility.

*6 Rental car registration is carried out because the car sharing is not based on a shared use agreement between private individuals.

*7 This time is only a pilot survey. Formal participation in this initiative requires screening.

■ Overview of DeNA SOMPO Mobility (peer-to-peer car sharing business)

Company name	DeNA SOMPO Mobility
Head office	Shibuya 2-21-1, Shibuya-ku, Tokyo
Planned establishment date	March 2019
Planned operation start date	April 2019
Representative	Representative director and president, Hiroshi Nakajima
Business operations	Peer-to-peer car sharing business

■ Overview of DeNA SOMPO Carlife (private car leasing business)

Company name	DeNA SOMPO Carlife
Head office	Shibuya 2-21-1, Shibuya-ku, Tokyo
Planned establishment date	March 2019
Planned operation start date	June 2019
Representative	Representative director and president, Hiroshi Nakajima
Business operations	Private car leasing business