



## **Growth Strategy and New Initiatives in the Asia Pacific Region**

### ***Launch of new products for Japan visitors and improvement of customer experience through the use of digital and AI***

Sompo Holdings (Asia) Pte. Ltd. (CEO: Daniel Neo), the Asia Pacific regional headquarters of Sompo Holdings, Inc. (Group CEO, Director, President and Representative Executive Officer: Kengo Sakurada) announced the growth strategy in the Asia Pacific region, the launch of "Go JAPAN by TravelJoy" – a new overseas travel insurance product for the visitors to Japan – and new initiatives utilizing digital technology/ Artificial Intelligence (A.I.).

#### **1. Growth strategy in the Asia-Pacific region**

Capitalizing on the growth of the retail market as a result of the growth of the middle-class population accompanying economic growth in the Asia Pacific region, we aim to achieve net profit of US \$100 million in the region by 2023 through the sale of new distinctive products and the usage of advanced digital technologies. We also target to be number 1 in travel insurance and Top 5 in motor insurance in ASEAN.

#### **2. Launch of a new overseas travel insurance product "Go JAPAN by TravelJoy (Go JAPAN)" for visitors to Japan**

##### **(1) Background and Purpose**

An upward trend in the number of inbound travelers to Japan is expected in the coming 2 years, especially when there are major seasonal and sporting events. While the number of travelers increases, the possibilities of seeking medical assistance unexpectedly or having difficulties navigating in an unfamiliar place will also increase. To address these concerns, we developed the "Go JAPAN" a travel insurance product that provides cashless medical services, real-time translation assistance, free navigation app, and other exclusive services designed to enhance the travel experience in Japan.

##### **(2) Product overview**

It is an overseas travel insurance product for visitors to Japan that provides cashless medical services, free real-time translation assistance, and travel benefits from our partner company, NAVITIME JAPAN Co., Ltd. (CEO: Keisuke Onishi "NAVITIME"), a major provider of navigation technology. Sompo's travel insurance customers from any of the Asia Pacific countries have full access to all the contents and features of the "Japan Travel"

mobile app\* by NAVITIME for free, including Sompō-exclusive coupons that can be used at various stores and travel assistance information. The app supports multiple languages, including English, Traditional Chinese, Simplified Chinese, Korean and Thai.

\*The Japan Travel mobile app will be available after September 2019.

### (3) Future plan

Currently, this exclusive travel insurance for visitors to Japan is sold in 4 countries (Singapore, Thailand, China and Hong Kong) and the key markets for "Go JAPAN" are 2 countries, Singapore and Thailand. We also plan to launch "Go JAPAN" in other countries in the Asia Pacific region by 2020. Through the launch of products, we aim to be number 1 in gross written premium of overseas travel insurance among ASEAN countries in the future. Because the SOMPO brand is still new to consumers in the Asia Pacific region, we will continue to focus on building brand awareness, building a strong retail platform across Asia, and providing solutions to our customers.

## **3. New Initiatives Utilizing Digital and A.I.**

We aim to expand our profits by utilizing the latest technologies such as digital and A.I. and spreading them throughout the region.

### (1) Asia Digital Open Innovation

In collaboration with the IMDA (Infocomm Media Development Authority), a Singapore government agency, we are using open innovation to tackle various challenges for insurance companies.

### (2) Improvement of insurance payment process utilizing AI

In collaboration with AI Singapore (A.I. program lead by the National Research Foundation of Singapore), we are improving the insurance payment process.

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