



December 16, 2019

**First for the Japanese Insurance Industry: Exhibiting at CES 2020,  
the World's Largest Consumer Technology Fair  
~Advance announcement of health support app~**

Sompo Himawari Life Insurance Inc. (Representative Director, President and Chief Executive Officer: Yasuhiro Oba, "Sompo Himawari") is moving ahead with development of a health support package for all policyholders for release by the end of 2020.

The service currently under development will be exhibited at CES 2020, the world's largest consumer technology fair being held in Las Vegas, Nevada, US from Tuesday, January 7 to Friday, January 10, 2020.

## **1. Health Support Package Development Initiative**

In its effort to evolve from an insurance company into a health support company, Sompo Himawari is combining conventional insurance functions with Insurhealth®, health support functions that bridge the gap between emergency and everyday support for policyholders.

With release expected by the end of 2020, development of the health support package for all policyholders that integrates and combines everyday contact with preventative and predictive services is currently underway. A portion of the program developed by cutting-edge technology will be on display at CES 2020, the world's largest consumer technology fair. With this, Sompo Himawari will describe how it strives to be a company that supports people's health.

## **2. Details of the CES Exhibition**

The Sompo Himawari booth will include a hands-on area, where demonstrative devices will allow visitors to experience the healthcare services that will form part of the health support package, and another area to describe services.

The booth will describe Sompo Himawari's initiative to support customers' health through the latest digital healthcare services, with plans to exhibit the Stress Check App<sup>\*1</sup>, which can check stress through a portrait photo taken with a mobile phone, and Lifestyle-Related Disease Risk and Predictor App<sup>\*2</sup>, which can use the results of individual medical checks and AI to estimate the risk of a lifestyle-related disease developing in six years' time. (Sompo Himawari will exhibit in the Health & Wellness category.)

\*1 Jointly developed with binah.ai

\*2 Jointly developed with Toshiba Corporation and Toshiba Digital Solutions Corporation

【Our booth image】



<Overview of CES 2020>

Dates: Tuesday, January 7–Friday, January 10, 2020

Venue: Las Vegas Convention and World Trade Center, Sands Expo, ARIA and eight other venues

Official website: <https://www.ces.tech/>

Details of CES: CES is held by the Consumer Technology Association in Las Vegas in January every year. It is the world's largest international sample fair in the consumer electronics field. In the more than 50 years since it was first held in 1967, CES has attracted attention as a place where the world's business leaders and cutting-edge technologies come together, and approximately 4,000 exhibiting companies and 184,000 visitors were recorded in 2018.