

January 10, 2020

Sompo Holdings, Inc.  
Sompo Himawari Life Insurance Inc.  
binah.ai

## Launch of Stress Measurement App and Start of Proof of Concept (PoC) Tests on Blood Pressure Measurement Technology ～Sompo Holdings Decides to Invest in Binah.ai～

Sompo Himawari Life Insurance Inc. (President: Yasuhiro Oba; hereinafter “Sompo Himawari Life”) further announces that it will launch a stress measurement app together with binah.ai LTD. (CEO: David Maman; hereinafter “Binah.ai”) in fiscal 2020, the year ending March 31, 2021.

Moreover, Sompo Himawari and Binah.ai hereby announce that the two companies have agreed to start PoC tests on blood pressure measurement technology.

In addition, Sompo Holdings, Inc. (Group CEO & President: Kengo Sakurada; hereinafter “Sompo Holdings”) hereby announces that it has decided to invest in Binah.ai.

### 1. Launch of stress management app

Sompo Himawari Life and Binah.ai began their collaboration in the healthcare field in January 2019. Working closely with SOMPO Digital Lab Tel Aviv (CEO: Yinnon Dolev), which was set up by Sompo Holdings in Tel Aviv, Israel, Sompo Himawari Life has conducted PoC tests on stress scoring technology developed by Binah.ai.

Sompo Himawari Life opened a booth at CES 2020<sup>\*1</sup>, which was held in January 2020. At the booth, a stress check app developed collaboratively by Sompo Himawari Life and Binah.ai will be put on display. The stress check app will be able to check a person's stress level using only a facial video taken by a smartphone.

Looking ahead, Sompo Himawari Life seeks to fully launch a stress measurement app for its policyholders sometime within fiscal 2020.

\*1 CES is the world's largest international trade exhibition in the consumer electronics field. CES 2020 was held in Las Vegas from Tuesday, January 7 to Friday, January 10.

### [Screenshots of the stress measurement]



## **2. PoC tests on blood pressure measurement technology**

Sompo Himawari Life and Binah.ai have signed an agreement on the start of PoC tests on technology to measure blood pressure from facial video based on Binah.ai's biometrics data acquisition technology.

Hypertension (high blood pressure) is a crucial risk factor for arteriosclerosis, cerebrovascular disease, and heart disease. Therefore, managing the blood pressure of hypertension patients, who are believed to number more than 9 million in Japan, is an urgent social issue. Generally speaking, a specialized blood pressure monitor is needed to measure blood pressure. However, Binah.ai's technology is expected to enable users to obtain an accurate blood pressure reading from facial video taken by smartphones. Sompo Himawari Life and Binah.ai will jointly develop new blood pressure measurement technologies and user experiences for the Japanese market, thereby closely supporting the daily lives of customers.

## **3. Background and purpose of investment**

Binah.ai has the technology needed to acquire highly accurate biometrics data from facial video in a short period of time based on AI technology. This technology is expected to be useful not only in health support services supplied under the Insurhealth® initiative led by Sompo Himawari Life, but also in a variety of other fields covered by Sompo Holdings' business portfolio, including automobiles.

On November 1, Sompo Holdings decided to make an investment in Binah.ai, with the transaction positioned as a strategic investment that is expected to facilitate collaboration with the whole Sompo Holdings Group.

## **4. Outlook**

By actively harnessing cutting-edge digital technologies through this business alliance, Sompo Himawari Life, Sompo Holdings and Binah.ai will continue to provide services of the highest quality possible that contribute to the security, health and wellbeing of their customers and society as a whole.