

November 1, 2018
Sumitomo Life Insurance Company
AXA Life Insurance Co., Ltd.

Sumitomo Life and AXA Life Japan to Launch “Well Aging Co-creation Lab”

Sumitomo Life Insurance Company (headquartered in Osaka City, Osaka; President and CEO: Masahiro Hashimoto; hereafter referred to as Sumitomo Life) and AXA Life Insurance Co., Ltd. (headquartered in Minato-ku, Tokyo; Representative Executive Officer, President and CEO: Nick Lane; hereafter referred to as AXA Life Japan) will launch a joint office, “Well Aging Co-creation Lab”, on November 1, 2018 in accordance with the basic agreement regarding “joint development and usage of long-term care services” concluded on October 2.

Both companies will establish a system that can realize effective and prompt collaboration, with the “Well Aging Co-creation Lab” serving as a base to create open innovation. They will also jointly promote the following initiatives in the long-term care sector by gathering various kinds of information and identifying new partners with diverse knowledge and expertise.

- Examination regarding alliances (e.g. capital and business alliances) with long-term care service providers, universities and research institutions as well as start-ups to provide new services to customers including policyholders.
- Creation of new advanced long-term care services aimed at solving social issues by utilizing the resources, knowledge and knowhow of both companies and partners.
- Investigation and research aimed at establishing a service platform for promoting long-term care services including academic-industrial alliances.

Both companies will position the “Well Aging Co-creation Lab” as a base for open innovation that brings together companies that share the same vision and aim to provide new customer value so that our customers including policyholders can live their daily lives with a sense of security by carrying out initiatives to solve issues in the super aging society.

“Well Aging Co-creation Lab”

■ Location

As we are assuming collaboration with companies that possess various solutions in the long-term care sector for establishing new services, the “Well Aging Co-creation Lab” will be established at Otemachi First Square, which can be accessed easily from anywhere around the nation.

■ Outline

Launch Date	November 1, 2018
Location	4F Otemachi First Square East Tower, 1-5-1 Otemachi, Chiyoda-ku, Tokyo (Inside Regus)
Business Hours	Monday – Friday: 9am – 5pm * Except holidays, Dec. 31 and Jan.1 - 3
Phone	+81(0)3-5219-1332

■ Image of “Well Aging Co-creation Lab”

<Otemachi First Square>



<Office> * image of lounge



Overview of Sumitomo Life

- (1) Name: Sumitomo Life Insurance Company
- (2) Main business: Life insurance
- (3) Establishment: May 1907
- (4) Headquarters: 1-4-35, Shiromi, Chuo-ku, Osaka City, Osaka, Japan
- (5) Representative: Masahiro Hashimoto, President and CEO

Sumitomo Life will contribute to promoting the health of each customer through sales of SUMITOMO LIFE Vitality Shared-Value Insurance. It will also consider developing advanced services based on collaboration with Sumitomo Life Digital Innovation Labs and providing them to customers in order to realize a “healthy and long-living society”.

Overview of AXA Life Japan

- (1) Name: AXA Life Insurance Co., Ltd.
- (2) Main business: Life insurance
- (3) Establishment: July 22, 1994
- (4) Headquarters: 1-17-3, Shirokane, Minato-ku, Tokyo
- (5) Representative: Nick Lane, Representative Executive Officer, President and CEO

AXA Life Japan will respond with more agility to changes in the social environment and systems that evolve with demographic changes. It will also continue to stay close to customers at all times and transform itself from being just a "payer" of insurance proceeds and benefits to a "partner" that protects the healthy and happy lives of customers by providing advice and services that avoid and reduce their risks.