



September 27, 2019
Sumitomo Life Insurance Company
AXA Life Insurance Co., Ltd.

Sumitomo Life and AXA Life Japan to Launch New Long-term Care Service “Well Aging Support- ASUNOEGAO” in Certain Areas

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; Director, Representative Director, President and Chief Executive Officer: Seiji Yasubuchi; hereafter referred to as AXA Life Japan) have jointly developed a new long-term care service “Well Aging Support—ASUNOEGAO” (hereafter referred to as “this service”), which realizes a total coordination of long-term care for the elderly. This service will be introduced in advance to customers in certain areas of both companies from October 1, 2019.

Since concluding a basic agreement for business alliance in October 2018, Sumitomo Life and AXA Life Japan have been developing this service at the “Well Aging Co-creation Lab” established by the two companies to jointly develop and use long-term care services and thereby resolve social issues in the long-term care sector associated with the aging population.

This service provides new values to customers by comprehensively covering the diversifying needs of long-term care. We aim to respond to the needs beyond the public long-term care insurance and extensively reduce the uncertainties and future risks related to long-term care by making the service available to the families as well.

Key features of “Well Aging Support- ASUNOEGAO”

【Feature 1】 Comprehensively support long-term care beyond public long-term care insurance

We will be able to provide services that respond to the demands of customers including general consultations related to long-term care by dedicated call centers*1, advices on long-term care facilities*2, information gathering*3, utilization of home care-related services*4 and asset management to prepare for retirement*5.

*Services are provided by:

*1: Dream Catcher Inc. *2: Emimen Co., Ltd. *3 LIFULL senior Co., Ltd. *4: Duskin Co., Ltd. and Otsuka Corporation *5: Sumitomo Mitsui Trust Bank, Limited, Hogaraka Trust Co., Ltd., Servant Trust Co., Ltd. and General Incorporated Association the General Support Center for Seniors

【Feature 2】 Provide detailed face-to-face consultation for entering long-term care facilities

Specialists of Emimen Co., Ltd., with whom the two companies have formed a capital and business alliance, will accurately assess the requirements and needs of users and their families by utilizing their extensive knowledge on long-term care facilities and introduce care facilities that best suite them.

【Feature 3】 Respond to long-term care risks of parents

We will support long-term care risks of not only the policyholders but their parents as well.

This service will be introduced in advance to policyholders of branch offices in the Tokyo and Osaka areas from October 1, 2019. The areas will be expanded progressively depending on how often customers utilize the services, aiming to provide the service nationwide after April 2021.

We will continue to enhance our services and provide total long-term care solutions by combining the knowledge and know-how of both companies so that we can provide services that reduce uncertainties and future risks of customers related to long-term care.

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
- (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 longliving 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: Seiji Yasubuchi, Director, Representative Director, 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.