

**The Sumitomo Life Brand Vision states the “image of the Company from customers’ perspective” that we aim to achieve in the medium- to long- term.**

## **Brand Vision**

Sumitomo Life was established based on the aspiration to “create an ideal company.” For more than a century since its founding, Sumitomo Life has continued its journey, maintaining trust through “the Sumitomo name,” and upholding its mission to “protect the lives of customers.”

During that time, the world has changed dramatically. However, we have always had a spirit of “tradition and innovation,” striving to be an “ideal company” from one era to the next.

Now we find ourselves in times of momentous change again. A vague feeling of unease is pervading the world.

But it is in times like these that Sumitomo Life comes into its own, as life insurance can be a major source of “strength” that enables people to eliminate worries from their lives and forge ahead into the future with self-confidence and hope.

That is why we decided to prepare for the years to come by embarking on the creation of a new “ideal company.”

The new “ideal company” to which we aspire is one that will continue to demonstrate the spirit of “tradition and innovation” that is Sumitomo Life’s forte by developing a succession of “new” insurance options, which it will deliver to customers ahead of others, with a sincere desire to be of service.

However, the “new options” we offer will be more than simply spur-of-the-moment ideas or novelties.

We will take on the responsibility of creating a “new standard” for insurance that offers “genuine value” to empower customers, and is of real worth to society.

This role is something that Sumitomo Life is uniquely suited to, having moved beyond the bounds of a leading life insurance company and continued to challenge itself and innovate throughout its journey of evolution over more than a hundred years.

**To empower the future of our customers, we are seeking to realize the following “Four Advanced Values.”**

- **“Consistently and continuously” provide advanced consulting and services**
- **Offer advanced products to enable customers to “live vigorously”**
- **Aim at achieving “impressive customer service” that always exceeds customers’ expectations**
- **Provide an evolving support program to encourage a “healthy life” and “rich and happy golden years”**

This is the challenge we must take on for Sumitomo Life to become a company that appeals even more to customers and to society, and that enables employees to feel prouder than ever of being involved in this line of work.

Our slogan of “Empowering your future” will guide us as we embark on this new endeavor.