

## **Policy on Customer-oriented Business Operations**

Sumitomo Life has established the following policy in order to reinforce promotion of customer-oriented business operations from the perspective of pursuing the best interests of customers.

### **1. Practice of customer-oriented business operations and instilling of a customer-oriented corporate culture**

At Sumitomo Life, in accordance with the Operating Policy, which consist of the “Management Policy,” “Sustainability Management Policy,” and “Sumitomo Life Brand Vision,” and the “Sumitomo Life Group Code of Conduct,” each and every executive and employee will conduct business with integrity, fairness, and in the best interests of our customers, and we will continue our efforts to ensure that customer-oriented business operations take root as a corporate culture.

### **2. Provision of the optimal products and services for customers**

Sumitomo Life is committed to developing products that meet the diversifying needs of customers and contribute to the realization of a society of affluence, vitality and longevity. We will also propose optimal protection for each customer according to their conditions and needs when soliciting life insurance products. Moreover, considering that life insurance is a long-term product, we will continue providing information and other services to customers even after they have enrolled. We will also improve customer service by accurately, promptly, and faithfully paying insurance claims and benefits, an important core business of a life insurance company.

### **3. Provision of easy-to-understand information for customers**

Sumitomo Life provides important information in an easy-to-understand manner to help customers to select life insurance products in line with the content of the product. With respect to specific insurance policies<sup>1</sup>, we will strive to provide easy-to-understand information, including disclosure of the various expenses customers will bear in accordance with relevant laws and regulations.

### **4. Asset management that supports provision of products suitable for customers' needs and stable asset building**

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<sup>1</sup> Foreign currency-denominated insurance, variable annuities, and other investment products with market risk

Sumitomo Life is committed to improving asset management while controlling risk appropriately in order to ensure stable asset formation for customers, to provide life insurance products that satisfy customer needs, and to ensure insurance benefits are paid into the future.

**5. Employee education and evaluation systems that contribute to customer-oriented business operations**

In addition to Japan's Insurance Business Act and related laws and regulations, Sumitomo Life is committed to maintaining and enhancing customer satisfaction by supporting employees in acquiring the necessary knowledge regarding the solicitation of life insurance products. Moreover, we will strive to establish an evaluation system based on the solicitation of life insurance products and on their efforts to maintain and enhance customer satisfaction.

**6. Establishment of systems for appropriate management of conflicts of interest and insurance solicitation management**

Sumitomo Life shall establish an appropriate management system to ensure that customers' interests are not unfairly impaired by conflicts of interest between the Company and customers or among customers from the perspective of protecting their interests. Moreover, we will establish an appropriate insurance solicitation management system to protect the interests of our life insurance policyholders.

**7. Initiatives for enhancing the effectiveness of customer-oriented business operations**

Sumitomo Life will create evaluation indicators in order to firmly establish customer-oriented business operations, and will periodically verify implementation status with an eye toward improving business operations and enhancing the effectiveness of various initiatives based on the policy.