

Investment in Mycommunication Co., Ltd.

Sumitomo Life Insurance Company (the “Company”; President & CEO: Masahiro Hashimoto) hereby announces that it has invested in Mycommunication Co., Ltd. (President & CEO: Yukari Yamada) as an affiliated company through a stock purchase.

Mycommunication Co., Ltd. operates 90 insurance outlets under the brand of HOKEN HOTLINE in the Tokyo, Chubu and Kansai area of Japan.

The Company has always viewed the goal of “protecting the lives of customers” as the roots of its business activities. Accordingly, it has continuously developed new products and services as well as improved its operations by incorporating the opinions of its customers.

In recent years, with a declining birthrate and an aging population, customer needs have diversified, and there has been an increasing number of people who visit insurance outlets to choose insurance policies. Through the initiative, the Company aims to learn more about the wide range of customer needs, and strives to meet their varied needs.

Through its sales representatives and other points of contact with customers, the Company will provide optimal insurance coverage to more customers and their families, as well as offer a peace of mind. Through such efforts, the Company strives to be “the most recommended insurance company” from the perspective of customers.

Overview of Mycommunication Co., Ltd.

Name	Mycommunication Co., Ltd.
Date of establishment	May, 2000
Business description	Sales of life insurance products, agency for non-life insurance products, and others
Address of the head office	25 th Floor Dai Nagoya Building, 3-28-12, Meieki, Nakamura-ku, Nagoya
Name of the representative	President & CEO: Yukari Yamada
Number of employees	Approximately 340