

March 22, 2021

Sumitomo Life Insurance Company

Sumitomo Life to become Japan's very first financial institution to partner with "Pokémon GO" ! "Pokémon GO" Challenge debuts as a new SUMITOMO LIFE Vitality reward!!

Sumitomo Life Insurance Company (CEO: Masahiro Hashimoto, hereinafter "Sumitomo Life") and Niantic, Inc. (CEO: John Hanke, hereinafter "Niantic") have agreed to enter a partnership.

This partnership introduces a new subprogram as part of SUMITOMO LIFE Vitality Shared-Value Insurance rewards offered to its members, called "Pokémon GO" Challenge*¹ to further support the members' efforts to achieve their weekly health promotion activities (service scheduled to start in April 2021).

In addition, Sumitomo Life counters, offices, and Vitality Plaza locations nationwide will be available as "PokéStops" and "Gyms"*² spots for "Pokémon GO" after March 23, 2021.

Sumitomo Life has partnerships with 16 companies who resonate with the philosophy and purpose of "SUMITOMO LIFE Vitality." Together with each other, it offers discounts on various products and services to the members as a reward for their continued efforts in health promotion. Niantic will become the 17th partner, and we believe that "Pokémon GO," which offers the joy of walking to people across the world with its power of gamification, will enhance the feature of "enjoying engaging in health promotion activities" of SUMITOMO LIFE Vitality.

■ New reward for Vitality members : "Pokémon GO" Challenge



- A reward for Vitality members to earn items that can be used in "Pokémon GO" game by achieving weekly physical activity goals.
- To use this reward, members are required to be participating in Active Challenge*³ and have "Pokémon GO" app installed on their devices.
- The same standards of weekly goals apply as being used in standard Active Challenge.

*¹ Please refer to <https://vitality.sumitomolife.co.jp/special/pokemongo.html> for details.

*² "Pokémon GO" features "PokéStops" where players can obtain items to capture Pokémon with, and "Gym" where players can battle the Pokémon of rival teams in various real locations and landmarks around world.

*³ Active Challenge is a subprogram as part of Vitality program in which members earn items such as drink tickets by achieving their weekly physical activity goals.

■ Examples of items offered by the reward



※The item lineup is subject to change without notice

■ Images of “PokéStop” and “Gym”



※The images are in development and may differ in the finished product.

■ About Pokémon GO

Pokémon GO is the global gaming sensation that has been downloaded over 1 billion times and named “Best Mobile Game” by the Game Developers Choice Awards and “Best App of the Year” by TechCrunch.

<https://www.pokemongo.com/en-us/>

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■ Overview of Niantic

Name	: Niantic, Inc.
Establishment	: October, 2015
Representative	: John Hanke
Headquarters	: California, the United State of America
HP	: http://www.nianticlabs.com