

March 31, 2021
Sumitomo Life Insurance Company
AXA Life Insurance Co., Ltd.

Sumitomo Life and AXA Life Japan to Launch Long-term Care Service “Well Aging Support - ASUNOEGAO” Nationwide

Sumitomo Life Insurance Company (President and CEO : Masahiro Hashimoto) and AXA Life Insurance Co., Ltd. (Representative Director, President and Chief Executive Officer : Seiji Yasubuchi) will start introducing their long-term care service “Well Aging Support - ASUNOEGAO” (hereafter referred to as “this service”,) which was launched in advance in certain areas in October 2019 to realize a total coordination of long-term care for the elderlies, to the nationwide customers from April 1, 2021.

By expanding the number of customers eligible to use the service, regardless of region or age, it is now possible to respond to the needs related to long-term care and dementia by making this service available to all customers who took out individual insurance of both companies (exclude policies whose policyholders are corporations) through the sales representatives of branch offices of both companies nationwide. We also intend to introduce new services that will respond not just to the needs of people receiving care but also to the needs of caregivers, in particular, going forward.

<Outline of User Expansion>

The users eligible for this service will be expanded as below:

After April 1, 2021	Until March 31, 2021
Policyholders, insured persons and their families who took out individual insurance* through the sales representatives of branch offices nationwide.	Policyholders, insured persons and their families who took out individual insurance* through the sales representatives of predefined branch offices in Tokyo and Osaka areas.

* Exclude policies whose policyholders are corporations.

We will aim to provide attractive solutions in the long-term care sector by continuing to combine the knowledge and know-how of both companies and develop services that reduce uncertainties and future risks of the customers related to long-term care.

【Reference】 Service Menus of “Well Aging Support—ASUNOEGAO”

Categories	Details	Partners
Total coordination service	General consultations related to long-term care	Dream Catcher Inc.
	Collection of information on long-term care facilities	LIFULL senior Co., Ltd.
	Face-to-face consultations on long-term care facilities	Emimen Co., Ltd.
Long-term care / living support service	Purchase of long-term care products by mail	Otsuka Corporation
	Monitoring and emergency dispatch services using emergency report system	Sohgo Security Services Co., Ltd.
Long-term care prevention/QOL enhancement support service	Participation in aquatic exercise classes for improving body functions	Renaissance Incorporated
	Participation in choir classes with body movements	Yamaha Music Foundation
	Promotion of communication using AI-mounted robot	Sharp Corporation
	Purchase of toothbrush sets using patented photocatalytic technology, which are expected to provide high oral care effects	Shiken Corporation
Asset management support service	Consultations on trust agreement such as asset management	Sumitomo Mitsui Trust Bank, Ltd. Hogaraka Trust Co., Ltd. Servant Trust Co, Ltd.
	Consultations on voluntary guardianship to senior support organizations and personal custody	General Incorporated Association the General Support Center for Seniors
	Consultations with lawyers on voluntary guardianship and personal custody	Contracted bar associations, etc.