

Acquisition of INSURANCE DESIGN

Sumitomo Life Insurance Company (the “Company”; President & CEO: Masahiro Hashimoto) hereby announces that it has acquired INSURANCE DESIGN as a subsidiary through a stock purchase.

As an independent insurance agency of group of ACN INC., INSURANCE DESIGN operates 20 insurance outlets in the 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 review their 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 complete peace of mind. Through such efforts, the Company strives to be “the most recommended insurance company” from the perspective of customers.

Overview of INSURANCE DESIGN

Name	INSURANCE DESIGN
Date of establishment	July, 2008
Business description	Sales of life insurance products, agency for non-life insurance products, and others
Address of the head office	1-4-17, Utsubohonmachi, Nishi-ku, Osaka
Names of the representative	Akio Sugitani