



December 12, 2018
Sumitomo Life Insurance Company
AXA Life Insurance Co., Ltd.
Emimen Co., Ltd.

Sumitomo Life and AXA Life Japan Announce Capital Alliance with Senior Housing Agent Emimen

Sumitomo Life Insurance Company (headquartered in Osaka City, Osaka; President and CEO: Masahiro Hashimoto; hereafter referred to as Sumitomo Life) and AXA Life Insurance Co., Ltd. (headquartered in Minato-ku, Tokyo; Representative Executive Officer, President and CEO: Nick Lane; hereafter referred to as AXA Life Japan) have formed a capital alliance with Emimen Co., Ltd. (headquartered in Osaka City, Osaka; President and CEO: Masashi Enami; hereafter referred to as Emimen), which provides senior housing introduction services, as the initial step of their joint investment based on the basic agreement on “joint development and usage of long-term care services”.

New shares issued by Emimen have been allocated to Sumitomo Life and AXA Life Japan (hereafter referred to as “both companies”) through a third-party share allocation, with each company acquiring 3.13% of the common shares of Emimen.

Through this capital alliance, both companies will be able to leverage Emimen’s enhanced information and network related to partner institutions as well as its high face-to-face consulting capability, which is a strong differentiator. Both companies will make efforts to provide advice that will satisfy and reassure customers and co-develop new long-term care services to enhance customer experience.

Both companies will continue to actively resolve social issues in the long-term care sector by utilizing their knowledge and know-how cultivated over the years and working together to develop new services in the long-term care sector through capital and business alliances.

Overview of Sumitomo Life

- (1) Name: Sumitomo Life Insurance Company
- (2) Main business: Life insurance
- (3) Establishment: May 1907
- (4) Headquarters: 1-4-35, Shiromi, Chuo-ku, Osaka City, Osaka
- (5) Representative: Masahiro Hashimoto, President and CEO

Sumitomo Life will contribute to promoting the health of each customer through sales of SUMITOMO LIFE Vitality Shared-Value Insurance. It will also consider developing advanced services based on collaboration with Sumitomo Life Digital Innovation Labs and providing them to customers in order to realize a “healthy and long-living society”.

Overview of AXA Life Japan

- (1) Name: AXA Life Insurance Co., Ltd.
- (2) Main business: Life insurance
- (3) Establishment: July 22, 1994
- (4) Headquarters: 1-17-3, Shirokane, Minato-ku, Tokyo
- (5) Representative: Nick Lane, Representative Executive Officer, President and CEO

AXA Life Japan will respond with more agility to changes in the social environment and systems that evolve with demographic changes. It will also continue to stay close to customers at all times and transform itself from being just a "payer" of insurance proceeds and benefits to a "partner" that protects the healthy and happy lives of customers by providing advice and services that avoid and reduce their risks.

Overview of Emimen

- (1) Name: Emimen Co., Ltd.
- (2) Main business: Senior housing agent
- (3) Establishment: September 2010
- (4) Headquarters: 4F Kyomachibori Square, 1-8-33 Kyomachibori, Nishi-ku, Osaka City, Osaka
- (5) Representative: Masashi Enami, President and CEO

Emimen’s well-versed professionals introduce long-term care facilities that best suit customers based on an accurate understanding of the intentions and needs of customers and their families as well as research on detailed information regarding long-term care facilities.

It will contribute to resolving social issues such as elderly people caring for their elderly parents, those leaving jobs to care for their parents and solitary deaths, and provide support to realize affluent lives for those troubled with long-term care.