SOMPO Holdings Group to Start Broadcasting New Group Firm Commercials

Singapore, 24 October 2016 – SOMPO Holdings Inc. (hereinafter referred to as "SOMPO Holdings"; President & CEO: Kengo Sakurada) has prepared new commercials for its Group firms to be broadcasted in succession throughout Southeast Asia from October 2016.

1. Concept of new Group firm commercials

The concept of the new Group firm commercials is an insurance company that originates from Japan and expands globally, providing peace of mind to the lives of people throughout the world by protecting them, their cars, and their homes.

2. Content of new Group firm commercials

The new commercials involve stories of people around the world being protected by the Global Ring, which is SOMPO Holdings' corporate logo, and present an image of the Global Ring moving from one place to another throughout the globe, surrounding people and their possessions and providing them peace of mind through provision of advanced products and services.

The stories start with the Global Ring emanating from SOMPO Holdings' logo. With a beautiful melody, they draw an image of people in various parts of the world, starting from Asia, being provided with peace of mind so as to allow them to accept various challenges in their lives. The impressive ending narration of "First Japan, Now Worldwide" expresses the idea of a company that originates from Japan providing peace of mind worldwide.

Besides the 60-second versions that will be used in each region worldwide, both 30-second and 15-second specialised versions are being prepared for Southeast Asia as well.

3. Broadcasting schedule

The commercials will begin to air in Singapore from Monday, 24 Oct 2016 on YouTube, Facebook and LED billboard at Chervon House. The commercials can also be viewed on the website and Facebook page of Sompo Insurance Singapore Pte. Ltd. ("Sompo Singapore"), a Group firm.

Sompo Singapore official website: www.sompo.com.sg
Sompo Singapore Facebook page: www.facebook.com/SompoSG