

Sony Life to Enter Shop-Style Insurance Agency Business through Wholly Owned Subsidiary

December 16, 2019

Sony Life Communications Co., Ltd. (“Sony Life Communications”), a wholly owned subsidiary of Sony Life Co.,Ltd. (“Sony Life”), will open its first “Hokenseisakusho,” a shop-style insurance agency, in Nagoya, Aichi Prefecture, on January 12, 2020.

The number of customers who are actively considering life insurance and make use of the Internet and shop-style locations has increased in recent years. In response to changes in customer needs and behavior, Sony Life Communications will welcome customers to its shop. There, Lifeplanner sales employees of Sony Life Communications, who have extensive knowledge and ample experience in such areas as economics, finance and taxation, as well as insurance, will help customers who visit the location to understand the insurance framework. They will provide a quality customer experience, creating ideal protection from the ground up. Sony Life Communications plans to build such experiences by deploying shops under the “Hokenseisakusho” brand.

Sony Life and Sony Life Communications will endeavor to provide new value to customers through an active involvement in joint initiatives.

Reference: About Sony Life Communications

Name	Sony Life Communications Co., Ltd.
Established	July 26, 2019
Head office	Otemachi Financial City Grand Cube, 1-9-2 Otemachi, Chiyoda-ku, Tokyo, 100-0004, Japan
Representatives	President, Representative Director: Junichi Yatabe Representative Director: Takashi Terao
Number of employees	Approximately 20
Common stock	¥1.5 billion (including capital reserve)
Share ownership	Sony Life Insurance Co., Ltd. 100%

Note: This is an English-language summary of a Japanese announcement made by Sony Life on December 16, 2019. The summary was prepared by Sony Financial Holdings solely for convenience of non-Japanese readers.