

October 10, 2016

## **SOMPO Holdings Group to Start Broadcasting New Group Firm Commercials**

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 round the world being protected by the Global Ring, which is SOMPO Holdings' 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's corporate 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 specialized versions are being prepared for Southeast Asia as well.

### **3. Broadcasting schedule**

TV broadcasts in Malaysia will begin from Saturday, October 22nd, 2016. The commercials can also be viewed at the website of Berjaya Sompo Insurance Berhad, a Group firm, from the same day.

Berjaya Sompo Insurance Berhad official website: <http://www.berjaysompo.com.my>

(Or Youtube Account)

### **About Berjaya Sompo Insurance Berhad**

About Berjaya Sompo Insurance Berhad Berjaya Sompo Insurance Berhad (BSIB) is a leading name in general insurance in Malaysia, with an ever expanding network that presently comprises 22 offices and close to 3,000 Agents nationwide. BSIB provides a comprehensive range of general insurance solutions for both individuals and corporations. With a workforce close to 700, they are well positioned to offer the best level of support and services during times of need. As at end of 2015, BSIB's total asset worth was RM1.6 billion, with a paid up capital of RM 118 million.

Sompo Holdings is one of the largest financial insurance services and risk management expertise Group that boast a global business network encompassing 211 cities in 32 countries and regions including Europe, the Middle East, North America, Central and South America, Asia, Oceania and Africa. It has a strong global presence with a large pool of world class expertise and experience. It deploys various businesses including Domestic P&C Insurance, Domestic Life, Overseas Insurance, Nursing Care & Healthcare Business and other businesses.

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