

3 June, 2013

Sompo Japan Insurance Inc.

Nipponkoa Insurance Co., Ltd.

Overseas Development of Safety Sight, the smart phone application for car drivers (free)

Sompo Japan Insurance Inc. (president: Kengo Sakurada; below, Sompo Japan) and Nipponkoa Insurance Co., Ltd. (president: Masaya Futamiya; below, Nipponkoa) have begun overseas development of Safety Sight, a smart phone application for car drivers that is already available in Japan. As a first step, a Thai-language version of this application aimed at car drivers in Thailand was released with the assistance of Sompo Japan Nipponkoa Insurance (Thailand) Public Company Limited, a local juridical corporation based in Thailand (president: Yuji Kawauchi).

1. Background to the development

Sompo Japan and Nipponkoa began offering Safety Sight, a smart phone application aimed at furthering safe driving, in Japan in August 2012. They have been considering development of the same application for car drivers in the overseas market as well.

In Thailand, the number of vehicle owners is steadily increasing year by year. This has resulted in further growth in the number of clients who are holders of car insurance, and the core of the retail insurance field's resources can be expected. Therefore, Sompo Japan and Nipponkoa have positioned Thailand as one of the areas for establishing the basic infrastructure of our overseas retail operations, with the aim of expansion of profits.

Sompo Japan and Nipponkoa are well aware of the rapid expansion and diffusion of smart phones in Thailand, and began to offer this service free of charge as a convenient tool responding to the needs of customers as a measure to prevent accidents.

2. Summary of the details of the smart phone application

(1) Name: Safety Sight

(2) Launch date: 3 June, 2013

(3) Functions of the application

Name	Description
* Approaching car in front alert * Information that car in front is starting	Through analysis of images in the front of the car while the user is driving (shape, size, etc.), the smart phone will recognize the distance between the user's car and the car in front, and will inform the user via sounds if the vehicle in front is being approached, or begins to.
Safe driving diagnosis (*1)	Through movement and position information sensed by the smart phone, and analysis of images in front of the user's car, while the user is driving data on speed, sudden acceleration, sudden braking, distance between the user's car and other vehicles, etc. are detected, enabling safe driving diagnosis.
Record of past travels (*1)	The user can view a map and the distance of the routes that have already been traveled, as well as the time taken, the car's speed, and points where sudden braking was applied.
Drive recorder (*1)	In the event that while the user is driving, the smart phone senses a shock such as sudden braking or a collision, it will automatically record and store images of what was in front of the vehicle starting from the period of less than a minute before, to less than a minute after the impact. After recording such images, the telephone numbers of the Thai police and Sompo Japan Nipponkoa Thailand's accident reporting call center will be displayed. Also, it is possible to record images by changing the settings oneself.

Notes

*1: The safe driving diagnosis, record of past travels, and drive recorder functions are available for use only by holders of car insurance agreements with Sampo Japan Nipponkoa Thailand.

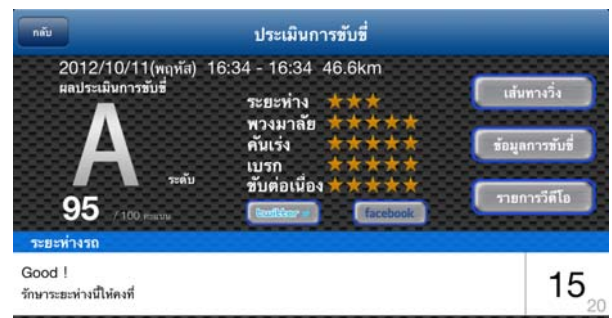
*2: This application has been developed with the technical cooperation of Car Mate Co. Ltd. (president: Takaaki Murata, URL <http://www.carmate.co.jp/>).

(4) Screen image

Approaching car in front alert



Safe driving diagnosis



3. Future Development

Sampo Japan and Nipponkoa are now considering developing this application in the future in other Asian countries, as well as in various countries in South America. We will continue, through the provision of high-quality products and services that can be used with peace of mind and satisfaction, to aim to be the insurance company of choice for customers both in Japan and abroad.