

July 3, 2018

MS&AD Insurance Group Holdings, Inc.
Mitsui Sumitomo Insurance Co., Ltd.

Conclusion of Strategic Alliance Agreements in Kenya and Mozambique

Mitsui Sumitomo Insurance Co., Ltd. (Noriyuki Hara, president; “MSI”), a member of MS&AD Insurance Group Holdings, Inc. (President & CEO: Yasuyoshi Karasawa), is pleased to announce that Mitsui Sumitomo Insurance Company (Europe), Limited (“MSIEU”), a wholly owned subsidiary of MSI, has concluded Strategic Alliance Agreements with both ICEA LION General Insurance Company Limited (“ICEA LION”) in Kenya and International Commercial and Engineering Seguros (“ICE”) in Mozambique in July, 2018.

The conclusion of these agreements allows MSIEU to provide MSI’s high quality services to Japanese businesses in East and Southeast Africa, where Japanese investment has been particularly active, by utilizing our partners’ offices as operational bases, thus raising our company’s proximity to respond to the insurance needs of our clients.

MSI will continue to enhance its services to customers in Africa by utilizing these Strategic Alliance Agreements and by way of the expertise it has gained through its experience in international business.

1. Contents of the Strategic Alliance Agreement

On the basis of the Strategic Alliance Agreement, ICEA LION and ICE will serve as local insurance carriers in the region, with designated people servicing our company’s Japanese customers by issuing local policies, responding to accidents and offering risk management services based on the companies’ high expertise and rich local networks. Moreover, a designated office space for MSIEU will be reserved in each of the company’s offices.

MSIEU will support the underwritten risks by providing its reinsurance capacity, underwriting know-how and assistance in the communication with customers.



2. Background and Purpose of Strategic Alliance Agreement

MSI recognizes the enormous economic growth potential of the African continent based on the combination of high population growth, abundant natural resources and relatively low insurance penetration.

In particular East and Southeast Africa are expected to see considerable growth as suppliers of oil, natural gas and mineral resources, and as promising consumer markets with remarkable potential in the areas of agricultural innovation and IT & communications development. Furthermore, sizeable investments are expected of Japanese companies, supported by the commitment of the Japanese government in the region.

Recognizing this market potential, MSI has established a research office in Johannesburg, South Africa, in September 2015. This office conducts insurance market research throughout the African continent and provides insurance-related information to Japanese businesses in the region. Based on the Strategic Alliance Agreement, MSI's high-quality insurance services will be provided to Japanese businesses in East and Southeast Africa, where business investments of Japanese companies as well as Asian and Chinese companies have accelerated. In addition, MSI will be able to further enrich its network in key African countries by complementing the activities of our representative office in South Africa and the existing underwriting service network with our strategic partners in North and West Africa.

3. Overview of alliance partners in Strategic Alliance Agreement

1) ICEA LION

Company name	ICEA LION General Insurance Company Limited
Head Office	Riverside Park, Chiromo Road, Westlands, Nairobi, Kenya
Date of establishment	2011
Representative	Steven Oluoch, Chief Executive Officer
Total assets	13,496 million Kenyan Shilling
Revenue	6,451 million Kenyan Shilling
Employees	165
Industry rank	No. 6 (among 49 insurers)

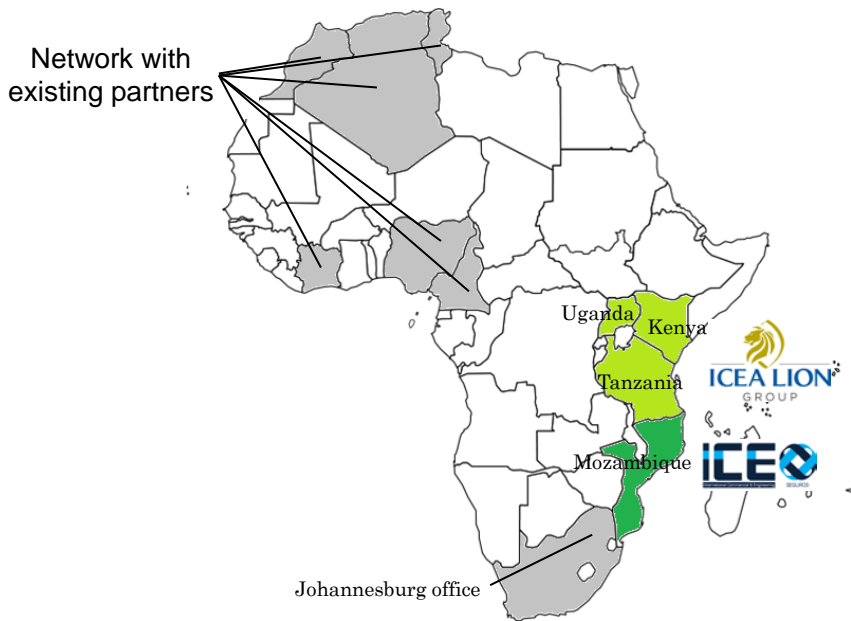
ICEA LION was established in 2011 following the merger of Lion of Kenya Insurance Company, founded in 1895, and Insurance Company of East Africa, founded in 1964. As such, the roots of ICEA LION can be traced back the oldest non-life insurance company in Kenya. Today, ICEA LION holds subsidiaries in Uganda and Tanzania, and particular strengths in the corporate insurance area. It is owned by the Kenyan business conglomerate First Chartered Securities Group, which plays a major role in various sectors of the Kenyan economy, including insurance, banking, agriculture, logistics and real estate.

2) ICE

Company name	International Commercial and Engineering Seguros
Head Office	141A Rua José Craveirinha, Maputo, Mozambique
Date of establishment	2015
Representative	Robert William Alan Lewis, Chief Executive Officer
Total assets	2,653 million Mozambican Metical
Revenue	1,344 million Mozambican Metical
Employees	31
Industry rank	No. 3 (among 16 insurers)

ICE was established in 2015 in Mozambique by the Lewis family as a subsidiary of ICE Insurance Holdings. The Lewis family have engaged in insurance business in South Africa since 1870 and ICE is the third-largest insurance company in Mozambique measured by written premium in 2017. The Lewis family co-ordinates various insurance companies in the group of ICE Insurance Holdings, including One Re, a reinsurance company specializing in African risks, and a Lloyd's Managing General Agent, providing access to rich underwriting know-how and technical expertise.

4. MSI's Africa network



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