

# News Release

## MS&AD Insurance Group Holdings, Inc.

Corporate Communications and Investor Relations

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**MS&AD**

INSURANCE GROUP

April 23, 2019

### **MS&AD Selected as “Competitive IT Strategy Company” for 2019**

MS&AD Insurance Group Holdings, Inc. (President & CEO: Yasuyoshi Karasawa; the “Company”) has been selected as a “2019 Competitive IT Strategy Company” by Japan’s Ministry of Economy, Trade and Industry and Tokyo Stock Exchange. In 2018, the Company was selected as a “Noteworthy IT Strategy Company.”

Under its medium-term management plan “Vision 2021,” the Company has placed “Promotion of digitalization” as one of the key strategies and is working to “enhance the value of customer experience” and “improve business productivity.” This year, we were selected based on the evaluation of our various efforts, including the development of new automobile insurance and services, to realize a safe, accident-free mobility society using telematics technology.

The CDO (Chief Digitization Officer) will continue to play a central role in the Company’s Groupwide digitalization initiatives that will lead to changes in the overall business and work to achieve sustainable growth and enhance corporate value.

#### **1. About the Selection of “Competitive IT Strategy Companies”**

“Competitive IT Strategy Companies” are selected from among around 3,600 companies listed on the Tokyo Stock Exchange in each industry category. The designation is given to those companies that work strategically to create a new value and enhance competitiveness through the improvement of products and services and a business model transformation by utilizing IT. These companies are considered attractive for investors who value the medium- and long-term corporate value.



#### **2. Evaluation of MS&AD’s Initiatives**

We were commended for our speedy provision of innovative products and services, including the following, in response to changes in society.

##### **“New automobile insurance and services using telematics technology”**

We provide new automobile insurance “Mimamoru (Safeguards) Automobile Insurance” that supports safe driving by utilizing the latest telematics technologies and drive recorders to provide customers with greater safety and peace of mind. Utilizing the driving data and accident data obtained through telematics technologies, we make prompt and thorough insurance payments.



##### **“Global business transformation through overseas venture investments”**

MS&AD Ventures Inc., Corporate Venture Capital (CVC), was established in Silicon Valley, U.S.A., to invest in start-ups around the world. Through this investment, we will achieve co-creation with start-ups and provide customers with an even higher value of customer experience, while transforming the business of the entire Group.



<Reference>

- [Medium-Term Management Plan "Vision 2021"](#)
- [Corporate Venture Capital \(News Release of October 10, 2018\)](#)

#### **MS&AD Insurance Group Holdings, Inc.**

MS&AD Insurance Group Holdings, Inc. is a leading global insurance organization, engaging in the management of its group companies which are Mitsui Sumitomo Insurance Co., Ltd., Aioi Nissay Dowa Insurance Co., Ltd. and others. Our mission is to contribute to the development of a vibrant society and help secure a sound future for the planet. MS&AD Insurance Group enables safety and peace of mind through the world-leading insurance and financial services business to customers in 47 countries and jurisdictions. For a sustainable and resilient society, MS&AD Insurance Group commits to build on creating shared value with stakeholders.

We align our initiatives with the United Nations’ SDGs (Sustainable Development Goals), utilizing various resources within the Group to help solve global issues such as climate change and preservation of biodiversity.

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