

January 15, 2019

Conclusion of Strategic Alliance Agreement with CoverHound

MS&AD Insurance Group Holdings, Inc. (President & CEO: Yasuyoshi Karasawa; MS&AD) is pleased to announce a conclusion of Strategic Alliance Agreement with CoverHound, Inc. (CEO: Keith Moore; CoverHound), a US-based insurance agent.

CoverHound has rich technical knowledge and skills in the development and sales of digital insurance products, linked to the operation of a digital call center. This partnership will enable MS&AD to further promote innovative digital insurance products and services via E-Commerce websites and other online platforms, while simplifying an application procedure.

MS&AD will continue to collaborate and form alliances with various business partners in order to strengthen the development of innovative insurance products and services.

1. Purpose of Strategic Agreement

MS&AD and CoverHound will collaborate in the following three areas:

Focus area	Outline
Development of digital insurance products	By utilizing CoverHound's digital product development knowledge and skills, MS&AD will focus on developing digital insurance products, empowered by cutting-edge digital solutions with smooth and simple application procedure. Moreover, going beyond insurance products MS&AD will consider further extending to the development of leading risk-management services.
Retail of digital insurance products	CoverHound's technical knowledge and sales skills of digital insurance products, such as embedded products on E-Commerce websites, and marketing expertise by applying Big Data, can contribute to the development of MS&AD's customized insurance products that can be purchased online on demand.
Digital call center	Utilize CoverHound's digital call center technologies, such as calls and chat functions, to provide efficient customer support and highly convenient service.

2. CoverHound, Inc. – Company Profile

Company Name	CoverHound, Inc.
Address	1 California St. #1100, San Francisco, CA 94111 U.S.A.
Representative CEO	Keith Moore
Date of establishment	May, 2010
Areas of business	MGA* handling motor retail, fleet and property&casualty insurance online. *Managing General Agent: Agent with authority to administrate branch operations on behalf of insurance company. Conducts management of overall/ partial operations, including sales, RI adjustment, assessment and payment of claims.
HP	https://coverhound.com/

3. Next steps

Through the conclusion of this agreement, MS&AD will merge its digital technical knowledge and skills between Japan and Europe (with different regulatory environments) to maximize the quality of customer services.

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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. www.ms-ad-hd.com