

Establishment of Global Digital Hubs in Tokyo and Singapore

-Promoting digitalization to solve societal challenges-

Mitsui Sumitomo Insurance Co., Ltd. (President: Noriyuki Hara, “MSI”), a member of MS&AD Insurance Group, will establish two Global Digital Hubs (“GDH”) in Tokyo and Singapore as bases to support global digitalization.

MSI established a Digital Strategy Department in April 2018 to promote digitalization to enhance customer experience and business productivity. In order to further accelerate its digital initiatives, MSI will launch a GDH in Tokyo to promote the adoption of digital technology by employees and agents, and another GDH in Singapore to support digital initiatives in the ASEAN market.

Through the two GDHs and other advanced initiatives, MSI will continue its commitment to promote digitalization and solve societal challenges.

1. Overview of Global Digital Hub

	Tokyo	Singapore
Name	Global Digital Hub Tokyo	Global Digital Hub Singapore
Location	BIZCORE 7 th floor, 3-9-2, Jinbo-cho, Kanda-Ogawamachi, Chiyoda-ku, Tokyo 101-0052, Japan	4 Shenton Way #27-01 SGX Centre 2, Singapore 068807
Date of establishment	April 5, 2019	February 1, 2019
Mission	<ul style="list-style-type: none"> • Cultivate open innovation with startups • Promote digitalization initiatives amongst employees and agents • Develop human capital with advanced digital technology 	<ul style="list-style-type: none"> • Support digital initiatives in the ASEAN market • Information gathering on digital technology • Promote open innovation with business partners and startups

2. Background and Purpose of GDH

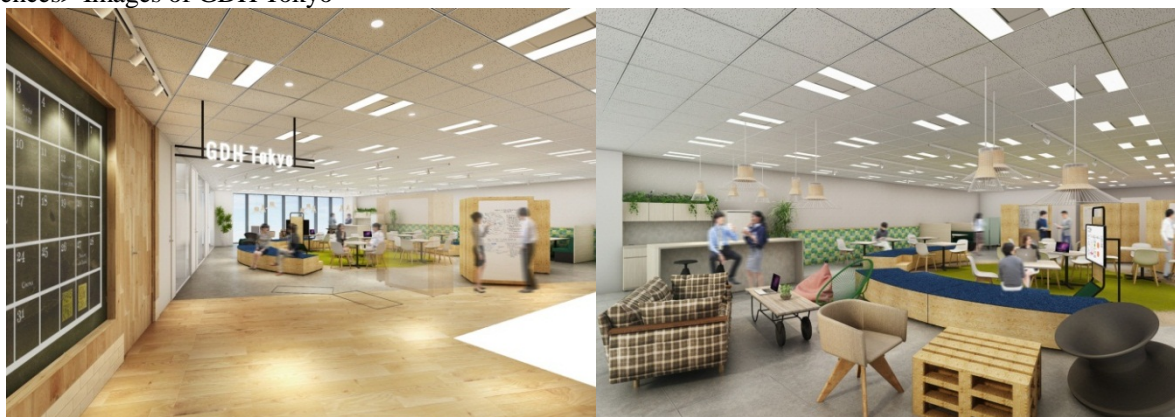
(1) GDH Tokyo

- MSI will launch GDH Tokyo to (i) further understanding of digitalization amongst employees and agents, (ii) cultivate new ideas on digitalization, and (iii) experiment with and implement new ideas within MSI’s business.
- GDH Tokyo will be the epicenter of MSI for promoting culture of providing added value to our clients where our agents and employees will maximize utilization of systems and tools using digital technology and big data. Through collaboration with startups, MSI will develop innovative products and services that solves societal challenges and contribute to society as per the UN’s Sustainable Development Goals (SDGs).

(2) GDH Singapore

- MSI will establish another GDH in Singapore, at the heart of ASEAN region, to support the development of digital initiatives in the region taking advantage of MSI’s expanded presence in all ten ASEAN member countries.
- GDH Singapore aims to enhance customer experience in the ASEAN market where digital business is developing rapidly. It will help develop innovative insurance products and services through collaboration with our business partners and open innovation with startups.

<References> Images of GDH Tokyo



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