

## **Investment in Israeli Insurance Group Direct Insurance - Financial Investments Ltd.**

Mitsui Sumitomo Insurance Co., Ltd. (President: Noriyuki Hara, "MSI"), a subsidiary of MS & AD Insurance Group Holdings Inc. (President & CEO: Noriyuki Hara), has agreed to invest in Direct Insurance - Financial Investments Ltd. (Director & CEO: Doron Schneidman, "DIFI"), an Israeli holding company whose core business is online/direct professional non-life insurance, and to establish a joint laboratory within its subsidiary I.D.I Insurance company Ltd.

IDI, the leading direct non-life insurer in Israel, has developed and provided a variety of online insurance products and services by utilizing advanced digital technologies while collaborating closely with Israeli startups.

Through this investment, MSI will leverage the Israeli startup-centric innovation ecosystem, and acquire know-how on incorporating advanced digital technologies as well as the online/direct insurance business in a bid to further improve customer service including efforts to strengthen contactless sales and marketing.

Looking ahead, MSI will continue to develop innovative products and services by incorporating a wide range of external knowledge and know-how through cooperation and alliances with various business partners.

### **1. Background and Purpose**

MSI has worked diligently to expand digitalization initiatives globally to enhance customers' experience value and increase operational productivity. Israel is one of the world's leading centers of digital innovation. Against this backdrop, IDI has earned high praise from the market by efficiently incorporating external advanced technologies, building a direct insurance sales system that blends online and offline with excellent UI/UX\*, and flexibly responding to customer needs.

In light of the aforementioned, this investment is designed to further enhance the experience value of non-face-to-face sales and marketing for customers and agents by leveraging IDI's cutting-edge digital insurance sales technology.

In addition, through the joint lab, MSI will effectively conduct proof of concept of advanced digital technologies and apply the technologies and know-how gained to domestic and overseas businesses. This initiative will enable MSI to increase opportunities for collaboration with Israeli startups in an agile manner and explore and implement new technologies in a variety of areas such as cyber security, mobility services, and the payment of claims.

\* UI: User Interface (Design of the operation = any kind of information that can be noticed by users and obtained from the screen)

UX: User Experience (Design of the experience = a series of experiences that users feel when using the service, such as usability)

### **2. Outline of DIFI**

Company Name	Direct Insurance - Financial Investments Ltd.
Head Office	35 Efal St. Petach Tikva, Israel 4951132 (Israel Tel Aviv)
Representative	Doron Schneidman, Director & CEO
Date of Establishment	1994
Main Businesses	Holding company that owns insurance and property development, consumer finance, and digital wallet businesses
Official Site	<a href="https://www.d-ifi.com/">https://www.d-ifi.com/</a>

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