

Sompo Japan Makes Donations through FY2011 E-Koto CSR Point System
CSR efforts of employees converted to monetary value, donated to organizations supporting
reconstruction in areas stricken by earthquake and tsunami

Sompo Japan Insurance Inc. (President and CEO: Kengo Sakurada; hereinafter “Sompo Japan”) has implemented the E-Koto CSR Point System once again in FY2011 – a system using e-learning to review the status of the CSR initiatives taken by each and every employee. 17,403 employees reviewed their CSR efforts, and a total of 1,502,126 yen (approximately 18,777 US dollars, 1 US dollar = 80 yen) equivalent to the points employees earned according to their contribution will be donated. Four organizations actively providing reconstruction assistance in the areas affected by the Great East Japan Earthquake were selected as the donation recipients, to which Sompo Japan will contribute donations.

1. Overview of the E-Koto CSR Point System

Employees review their daily activities through e-learning against a checklist of 15 items comprised of 5 themes: “basic CSR activities”; “eco activities at the workplace”; “social contribution activities”; “efforts at home”; and “Sompo Japan Group’s CSR initiatives.” Based on the outcome, Sompo Japan calculates an amount equivalent to the sum of the points corresponding to the employees’ activities and makes donations to NPOs and other organizations.

The E-Koto CSR Point System has been implemented every fiscal year since FY2009.

2. Number of participating employees and donation total in FY2011

The number of employees who participated in the system and the donation total are as follows:

Participating employees	17,403 employees
Donation total (yen = point)	1,502,126yen (approximately 18,777 US dollars, 1 US dollar = 80 yen)

3. Selection of donation recipients

The following four organizations that actively provide reconstruction assistance in the areas affected by the Great East Japan Earthquake of March 11, 2011 were selected. Please see the attached document for details.

- NPO Forests Are Lovers of the Sea (Miyagi)
<http://www.mori-umi.org/base14.html>
- NPO ABUKUMA Nature School Network (Fukushima)
http://www2.ocn.ne.jp/~abukuma/englishPage/en_intrduction.html
- NPO Weather Caster Network (Tokyo)
<http://www.weathercaster.jp/> (Japanese only)
- JPCom (Japan Philippines Community & Communication) (Osaka)
<http://www.jpcom.info/> (Japanese only)

4. Way forward

Sompo Japan will enhance its partnership with the organizations selected as the donation recipients through a range of approaches, including employees’ participation in the volunteer activities of these organizations.

The next E-Koto CSR Point System is scheduled for January 2013.