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June 8, 2021

Japan Best Rescue System Co., Ltd.

Announcement on commencing the sales of Home contents Insurance provided by J:COM-SAST Ins. for Owner-occupied House accompanying our service to solve daily life troubles

Providing security and convenience by our professional staffs for increasing time of staying at home

We hereby announce that Japan Best Rescue System Co., Ltd. engaged in providing service for solving comprehensive daily life troubles (Head office: Naka-ku, Nagoya City, Representative Director: Mr. Nobuhiro Sakakibara, listed on 1st Section of Tokyo Stock Exchange, Security code: 2453, hereinafter called “JBR”) hereby announce that J:COM Small Amount and Short Term Insurance Co., Ltd. (Head office: Chiyoda-ku, Tokyo, Representative Director: Mr. Hironori Terashima, hereinafter called “J:COM-SAST Ins.”) has commenced the sales of “Security Insurance for Owner-occupied House” accompanying our service to solve daily life troubles on June 1, 2021 onward.

Background

We wish to offer a sense of security to more people

JBR with the management philosophy of “we help people in need” is proud of being leading operator for solving daily life troubles before occurrence of troubles in the form of membership with the top level market share across nation. Our customers are mainly residents of complex housing, though the service for solving daily life troubles is necessary service for all people living a housing life.

JBR, in addition to existing sales channel of our service such as real estate companies and university cooperatives, has forged ahead with expanding the sales channel through talks with companies and groups offering various services, for example, by accompanying our service as the benefit of credit card and providing security to more people.

We would like people to be prepared for damages not only for “building” but also for “home contents” while natural disaster has been rapidly increasing.

The number of purchasing insurance and mutual insurance “with fire compensation” is allegedly 28,800,000* in Japan, “a country prone to natural disaster.” The participation ratio of fire insurance is extremely high for the owner-occupied buildings, while not a few households have purchased fire insurance which does not cover the damage on “home contents”. It is essential to be prepared for such damage on home contents, since the wind and flood damage disables not only “building” itself but also “home contents” necessary for daily life, such as furniture, home electric appliance, bedclothes and clothing and will become burden for rebuilding their lives.

*Proforma calculation by Cabinet Office based on the date at the end of business year of 2015.

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We would like to provide various services reassuring people under Covid-19 pandemic

Due to the influence of increasing time of staying at home, the number of troubles surrounding daily life tends to be increasing. The troubles with neighborhood residents with the reasons such as “noise and vibration”, “unusual smell” and “household pet” as well as daily life troubles such as plumbing in line with increasing use frequency has become burden for the owner-occupied households who “cannot move house easily”.

With such background, JBR has concluded service agreement with J:COM-SAST Ins. and has commenced offering our “daily life emergency service” as an ancillary service to “Security Insurance for Owner-occupied House” which has been developed and sold by J:COM-SAST Ins. in order to enables such residents to be prepared for natural disasters and troubles with neighborhood residents. This is new type insurance product with which customers who owning and living house can ensure the security and enjoy the wide range of compensation and support.

“Security Insurance for Owner-occupied House” URL: https://www.jcom-ssi.co.jp/mochiie_ansin/

Impact on Membership Business

The market which we are offering our Membership business is collective housing market with the number of 22 million households across Japan. JBR shall further strengthen the business in alliance with Japan Small Amount Short term Insurance Co., Ltd., our group company, as the penetration in this market has been progressing.

On the other hand, JBR shall be able to develop the market of owner-occupied households which we have not yet targeted so far by accompanying our service to "Security Insurance for Owner-occupied House" which is targeting owner-occupied household through business alliance in this case and believe that we can move closer to our goal to realize providing our service to all of 58 million households across the country.

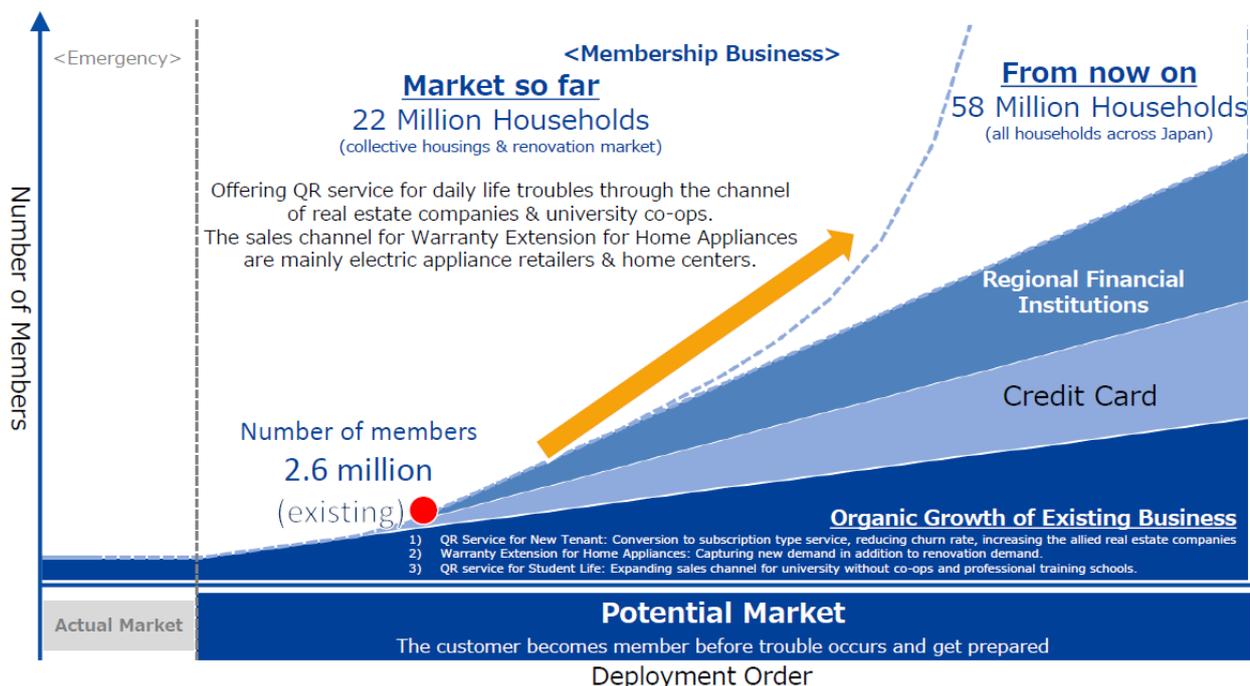
In addition, J:COM-SAST Ins. is affiliated company of Jupiter Telecommunications Co., Ltd. (Head office: Chiyoda-ku, Tokyo) the largest multiple systems engaged in cable TV business and program offering business in Japan which provides the connection of cable TV and high speed internet to 5.57 million households, with which JBR initiated business alliance partnership in 2013. Through business alliance partnership in this case, we shall strengthen our partnership further and link it to the development of attractive new services.



At current point in time, the impact of this partnership on our total business is expected to remain minor, however we anticipate that we can acquire certain scale of number of members in the next several years. Moreover, JBR has been negotiating with plural companies and bodies in various fields to have alliance business partnership in order to provide services targeted at all households including owner-occupied households as is the case with this alliance partnership.

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<Growth Strategy for Membership Business>



Corporate Profile

■JBR Company Profile

Company Name: Japan Best Rescue System Co., Ltd.
 Representative Director & CEO: Mr. Nobuhiro Sakakibara
 Location: Urbanet Fushimi Building 5F, 1-10-20 Nishiki,
 Naka-ku, Nagoya City
 Establishment: February 1997
 URL: <https://www.jbr.co.jp/en> (Corporate website)
<https://sq.jbr.co.jp/> (Service website)

■J:COM-SAST Ins. Profile

Company Name: J:COM Small Amount and Short Term Insurance Co., Ltd.
 Representative Director & CEO: Mr. Hironori Terashima
 Location: 2-3-9 Uchikanda Chiyoda-ku, Tokyo
 Establishment: February 2020
 URL: <https://www.jcom-ssi.co.jp/>

【Inquiry on this news release】

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