



Press Release

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AIG General Insurance Launches ‘Anzen My Map’ Online Map Service to Promote Children’s Road Safety

TOKYO, March 5, 2018 – AIG General Insurance Co., Ltd. (AIG General) today launched ‘Anzen My Map’ (translation: ‘My Safety Map’), an online map service that allows users to view and post information about locations with a high risk of traffic accidents.



※This photo is for illustrative purposes.

Parents and teachers can access Anzen My Map from their PC, tablet, or smart phone to share information and educate children about areas that are potentially high risk for accidents. By helping children to learn about such areas around them, Anzen My Map will help to make them more aware of traffic risks and learn more about the importance of road safety.

Anzen My Map includes 3 years’ of national accident data* that has been color coded to allow easy identification of high risk traffic accident areas. The service also allows parents and teachers to post comments about locations they identify as posing a risk to children, enabling communities to build custom made traffic safety maps of their own.

AIG General developed this service based on its ACTIVE CARE concept and as part of AIG’s global commitment to Road Safety. In addition to Anzen My Map, AIG General plans to work with schools and PTA organizations across Japan to further develop this service and further promote road safety awareness among children.

* data from 2013-2015 from the Institute for Traffic Accident Research and Data Analysis

‘Anzen My Map’ Service Outline

Service Name: ‘Anzen My Map’ (Japanese: あんぜん my マップ)

URL:

<https://www-511.aig.co.jp/p/anzenmap/> (for PC)

<https://www-511.aig.co.jp/smt/anzenmap/> (for smart phone)



Service Features

Easy to understand map data

The map uses different colors to highlight areas based on the number of accidents involving children in that location.

Map data covering all areas of Japan

The service includes data for all areas of Japan to cover children when they are away from their local school district, such as when traveling on school trips or family holidays.

Use of data to further promote road safety

Information posted by users can be saved on the map service and used in road safety education efforts by schools and PTA groups, or shared with schools and local government to help identify locations that require further efforts to improve safety.

Service Functions

1) Map Browser

3 years of national accident data

Accident data for all of Japan from 2013-2015 from the Institute for Traffic Accident Research and Data Analysis can be displayed on the map. Areas are shown in different colors according to the number of traffic accidents in a particular location where there have been injuries or fatalities. Photographs of the locations are included to help children identify the specific location and learn that there is a traffic risk there.



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Browsing of safety information from other users

Parents and teachers are able to view safety information posted by other users.

2) User posts of high risk areas

Parents and teachers are able to post information about high risk areas they identify in their local areas to share with other users. Posts can include photographs and comments about what kind of danger exists at the location. (Comments are posted anonymously but can be viewed by all users.)

In addition to information about dangerous locations, the map can also be used to post the location any nearby *Kodomo 110-ban* (子ども 110 番, or “child safety houses”), further contributing to children



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3) Road Safety Video Content

Users will have access to an ongoing series video content that explains traffic rules and safety information in a format that is easy to understand.



About ACTIVE CARE

ACTIVE CARE is AIG's group-wide strategic concept consisting of the 3 main elements listed below.

- 1) **Simple and Easy to Understand** - a transparent relationship with customers and a simple and easy to understand approach from the customer's perspective
- 2) **Preventive Risk Information** – proactive support not only during emergencies, but also with risk identification and prevention.
- 3) **AIG Innovation** - leading technologies and globally accumulated know-how, combined with our deep knowledge of the Japanese market means continuous innovation as we continue to drive value for our customers.

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. These diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange. In Japan, AIG companies such as AIG General Insurance Company, Ltd., American Home Assurance Company Ltd., JI Accident & Fire Insurance Co., Ltd., AIG Partners Co., Ltd. and Techmark Japan KK are providing their services.