June 4, 2026
T&D Holdings, Inc.
PayPay Corporation

T&D Holdings and PayPay Agree on a Comprehensive Business Alliance

– Creating services designed to address social challenges in an era of 100-year lifespans through insurance and technology –

T&D Holdings, Inc. (Representative Director and President: Masahiko Moriyama; hereinafter "T&D Holdings"), a member of the T&D Insurance Group, and PayPay Corporation (President & Representative Director, CEO, Corporate Officer: Ichiro Nakayama; hereinafter "PayPay") today announced that the two companies have entered into a basic agreement concerning a comprehensive business alliance (hereinafter the "Alliance"). Under the Alliance, T&D Holdings and PayPay will explore the development and provision of services designed to enhance customer convenience and help address social issues, while also drawing on AI (artificial intelligence), digital technologies, and other capabilities of SoftBank Corp. (hereinafter "SoftBank"), the parent company of PayPay.

Through this Alliance, T&D Holdings and PayPay will combine the expertise of T&D Insurance Group companies, including Taiyo Life Insurance Company (hereinafter "Taiyo Life"), in areas such as health improvement, long-term care, and medical care, with PayPay's fintech expertise, technologies, and user base. By also drawing on AI, digital technologies, and other capabilities of SoftBank and its group companies, the companies will explore services such as the following, with the aim of enhancing customer convenience and helping address social issues.

1. Offering Taiyo Life insurance products through the PayPay app

T&D Holdings and PayPay will begin joint initiatives toward making Taiyo Life insurance products available within the PayPay app, including product development and system design for the app. The companies will explore the development of products tailored to the characteristics of PayPay users, based on Taiyo Life's strengths in products for seniors.

2. Exploring AI-enabled operational efficiency improvements and call center enhancement

The companies will conduct studies and proof-of-concept trials aimed at streamlining Taiyo Life's call center operations, enhancing inbound call handling, improving customer service quality, and increasing efficiency and productivity across Taiyo Life's internal operations. In conducting these studies and trials, the companies will explore the use of AI-related technologies, related infrastructure, solutions, and other offerings provided by SoftBank and its group companies.

3. Joint exploration of the Smart Senior City Concept

The companies will study and assess the feasibility of Taiyo Life's "Smart Senior City Concept," an initiative aimed at creating a smart city that addresses social issues, including helping seniors stay active and live longer and extending healthy life expectancy, with technical and business support from SoftBank.

4. Collaboration in advertising and marketing

PayPay and SoftBank will explore implementing ad delivery, promotional activities, and other marketing initiatives related to Taiyo Life insurance products, using advertising platforms operated by SoftBank's group companies and customer touchpoints across digital services.

5. Exploring services related to health improvement and dementia prevention

The companies will explore the use and provision of services that help improve health and prevent dementia, while considering how Taiyo Life's cognitive decline assessment technologies and health improvement expertise could be linked with various digital services.

In addition to the initiatives above, the companies plan to establish a Comprehensive Alliance Steering Committee and further explore collaboration between the two groups.

■ Overview of T&D Holdings

Company name	T&D Holdings, Inc.
Established	April 2004
Headquarters	2-7-1 Nihonbashi, Chuo-ku, Tokyo
Paid-in capital	207,111.86 million yen
Representative	Representative Director and President Masahiko Moriyama
Business	Management control of life insurance subsidiaries under the Insurance Business Act of Japan and other laws and regulations, and other businesses associated with the above

■ Overview of PayPay

Company name	PayPay Corporation
Established	June 2018
Headquarters	YOTSUYA TOWER 1-6-1, Yotsuya, Shinjuku-ku, Tokyo
Representative	President & Representative Director, CEO, Corporate Officer, Ichiro Nakayama
Business	Development and provision of mobile payment and other electronic payment services