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CARING SMART COMPANION FOR CHILDREN WITH CANCER
WINS 2018 CES 'TECH FOR A BETTER WORLD' AWARD.

*THE MY SPECIAL AFLAC DUCK™ IS LATEST INNOVATION
FOR AFLAC CHILDHOOD CANCER CAMPAIGN™*



LAS VEGAS, Jan. 8, 2018 /PRNewswire/ -- Aflac, the leader in voluntary insurance sales at the worksite in the United States, today unveiled a "smart" robotic companion for children who have cancers, called My Special Aflac Duck. The company unveiled the new high-tech invention at the 2018 Consumer Electronics Show (CES) in Las Vegas. The social robot has already been recognized as the winner of the prestigious Tech for a Better World Innovation Award at CES 2018. This caring companion reflects Aflac's history as a pioneer in cancer insurance and the company's belief that children need more than medicine to help cope with the disease.

"For 22 years, Aflac, our employees and our independent sales agents have demonstrated a commitment to help families facing childhood cancer, including contributing more than \$120 million to this cause," Aflac Chairman and CEO Dan Amos said. "We are taking this commitment to a new level, lending our iconic Aflac Duck to this mission in an innovative way like we have never done before. Our goal is to put a My Special Aflac Duck in the hands of the nearly 16,000 children in the U.S. who are newly diagnosed with cancers each year, free of charge, so that no child ever has to face cancer alone."

My Special Aflac Duck, part of Aflac's ongoing Aflac Childhood Cancer Campaign and developed by Sproutel, features naturalistic movements and joyful play to help distract children coping with cancer. With four patents pending and a year of child-centered research behind it, My Special Aflac Duck is a smart comforting companion that helps children feel less alone by using interactive technology during their cancer treatment. A compatible web-based app enables children to mirror their care routines, including medical play, feeding and bathing via augmented-reality. The smart companion emulates young patients' moods, endures the same often-painful therapies, and dances, quacks and nuzzles to help comfort children when they need it most.

"On average, childhood cancer treatment lasts more than 1,000 days, and we thought there must be something we can do to help alleviate some of the burden," said Aaron J. Horowitz, CEO and co-founder of Sproutel, developers of *Jerry the Bear*, a successful interactive companion that helps kids with diabetes manage their health. "So we designed My Special Aflac Duck to help provide comfort and joy through engaging play. Most importantly, we want to empower children by giving them a friend who can help them express their emotions. We are excited to work with Aflac, whose commitment to children with cancer has been incredibly inspiring."

In early 2018, Aflac and Sproutel will begin delivering the My Special Aflac Duck to children at the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta for further testing. The smart companion is expected to be available to children with cancer nationwide in winter 2018-2019.

"For the first time in brand history, Aflac is allowing its beloved icon to come to life through innovative technology focusing on comforting kids, while leading a social movement around childhood cancers," Kathelen Amos, president of The Aflac Foundation, Inc. said. "We know that cancer is too big for any one company or organization to address alone, so with the introduction of My Special Aflac Duck, we hope the Aflac Duck's popularity will help inspire more people to get involved and advance this cause."

About Aflac

When a policyholder gets sick or hurt, Aflac pays cash benefits fast. For more than six decades, Aflac insurance policies have given policyholders the opportunity to focus on recovery, not financial stress. In the United States, Aflac is the leader in voluntary insurance sales at the worksite. Through its trailblazing One Day PaySM initiative, Aflac U.S. can receive, process, approve and disburse payment for eligible claims in one business day. In Japan, Aflac is the leading provider of medical and cancer insurance and insures 1 in 4 households. Aflac insurance products help provide protection to more than 50 million people worldwide. For 11 consecutive years, Ethisphere has recognized Aflac as one of the World's Most Ethical Companies.

In 2017, Fortune magazine recognized Aflac as one of the 100 Best Companies to Work for in America for the 19th consecutive year and in 2017 included Aflac on its list of Most Admired Companies for the 16th time. Aflac Incorporated is a Fortune 500 company listed on the New York Stock Exchange under the symbol AFL. To find out more about Aflac and One Day PaySM, visit aflac.com or aflac.com/espanol.

About Sproutel

Sproutel is a research and development workshop, focused on making health care playful. Using a proprietary, patient-centered and empathy-driven design process, Sproutel collaborates hand in hand with end users and a network of medical experts to create award-winning innovations like My Special Aflac Duck and Jerry the Bear. Jerry is an interactive companion for children living with Type 1 diabetes created in part with funding from the National Institutes of Health. Companies and nonprofits partner with Sproutel to develop new products and gain patient-centered insights to commercialize existing research. To find out more about Sproutel, visit sproutel.com.

About CES Innovation Awards

The prestigious CES Innovation Awards are sponsored by the Consumer Technology Association (CTA)TM, the owner and producer of the CES exhibition. Since 1976, CES Innovation Awards have recognized outstanding achievements in product design and engineering in cutting-edge consumer electronics products, now across 28 product categories.