

# To be a partner that provides “Consistent Protection. Superior Services.”

We would like to thank you for your unwavering support of Nippon Life Insurance Company. Nippon Life extends its heartfelt apologies for having caused a great deal of inconvenience and concern to its customers in connection with the insufficient payment of insurance claims and benefits. We will endeavor to provide heartfelt services from enrollment to payment in order to regain customer trust.

## Consistent Protection

### Highly functional products, a reliable payment system and full dividend payouts

- Meeting a broad variety of needs, Nippon Life offers a wide range of products that include survivor, medical and nursing care coverage and asset formation savings insurance. Customers are able to select coverage according to their stage of life and specific needs. For a broad customer segment we offer *Ikiru Chikara EX*, a policy that provides survivor benefits, funds to live on when suffering serious illness and coverage for daily hospitalization costs. For customers 50 years of age and over, we provide *Iryo Meijin Ex*. We also provide annuities for future asset formation and automobile and accident insurance from Nissay Dowa General Insurance. The Nissay Insurance Account is another service available that consolidates all types of coverage under a single umbrella, discounting premiums and providing health, nursing care and other types of support.
- Nippon Life will swiftly pay insurance claims and benefits without fail and in an easy to understand format. We are establishing a system that will ensure customer peace of mind through a number of measures, including the shifting of more personnel into clerical positions, large-scale investment in IT and the provision of comprehensive information on policy content and the settlement of claims.
- By making full use of the features of a mutual company, we will improve dividend payouts to policyholders. In fiscal 2006, ended March 31, 2007, Nippon Life increased its dividend payouts substantially, disbursing ¥46.1 billion for individual insurance and ¥11.0 billion for group insurance. This marks the third consecutive year of increased dividend payouts for individual insurance and the fourth such for group insurance, putting us on track toward improved policyholder dividends.

## Superior Services

### Programs to improve customer services and corporate citizenship

- We would like to thank all our customers for sharing with us their opinions and requests. Nippon Life is taking steps not only to seriously respond to complaints and grievances but to implement a series of business and service improvements based on customer feedback, with the goal of becoming an insurance company that provides outstanding customer satisfaction.
- To become a company that is respected by people in the communities and regions of the world that it serves, Nippon Life is pursuing consistent, long-range public programs, including the Nissay Planting and Nurturing Forests for Future Generations campaign and the Nissay Masterpiece Theater program.

All of us at Nippon Life are working in concert to ensure that the Company is a partner that provides Consistent Protection and Superior Services, and we would like to thank you and ask for your continued support and loyal patronage.

July 2007



*Ikuo Uno*

*Kunie Okamoto*

Chairman:  
Ikuo Uno

President:  
Kunie Okamoto