

Nippon Life's 120-Year History

Nippon Life was founded as Nippon Life Assurance Co., Inc. in July 1889, and in 1891 the name was changed to Nippon Life Assurance Co., Ltd. When the Company was founded, the first premium table based on Japanese mortality statistics was created. At the same time, Nippon Life decided to offer profit dividends to policyholders, which was not a common practice in the life insurance industry at the time. As a life insurance company, Nippon Life was first in Japan to embody the spirit of mutual aid and was the first in the industry to pay policyholder dividends after its first major closing of books in 1898. After World War II, the Company was reborn as Nippon Life Insurance Company in 1947, striving even today as it marks its 120th Anniversary, to realize mutual aid and cooperative prosperity as a mutual company.

Nippon Life's Founder: Sukesaburo Hirose

A banker who was driven to help others and the founder of Nippon Life.



Founder Sukesaburo Hirose

Paid the first profit dividends to policyholders in Japan (1898)



Actuarial department in charge of closing of books (1895)

Paid dividends to policyholders in Japan after first closing of books, keeping its promise to customers.

Top in industry for amount of policies in force (1899)

In 1895, attained the industry's number two position with amount of policies in force valued at ¥10 million, and achieved the top position in 1899, a mere 10 years after founding.



Commemorative event celebrating attainment of ¥10 million in amount of policies in force (1895)

Moved to newly built headquarters at present location (1902)



Former corporate headquarters (circa 1902-1959)

New company headquarters, built in stately red brick and granite, was designed by Kingo Tatsuno, who also designed Tokyo Station.

Nippon Life Saiseikai Foundation established (1924)

The foundation is deeply involved in social welfare work and opened the Nissay Hospital attached to the Nippon Life Saiseikai Foundation in 1931.



Traveling clinic visiting Shikoku region (1930)

1889	• Nippon Life Assurance Co., Inc. established
1891	• Changed name to Nippon Life Assurance Co., Ltd.
1898	• Paid out the first profit dividends to policyholders in Japan
1899	• Top in industry for amount of policies in force
1902	• Moved to newly built headquarters at present location
1924	• Nippon Life Saiseikai Foundation established
1931	• Nissay Hospital opened, attached to the Nippon Life Saiseikai Foundation
1940	• Japan's first "Ordinary insurance with dividend by profit source" was launched
1942	• Full transfer of Fuji Life Insurance
1945	• Full transfer of Aikoku Life Insurance
1947	• Company reemerged as Nippon Life Insurance Company
1950	• Opening of the Nippon Life Insurance Baseball Stadium
1959	• Endowment Insurance with Term Rider <i>Kurashi no Hoken</i> was launched
1963	• Nissay Theater established
1964	• The Nissay Masterpiece Theater Series was launched
1973	• Nissay Children's Culture Promotion Foundation established (name changed to Nissay Culture Foundation in 1993)
1975	• New York liaison office established (name changed to New York representative office in 1977) • Full transfer of Ryukyu Life Insurance
1979	• Nippon Life Foundation established
1981	• Whole life insurance with profit dividends and term insurance riders (given the nickname <i>Long Run</i> in 1983) Whole life insurance with profit dividends launched • London representative office opened
1982	• Frankfurt representative office opened
1984	• Nissay Leasing Co., Ltd. established
1985	• Nissay BOT Investing Advisors established (name changed to Nissay Investment Advisors in 1989)
1987	• Beijing representative office opened • Opening of Nissay Life Plaza Shinjuku (1st outlet)
1988	• Nissay Research Institute established • Corporate identity (CI) introduced
1989	<i>100th Anniversary</i> • NLI Research Institute (NLIRI) established • Nissay Seirei Health & Welfare Foundation established
1991	• Nissay Capital Co., Ltd. established • Nippon Life Insurance Company of America established
1992	• <i>Athlete</i> (Dread Disease Term Rider) was launched • Nissay Million Tree-Planting Campaign began
1993	• NISSAY NEW CREATION CO., LTD. established • Nissay Green Foundation established

1994	<ul style="list-style-type: none"> Living benefit rider was launched
1995	<ul style="list-style-type: none"> Nissay Investment Trust Co., Ltd. established
1996	<ul style="list-style-type: none"> Nissay General Insurance Company, Limited established
1997	<ul style="list-style-type: none"> Acquired an equity stake in Bangkok Life Assurance Limited <i>Forward</i> (illness & disability term rider) was launched Tie-up with Putnam Investments, LLC (U.S.A.)
1998	<ul style="list-style-type: none"> <i>Nice Care</i> (nursing care rider) was launched Nissay Asset Management Corporation in merger of Nissay Investment Advisors Co., Ltd. and Nissay Investment Trust Co., Ltd. established Tie-up with Deutsche Bank
1999	<p><i>110th Anniversary</i></p> <ul style="list-style-type: none"> Nissay Insurance Accounts was launched Nissay Information Technology Co., Ltd. established
2000	<ul style="list-style-type: none"> Separate Account Management Division was spun off, then integrated with Investment Trust Advisors subsidiary, name changed to Nissay Asset Management Corporation The Master Trust Bank of Japan, Ltd. began operation Foundation funds (<i>kikin</i>) fundraising using securitization through Special Purpose Company (SPC)
2001	<ul style="list-style-type: none"> Formed Nissay Dowa General Insurance Company, Limited in merger of Dowa Fire & Marine Insurance Co., Ltd. and Nissay General Insurance Co., Ltd. Began sales of <i>Ikiru Chikara</i> Nissay Medical Life Insurance Life Care Partners Co., Ltd. was established in cooperation with Nichii Gakkan Group and Hitachi, Ltd. Corporate-pension Business Service Co., Ltd. a joint venture with Daiichi Mutual Life Insurance Company, established Nissay Call Center was launched
2002	<ul style="list-style-type: none"> Nissay Million Tree-Planting Campaign goal of one million trees reached Individual variable annuities that are sold in banks were launched
2003	<ul style="list-style-type: none"> Nissay Planting and Nurturing Forests for Future Generations Campaign, forest protect campaign, began Nissay-SVA Life Insurance Co., Ltd. began operation
2004	<ul style="list-style-type: none"> Bangkok Life becomes Group Company Tokyo Headquarters moved to Marunouchi area <i>My Dream</i> (annuity with variable accumulation rate) was launched
2005	<ul style="list-style-type: none"> <i>Iryo Meijin EX</i> (hospitalization and medical life insurance) was launched <i>Nissay Key Man Plus Super Phoenix 100EX</i> (term life insurance) was launched <i>Long Dream</i> (single-payment whole life insurance with variable accumulation rate) was launched
2006	<ul style="list-style-type: none"> Three dread disease term riders for group credit life insurance was launched
2007	<ul style="list-style-type: none"> Singapore representative office opened
2008	<ul style="list-style-type: none"> Obtained approval to operate bank agency business Formed business alliance with Northwestern Mutual <i>Mirai Support</i> was launched <i>Platina Dream</i> Equity Indexed Annuity was launched More than seven million children have benefited from the Nissay Masterpiece Theater Series
2009	<p><i>120th Anniversary</i></p>

Company reemerged as Nippon Life Insurance Company (1947)

Returning to the spirit of providing mutual aid and assistance as exemplified by being the first in the industry to pay policyholder dividends, Nippon Life reemerged as a mutual company.



Managing executive officer Gen Hirose giving an address at a commemorative event (At that time)

The Nissay Masterpiece Theater Series was launched (1963)



Poster of Nissay Theatre opening

Nissay Theater opened in the newly constructed Hibiya Building with the aim of contributing to Japanese arts and culture.



Elementary school students invited to theatre

Whole life insurance with term insurance riders (1981) (given the nickname *Long Run* in 1983)

As a high-value insurance product for core coverage, it has grown into a mainstay product.



Long Run pamphlet

Opening of Nissay Life Plaza (1987)

Nippon Life continues to develop a nationwide network of service counters for customers staffed by financial planners who provide specialized consulting services.



Second Nissay Life Plaza in Omiya (1988)

Corporate Identity (CI) introduced (1988)

Adopted NISSAY to express our corporate approach symbolizing “Newness” and “Communicating and Proposing.” The corporate logo also changed.



Athlete pamphlet

Athlete Dread Disease Term Rider was launched (1992)

Pioneered the development of living benefit products.

Nissay Million Tree-Planting Campaign began (1992)

Achieved campaign goal of planting one million trees in 2002 and Nissay Planting and Nurturing Forests for Future Generations Campaign began the following year.



Poster for Nissay Planting and Nurturing Forests for Future Generations Campaign