

2009

April:

Started Sales of My Medical Ex

My Medical Ex is a medical insurance policy with simple and extensive protection for hospital care, surgery and other treatment required for an injury or disease. This new insurance product is offered as a standalone version of the *Comprehensive Medical Rider*, which was introduced in October 2008, in order to make this coverage accessible to even more customers.

Started the Nissay Corporate Internet Service

This new service allows companies to use the Internet to view information about policy terms, accounting procedures and other subjects. Corporate policyholders can also apply for a policy loan, withdraw dividends and perform other transactions.

June:

Start of Reduced Housing Loan Interest Rate for Long-term Quality Homes

Nippon Life lowered interest rates for housing loans to customers who are building or buying a residence that meets national standards for certification as a long-life quality home.

July:

Defined Contribution Pension Plan Call Center Awarded Three-Star Rating

Nippon Life's defined contribution pension plan call center received the highest rating of three stars in the ratings of inquiry support services conducted by the Help Desk Institute.

September:

Changes in Joint Venture Partner and Company Name for Jointly Owned Life Insurance Company in China

Nissay-SVA Life Insurance Co., Ltd. was renamed Nissay-Greatwall Life Insurance Co., Ltd. because of change in the joint venture partner to China Great Wall Asset Management Corporation.

Investment in Prudential Insurance Company of America

Nippon Life made an investment in Prudential, one of the largest insurance groups in the United States. The two companies are exploring opportunities for cooperation in order to contribute to the sound growth of the life insurance market.

October:

Release of *The Future of Welfare Programs in Japan*

Nippon Life released a publication for corporate customers containing information needed to study ways to restructure employee benefit programs.

November:

Installation of Automated External Defibrillators at All Customer Service Locations

Nippon Life completed the installation of automated external defibrillators at Nissay Life Plazas, branch office service counters and other locations that serve customers directly.

2010

March:

Investment in Surplus Notes of Northwestern Mutual

Nippon Life purchased surplus notes issued by The Northwestern Mutual Life Insurance Company. Nippon Life has been working to strengthen ties with this U.S. life insurer in the field of asset management.

Complete Revision of Insurance Policy Brochure

Nippon Life performed a complete revision of the brochure for the *My Medical Ex* medical insurance policy to make the content easy to understand.

April:

Started the Zutto Motto Service

This service allows policyholders to accumulate Thanks Miles that can be exchanged for a variety of gifts using four menus, including the Thanks Mile menu. Policyholders receive points when confirming policy terms, registering information and performing other prescribed activities.

Redesigned Corporate Website

The redesigned Nippon Life website made its debut. One objective of the redesign is to supply policyholders with easy-to-understand information about policy terms and procedures. The new website is also designed to give a diverse array of customers a better understanding of Nippon Life and life insurance.

May:

Developed New Payment Underwriting System

This new system offers many benefits to policyholders: procedures that are easy to understand; accurate and speedy payment investigations along with the provision of information about requesting payments in all cases; and thorough follow-up services after payments have been made.

Nissay-Greatwall Insurance Received Approval to Prepare for Opening of Beijing Office

Nissay-Greatwall Life Insurance Co., Ltd. received permission to begin preparations to open a branch office in Beijing. The company currently has offices in the Chinese provinces of Zhejiang and Jiangsu.