

# CHAPTER 3

## Nippon Life's Products and Services

---

PRODUCTS FOR INDIVIDUALS.....	54
FROM APPLICATION TO CONCLUSION OF A POLICY.....	58
PROVISION OF INFORMATION DURING THE TERM OF A POLICY .....	60
SUBMITTING INSURANCE CLAIMS AND BENEFITS.....	62
STRENGTHENING THE UNDERWRITING AND INSURANCE CLAIMS AND BENEFITS SETTLEMENT SYSTEM AND EXPANDING EXPLANATION .....	64
DEVELOPING A VARIETY OF SERVICE CHANNELS .....	67
PRODUCTS AND SERVICES FOR CORPORATE CUSTOMERS.....	74

**■ Nippon Life Product Lineup**

Nippon Life strives to offer services and develop products with primary emphasis on providing truly useful coverage for customers.

The areas that customers want to prioritize when choosing coverage vary according to their life stages. Furthermore, lifestyles have been diversifying in recent years; people are getting married later in life and an increasing number of people are remaining single, leading to growth in the number of households where more than one member holds down a job.

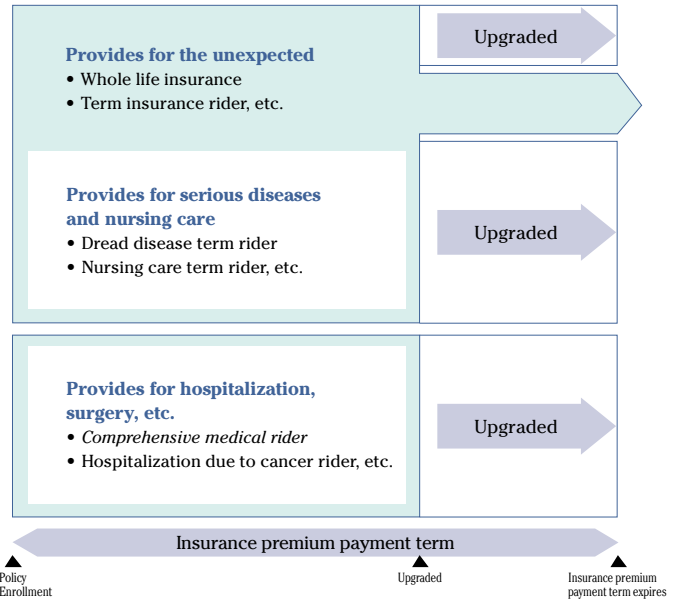
**■ Life Insurance Products**



In October 2008, Nippon Life launched the Comprehensive Medical Rider, a medical rider that included hospitalization and surgical coverage. This rider has since been upgraded to the Mirai Support series, a comprehensive medical product with the aforementioned medical rider attached. In addition to providing coverage in case of unforeseen circumstances for one's whole life, this product offers a lump-sum payment for the designated three dread diseases and nursing care coverage over a fixed period, thereby providing future support for the customer and his or her family by ensuring full hospitalization and surgical coverage.

To respond thoroughly to such diversifying customer needs, Nippon Life has reviewed and, where appropriate, improved its product lineup of death coverage, medical and nursing care coverage, savings and retirement coverage, coverage for children and other products. We combine these to supply customers with comprehensive, well-balanced coverage according to their needs.

**Diagram**



3 Nippon Life's Products and Services

**Start of Best Doctors™ Service**



Nippon Life started offering in April 2010 the Best Doctors Service at no extra charge to customers with policies that attach the *Comprehensive Medical Rider* and *Medical EX* policyholders. In case eligible customers have concerns about treatment from their primary physicians or want a second opinion, Best Doctors, Inc. introduces suitable Japanese physicians to contact from the outstanding specialists selected by Best Doctors, Inc. for its Best Doctors in Japan™ list.



\*1 The Best Doctors Service is provided by Best Doctors, Inc. This is not an insurance policy or service of Nippon Life.  
 \*2 For more information, visit the Nippon Life website or read the terms of use established by Best Doctors, Inc.

Best Doctors, the star-in-cross logo and Best Doctors in Japan are all trademarks of Best Doctors, Inc. in the United States and other countries.

ニッセイ  
総合医療保険

## マイメディカル EX

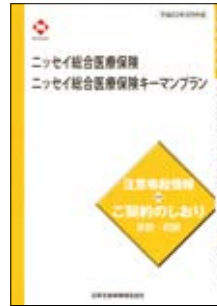
Launched in April 2009, My Medical EX offers medical coverage that meets the medical needs over a wide-ranging period from youth to advanced age. This medical insurance product provides full coverage, including for hospitalization and surgery, that is simple and easy to understand. Through the addition of the Serious Disease Rider, coverage is provided for the three dread diseases, serious designated lifestyle diseases, transplants and other conditions.



### Revisions to the Policy Clause

Nippon Life completely revised in March 2010 the Policy Clause—Bylaws/Terms and Conditions for Medical EX.

The new format uses illustrations and other design elements, provides space for notes and has other improvements aimed at enhancing “ease of understanding,” “ease of use” and “degree of familiarity.”



ニッセイ年金

## 年金名人 EX

An annuity that systematically compiles funds to ensure comfort in the post-retirement years. This policy helps policyholders put aside funds to cover living expenses during the gap between retirement and becoming eligible for public pensions. Supplements public pensions and helps put aside funds for post-retirement life.

ニッセイこどもの保険

## げんき EX

This product provides coverage from the time a child first enters school through to higher education and graduation. It provides for the day-to-day healthy growth of children, special payments timed to the child’s entering school and graduating as well as an education annuity in the event that something unexpected should happen to the policyholder, exempting further premium payments.

## スーパーフェニックス 100 EX

This is a long-term life insurance policy for company owners with coverage lasting until the age of 100. It provides for business insurance capital in cases where unforeseen circumstances affect the owner and also serves as a provision for retirement bonus at the time the owner steps down.



### ■ Non-Life Insurance Products



Nippon Life sells non-life insurance as an agency of Nissay Dowa General Insurance Company Limited. By extending the coverage period of our existing Pittato-Kun and NewF-PAP automobile insurance to three years (or two years), long-term automobile insurance Long does not require annual renewal.

Nissay Dowa General Insurance Company plans to merge with Aioi Insurance Co., Ltd. in October 2010 to form a company to be called Aioi Nissay Dowa Insurance Company. Following the merger, Nippon Life plans to sell the non-life insurance products of this new company.

\*The statements on pages 54–55 provide an overview of products (riders) and do not include all information related to the policy. When considering a policy, please be sure to confirm details by reading pamphlets, policy guides, reminders, Policy Clause—Bylaws/Terms and Conditions and other materials.

## ■ Overview of Main Products for Individual Customers (as of July 2010)

### Main Policies

#### • Death Coverage / Medical Coverage

Type of Insurance	Summary	Product Name
Whole life insurance*	Insurance that guarantees coverage over the insured's whole life	Nissay Whole Life Insurance <i>EX</i> Whole Life Insurance <i>Nice Day EX</i> Whole Life Insurance <i>Seicho-Nikki EX</i> Whole Life Insurance <i>1st Run EX</i> Whole Life Insurance <i>My Stage EX</i>
Term life insurance*	Insurance with death protection for a set period	Nissay Term Life Insurance <i>EX</i>
Whole life insurance with term rider*	Insurance that combines term coverage for a set period of time with coverage that continues for the insured's whole life	Whole Life Insurance with Term Rider <i>Long Run Mirai Support EX</i> Whole Life Insurance with Term Rider <i>Nice Day More Mirai Support EX</i> Whole Life Insurance with Term Rider <i>Kenkou Jyujitsu Sengen Mirai Support EX</i> Whole Life Insurance with Annuity Certain for Family <i>Fureai Kazoku Mirai Support EX</i> Whole Life Insurance with Term Rider <i>My Anniversary Mirai Support EX</i>
<i>Ikiru Chikara*</i>	Insurance that combines term coverage and medical whole life insurance for illness, injuries and cancer	<i>Ikiru Chikara Mirai Support EX</i> <i>Ikiru Chikara Master Class Mirai Support EX</i> <i>Ikiru Chikara Frau Mirai Support EX</i>
Medical insurance*	Insurance that covers hospitalization and surgery	<i>My Medical EX</i>
Cancer insurance*	Insurance that guarantees various types of coverage for life if the insured is diagnosed with cancer	Nissay Cancer Insurance <i>EX</i>

#### • Coverage Combining Protection and Saving Components

Type of Insurance	Summary	Product Name
Endowment insurance*	Insurance with equal insurance claim payments for death, serious disability or upon policy maturity	Nissay Endowment Insurance <i>EX</i>
Endowment insurance with term rider*	Insurance that combines death protection for a set period with endowment insurance	Endowment Insurance with Term Rider <i>Nissay Kurashi no Hoken EX</i> Endowment Insurance with Term Rider <i>Little Anniversary EX</i>

#### • Retirement Coverage

Type of Insurance	Summary	Product Name
Annuities*	Insurance that pays an annuity when the insured reaches a specified age	Individual Fixed Annuity <i>Nenkin Meijin EX</i> Individual Fixed Annuity <i>Kenkou Support Nenkin E</i>
Products sold at financial institution service counters		
Annuities with variable accumulation rate	Adds to annuity resource coverage while promising a set yield, provides annuity insurance with timely single payments that reflect changes in market interest rates	Nissay Variable Accumulation Rate Annuities (fixed interest rate and variable interest rate types)
Equity-indexed annuity	A single-payment annuity with single premiums and mortality benefits of the same value that provides the minimum future annuity resource coverage and added annuity resources depending on the equity index rate of increase	Nissay Equity-Indexed Annuity
Single-payment whole life insurance with variable accumulation rate	Single payment whole life insurance with an accumulative rate that moves in response to market interest rate	Nissay Variable Accumulation Rate Type Single-Payment Whole Life Insurance (yen or U.S. dollar denominated)

#### • Coverage for Other Needs

Type of Insurance	Summary	Product Name
Term life insurance with survival benefit	Insurance paying survival benefits every three years in addition to death/serious disability coverage	Term Life with Survival Benefit Insurance <i>Nissay BIG YOU EX</i> Term Life with Survival Benefit Insurance <i>Nissay Melody EX</i>
Juvenile insurance	Insurance providing special payments when the child reaches a specified age or a specified education annuity if the policyholder dies	Juvenile Insurance <i>Genki EX</i>

Note: Products denoted with \* have a *Key Man* plan (when policy is in the name of a corporation) that provides a death benefit if the insured executive dies, as well as a fund for the executive's retirement benefit.

## Riders

### • Living Benefit Riders

Name of Rider	Summary
Serious Disease Rider	Rider providing coverage for the three dread diseases, serious designated lifestyle diseases, transplants and other conditions
Dread Disease Term Rider	Rider providing coverage for the three dread diseases: designated malignant neoplasm (cancer), acute myocardial infarction and cerebral stroke
Recurrence Dread Disease Term Rider	Rider providing coverage for the recurrence of the three dread diseases: designated malignant neoplasm (cancer), acute myocardial infarction and cerebral stroke
Illness & Disability Term Rider	Rider providing coverage for specified disability due to illness
Nursing Care Term Rider	Rider providing coverage for specified conditions that require nursing, such as being bedridden
Insurance Premium Waiver Rider	Rider that waives premium payments in one of the following situations: one of the three dread diseases, specified disability due to illness or specified condition requiring nursing care
Living Needs Rider	Rider providing full or partial mortality insurance claims when the insured is determined to have six months or less to live (the amount to be paid is the amount of insurance selected by the policyholder minus an amount equivalent to six months of interest and premiums)

### • Accident and Medical Riders

Name of Rider	Summary
Accident Rider with Extra Premium	Rider providing coverage for death/specified serious disability due to accident
New Injury Rider	Rider providing coverage for death/specified disability due to accident
Limited Injury Rider	Rider providing coverage for specified injuries (broken bones, joint dislocation, severed tendons) due to accident
Comprehensive Medical Rider	Rider providing coverage for specified surgery and hospitalization from one night and two days due to disease or accident
New Hospitalization due to Cancer Rider	Rider providing coverage for specified hospitalization, surgery and post-hospitalization care directly related to cancer
New Juvenile Hospitalization due to Accident α	Rider providing coverage for specified hospitalization of a child due to accident that lasts five days or more
New Juvenile Hospitalization Medical Rider α	Rider providing coverage for specified surgery on a child due to illness or accident, and for specified hospitalization due to illness that lasts five days or more

### • Riders Focused on Death Protection

Name of Rider	Summary
Term Insurance Rider	Rider providing coverage for death/specified serious disability for a certain period
Term Life with New Survival Benefit Rider	Rider paying survival benefit every two or three years in addition to coverage for death/specified serious disability
Term Rider Annualized Payment	Rider paying annuity for a set period for death/specified serious disability

## Types of Insurance and Additional Riders

By attaching riders to a main policy, insurance coverage can be designed to meet the needs of each individual customer. (When a rider is added, there is a prescribed limit to the addition of riders according to age and the variety of riders that can be added at any one time. Some riders may not be added, depending on the riders that the policyholder has already attached and the method of payment for the main insurance policy to which riders have been added.)

Please refer to the “*Guide to Types of Insurance*” or the Nippon Life website for information about types of insurance and rider additions.

→ [http://www.nissay.co.jp/kojin/syohin/tokuyaku/pdf/tokuyaku\\_fuka.pdf](http://www.nissay.co.jp/kojin/syohin/tokuyaku/pdf/tokuyaku_fuka.pdf) (Japanese only)



Guide to Types of Insurance

\*The statements on pages 56–57 provide an overview of products (riders) and do not include all information related to the policy. When considering a policy, please be sure to confirm by reading pamphlets, Policy Guides, Reminders, *Policy Clause—Bylaws/Terms and Conditions* and other materials.

General procedures and information disclosure at the time of enrollment in an individual insurance policy are mainly as follows.

## Tell us what kind of coverage you want.



Product pamphlet

Examine the plans by referring to the policy guides (prospectuses) and product pamphlets.

## Reconfirm that the content of the product you are applying for is what you actually want.

Fill out the Plan Confirmation Document and reconfirm before applying that the product is what you really want. We ask that the policyholder or insured party fill out the forms themselves and affix their personal seal to the application form. We also ask for them to certify with their personal seals that they have received the *Especially Important Notifications* and *Policy Clause—Bylaws/Terms and Conditions*. (See p. 59.)



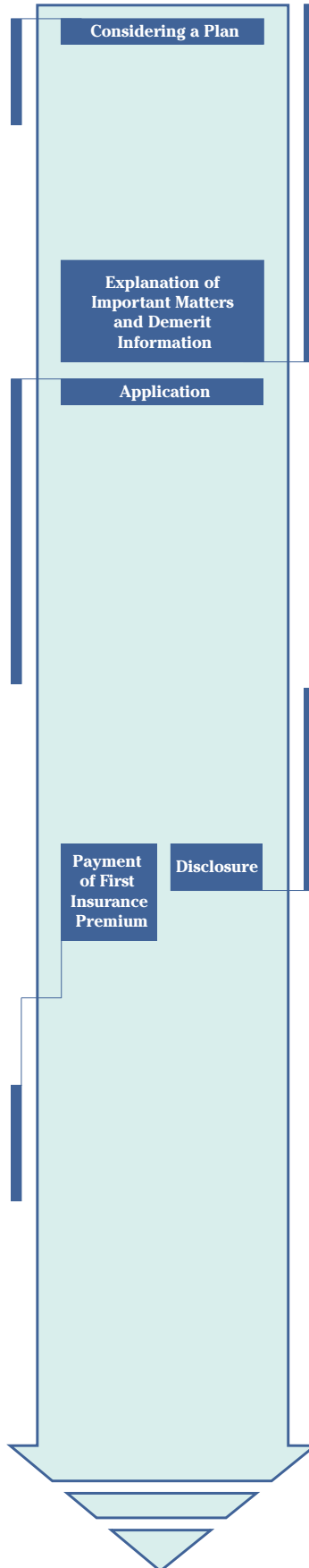
Plan Confirmation Document



Policy Clause—Bylaws/Terms and Conditions

## Upon completing the application, we ask customers to make their first premium payment.

We accept cash, credit and debit card payments.



## Before proceeding with the application procedure, we ask for your confirmation.

To prevent unreasonable loss for customers due to a lack of information, Nippon Life has prepared a pamphlet entitled *Especially Important Notifications*\* that explains items we would especially like customers to confirm, such as product details, disclosure obligations, examples of when insurance claims and benefits cannot be paid and other items. The pamphlet is given to customers along with *Policy Clause—Bylaws/Terms and Conditions*.

\**Especially Important Notifications* includes policy guides (prospectuses) and reminders.



Policy guides (Prospectuses)



Reminders

## Provide accurate information about your health, occupation and others.

When the insured is filling out the disclosure document with information about his/her medical history and current state of health, or when answering questions posed by a doctor designated by Nippon Life during an examination, please provide accurate and complete answers.



Example of completed disclosure form

## Duty of Disclosure and Penalties for Nondisclosure

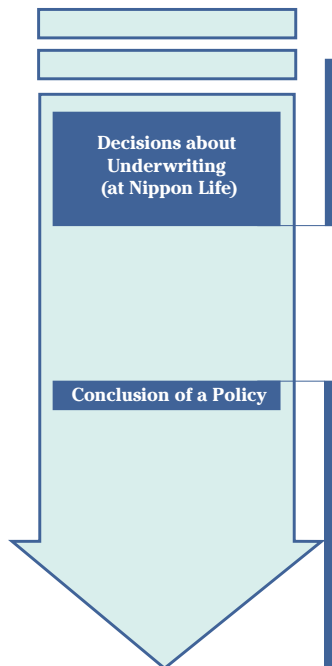
Policyholders and insured persons are required to disclose accurate and complete information regarding their health condition. Please be aware that in the event that facts are not disclosed or inaccurate information is provided, whether intentionally or by gross negligence, the policy or rider may be cancelled on the grounds of nondisclosure, and Nippon Life might not pay insurance claims and benefits.

### Commencement of Policy Coverage

Once a customer agrees to have Nippon Life underwrite their insurance policy, policy coverage commences from the moment of the first premium payment and upon the completion of the disclosure process.

### Confirmation of Policy Content

Nippon Life employees or parties entrusted by Nippon Life may phone or visit policyholders, the insured and beneficiaries in order to confirm the content of application forms, disclosure forms or content of requests for insurance claims and benefits payments. Regarding the medical condition of the insured, Nippon Life may also make inquiries and otherwise seek confirmation through the doctor who examined the insured.



### Decisions About Underwriting

Life insurance is a system wherein a large number of people, through insurance payments, mutually support one another. In order to maintain fairness between policyholders, decisions about underwriting are made based upon the content of the application and disclosure forms.

### Confirmation of Insurance Certificates

Once a policy is underwritten, Nippon Life sends the insurance certificate to the policyholder. We ask the customer whether or not there are discrepancies between the information provided on the insurance certificate with that provided at the time of application. In the event that the policy content differs, or if you have any questions, please return the "Policy Content Confirmation Request" form that was enclosed with the insurance certificate by post or contact Nippon Life directly.

### Cooling Off System

- Under what is known as the cooling off system, applicants and policyholders may withdraw their applications or cancel their policies by submitting a written request within eight days from the later date of either the application date or the date they received the receipt for their first insurance premium. In this case, written requests must be postmarked within eight days of the abovementioned period and sent to the sales offices or Nissay Life Plazas that handled the application or policy.
- In the event that the application for the policy is withdrawn or the policy is cancelled, the amount that was paid shall then be returned in full.
- The cooling off period does not apply after an examination by a doctor designated by Nippon Life or when the customer is a corporate client, or to policy changes once they have taken effect (an addition or increase of coverage amounts for riders, etc.) or to policy reinstatements.

### After enrollment, keep Policy Clause—Bylaws/Terms and Conditions within easy reach.

*Policy Clause—Bylaws/Terms and Conditions* contain critical information about the policy and various procedures. As such, it is an extremely important set of documents that must be consulted not only during the application process, but during the term of the policy. Terms and conditions of the policy dictate the agreement from policy enrollment to

expiration and contain information about claims receiving as well as the processing of premium payments and also explain about the invalidation of the policy in the event of premium nonpayment and the handling of policy cancellations.

### In the event that the policy is invalidated, we are unable to pay insurance claims and benefits.

"Invalidation" means that the policy loses its validity when no premium payment is made after the grace period for premium payment has ended.

#### To avoid invalidation of your precious policy...

We will send you, as the policyholder, a notification informing you of uncollected premiums. In the event that no premium payment is made during the grace period, Nippon Life will be reimbursed for the missing premiums through the Automatic Premium Advance System. (In some cases, depending on the type of policy and the number of years the policy has been in force, we may be unable to obtain reimbursement.)

#### If your policy is invalidated...

We will send you, as the policyholder, a notification informing you of the invalidation. The policy will be either "reinstated" or "cancelled."

**Reinstatement:** This means returning the policy to its original pre-invalidated state within three years (variable insurance and medical life insurance [individual type] within three months) of the date of the invalidation (including the invalidation date) based on prescribed procedures. All unpaid premiums must be paid by the time of reinstatement. In some cases, reinstatement is not possible due to the health condition of the insured.

**Cancellation:** If invalidated policies have surrender benefits, they will be paid.

## PROVISION OF INFORMATION DURING THE TERM OF A POLICY

The term of a life insurance policy is long. To ensure that insurance claims and benefits are filed for without error, it is important to confirm the content of the policy during its term and that the insured person and the

beneficiary (or designated proxy, see p. 62), and not just the policyholder, understand the policy content. In this section, we will tell you how to confirm policy content during the policy's term.

### ■ Sending Policy Details Reminder by Mail

Once a year, we provide customers with easy-to-understand information regarding their existing insurance coverage as well as the financing and services available to them based on the policies in which they are enrolled.

<In the case of individual policies>

- For customers enrolled in a single policy, we send notices approximately one month after the anniversary month of the policy.

- For customers enrolled in multiple policies, information is summarized in one notice and sent in the earliest month after April following the month of initial policy enrollment.

In the case of customers who enrolled in policies during April or May, such information is sent in July due to dividend-related matters.

**Anniversary Month of the Policy:** After enrollment in a policy and during the policy's term, the anniversary month of the policy marks the day of initial policy enrollment thereafter.

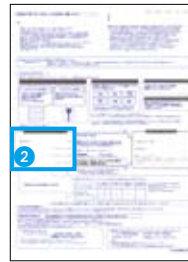
### Notices of Policy Details (For individual policy)

For customers enrolled in multiple policies, information is summarized in one notice

Address and list of policies taken out

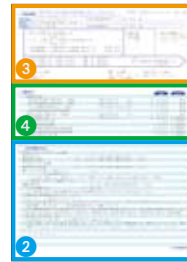


Zutto Motto Service information, fund information, etc.



Notices created for each single policy

Policy information (Example: Whole life insurance with term insurance rider)



Zutto Motto Service information

Zutto Motto Service registration information, Thanksmile information



- 1 Lists the life and non-life insurance policies taken out
- 2 Lists the various financing services that are available to customers (amount of accumulated dividends, deferred special payment, deferred insurance amount, policy loan limits, etc.); Shows the amount and interest rate in the event that policy loans or insurance premiums are reimbursed

- 3 Explains policy content, including coverage periods and coverage amounts, using easy-to-understand diagrams
- 4 Shows existing policy and coverage content
- 5 Shows policyholder information and Thanksmile information

\*Customers with a Customer ID can view all the details of their entire insurance policy by using the Policyholder Services (policy content confirmation) section of the Nippon Life website (see p. 61). The Customer ID is an 11-digit number that is required to utilize a variety of Nippon Life services. (Customers who received Nippon Life insurance account numbers before April 1, 2010 use these numbers as the ID.)

### ■ Nissay Total Partners Deliver: Information on “Consistent Protection. Superior Services.”

Policies that customers are enrolled in are presented in an easy-to-understand format using color coded diagrams. Customers can also confirm the surrender benefits and policy loan limits as of the date of confirmation.

- Coverage amount/Coverage content: The amount of insurance claims and benefits that will be paid and for what purpose
- Coverage/Renewal period: How long coverage is for
- Insurance premium: How much has been paid and how much needs to be paid after policy renewal
- Services and riders that are available free of charge, introduction to procedures and their use



Information on “Consistent Protection. Superior Services”

## ■ Confirmation of Policy Content via the Internet

Customers can utilize a variety of services on the Nippon Life website, such as confirming their policy content, changing addresses and conducting financial transactions, including policy loans, as well as performing procedures related to the *Zutto Motto Service*.

We are expanding the number of procedures that may be easily completed over the Internet outside of regular business hours of Nissay Total Partners, service counters and call centers.



### Available Services

- Inquiries regarding the contents of life insurance and non-life insurance policies
- Change in name (some procedures for family name changes, etc.)
- Requests to change bank accounts through which premium transfers are made
- Registration or change of password
- Repayment of policy loans\*
- Change of address or telephone number
- Change of premium payment method (number of payments)
- Reissue of Certification of Life Insurance Premium Deduction
- Withdrawals for policy loans, accumulated dividends, deferred insurance payments, etc.
- Payment of premiums after the initial premium\*
- *Zutto Motto Service* procedures and other items

\*Customers may pay by bank transfer via a Net banking service or at a convenience store after completing online procedures on the Nippon Life website.

#### • Available Net Banking Services

The Net banking services of the following banks may be used: Japan Net Bank, Limited, Mizuho Bank, Ltd., Sumitomo Mitsui Banking Corporation, The Bank of Tokyo-Mitsubishi UFJ, Ltd. and Japan Post Bank Co., Ltd.

#### • Available Convenience Stores

The following convenience stores may be used: Seven-Eleven Japan Co., Ltd., Lawson, Inc. and Seicomart Company, Ltd.

\*Certain procedures can be carried out using the Internet via mobile phones. (See p. 70.)

## ■ Other Important Notices

In addition to the preceding, Nippon Life provides a variety of notices including Certification of Life Insurance Premium Deduction. Each of these are important notices, so we kindly request that our customers carefully confirm the content.

## ■ Provision of Information upon Conversion of Policies

When a customer is considering a policy conversion, Nippon Life explains how to review policy coverage using handouts of Comparative Prospectuses that describe policies before and after conversion. We ask that you take out a policy only after you have fully understood its content, terms and conditions.



Comparative Prospectus

## SUBMITTING INSURANCE CLAIMS AND BENEFITS

In the event of hospitalization, surgery or other unforeseen circumstances that may warrant the payment of insurance claims or benefits, the first thing to do is to contact us either through your Nissay Total Partner (Sales representative) or by visiting a nearby service counter or telephoning one of our call centers.

To prepare for the unexpected, please confirm the details of your policy and make sure that the insured person and the beneficiary (or designated proxy) also understands the details of the policy. (See p. 60.)

The documents required vary according to the nature of the payment request. Therefore, please confirm that you are providing the correct forms in advance of submitting your claim.

### ■ Filing a mortality insurance claims

The beneficiary himself or herself should file a mortality insurance claim.

#### Information needed when submitting a claim:

- Insurance certificate number  
(all certificate numbers in the case of multiple policies)
- Possession or non-possession of insurance certificate
- Name of insured person
- Date and cause of death (name of illness in the event of death due to illness, circumstances of accident in the event of death due to accident)
- Name of beneficiary of mortality insurance claim, name of person filing the claim, relationship to the insured person and contact information
- Confirmation of hospitalization and/or surgery before death

### ■ Filing a claim for hospitalization and/or surgery

The insured person should personally file any claim for hospitalization and/or surgery benefits. In the event of the death of the insured, his/her lawful heir(s) should submit the payment request. However, in the event

that such heir(s) is (are) unable to submit a payment request of their own volition, a designated proxy may submit the claim.

#### Information needed when submitting a claim:

- Insurance certificate number  
(all certificate numbers in the case of multiple policies)
- Name of policyholder
- Name of insured person
- Name of person who was hospitalized and/or underwent surgery
- Reason for claim (illness, traffic accident, other accident)
- Content of claim (hospitalization, surgery, outpatient services, etc.)
- Date of hospitalization and discharge
- Confirmation of outpatient services following discharge (in the event that a claim is being made for outpatient benefits)
- Date of injury (in the event that a claim is being made for hospitalization due to accident benefits)

### Have you completed the procedure for designating a proxy? (Designated Proxy System)

The Designated Proxy System is a system whereby a designated proxy may request the payment of benefits on behalf of the beneficiary in the event that the beneficiary is unable to request payment of his/her own volition, or in the event that circumstances designated by policy clauses occur. A designated proxy must be selected in advance through prescribed procedures.

This system may also be applied to your existing policy. Because the registration of a proxy must be performed in advance, please bring your insurance certificate and your officially registered personal seal to your Nissay Total Partner (sales representative) or local service counter. (Service not applicable to corporate policies)

Scope of people who may be designated (insured person must agree)

- Spouse, direct kinship or sibling listed on the family register of the insured person in the main policy
- Relatives within the third degree of kinship who reside with or who are listed as dependents of the insured person on the main policy

On behalf of the insured person (in the case of juvenile insurance, the policyholder), the designated proxy may apply for the insurance claims, annuities and benefits for which he or she is the beneficiary.

(For example)

- Serious disability insurance claims
- Rider providing coverage for the three dread diseases
- Individual annuities • Hospitalization benefits, etc.

## Ensuring that customers receive full payments of claims and benefits

To ensure that customers receive full payments of claims and benefits, Nippon Life delivers documents with information about the application procedure and related matters, and prepares various booklets and pamphlets.

### Information provided when applying for payment of a claim or benefit

After receiving an application for the payment of a claim or benefit, Nippon Life sends the policyholder a document with information about the application procedure. The document informs policyholders of the documents required to submit a claim. Policyholders can also use this document to reconfirm the content of their applications and the coverage of the applicable policy or policies. With this service, policyholders can confirm themselves that nothing has been overlooked in their claim applications.



### Information provided when a claim or benefit payment is received

To ensure that customers receive all claim and benefit payments they are entitled to, Nippon Life encloses materials about various points to check payment statements, when policyholders receive claim or benefit payments. These materials have been selected specifically to match the type of policy and payment for each policyholder.



### Booklet: *About the Receipt of Insurance Claims and Benefits*

This booklet explains the procedures for requesting insurance claims and benefits, as well as examples of circumstances in which payments may or may not be received.



Information contained in *About the Receipt of Insurance Claims and Benefits* is also available on Nippon Life's website.



### Booklet: *Guidance for Full Usage of Policies*

This booklet, which contains typical examples of common errors made when filing claims, will help you successfully submit insurance claims and benefits.



### All Steps Involved in Requesting the Full Payment of Claims and Benefits

This pamphlet is mailed to customers, along with the Policy Details Reminder, and summarizes the principal grounds for the payment of riders and typical examples of common errors made when filing claims.



## ■ Appeals process for denial of insurance claims or benefit payments

Nippon Life established a Complaint Call Center for policyholders to call regarding the payment of insurance claims and benefits if they are dissatisfied with the explanation provided by the sales representative. For customers who wish to consult with a third party, we have also established

the Request System, whereby we introduce these customers to lawyers outside of the Company (lawyers with whom Nippon Life has not concluded advisory agreements) for free consultations.

### Use of the Request System in Fiscal Year Ended March 31, 2010

	Number
Number of cases where Request System was used	22
Number of cases deliberated at the Claims-Related Services Review Session due to requests for review arising from the Request System	11
Number of cases where a review decision or other appraisal was changed after advice was received as a result of deliberations at the Claims-Related Services Review Session	1

**Claims-Related Services Review Session:** When a customer files an objection regarding the payment of insurance claims or benefits, the Claims-Related Services Review Session, which was established in June 2006 and serves as an advisory body, reviews the appropriateness of the claim and makes recommendations to the payment divisions based on its findings. Two lawyers from outside of the Company (operating outside the Request System) are appointed as the chair and vice-chair of this committee, which meets, in principle, every month.

To provide the proper payment of claims and benefits and to gain the trust of customers, Nippon Life makes every effort to ensure the fair and appropriate assessment of policy underwriting, insurance claims and benefits settlements.

- When underwriting policies, assessments are based upon the health of the insured person. In some cases, Nippon Life secures the agreement of the applicant regarding particular conditions (higher premiums, lower coverage, exclusion of certain areas of the body from coverage, etc.) and underwrites policies under terms and conditions different from those in the original application. In some cases, Nippon Life refuses to underwrite policies.
- When insurance claims and benefits are paid, assessments are made based on the details presented in the claim at the time it is submitted. Payment may be refused depending on the findings of the assessment. (See p. 65.)
  - In light of requirements for the appropriate assessment of various medical and moral risks, Nippon Life is stepping up its training of assessment specialists and strengthening administrative systems.

## ■ Enhancing the Training of Assessment Specialists

Nippon Life has introduced a structured training system for developing assessment specialists responsible for policy underwriting and insurance claims. It also conducts in-house examinations and provides training in essential medical and legal knowledge. Furthermore, we added underwriting as one of our business goal courses for employees from the fiscal year ended March 31, 2008 as we work to develop personnel that have highly specialized skills.

## ■ Upgrading Administrative Systems (See p. 45.)

In May 2010, Nippon Life's Payment Underwriting System entered operation, in order to reinforce payment operations. This follows a series of measures to enable the unification and sharing of systems concerning payments since fiscal 2006.

At present, we are moving forward with the development of the New

A total of 1,003 employees passed the Life Insurance Payment Specialist examination offered by the Life Insurance Association of Japan, held in October 2009, bringing the cumulative total of those who have passed the exam to 2,551.

Integrated System, a process that involves a drastic overhaul of our existing main system and covers all areas and processes pertaining to customer service, from proposing and underwriting an insurance policy to receiving insurance claims and benefits. Our goal is to have the system operational by 2012.

## ■ Better Explanations for Customers (See p. 63.)

To ensure that policyholders receive all claim and benefits payments they are entitled to, Nippon Life has prepared booklets called *About the Receipt of Insurance Claims and Benefits* and *Guidance for Full Usage of Policies*. We have also prepared materials that allow customers themselves to confirm that nothing has been overlooked during the claim and benefit payment application process and again when the payment is

received. Through these services, we provide better explanations to our customers. These activities demonstrate how we are doing what is needed to give customers full explanations.

Nippon Life has a center exclusively for processing appeals (Complaint Call Center, etc.) from customers. The center allows customers to check decisions regarding the payment of insurance claims and benefits.

## ■ Strengthening Medical Research and Development

The Medical Research and Development Office analyzes previously compiled medical data and the latest research in the medical and nursing care fields while working to develop new products suited to customer needs and reviewing our underwriting standards.

## ■ Payments of Insurance Claims and Benefits

Life insurance is a system in which a large number of people participate in mutual support through insurance coverage in the event of sickness, injury or other unforeseen circumstances.

During the fiscal year ended March 31, 2010, Nippon Life made 70,427 payments of insurance claims and 1,279,301 payments of other benefits.

In contrast, as a result of appropriate benefit settlement assessment efforts, we determined that the payment of insurance claims should not be made in 2,824 cases and that the payment of other benefits should not be made in 37,526 cases.

### Number of Payments of Insurance Claims and Benefits, Payments Denied and Reasons Fiscal year ended March 31, 2010 (Unit: Number of cases)

	Insurance claims					Other Benefits						Total
	Mortality	Accident	Serious disability	Others	Total	Mortality	Hospitalization	Surgery	Disability	Others	Total	
Cases of fraud	0	0	0	0	0	0	0	0	0	0	0	0
Invalidation due to illegal acquisition	0	0	0	0	0	0	0	0	0	0	0	0
Cancellation of policies due to nondisclosure	100	0	2	33	135	7	683	313	0	39	1,042	1,177
Cancellation due to serious matters	0	0	0	0	0	0	1	1	1	0	3	3
Categorized as an exemption	320	91	3	1	415	98	421	86	2	9	616	1,031
Not categorized as a reason for payment	47	224	1,126	877	2,274	33	2,444	31,850	478	1,060	35,865	38,139
Others	0	0	0	0	0	0	0	0	0	0	0	0
Total payments denied	467	315	1,131	911	2,824	138	3,549	32,250	481	1,108	37,526	40,350
Total payments made	53,746	995	2,813	12,873	70,427	7,854	652,229	411,680	1,457	206,081	1,279,301	1,349,728

- Notes: 1. The above represent the total for individual and group insurance policies upon which claims were filed.  
2. Figures do not include policies that require no payment assessment, such as maturity benefits, survival benefits, single payments, annuities and other benefits.  
3. The number of payments denied does not include applications for events that are obviously not covered, such as claims for which the number of hospitalization days is less than the minimum prescribed in the policy terms and conditions, and no special payment investigation was performed as a result.  
4. Regarding payments for group insurance underwritten by multiple companies, the figures include policies for which Nippon Life is the lead underwriter. In addition, the amount paid is calculated based upon the percentage of policies underwritten by Nippon Life, irrespective of whether or not it is lead underwriter.  
5. Figures in the above table are based on standards established in fiscal 2009 by The Life Insurance Association of Japan that differ from standards used by Nippon Life in prior years.

### Reasons and Details for Denial of Payment

Reasons and Details for Denial of Payment	Content
Cases of fraud	Policies are rendered invalid in the event that fraudulent actions were taken by the policyholder or by the insured at the time when the policy was taken out. In such cases, premiums that have already been paid shall not be returned.
Invalidation due to illegal acquisition	If a customer enrolls in an insurance policy with the intention of illegally gaining insurance claims, said insurance policy could be invalidated. In such case, insurance premiums already paid shall not be returned.
Cancellation of policies due to nondisclosure	Policies may be cancelled in the event that the policyholder or the insured neglected to disclose important information that should have been disclosed, or disclosed false information at the time when the policy was taken out, whether intentionally or by gross negligence. In such cases, surrender benefits shall be returned to the policyholder.
Cancellation due to serious matters	After enrollment, policies shall be cancelled in the event that accidents are caused intentionally for the purpose of fraudulently obtaining insurance claims, or in the event of fraudulent acts, such as falsification of medical certificates to support a request of payment. In such cases, surrender benefits shall be returned to the policyholder.
Categorized as an exemption	Nippon Life may determine that the content of a claim falls in the category of an exemption under the terms and conditions of the policy. Examples: <ul style="list-style-type: none"> <li>•A claim for mortality insurance claims following a suicide by the insured during the prescribed non-payment period.</li> <li>•A claim for mortality insurance claims following an accident caused intentionally by the policyholder or beneficiary or following an accident caused by the insured person's criminal activities.</li> </ul>
Not categorized as a reason for payment	Nippon Life may determine that a claim does not qualify as a reason for payment under the terms and conditions of the policy. Examples: <ul style="list-style-type: none"> <li>•A claim for serious disability insurance benefits for a disability that is not categorized as a specific requirement as stipulated in the terms and conditions of the policies.</li> </ul>

## The Insurance Act

The Insurance Act took effect on April 1, 2010.

The Insurance Act is a new law that is independent from Commercial Law and constitutes the first major revision in nearly 100 years to the rules concerning insurance policies set forth until now in Commercial Law.

Provisions concerning the insurance policies of Commercial Law (established in 1899)

First major revision in nearly 100 years

The Insurance Act (effect on April 1, 2010)

### Principal Revisions

The following are the principal revisions from the Commercial Law.

- Enhancement of provisions for the protection of life insurance policyholders
- New provisions for the prevention of moral risks
- Enhancement of provisions for changing beneficiaries
- New provisions concerning accident and health insurance

### Specific Content

The Insurance Act specifies the handling, obligation to disclose and change in the beneficiary named in an individual's legal will in terms of the time allowed for the payment of insurance claims. Further specifics are as follows.

#### ① Time allowed for the payment of insurance claims

Commercial Law specifies nothing concerning the time of payment of insurance claims.

While it has always been necessary for the insurer to pay insurance claims once it has carried out the required investigation, including confirming that the insured event occurred, giving due consideration to the fact that payments need to be made as soon as possible, the Insurance Act newly establishes a provision regarding the time allowed for the payment of insurance claims.

Nippon Life pays interest in arrears in the event that the time taken for the payment of insurance claims has exceeded the time allowed for in the policy's terms and conditions.

#### ② Policies in which people are already enrolled

In association with the enactment of the Insurance Act, a portion of the text of the Law applies to policies in which people are already enrolled prior to the Law's enactment. The applicable details (time allowed for the payment of insurance claims, etc.) are set forth in new terms and conditions.

#### ② Obligation to disclose

In contrast to Commercial Law, under which the enrollee is responsible for deciding upon what constitutes a material fact and for disclosing said fact (the Voluntary Reporting Obligation), under the Insurance Act, the enrollee must truthfully answer specific questions asked by the insurance company (the Question Answering Obligation).

Nippon Life has made use of the Question Answering Obligation format for many years; therefore, its handling of business is well in line with the Insurance Act.

#### ③ Change in the beneficiary in one's will

Commercial law makes no express provision for change in beneficiary. The Insurance Act includes an express provision for change in beneficiary and any change in the beneficiary named in an individual's legal will is permitted.

The new terms and conditions and the applicable details, period, etc., are posted on the Nippon Life website (<http://www.nissay.co.jp> (Japanese only)). Also, we have posted notifications of the new terms and conditions to customers.

## DEVELOPING A VARIETY OF SERVICE CHANNELS

Nippon Life is continually developing a variety of service channels to match customer needs. There are personnel readily available to consult with customers on a range of issues.

Inquiries about insurance may be directed to Nissay Total Partners (sales representatives) or by contacting an agency. Our sales representatives provide consultation and support to customers in such areas as finding products that match their lifestyle needs to policy enrollment and amendment procedures and how to file for insurance claims and benefits. Nippon Life is always ready to offer customers any assistance needed.

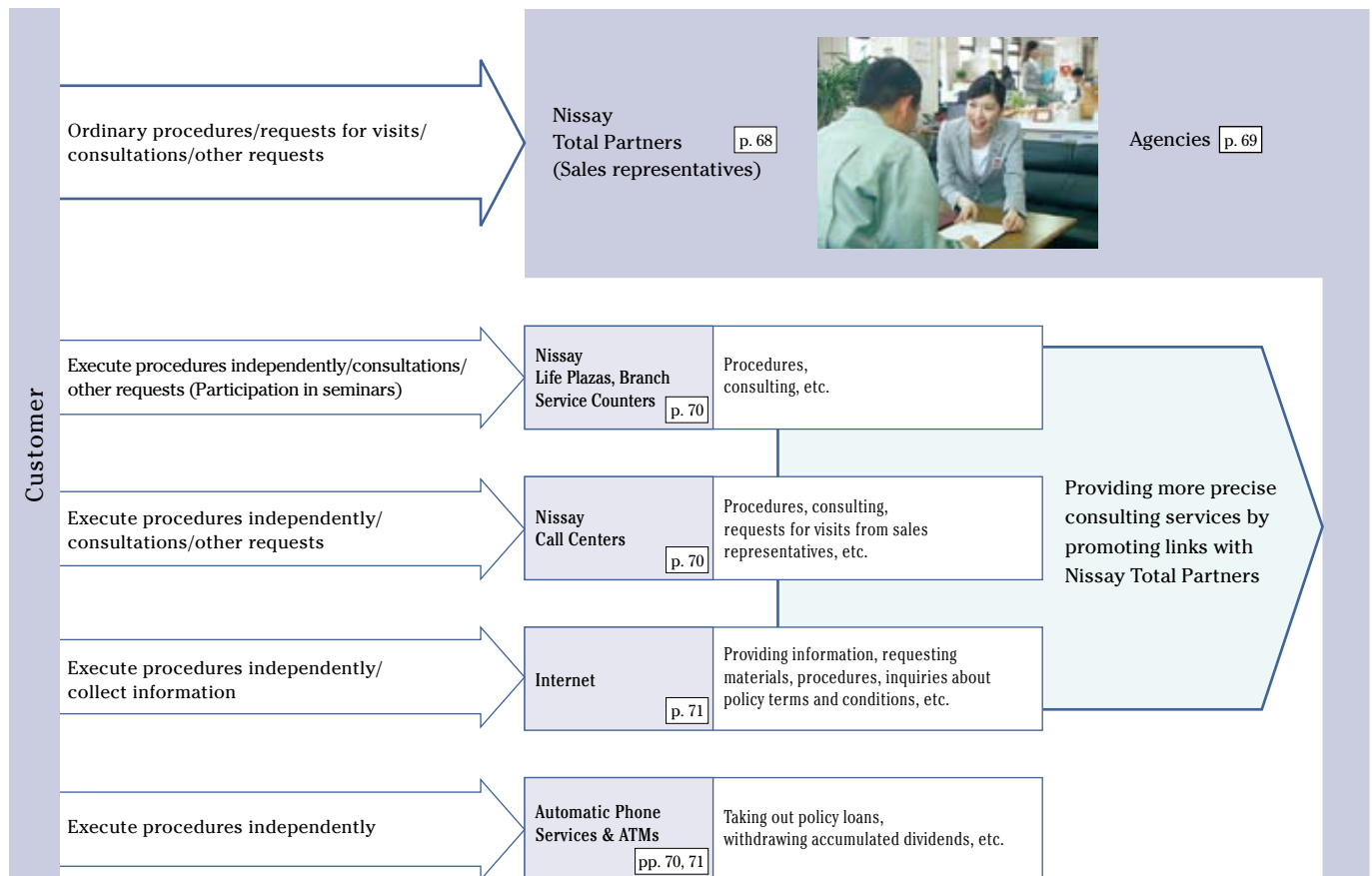
Nissay Life Plazas and branch service counters also provide consulting services. In addition to consulting on a range of procedures, Nissay Life Plazas present regular seminars regarding public pensions, post-retirement

asset investment, taxation, inheritance and other topics. We offer a range of highly specialized consulting services to match customer needs. Also, our trained operators are always waiting to assist you at Nissay call centers.

We are also expanding services available via the Internet, providing information about Nippon Life and our products. Through this service, customers may request materials as well as access information regarding their policies, take out loans and withdraw accumulated dividends. We hope that you will make full use of our Automatic Phone Services and ATMs.

We will continue to expand our network of sales representatives to cover customers throughout Japan while working to create new service channels in response to diversifying customer needs.

We invite you to contact your nearest Nippon Life sales representative.



### ■ Nissay Total Partners (Sales Representatives)

Nippon Life has a network of approximately 50,000 Nissay Total Partners (sales representatives) at 107 nationwide branches and 1,590 sales offices. Through this network, Nippon Life is able to respond to the needs of each and every one of its customers throughout Japan.

Nissay Total Partners seek to visit every customer at least once a year to help them with a variety of policy related procedures and provide them with the information they need.

We are also striving to enhance the abilities of personnel in order to provide precisely tailored consulting services. We encourage our Nissay Total Partners to obtain national certifications from the Ministry of Health, Labour and Welfare as financial planners as well as Japan Association of Financial Planners certification (AFP certification). These certifications require in-depth knowledge of not only life insurance, but also financial products, the social insurance system, real estate, taxation and inheritance. As of June 2010, approximately 12,000 Nissay Total Partners had obtained qualification as financial planners.

### ■ Education of the Nissay Total Partners

Through personal one-on-one consulting, Nissay Total Partners work to assist customers regarding all of their insurance needs, from recommending and reviewing insurance plans to the payment of insurance claims and benefits. Nippon Life places a special emphasis on in-depth training in after-sales service.

Furthermore, we have equipped all Nissay Total Partners with *Duo* mobile consulting terminals that feature precise sales support and consulting functions, making full use of our expanding IT infrastructure as we develop a system to enable Nissay Total Partners to respond to customer expectations on the spot.



Mobile terminals for consulting (*Duo*)

**Nissay Total Partners:** Nippon Life sales representatives are referred to as Nissay Total Partners. The title embodies the concept of total service and total support for customers and their families.

**Financial Planner (FP):** A financial planner is a specialist who analyzes a customer's situation, including insurance, assets, liabilities, composition of income and expenditures, and composition of family. When necessary, he or she seeks the support of attorneys, tax accountants and various other specialists in such fields as insurance and real estate. Based on the analysis, the financial planner helps the customers create and implement comprehensive plans, including tax strategies, insurance plans, investment strategies and saving plans to enable customers to reach their life-plan goals.



Training

### Strengthening Our Training of Human Resources That Are Integrated with Sales Offices, Branches and Headquarters

Addressing the need for training within sales offices that it is tailored to the themes and issues of each branch and sales office, and in line with the overarching goal of training customer-trusted sales representatives, each branch office sets aside a place for discussion and study on a regularly scheduled basis, with the sales office manager playing a central role in all training.

- Sales offices: Model employees are given responsibility for the education of employees who have been with Nippon Life for less than two years and work together with general managers of the sales offices to lead basic insurance knowledge training, role-playing activities, compliance education and etiquette training programs.
- Branches: Personnel specialized in education work are deployed at the Training Center. In addition to sharing product knowledge and giving practical training in sales and payment administration, they accompany trainees on customer visits and provide support to employees responsible for the education of new employees.
- Headquarters: Intensive training is given to sales representatives in advanced consulting techniques, and leadership training is conducted in such areas as the coaching of employees responsible for education.

### Education and Training Curriculum for Fiscal Year Ended March 31, 2010

Join company		First year	Second year	Third year and thereafter
Basic education necessary for insurance sales and after-sales service •Business manners •Life insurance basic knowledge •Nissay's insurance product knowledge •Basic knowledge of payment-related matters •Compliance •Practical sales training (role playing)		Basic sales training •Customer service training •Sales activity training in local areas/worksites •Education for payment-related matters •Knowledge acquisition —Public pension system —Public medical insurance system —Knowledge of products —Insurance certificate diagnosis	Advanced consulting training Course to prepare for advanced certification course Training by subject	
		Tests for applied courses Tests for specialized courses Non-life insurance agents Non-life product specialist test Uniform nationwide confirmation test (Nippon Life test)	Financial Planner Level 3	Financial Planner Level 2
Qualifications/ Tests	Tests for general course			

## ■ Agencies

Forming agency consignment agreements, we have developed a network of 9,749 agencies (a year-on-year increase of 1,130 agencies) centered on tax accountants; professional life and non-life insurance sales agencies; major financial institutions and their related agencies throughout Japan; Japan Post Insurance Co., Ltd.; Japan Post Network Co., Ltd.; and other organizations as of March 31, 2010.

Agencies consult on such topics as business transfers, executive retirement benefits and succession, mainly with corporate managers. Among these are agencies at the service counters of financial institutions that consult on asset formation, retirement coverage and other topics, and also sell our products.

There are approximately 700 managers throughout Japan who support these agencies. In April 2007, we began to employ personnel (agency partners, 248 as of April 2010) who specialize in agency support, and we are taking steps to provide high-level enhancement to this ongoing support system.

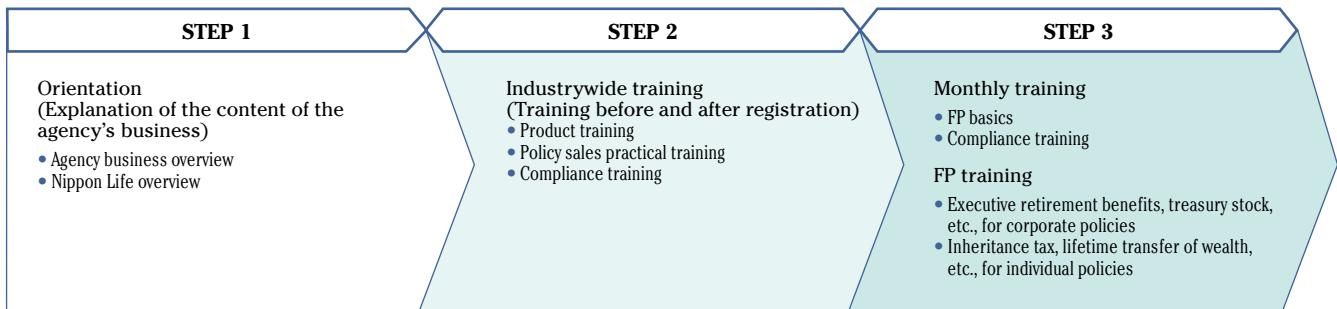
Aiming to respond to a wider range of customer needs, we are making an effort to expand our Internet-based sales support system (A-Net) for agencies and strengthen their compliance systems by offering numerous types of educational materials and programs.

**A-Net (Nissay Agency Net):** This is an Internet-based system that makes it possible for agencies to create the most appropriate proposals based on customer needs by accessing the Nissay Agency website. In addition to a proposal-creating function, there are various reference menus that are useful for agencies.



**Compliance System:** Based on a compliance program formulated in response to specific Agency Management Sector issues, Nippon Life implements self inspections of the internal organization in charge of agency sales, provides education and training for the personnel at Nippon Life in charge of agency sales, and conducts inspections, education and training for agencies.

### Agency Education Program



## ■ Life Insurance Sales at the Service Counters of Financial Institutions

Through an agency agreement forged with banks, credit unions and other financial institutions, Nippon Life sells individual annuities, single-payment whole life insurance and term life insurance through the service counters of these institutions.

Once you have enrolled in a policy, you are able to access us through the dedicated call centers of the participating financial institutions' product sales counters. Call centers enable us to provide such after-sales service as handling customer inquiries about policy content and account status and the processing of insurance claims and benefits.

In order to provide a wide array of in-depth services for customers, Nippon Life is working hard to improve the education and training of insurance sales-related personnel at these institutions with respect to product knowledge and sales skills, as well as to strengthen their compliance systems.

### Number of Cooperating Financial Institutions (as of April 1, 2010)

City banks/Trust banks	8
Regional banks	87
Credit unions/Credit cooperatives	209
Securities companies/Other	14
Total	318

### Products Sold at Financial Institution Service Counters and Financial Institutions Handling These Products (as of April 1, 2010)

Single-payment whole life insurance	116
Fixed amount annuities	162

## ■ Customer Service Counters

We have established customer service counters, which handle all insurance-related procedures, provide consultations and respond to a wide range of customer requests, in 92 locations throughout Japan. Approximately 600,000 customers visit these counters annually.

As they constitute the face of Nippon Life, these counters aim to provide reliable service in order to gain customer trust. Toward that end, we are working to enhance the consulting ability of representatives, provide training and testing to expand their financial planning knowledge and to improve the manner in which they receive customers. In the years

ahead, we will continue to provide useful information to customers and meticulously meet their individual needs.



A consulting session at Nissay Life Plaza

## Nissay Life Plazas

There are Nissay Life Plazas in 87 locations throughout Japan. These customer service counters meet a wide range of advanced customer needs, including consulting related to medical insurance, nursing care insurance, taxation, asset investment and investment-type annuities, while handling insurance-related procedures and providing insurance-related advice.

In addition, Nissay Life Plazas hold free seminars on various topics, provide tax accounting advice (in some locations), and, if desired by the customer, a staff member will visit a customer at home or another place for consulting in addition to providing various other services. (Some locations provide services on Saturdays.)

## Branch Service Counters

Branch service counters have been established at five locations throughout Japan. These customer service counters provide services especially geared toward their particular regions while meeting immediate customer

needs, such as handling insurance-related procedures, consulting, explaining policy content and assessing coverage.

## ■ Telephone

### Nissay Call Centers

We are working to have specialist operators, who answer calls from customers throughout Japan, handle all requests, such as for changing addresses and PIN numbers as well as requests for insurance claims and benefits in a simple, convenient and efficient manner.



Nissay Call Center

## Automatic Phone Services

Customers who have received a customer ID can make use of this service to change PIN numbers, take out policy loans and withdraw accumulated

dividends through an automated telephone voice directory.

## Nissay Customer Centers\*

Staff at Nissay Customer Centers contact customers by phone directly, including on Saturdays and Sundays, for a wide range of reasons, including to confirm customer policy content and to handle various policy maintenance procedures. The centers also provide guidance on various insurance-related

systems. The sales representatives in charge respond to policyholder inquiries through personal visits.

\*Implemented in some regions.

## ■ Internet

Customers with a customer ID may confirm policy content, conduct financial transactions such as policy loans and complete procedures, including address and telephone number changes and *Zutto Motto Service* processing, on the Nippon Life website. (See p. 61.).

The Nippon Life website, which was completely redesigned in April 2010, offers a variety of information. Customers who are considering enrolling in a policy or who wish to review an existing policy may get the information about the insurance products they require by simply

answering a few questions about the product, service-related information and other matters. In addition, customers may review insurance plans to find those that meet their individual needs as well as access a variety of content, including simulations that calculate the amount of their insurance premiums and the coverage they will require at times of sickness or injury or in worst-case scenarios.

Customers may also request product pamphlets and estimates for consultations from our website.



## ■ ATMs

Customers possessing Nissay Cards or Nissay Insurance Account Cards may use them at any one of 55,000 ATMs nationwide.

### Compensation for damages as a result of the falsification or theft of a Nissay Card or Nissay Insurance Account Card

Since December 29, 2005, just as for banks and other financial institutions subject to the Depositor Protection Law, holders of these two cards issued by Nippon Life may receive compensation for all or a portion of damages associated with these cards when certain conditions are met. (This compensation is offered as stipulated in customer ID regulations.)

\*Information about customer ID regulations is available on the Nippon Life website.

➔ [http://www.nissay.co.jp/keiyaku/senyo/help/id/kitei\\_all.html](http://www.nissay.co.jp/keiyaku/senyo/help/id/kitei_all.html)  
(Japanese only)

### Efforts to Strengthen Card Security

In order to prevent damage to customers resulting from the illegal use of cards, Nippon Life is making vigorous efforts to improve card security.

- Service is stopped in the event that a customer registers an easily inferred PIN number, such as their birthday or telephone number.
- Service is stopped in the event that an ATM is not used for a period of 10 years.
- Customers are sent notifications by post after withdrawals are made.

## ■ About Nippon Life's Solicitation Policy

Always taking a customer-first perspective, Nippon Life believes that the provision of insurance is important and so it works hard to ensure that customers select the insurance most appropriate for them while taking into account the total needs of the customer. Accordingly, the Nippon Life Solicitation Policy sets forth the Company's approach to the sales

of insurance and other financial products. Included in this approach is ensuring that our solicitation activities are appropriate, which we achieve through the education and training of all employees and executives, the proper handling of customer information and responsiveness to a variety of customer feedback.

### Further Advancing Our Customer-First Perspective—Nippon Life's Solicitation Policy

We sell insurance and other financial products in compliance with all laws, including the Insurance Business Act, Financial Instruments and Exchange Act, Sales of Financial Products Law, the Consumer Contracts Law and other laws and ordinances. The following is the policy under which sales are conducted and was created with the idea that customers come first.

#### <Sales and Appropriate Solicitation based on Customer Needs>

- Comprehensively taking into account customers' knowledge of insurance and other financial products, their purpose for purchasing the policies, their family situation and their asset status, we constantly carry out consultative sales so that customers choose the most appropriate insurance and other financial products while explaining products from the customer standpoint.
- Nippon Life uses policy guides and Reminders to explain policies in an easy-to-understand manner so that customers fully understand the content of insurance products and how they work, and takes steps to confirm that the products match the needs of customers using the Plan Confirmation Document.
- In particular, for such products as variable annuities, foreign currency denominated insurance and investment trusts that entail market risk, we recommend those considered most appropriate for each customer's age, knowledge and investment experience while giving appropriate explanations regarding products and their risks.

- When explaining products over the phone or during customer visits, we take a customer perspective while giving sufficient consideration to time, place and other factors.
- We are striving to eliminate moral risk and ensure that proper notification is received from customers so that we treat all policyholders impartially and operate a morally sound insurance system. In particular, when underwriting life insurance policies that insure juveniles, we strive for proper solicitation by ensuring that the customers' needs are met once proper insurance coverage amounts have been established.

#### <Appropriate Solicitation Activities through Education and Training>

Moreover, we are striving to ensure that our solicitation activities are appropriate by educating, managing and instructing all employees and executives through a systematic training program that includes compliance-related training.

#### <Proper Handling of Customer Information>

Nippon Life takes steps to properly manage, use and protect customer information.

#### <Responding to Customer Feedback>

Nippon Life is constantly gathering a wide range of opinions and suggestions from customers so that it can act on this feedback to increase customer satisfaction.

## ■ Educating Nissay Total Partners (Sales Representatives) and Reinforcing Principles

To be able to provide product proposals that are attuned to the needs of our customers, training programs are conducted as a part of our Sales Office's morning assemblies as well as on other occasions; equipping sales representatives with the knowledge and skills they need as Nissay Total Partners.

Nippon Life considers it very important that customers enroll in policies only after they have understood the content of the policy. Sales representatives thoroughly confirm the needs of customers by taking time to explain key points using policy guides (prospectuses) and Reminders, and through the use of Plan Confirmation Documents. (See p. 58.)

These rules are thoroughly reinforced through compliance education, etiquette training and practical hands-on training in life and non-life insurance.

Nippon Life has the following training programs concerning compliance with laws, regulations and other guidelines.

- The importance of compliance
- Knowledge about applicable laws and regulations (Insurance Business Act, Consumer Contract Law, Sales of Financial Products Law, Financial Instruments and Exchange Act, Personal Information Protection Law, Insurance Act, and others)
- Sales activities that comply with laws and regulations
- After-sales services for payments of insurance claims and benefits
- Proper handling of customer information, etc.

## ■ Efforts Related to the Protection of Personal Information

Nippon life is entrusted with the personal information of a large number of individual insurance policyholders as well as sensitive information related to customers' health conditions. Customer information is the foundation of insurance policy transactions, and, therefore, Nippon Life protects these customers' information assets carefully, recognizing that the handling of this information is an extremely important issue. Nippon

Life has also established Personal Information Protection Policy. At the same time, we have improved our information security system infrastructure, starting with the mobile terminals of sales representatives. Moving forward, we will provide even more thorough and stronger protection by following up on efforts related to the protection of personal information as well as by conducting employee training on this subject and other measures.

### Personal Information Protection Policy (Handling a Customer's Personal Information)

Nippon Life Insurance Company

We have established policies regarding the handling of personal information and are working to properly manage, use and protect customer information in order to be a company that customers can trust. In

order to realize appropriate protection of personal information, we continue to maintain and improve this policy.

#### 1. Information Collection

Customers' personal information is collected to the extent required to conduct business, specifically, to underwrite various insurance policies, continue and maintain management, and handle payments, such as for insurance claims and benefits.

#### 2. Types of Information Collected

We collect information necessary to the conduct of business, underwrite various insurance policies, conduct continuation and maintenance management, and handle payments such as insurance claims and benefits. This information primarily includes a customer's address, name, date of birth, state of health and occupation. Furthermore, for other types of products and services we offer, customers provide additional information necessary to conduct business.

#### 3. Information Collection Method

We collect customer information using legal and impartial methods. The information is mainly collected through policy applications, contracts and surveys. Furthermore, there are times when information is gathered over the Internet and through postcard surveys/mailings when conducting various activities including campaigns.

#### 4. Purposes of Using a Customer's Personal Information

A customer's information is used in the following:

- (1) Underwriting various insurance policies, conducting continuation and maintenance management and handling various types of payments, such as insurance claims and benefits
- (2) Explaining and providing various products and services, including those of related and affiliated companies and conducting policy maintenance management
- (3) Providing information concerning our business, managing our operations and expanding our lineup of products and services
- (4) Other insurance-related business

The purposes of these uses are given in our Personal Information Protection Policy, which is available through our website, *Disclosure Report* and elsewhere. Furthermore, when personal information is collected directly from customers, the purpose of the use to which it will be put is clearly explained to the customer at that time.

#### 5. Information Management

In order to guarantee that a customer's personal information is up to date and correct, we take the appropriate steps necessary to conduct business. Furthermore, we implement measures deemed necessary and appropriate for the safe management of a customer's personal information in order to prevent its inappropriate access, leakage, loss or destruction.

#### 6. Provision of Information

As a general rule, we do not provide a customer's personal information to third parties without receiving consent from the customer. However, in the following situations, we will provide customer information to third parties without customer consent:

- (1) When prior approval from the customer has been obtained
- (2) When the provision of a customer's personal information to a third party without customer consent is permitted by Article 23, Clause 1 of the Law Related to Personal Information Protection (Personal Information Protection Law) or other laws and regulations
- (3) When the provision of a customer's personal information to firms that Nippon Life has outsourced work to is necessary to Nippon Life's continued business
- (4) When sharing a customer's personal information as stipulated by the Personal Information Protection Law
- (5) In other cases where the Personal Information Protection Law permits the provision of a customer's personal information without customer consent

#### 7. Disclosure, Revision or Other Processing of Information

In the event that a customer requests that their own personal information be disclosed, revised or otherwise processed, we will respond to the request promptly after confirming the individual's identity, unless there is special reason not to do so.

#### 8. Compliance with Related Laws and Regulations

Regarding customers' personal information, we conduct business in a manner that adheres to all aspects, such as definition, attitude and handling, of the Personal Information Protection Law, all other related laws, regulations and guidelines, and the Life Insurance Association of Japan's guidelines on handling personal information protection for the life insurance industry.

#### 9. Establishment of and Improvements to the Compliance Program

In order to guarantee that customers' personal information is being handled appropriately, a compliance program was established that all our employees, the firms to which we have outsourced work and other related parties have been made thoroughly aware of, and we conduct necessary and appropriate supervision. Furthermore, we review and revise the policy and the compliance program when necessary.

#### 10. Customer Requests Regarding Personal Information

Customer requests regarding the handling of their personal information are received at the personal information counter and processed in an appropriate and efficient manner.

Nippon Life offers a broad range of products and consulting services to match the needs of corporate managers/company owners who are working to enhance benefit plans for their employees.

**■ Nippon Life’s Main Corporate Products (as of July 2010)**

■ Self-reliant products: Insurance premiums that are borne not by the corporation or organization, but by the executives and employees themselves.

Company and Organization Benefit Systems		Products That Meet the Needs of Company and Organization Benefit Systems		
Provision for executives and employees	Survivor coverage	<ul style="list-style-type: none"> <li>Plan for retirement funds payable on employee’s death and condolence payments</li> <li>Non-statutory workers’ accident compensation plan</li> <li>Plan providing pensions for surviving family/children</li> </ul>		<ul style="list-style-type: none"> <li>General Welfare Group Term Life Insurance</li> </ul>
		<ul style="list-style-type: none"> <li>Plan for executive/employee self-reliant aid</li> </ul>		<ul style="list-style-type: none"> <li>Group Term Life Insurance (Optional Group Term Life Insurance)</li> </ul>
	Disability coverage	<ul style="list-style-type: none"> <li>Disability coverage plan</li> </ul>		<ul style="list-style-type: none"> <li>New Group Disability Income Insurance</li> </ul>
	Medical coverage	<ul style="list-style-type: none"> <li>Medical coverage plan</li> </ul>		<ul style="list-style-type: none"> <li>Medical Life Insurance (Group Type)</li> </ul>
		<ul style="list-style-type: none"> <li>Plan for executive/employee self-reliant aid</li> </ul>		<ul style="list-style-type: none"> <li>Medical Life Insurance (Group Type)</li> <li>Dread Disease Term Insurance</li> </ul>
	Retirement coverage	<ul style="list-style-type: none"> <li>Plan for retirement allowance and old-age pensions</li> <li>Single retirement allowance system</li> </ul>	<ul style="list-style-type: none"> <li>Defined benefit corporate pension system</li> </ul>	<ul style="list-style-type: none"> <li>Defined Benefit Corporate Pension Plans</li> </ul>
			<ul style="list-style-type: none"> <li>Employees’ pension fund insurance system</li> </ul>	<ul style="list-style-type: none"> <li>Employees’ Pension Fund Insurance</li> </ul>
			<ul style="list-style-type: none"> <li>Tax-qualified pension system</li> </ul>	<ul style="list-style-type: none"> <li>New Insured Pension Plans</li> </ul>
			<ul style="list-style-type: none"> <li>Defined contribution pension system</li> </ul>	<ul style="list-style-type: none"> <li>Defined Contribution Pension Plans</li> </ul>
		<ul style="list-style-type: none"> <li>Plan for executive/employee self-reliant aid</li> </ul>		<ul style="list-style-type: none"> <li>Insured Contributory Pension Plans (<i>Happy Life</i>)</li> </ul>
Provision for owners	Survivor coverage	<ul style="list-style-type: none"> <li>Plan for retirement funds, death coverage and condolence payments for executives</li> </ul>		<ul style="list-style-type: none"> <li>Nissay <i>Key Man</i> Insurance*</li> </ul>
	Retirement coverage	<ul style="list-style-type: none"> <li>Executive retirement allowance plan</li> </ul>		
Asset formation	Preparation for buying one’s own house	<ul style="list-style-type: none"> <li>Asset formation promotion plan</li> </ul>		<ul style="list-style-type: none"> <li>Workers’ Asset-Formation Housing Funding Insurance (Nissay Workers Asset-Formation Housing Plans)</li> </ul>
		<ul style="list-style-type: none"> <li>Home loan plan</li> </ul>		<ul style="list-style-type: none"> <li>Group Credit Life Insurance</li> </ul>
	Retirement coverage	<ul style="list-style-type: none"> <li>Asset formation promotion plan</li> </ul>		<ul style="list-style-type: none"> <li>Workers’ Asset-Formation Pension Fund Insurance (Nissay Asset-Formation Pension Fund Insurance)</li> </ul>
	Various life plans	<ul style="list-style-type: none"> <li>Asset formation promotion plan</li> </ul>		<ul style="list-style-type: none"> <li>Workers’ Asset-Formation Savings Insurance (Nissay Asset-Formation Savings Plans)</li> </ul>
<ul style="list-style-type: none"> <li>Asset formation incentive plan</li> </ul>		<ul style="list-style-type: none"> <li>Workers’ Asset-Formation Benefits Savings Insurance (Nissay Workers’ Asset-Formation Benefits Savings Insurance)</li> <li>Workers’ Asset-Formation Fund Savings Insurance (Nissay Workers’ Asset-Formation Fund Savings Insurance)</li> </ul>		

\*The Key Man plan is an individual insurance and annuities policy handled by a corporation. (See p. 56.)

\*Although the above lists the names of Nippon Life products that pertain to company and organization benefit systems, it does not cover all the particulars pertaining to policies. When reviewing a policy, always confirm by reading pamphlets, *Bylaws/Terms and Conditions*, Policy Clauses, pre-contract documents based on Article 37-3 of the Financial Instruments and Exchange Act, *Especially Important Notifications* and other information.

## ■ Expansion of Corporate Services (Corporate Zutto Motto Service)

Nippon Life introduced the *Corporate Zutto Motto Service* in April 2010 as a means of further expanding and upgrading corporate services. Available at no cost to registered customers, the new service has two components: the Nissay Corporate Internet Service and the Management Consultation and Employee Benefit Service.

Corporate clients can use the Nissay Corporate Internet Service to check the content of a policy in force, obtain accounting information about premiums paid in a fiscal year, and perform other tasks. The Management Consultation and Employee Benefit Service provides access to specialists for questions about management. There is also a large selection of services, ranging from stays at resort hotels to fitness and health services, that are available at special rates.

### Available Services

#### Nissay Corporate Internet Service

- Inquiries about policy content
- Inquiries about accounting-related information
- Information on future receipts
- Various financial transactions (application for policy loans and withdrawal of accumulated dividends, deferred special payments and deferred insurance amounts)

#### Management Consultation and Employee Benefit Service

- Consultation service (Accounting, insurance tax accounting, etc.)
- Discounted hotel (Approx. 3,800 facilities)
- Discounted rates for fitness and health services (Approx. 30,000 facilities)

## ■ Services for Establishing and Upgrading Employee Benefit Plans Implementation of Total Consulting for Employee Benefits

Companies need to adopt new styles of management in response to major changes in society, the economy and labor environment of Japan, such as the declining birthrate and the aging population, economic globalization and employment mobility. These changes also influence how companies employ workers and how employees lead their own lives. Naturally, companies have to reexamine their employee benefit plans in order to reflect these events.

To meet highly sophisticated and diversified needs along with addressing the evolving climate for employee benefits, we have begun to offer an interactive solution through the provision of information and identification of issues concerning employee benefits within the proposals on conventional corporate insurance products, using a booklet for corporate clients called *“Thinking about the Role of Employee Benefit Systems”* (issued in October 2009).

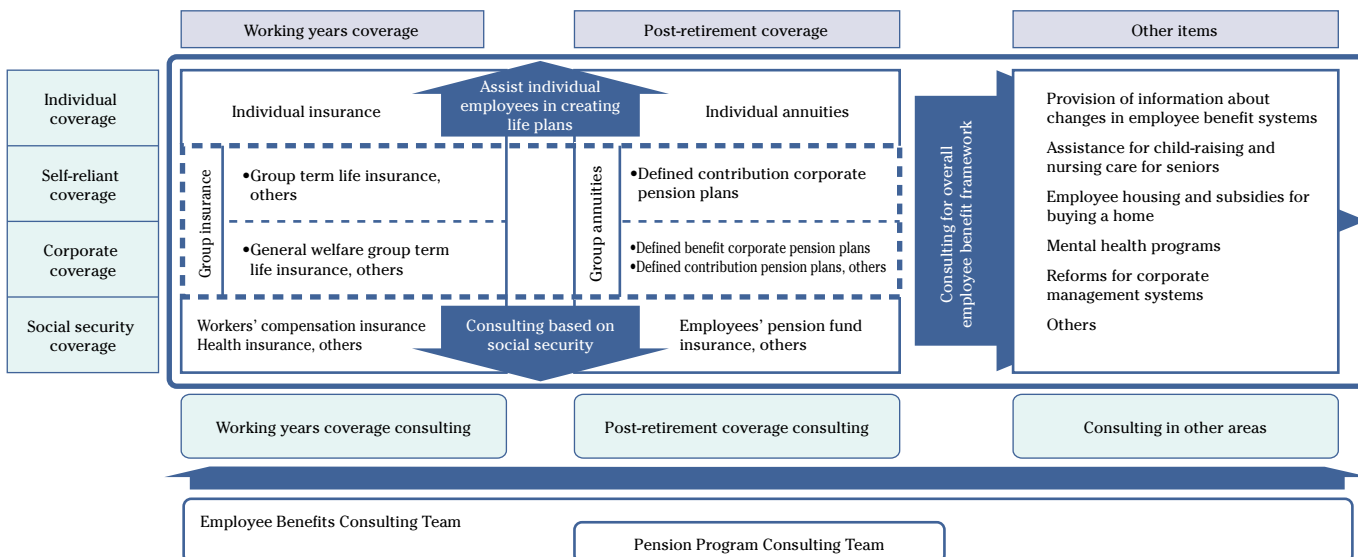
All these activities became the Total Consulting for Employee Benefits system in fiscal 2010. We also brought together specialists from many fields to form two new teams: the Employee Benefits Consulting Team and the Pension Program Consulting Team. This gives us a platform for meeting the complex needs of corporate clients by drawing on our many years of experience as a life insurance company involved in the operation of employee benefit programs.

Nippon Life promotes comprehensive consulting on employee benefits, solves various issues as a primary partner of companies, and supports the life planning of each employee.



Thinking about the Role of Employee Benefit Systems

### Total Consulting for Employee Benefits



### ● Group Insurance Activities

The Employee Benefits Consulting Team uses specialists from research institutions to reinforce capabilities for performing surveys and gathering information associated with all aspects of employee benefits. Team activities also include designing benefit programs by specialists, developing content for consulting services, and training and education programs for Nippon Life corporate sales representatives.

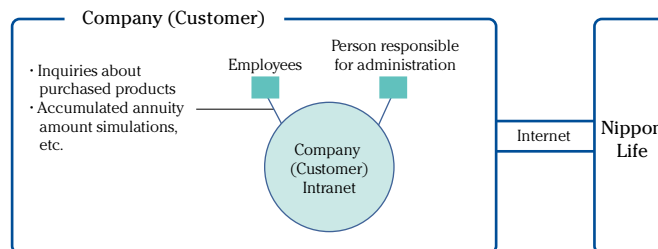
Group insurance activities also include administrative operations and services, too. In the field of self-reliant products, Nippon Life has a call center to answer questions from policyholders, and makes its affiliated companies available to its corporate customers for outsourcing of administrative tasks. In this manner, Nippon Life improves convenience for employees through its operations and services. Providing these services also reduces the amount of work that a company's personnel staff needs to perform to operate employee benefit programs.

In response to the introduction of information technology by companies, Nippon Life also offers the Nissay Life Navigation System, which individual policyholders can access online. This includes such functions as

checking the status of policies, performing simulations, and applying for insurance that can be accessed via the customers' intranets.

Proposals for insurance products for survivor, disability, medical and other types of coverage are not the only way that Nippon Life serves customers. We want to meet the needs of companies and their employees by supplying a diverse array of employee benefit program solutions that extend to administrative operations and services.

### Nissay Life Navigation System



### ● Group Annuity Activities

The Pension Program Consulting Team uses specialists from investment advisory companies to extend a variety of consulting support to companies. Assistance covers the design of corporate pension plans, establishment of defined contribution pension plans, effect of new accounting standards on retirement benefit accounting, and other items. Companies also rely on us for adjusting asset allocations to match changes in market conditions and customized proposals including its simulations concerning specific investments. All of these capabilities allow the team to offer consulting services

from a broad perspective that includes both corporate pension plans and their operation.

Nippon Life is offering high quality services in all aspects of the design and management of corporate pension plans, and administration and management of plan assets as a commissioned organization able to provide a combination of defined benefit corporate pension plans and defined contribution pension plans.

### Support for Transition from Tax-qualified Pension Plans Ends in March 31, 2012

Companies in Japan need to switch to a different pension plan or take other actions because the preferential tax treatment for tax-qualified pension plans will end in March 31, 2012. If no action is taken, there would be a major impact starting in April 2012, particular due to the

treatment of company contributions to these pension plans as taxable income of employees. As a tax-qualified pension plan institution, Nippon Life is informing customers about this change and providing assistance to achieve a smooth transition to a different pension plan.

### Three-star Rating for Defined Contribution Pension Plan Call Center

The Defined Contribution Plan Call Center of Nippon Life received a three-star rating from the Help Desk Institute in July 2009. This was the first time that a Defined Contribution Pension Plan Call Center received the highest rating from this institute. Customer service responses are evaluated according to ten criteria, five related to quality and five related to performance.

