

Response to the Great East Japan Earthquake

Nippon Life wishes to extend its deepest sympathies to those who were personally affected by the Great East Japan Earthquake, which struck on March 11, 2011. Recognizing that many people are still experiencing hardship and suffering, we hope for the speediest possible restoration and recovery of the affected areas.

On the day of the earthquake, Nippon Life set up a Disaster Response Headquarters led by Mr. Kunie Okamoto, its Chairman (President at the time), as an emergency response measure. On March 12, Nippon Life

decided to provide full payment of benefits for accidental death due to the disaster. Nippon Life also implemented various measures for policyholders, as detailed below.

In addition, on March 17, Nippon Life set up the Earthquake Disaster Recovery Bureau within the Sendai Branch. Through this new organization, Nippon Life has worked to rapidly restore customer services and other operations in the affected regions and assist with the reconstruction effort in various ways.

● Nippon Life's Initiatives

Special Treatment for Policyholders Affected by the Earthquake

- Full payment of benefits for accidental death due to the disaster
- Special extension of grace period for payment of premiums
- Fast and simplified payment of claims, benefits and policy loans
- Reduction or exemption of interest payable on policy loans and new loans through lower interest rates
- Special treatment of financing-related matters
- Special treatment of accidental hospitalization benefits
- Special treatment of insurance policies invalidated in connection with policy loans

Measures to Ensure the Fulfillment of All Payments

- Customer visits
- Advertisements and television commercials expressing a message of sympathy
- Launched a special earthquake response website on the corporate website
- Special earthquake response counters and other facilities established
- Poster notifications
- Extension of call center hours and expansion of service (calling charges waived)
- Checked customers' claim-filing status via safety confirmation e-mails and phone calls
- Customer notices with enclosed return envelopes mailed to policyholders in the affected regions

● Customer Status Check Activities (March 31, 2012)

Number of customers to be checked Approx. 380,000*	Check completion ratio 99.9%
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* Number of customers to be checked in the three prefectures of Iwate, Miyagi and Fukushima

Earthquake Recovery Support Activities and Power Conservation Measures

- Donation of relief money of ¥100 million through the Japanese Red Cross Society
- Nippon Life-owned building (the former Sendai Excel Hotel Tokyo) leased gratis to Ishinomaki City, Miyagi Prefecture
- Delivery of relief supplies
- Preparing meals at an evacuation shelter with labor unions
- Implementation of volunteer activities by Nippon Life employees (removal of rubble, cleaning of photographs and other activities)
- Invitation of children from earthquake-stricken areas to various events (puppet theater, classical music concert, Nissay Inter League (Central-Pacific) baseball games, baseball and table tennis workshops, and tree-planting activities)
- Cooperation on sales of local products from earthquake-stricken areas (provision of store space at product exhibitions)
- Donation of Tanabata Festival decorations with message of support from customers
- Project to Grow Flowers for a Brighter Future in Earthquake-stricken Areas (delivery of flower seeds with messages to people in the affected areas)
- Power conservation measures
- **Donations to the Great East Japan Earthquake Relief Fund of the Japanese Red Cross Society by Zutto Motto Service policyholders using "Thanks Mile" points (Donations totaling ¥173,951,289 for relief money were received from 316,106 people.)**

Nippon Life has completed almost all of the customer status checks for the target area as of March 31, 2012. Nippon Life will continue trying to check the status of customers with whom it has yet to establish contact through continued visits and via telephone, the Nippon Life website and other means.

● Status of Payment of Insurance Claims and Benefits to Customers (As of March 31, 2012)

Amount paid as of March 31, 2012
¥31.5 billion*

* Total amount of payment for insurance claims and benefits due to the Great East Japan Earthquake

Nippon Life has completed the payment of insurance claims and benefits of ¥31.5 billion as of March 31, 2012. Looking ahead, Nippon Life will continue making proper payments to customers along with implementing continued status check activities.

The Life Insurance Association of Japan (then Chairman: Yoshinobu Tsutsui) Receives a State Minister's Commendation for Contributors to Consumer Support Based on a Commendation Program of the Consumer Affairs Agency

The Life Insurance Association of Japan (LIAJ) has received a State Minister's Commendation for Contributors to Consumer Support in recognition of its response to the Great East Japan Earthquake. The commendation expressed strong appreciation for LIAJ's concerted efforts to promote the prompt payment of insurance claims and benefits. These efforts included the implementation of special treatment of insurance claim procedures and premium payments; the establishment of the Center for Searching for Life Insurance Contracts in Disaster Areas for people who lost all their important insurance policy documents; information sharing throughout the life insurance industry; and requests to the authorities regarding procedures for assisting with swift insurance payments.

