
CHAPTER 3

Nippon Life's Products and Services

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Products and Services for Individuals

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 double-income households.

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

Life Insurance Products



Mirai no Katachi provides protection that perfectly fits the needs of a variety of customers. When they enroll, customers can flexibly combine 11 types of insurance as needed. This insurance can be divided into four categories: "death coverage," "serious diseases and nursing care coverage," "medical coverage" and "asset formation and retirement coverage." After enrollment, customers can freely revise policy details according to changes in their needs

and stages of life. For example, customers can add new insurance, increase coverage amounts, and selectively revise only the parts they need to change. Customers can change their policy details to precisely meet their protection needs at any time.

In this manner, the *Mirai no Katachi* product provides customers with lifelong support by allowing them to make up different combinations of insurance. These can also be altered after enrollment.

*Combinations are subject to certain restrictions.

*Services may not be available if Nippon Life does not handle the relevant system when requests are made.

Four Categories of *Mirai no Katachi*

Many different combinations of insurance are possible!

Death Coverage



Serious Diseases and Nursing Care Coverage



Medical Coverage



Asset Formation and Retirement Coverage

Death Coverage

Insurance to Prepare for Unexpected Events

Whole Life Insurance Insurance providing death protection over the insured's whole life

- 1 Surrender benefits will increase over time elapsed since enrollment, **providing a means of asset formation.**
- 2 After the premium payment period ends, **policyholders may opt to receive annuities** instead of a death benefit payment.
*This service may not be available if Nippon Life does not handle the relevant system when requests are made.

Term Life Insurance Insurance with death protection for a set period

- 1 Policyholders can secure **a large amount of death protection with inexpensive* premiums.**
* For example, premiums will be lower relative to those for a whole life insurance policy provided under the same conditions, such as age, gender, coverage amount, and payment method.
- 2 Policyholders may also **switch to a whole life insurance policy with an equivalent coverage amount or less, irrespective of health condition, on anniversary dates of policies or when renewing policies.**
*Conditions may differ for policies with an insurance premium waiver rider.
*This service may not be available if Nippon Life does not handle the relevant system when requests are made.

Term Life Insurance with Survival Benefits Insurance that provides special payouts in addition to death protection for a set period

- 1 Insurance that provides **special payouts (survival benefits) every three years and at maturity.**
*The special payouts provided every three years are automatically deferred.

Every three years



Coverage amount x 3%

At maturity (at end of coverage period)



Coverage amount x 30%

- 2 Deferred special payouts may **be withdrawn by request.**

- 3 Deferred special payouts will **earn interest at a prescribed rate.**

Insurance That Provides Protection for Serious Diseases and Nursing Care, Etc.

Dread Disease Insurance Insurance that covers cancer, acute myocardial infarction and cerebral stroke, as well as death Whole Life Term

- Insurance provides a **lump-sum payment** in cases of designated cancer (malignant neoplasm), acute myocardial infarction and cerebral stroke.
- Insurance provides **10% of the insurance payment** for dread diseases in case of specified types of cancer (such as carcinoma in situ).

Physical Disability Insurance Insurance that covers physical disability and death Term Easy-to-understand policies linked to the physical disability certificate system

- Insurance provides a **lump-sum payment** in case the insured person is issued a level 1–3 physical disability certificate after becoming physically disabled as stipulated by the Act on Welfare of Physically Disabled Persons.
- Besides treatment expenses**, insurance payments may be used to cover other costs or **supplement a decline in income**.

Nursing Care Insurance Insurance that covers specified conditions that require nursing, as well as death Term Easy-to-understand policies linked to the public nursing care insurance system

- Insurance provides a **lump-sum payment or annuity** in case the insured person is designated as requiring nursing care at level 2–5 under the public nursing care insurance system, or **requires nursing care as stipulated by our standards**.
*Payment via annuities may not be available if Nippon Life does not handle the relevant system when requests are made.
- Besides nursing care costs**, insurance payments may be used to cover other costs or **supplement a decline in income**.

Insurance That Covers Hospitalization and Surgery, Etc.

General Medical Insurance Insurance that covers hospitalization and surgery, etc. Whole life Term Easy-to-understand policies linked to the public medical insurance system
Hospitalization coverage details are selected at enrollment.

- <With hospitalization and care benefit> **Payment of 7 days' worth of daily hospitalization benefit in case of hospitalization of one night and two days**

<Hospitalization and care benefit> Five days' worth of daily hospitalization benefit	+	<Hospitalization benefit> Two days' worth of daily hospitalization benefit	=	<Total> Seven days' worth of daily hospitalization benefit
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- <With twice the amount of protection for specified diseases> In case of hospitalization due to **the seven major lifestyle-related diseases and certain other conditions**, a hospitalization benefit equivalent to **twice** the amount of the daily hospitalization benefit will be paid per day.
 <With twice the amount of protection for specified women's diseases> In case of hospitalization due to **designated cancers, specified women's diseases or certain other conditions**, a hospitalization benefit equivalent to **twice** the amount of the daily hospitalization benefit will be paid per day.
- In case of surgery and certain other procedures covered by the public medical insurance system** (including certain surgical procedures and other advanced medical procedures), a surgery benefit will be paid. *Some surgical procedures are excluded.

Cancer Medical Insurance Insurance that covers hospitalization, surgery, etc., due to cancer Whole life Term Easy-to-understand policies linked to the public medical insurance system

- Protection is provided for **an unlimited number of days for hospitalization due to cancer**.
- In case of surgery and other procedures covered by the public medical insurance system** (including certain surgical procedures and other advanced medical procedures), a surgery benefit will be paid. *Some surgical procedures are excluded.

Limited Injury Insurance Insurance that covers treatment for broken bones, joint dislocation and severed tendons due to an accident Term

- A **lump-sum payment** is provided in case of treatment for broken bones, joint dislocation and severed tendons due to an accident. (Payment of ¥50,000 or ¥100,000 may be selected at enrollment.)
*Payments also cover cracked bones and avulsion fractures. *Insurance provides up to 10 lump-sum payments.

Insurance That Enables Systematic Planning of Asset Formation and Retirement

Annuities Insurance that enables systematic planning of living expenses after retirement

- Stable annuities** that supplement post-retirement living expenses are provided.
- A **"tax deduction for individual annuity premiums"** is available separately from the "tax deduction for general life insurance premiums."
*Subject to attachment of the tax-qualified individual annuity premium rider.
- The start date for annuity payments can be postponed or the payment period may be changed** when annuity payments commence.
*This service may not be available if Nippon Life does not handle the relevant system when requests are made.

Endowment Insurance Insurance that enables asset formation over a set period while providing death protection

- Maturity payments (the same amount as mortality claims)** are provided at maturity.

Information About Riders [Obtain additional peace of mind by attaching riders to your combination of insurance]

Insurance Premium Waiver Rider

One of the three dread diseases

Designated physical disability

Designated condition requiring nursing care

Future premium payments will be waived in situations where there is a risk of a decline or loss of income, such as the situations above.

Living Needs Rider

Rider is free of charge

Automatically attached

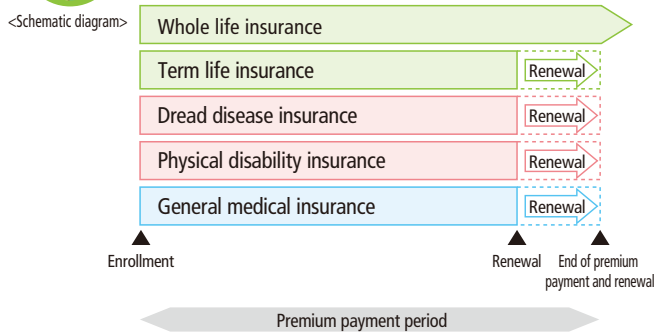
When the insured is pronounced to have six months or less to live, full or partial mortality insurance claims are paid.

*The Living Needs Rider is not attached to general medical insurance, cancer medical insurance, limited injury insurance or annuities.

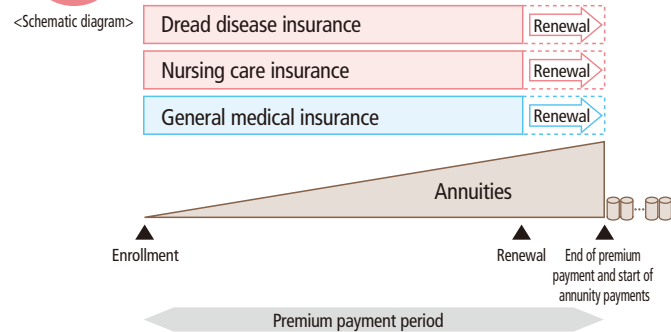
*The Living Needs Rider benefit is not paid for annuities or for term life insurance policies maturing in one year or less (excluding cases where these policies can be renewed).

Examples of Policies

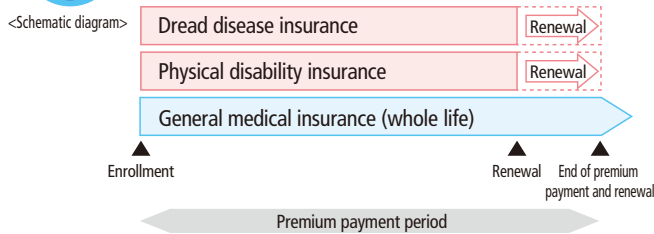
For heads of households seeking comprehensive coverage to protect their families against unexpected events:



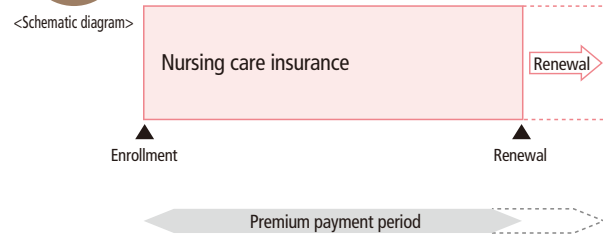
For women seeking coverage for themselves and post-retirement living expenses:



For young people seeking coverage for serious illnesses or injuries while keeping premiums as low as possible



For seniors seeking to provide for nursing care rather than secure death protection



Other Products

Products for Children

	Type of Insurance	Summary	Product Name
Protection for children	Juvenile insurance	Insurance that provides for children's education expenses and the death of the policyholders, etc.	Nissay Juvenile Insurance (<i>Genki</i>)
	Children's general medical insurance*	Insurance that covers children's hospitalization and surgery, etc. The Best Doctors® Service is available to persons insured by children's general medical insurance.	
	Education endowment insurance	Insurance that accumulates savings to pay for children's university education, etc.	<i>Nissay Educational Endowment Insurance</i>

* Policy must be combined with juvenile insurance.

Single-payment Products

	Type of Insurance	Summary	Product Name
Asset formation and retirement coverage	Single-payment whole life insurance	Insurance provides death coverage for life while enabling asset formation, with a single premium payment	Nissay Single-payment Whole Life Insurance (<i>My Stage</i>)
	Single-payment annuities	Supplement post-retirement living expenses, with a single premium payment	Nissay Single-payment Annuities
	Single-payment endowment insurance	Insurance provides death protection for a set period while enabling asset formation, with a single premium payment.	Nissay Single-payment Endowment Insurance

* Sales have stopped as of July 2013.

In addition to the above, Nippon Life offers the following products mainly through the bank assurance channel.

- <Type of Insurance>
 - Single-payment whole life insurance Nissay Variable Interest Rate Single-payment Increasing-cover Whole Life Insurance (three-yearly and yearly death benefit increase types)
 - Single-payment whole life insurance Nissay Variable Accumulation Rate Type Single-Payment Whole Life Insurance (yen or U.S. dollar denominated)
 - Single-payment annuities Nissay Variable Accumulation Rate Annuities (fixed interest rate type)

*The foregoing statements 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 the "Guide to Types of Insurance," pamphlets, Prospectuses (Policy Guides), Reminders, Policy Clause—Bylaws/Terms and Conditions and other materials.

Services

Care Guidance Service



Since April 2012, the *Care Guidance Service* (home-visit nursing care consulting service) has been made available to nursing care insurance policyholders and beneficiaries under *Mirai no Katachi*.

With this service, care managers and other specialist staff of Nichii Gakkan Company, which operates Japan's largest network for senior nursing

care services, visit customers at home to consult with them about their future nursing care concerns.

*The *Care Guidance Service* is promoted and handled by Life Care Partners Co., Ltd. This is not an insurance policy or service of Nippon Life.



Best Doctors® Service



From April 2012, Nippon Life has expanded the scope of the Best Doctors® Service, a specialist physician referral service, which it has offered since April 2010.

In case 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 specialists selected by Best Doctors, Inc. for its Best Doctors in Japan™ list.

*The Best Doctors Service is provided by Best Doctors, Inc. This is not an insurance policy or service of Nippon Life.

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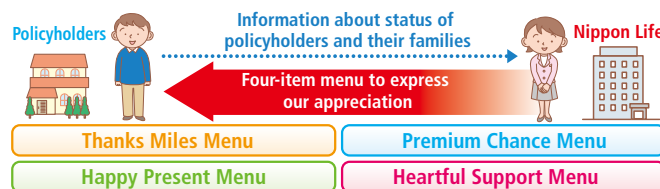
Zutto Motto Service



The *Zutto Motto Service* is a unique Nippon Life service offered to policyholders. This service reflects Nippon Life's commitment to work even harder and longer ("*zutto motto*") at providing each policyholder with better after-sales services.

Through this service, policyholders and their families provide us with up to date information about their status. In return, we supply timely information that reflects changes in the lives of policyholders. Staying in touch also

makes it possible to perform insurance claim and benefit procedures and many other tasks more efficiently.



*For further details on the *Care Guidance Service*, Best Doctors® Service and *Zutto Motto Service*, please see Nippon Life's corporate website or various brochures on services.

Non-life Insurance Products



Nippon Life handles non-life insurance products centered on the automobile insurance and fire insurance products as an agency for Aioi Nissay Dowa Insurance Company Limited.

In automobile insurance, Nippon Life has been promoting sales of *Long*, a long-term automobile insurance product with special payouts. *Long* offers special "accident-free" payouts*¹ to policyholders who have no accidents during the coverage period of three years. *Long* offers many advantages to

customers; for example, the premium rate determined at enrollment stays fixed at its original annual rate for each year, even if the policyholder has an accident during that time. Also, policyholders need not undertake annual renewal procedures during the coverage period.

In addition, Nippon Life promotes sales of specially priced *Long* policies that include fire insurance and earthquake insurance*².

*¹ 10% of the first-year premium.

*² *Tough* house insurance (policy with multi-year annual payments or multi-year installment payments) with up to five years of coverage.

*The above statements provide an overview of products (riders). When considering a policy, please be sure to confirm details by reading pamphlets, the Explanations of Important Matters, Policy Overview and Reminders, the Ordinary Insurance Policy Clause—Terms and Conditions and Riders, and other materials.

From Application to Conclusion of a Policy

General procedures and information disclosure at the time of enrollment in an individual insurance policy are mainly as follows.
*Processes may not necessarily follow the pattern below due to policy details, the scheduling of various procedures and other factors.

Procedure Flow

Considering a Plan

Tell us what kind of coverage you want.

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

*Please be sure to read prospectuses (policy guides) when considering an insurance policy application, as they contain important matters regarding coverage details, situations in which insurance claims and benefits cannot be paid and other information.



Product Pamphlet

Application

We ask the policyholder and insured person to reconfirm before applying that the product is what they really want, and then enter these details via the REVO customer intention confirmation screen.

The policyholder and insured person should enter their data and provide the digital signature by inputting it into the REVO wireless terminal. We also ask them to certify with their signatures that they have received the *Especially Important Notifications* and *Policy Clause—Bylaws/Terms and Conditions*.



Application procedure screens

Disclosure

When entering information about the insured's medical history and current state of health via the REVO disclosure screen, or when answering questions posed by a doctor designated by Nippon Life during an examination, please provide accurate and complete answers.

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.



Disclosure screens

Guidance on Policies and Services

To ensure greater peace of mind for customers, in addition to sales representatives, customer service representatives also conduct meetings with customers to provide explanations via telephone or an actual visit to confirm application details and provide guidance on policy procedures.

The goal is to help customers to understand insurance products and important matters more clearly, as well as to improve after-sales services based on accurate customer information.

Before proceeding with the application procedure, we clearly explain important matters and demerit information

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 the *Policy Clause—Bylaws/Terms and Conditions*.

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



Prospectuses (policy guides)



Reminders

Conclusion of a Policy

Commencement of Policy Coverage

Once a customer agrees to have Nippon Life underwrite their insurance policy, policy coverage commences upon the completion of the application and disclosure process. (Processes differ for single-payment insurance policies.)

Confirmation of "Policy Content Notice"

Once a policy is underwritten, Nippon Life sends the "Policy Content Notice" to the policyholder. We ask the customer whether or not there are discrepancies between the information provided on the "Policy Content Notice" with that provided at the time of application.

In the event that the policy content differs, or if you have any questions, please contact a Nissay call center using the contact details provided on the reverse side of the "Policy Conclusion Notice."

Customer ID Notice

Nippon Life will send you a customer ID, which is necessary to complete various services and procedures.

When you have received the Customer ID Notice, please promptly register your password (a 4-digit PIN code).

*In principle, Nippon Life will not deliver a Customer ID Notice to customers who already have such an ID. These customers are asked to log in to their account from the Nippon Life website, and confirm whether their customer ID and password (4-digit PIN code) are valid.

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 (at Nippon Life)

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.

Payment of Premiums

Payment of Premiums

After the conclusion of a policy, Nippon Life requests that customers pay premiums using the method that they designated at the time of application.

After Enrollment, Keep the *Policy Clause—Bylaws/Terms and Conditions* Within Easy Reach

The *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.

As a means of lowering its environmental impact by reducing the volume of paper it uses, Nippon Life has begun providing policy clauses in CD-ROM format beginning with new products launched in April 2012. (Printed policy clauses containing the data recorded on the CD-ROM are provided to customers requesting printed copies and to policyholders 70 years of age or over.)

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 *Policy Clause—Bylaws/Terms and Conditions*. In this case, written requests are considered active from the time they are sent (the postmark date) and must be postmarked within eight days of the abovementioned period and sent to the sales offices or Nissay Life Plazas that handle the application or policy.
- If the customer decides to change their mind under the provisions of the cooling off system, Nippon Life will return in full any premiums received during the cooling off period. (If the coverage revision system is utilized, then policies will be returned to the policies in force before coverage was revised.)
- The cooling off system does not apply after an examination by a doctor designated by Nippon Life or when the customer is a corporate client.

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 after an unexpected event, it is important to confirm the content of the policy during its term and ensure that not only the policyholder, but also both the insured person and the beneficiary (or designated proxy (see p. 77)) understand the content through the policyholder.

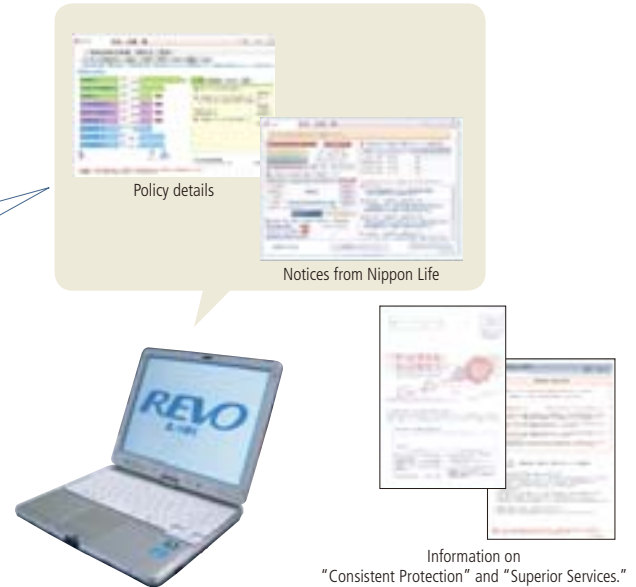
In this section, we explain how policy content is confirmed during the policy term.

Policy Details Confirmation Activities

Sales representatives visit customers and use REVO wireless devices to confirm the details of their policies and note whether they have had any surgeries or other medical procedures. Sales representatives also provide customers with useful information regarding healthcare and other topics

The following details are confirmed:

- Premiums, claims and benefits, and the coverage period, as well as reasons for payment of claims and benefits and amounts receivable for each reason
- Use of services and riders that are available free of charge, introduction to procedures, and other useful information for policyholders
- Surrender benefits and policy loan limits
- Use of *Zutto Motto Service*, etc.



Transaction Information (Dividend) Notice/Policy Details Reminder

Once a year, information regarding the insurance policies in which customers are enrolled, policyholder dividends and other topics is sent to customers by post.

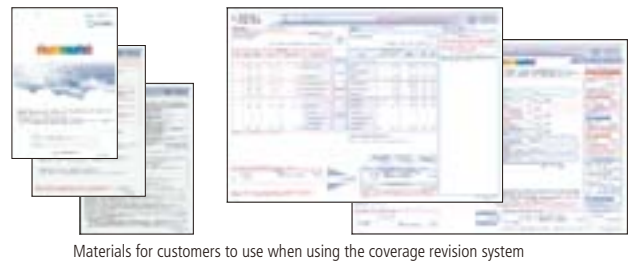
Customers can view the latest details of their policies on the Policyholder Services on the Nippon Life website (see p. 75).



Provision of Information When Using the Coverage Revision System

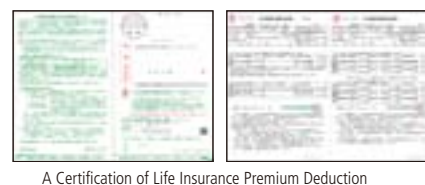
When considering an insurance plan using the coverage revision system, we provide explanations about other methods for revising coverage details, and use materials to clearly show how insurance plans will differ before and after using this system.

In addition, Nippon Life also explains the key points of the coverage revision system and points to consider when using this system.



Other Important Notices

In addition to the above, Nippon Life provides a variety of notices including Certification of Life Insurance Premium Deduction, and depending on the policy, the Guidance on Policy Maturity and the Guidance on Payment of Survival Benefits (Automatic Deferral). Each of these are important notices, so we kindly request that our customers carefully confirm the content.



Confirmation of Policy Content Via the Internet

Policyholders can access a variety of services by logging on to 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*.

[The Home Page of the Nippon Life Website]



[Screen for Policyholder Services]



Confirming Policy Content Using Policyholder Services

When policyholders log on to policyholder services they can confirm their customer information and family information, including addresses, telephone numbers, email addresses as well as their policy content, including details of coverage and beneficiary information. They can also add or change information.

[Policy Content Details Confirmation Webpage]



Available Services

- **Inquiries regarding the contents of life insurance and non-life insurance policies**
- **Various procedures**
 - Change of address or telephone number
 - Registration or change of mobile phone number, place of work, or e-mail address
 - Registration or change of family information
 - Requests to change riders
 - Registration or change of password (4-digit PIN code)
 - Issue of provisional password
 - Reissue of Certificate of Life Insurance Premium Deduction
 - Termination of automatic transaction services
 - Confirmation of claim procedures
- **Fund transactions**
 - Withdrawals for policy loans, accumulated dividends, deferred insurance payments, etc. } Withdrawal
 - Repayment of policy loans } Payment*
 - Payment of premiums }
- **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. 17).

Requesting Payment of Insurance Claims and Benefits

In the event of hospitalization, surgery or other unexpected events that may warrant the payment of insurance claims or benefits, the first thing to do is to contact us through your sales representative, visit a nearby Nissay Life Plaza or other service counter, or telephone 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.

Procedure Flow

An Event Occurs That Is a Reason for Payment of Claims or Benefits

When an event occurs that is a reason for payment of claims or benefits, please contact us through your sales representative, visit a nearby Nissay Life Plaza or other service counter, or telephone a Nissay call center.

Nissay call centers 0120-201-021 (Toll-free in Japan)

Filing a Mortality Insurance Claim

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

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.

Receiving Claim Processing Documents

We will provide you with a set of claim processing documents, either in person or by post. In the case of sending by post, the forms will be dispatched around one week after you contact us.

*We may be unable to process claims by post in some cases.

Documents Required for Processing Claims

Please confirm the documents required for processing claims shown on the guidance sheet provided to you when filing claims.

Submitting Claim Processing Documents

After filling out the required sections of the claim processing documents, submit them to your sales representative either in person or by post. You can also bring them to a service counter yourself.

Payment Assessment

We will perform a payment assessment based on the claim processing documents you provide.

Receiving Payment of Claims or Benefits

If the payment assessment results in a decision to make a payment, you will be asked to carry out payment procedures.

Once the payment procedures are complete, we will send you a Payment Statement by post. Please confirm the details of the statement.

In cases where we cannot make a payment for a claim, we will notify you of the reason.

Guidance for Application Procedures

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 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.



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.



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.



Guidance for All Steps Involved in Processing Claims and Benefits Payments

Customers can use the Nippon Life website to view an outline of their coverage content and confirm examples of common errors made when filing claims, along with confirming the contents of their policies.



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 (service not applicable to corporate policies).

In the Event That a Policy Is Invalidated, Customers Will be Unable to Receive Insurance Claims, Annuities and Benefits

Please pay your premiums by the monthly deadline using the designated payment method. In the event that no premium payment is made, Nippon Life will send a notice to the policyholder. However, if the premium payment is not made within a designated period, the policy will be invalidated*. If the

policy is invalidated, customers will be unable to receive insurance claims, annuities, and benefits even if there is a reason for payment.

* Procedures differ depending on the type of policy, enrollment period, and other factors, so please confirm the *Policy Clause—Bylaws/Terms and Conditions* for the policy you are enrolled in.

Consultation Counter for the Receipt of Payments of Insurance Claims and Benefits

Nippon Life has a consultation counter exclusively for the receipt of payments of insurance claims and benefits by customers.

For customers who are dissatisfied with the explanation provided by the sales representative and wish to consult with a third party, we have also

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

[Use of the Request System in the Fiscal Year Ended March 31, 2013]

	Number
Number of cases where Request System was used	6
Number of cases deliberated at the Claims-Related Services Review Session due to requests for review arising from the Request System	3
Number of cases where advice was received as a result of deliberations at the Claims-Related Services Review Session	0

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.

Financial ADR System

The financial ADR system is a procedure for out-of-court settlement of disputes* in the field of finance. The system can be used when policyholders and other customers cannot satisfactorily resolve a problem between themselves and a financial institution, including a life insurance company, despite much dialogue.

In the life insurance industry, the Life Insurance Association of Japan has been designated by the Ministry of Finance as a Designated Dispute

Resolution Organization for implementing out-of-court settlement procedures relating to life insurance based on the ADR system.

Nippon Life has concluded a basic contract with the Life Insurance Association of Japan for implementing procedures relating to conflict resolution services.

*ADR procedures use a neutral and fair third party to help achieve a flexible solution to problems rather than making a judgment.

Products and Services for Corporate Customers

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

Nippon Life's Main Corporate Products (as of July 2013)

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"> Plan for retirement funds payable on employee's death and condolence payments Non-statutory workers' accident compensation plan Plan providing pensions for surviving family/children 	<ul style="list-style-type: none"> General Welfare Group Term Life Insurance
		<ul style="list-style-type: none"> Plan for executive/employee self-reliant aid 	<ul style="list-style-type: none"> Group Term Life Insurance (Optional Group Term Life Insurance)
	Disability coverage	<ul style="list-style-type: none"> Disability coverage plan 	<ul style="list-style-type: none"> New Group Disability Income Insurance
	Medical coverage	<ul style="list-style-type: none"> Medical coverage plan 	<ul style="list-style-type: none"> General Medical Life Insurance (Group Type)
		<ul style="list-style-type: none"> Plan for executive/employee self-reliant aid 	<ul style="list-style-type: none"> General Medical Life Insurance (Group Type) Dread Disease Term Insurance
	Retirement coverage	<ul style="list-style-type: none"> Plan for retirement allowance and old-age pensions Single retirement allowance system 	<ul style="list-style-type: none"> Defined Benefit Corporate Pension Plans Employees' Pension Fund Insurance New Insured Pension Plans Defined Contribution Pension Plans
<ul style="list-style-type: none"> Plan for executive/employee self-reliant aid 		<ul style="list-style-type: none"> Insured Contributory Pension Plans (<i>Happy Life</i>) 	
Provision for owners	Survivor coverage	<ul style="list-style-type: none"> Plan for retirement funds, death coverage and condolence payments for executives 	<ul style="list-style-type: none"> Nissay <i>Key Man</i> Insurance*¹ *³ Nissay Long-term Term Insurance*² *³ Nissay Increasing Term Insurance*³ Nissay Long-Term Insurance With Low Surrender Benefits
	Retirement coverage	<ul style="list-style-type: none"> Executive retirement allowance plan 	
Asset formation	Preparation for buying one's own home	<ul style="list-style-type: none"> Asset formation promotion plan 	<ul style="list-style-type: none"> Workers' Asset-Formation Housing Funding Insurance (Nissay Workers Asset-Formation Housing Plans)
		<ul style="list-style-type: none"> Home loan plan 	<ul style="list-style-type: none"> Group Credit Life Insurance
	Retirement coverage	<ul style="list-style-type: none"> Asset formation promotion plan 	<ul style="list-style-type: none"> Workers' Asset-Formation Pension Fund Insurance (Nissay Asset-Formation Pension Fund Insurance)
	Various life plans	<ul style="list-style-type: none"> Asset formation promotion plan 	<ul style="list-style-type: none"> Workers' Asset-Formation Savings Insurance (Nissay Asset-Formation Savings Plans)
<ul style="list-style-type: none"> Asset formation incentive plan 		<ul style="list-style-type: none"> Workers' Asset-Formation Benefits Savings Insurance (Nissay Workers' Asset-Formation Benefits Savings Insurance) Workers' Asset-Formation Fund Savings Insurance (Nissay Workers' Asset-Formation Fund Savings Insurance) 	

*1 The *Key Man* plan is an individual insurance and annuities policy handled by a corporation.

*2 Also sold to individuals.

*3 Individuals covered by *Mirai no Katachi* (only policies that include dread disease insurance or general medical insurance) or long term insurance or increasing term insurance (only increasing term insurance (with 2012 participating-type policies)) can use the Best Doctors[®] Service.

*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 details by reading pamphlets, *Policy Clauses—Bylaws/Terms and Conditions, pre-contract documents based on Article 37-3 of the Financial Instruments and Exchange Act, Especially Important Notifications* and other information.

Launch of Stable Income Pursuit Plan

Nippon Life started selling the Stable Income Pursuit Plan, which is a type of group annuity (separate account), in September 2012. Unlike policies that use conventional benchmark asset management, this policy draws on Nippon Life's expertise gained from managing its general account investments to manage assets in a manner that limits the risk of losses from

declines in prices of stocks or other investments. The target is to earn an annual return that is consistently higher than the medium to long-term target of 2.5%. Unlike for the general account, however, neither the capital nor the return are guaranteed. This policy is designed to meet the needs of customers who are seeking steady management of their annuity assets.

Services for Establishing and Upgrading Employee Benefit Plans

Implementation of Total Consulting for Employee Benefits

Significant changes in society and the management of companies are creating more diversity in how companies employ people, how people lead their lives, and in people's awareness of these issues. As a result, an increasing number of companies and other organizations are considering revisions to their employee benefit programs.

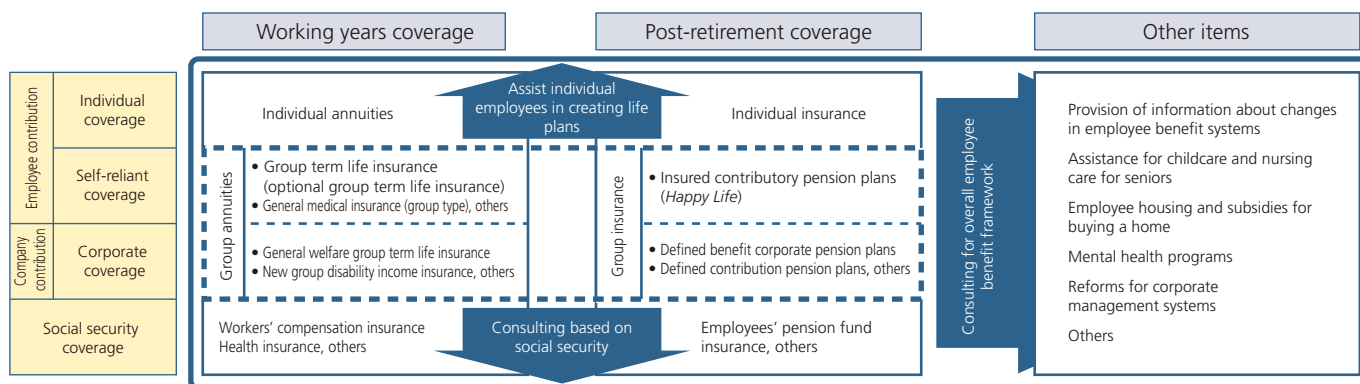
We aim to provide Total Consulting for Employee Benefits, in order to work with companies and organizations to solve issues as a primary partner in employee benefits.

Specific services include:

- Consulting for corporate coverage
- Consulting for self-reliant coverage
- Information provision services that use surveys and analysis concerning social insurance and employee benefits

Offering these services allows Nippon Life to meet the diverse needs of companies and organizations concerning employee benefits. At the same time, we strive to increase the satisfaction and peace of mind of employees who use these benefit systems.

[Total Consulting for Employee Benefits]



● Consulting for Corporate Coverage

For working years coverage, the objective of this consulting is to help create systems that enable employees to do their jobs without having to worry about coverage. Consulting includes establishing systems that reflect changes in society and companies, including condolence payments and non-statutory workers' accident compensation, support for employees who become unable to work, methods for using corporate insurance, and other subjects.

For post-retirement years coverage, we use a team with pension actuaries, defined-contribution planners and other specialists for pension plan design consulting that encompasses all types of needs for revising retirement payment and pension systems. For example, we assist with major reviews of defined-benefit and defined-contribution pension plans and with plan consolidations and terminations associated with mergers, acquisitions and the

formation of corporate groups.

For operating pension plans, we provide pension plan operation consulting to devise proposals and advice that match the requirements of companies and organizations. Consulting includes individual proposals, simulations and other assistance concerning asset allocation and investment products that reflect changes in the investment climate.

For pension accounting, we offer consulting on accounting standard changes. As well as providing a thorough analysis of retirement benefit systems when pension accounting standards change, we also calculate retirement benefit liabilities based on the new standard, examine calculation methods and determine specific effects on accounting.

● Consulting for Self-reliant Coverage

One aim of this consulting is to design employee benefit measures such as protection for employees against unexpected events, and a saving plan to supplement government annuities or cover expenses until an annuity starts. Other goals are to increase the use of benefit plans and improve satisfaction with these plans.

We also offer life-design consulting. One aspect of this is a life planning service provided through the constant contact between sales representatives and employees. Employees can also use insurance consultation events and other activities. This consulting offers greater convenience for employees and helps upgrade employee benefit measures at companies and other organizations.

Information Provision Services That Use Surveys and Analysis Concerning Social Insurance and Employee Benefits

Nippon Life supplies information by holding employee benefit and corporate annuity seminars, publishing employee benefit reports and through other activities.

Main Information Services

[Seminars]

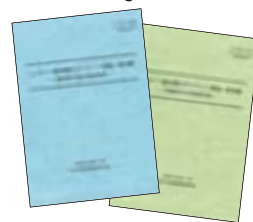
- Employee Benefits Seminar
 - Mental healthcare and company assistance for nursing care for seniors
- Corporate Pension Seminar
 - Trends in pension management and accounting for retirement benefits

[Reports]

- Employee Benefits Report
- Employee benefit information
- Employee Benefits Survey Report
- Annuity News



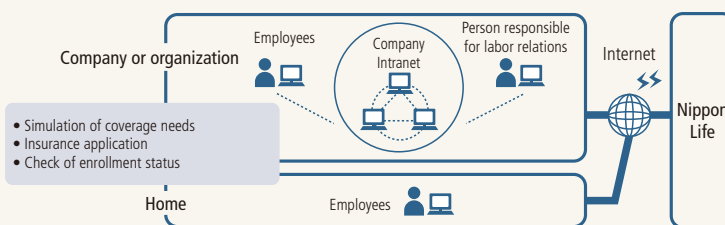
An employee benefits seminar



Some Nissay Employee Benefits Survey Reports

Nissay Life Navigation System

The Nissay Life Navigation System allows employees to use the Internet to apply for insurance, check enrollment status and perform other tasks involving group term life insurance and the insured contributory pension plan. This system improves convenience for employees and reduces the amount of work for human resources and labor relations personnel at companies.



Five-star Rating for Defined Contribution Pension Plan Call Center

The Nippon Life Defined Contribution Plan Call Center received a Five-Star Rating from HDI-Japan*, becoming the first call center of this type to receive five stars.

Two certifications from HDI-Japan are required in order to receive five stars. The first is a Three-star Rating, which is the highest possible, for customer-oriented response skills at an inquiry facility. The second is Support Center Certification. This certification, which recognizes sound management and business processes, is given to call centers that create added value for companies and organizations.

*HDI

HDI (Help Desk Institute) was established in the U.S. in 1989 and has grown to become the world's largest customer support and service association. HDI establishes international support standards, operates an international certification program and has other activities. HDI is active in more than 40 countries and its members include 90% of the companies in the Fortune 500. Activities in Japan are performed by HDI-Japan.



Corporate Zutto Motto Service

Nippon Life has been offering the *Corporate Zutto Motto Service* to registered corporate customers who enrolled in policies for owners. The service has two components: the Nissay Corporate Internet Service and the Management

[Nissay Corporate Internet Service]

- Inquiries about policy content
- Inquiries about accounting-related information
- Information on future receipts
- Various financial transactions and others



The screen of inquiries about policy content

Consultation and Employee Benefit Service. The services support various needs at business places and provide convenient services to employees.

[Management Consultation Service (For free)]

- Consultation service for accounting and tax, etc.
 - Queries are answered by CPAs, tax accountants, and certified social insurance labor consultants.

[Employee Benefits Service (Special Treatment)]

- Discounted rates for hotel accommodation
 - Can be used at approx. 12,000 hotels in Japan and 70,000 hotels overseas.
- Discounted rates for fitness and health services
 - Reservation for health check services, nursing care, etc. Can be used with special privileges at approx. 50,000 clinics in Japan.