

More Advanced Protection



Mirai no Katachi Product

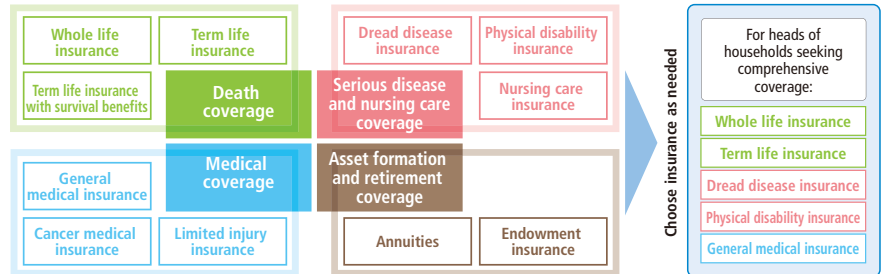
Nippon Life seeks to respond to the diversifying needs of customers throughout their lives, while providing customers with additional peace of mind. To this end, in April 2012, Nippon Life launched the new *Mirai no Katachi* product. With *Mirai no Katachi* we have completely revamped the structure of the product to provide customers with simple forms of protection that they can easily understand, while enhancing our services. In this way, *Mirai no Katachi* offers more advanced protection.

Improved Flexibility During and After Enrollment

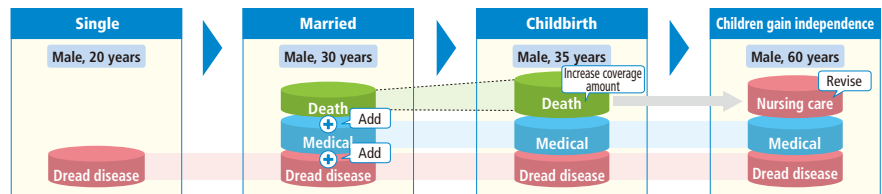
Nippon Life can now provide protection that precisely matches the needs of many different customers. This is achieved by flexibly combining the necessary coverage according to customer needs when customers enroll in *Mirai no Katachi*.

In addition, even after enrolling in *Mirai no Katachi*, customers can make changes to match their protection to their requirements whenever they like.

- *Combinations are subject to some restrictions.
- *Services may not be available if Nippon Life does not handle the relevant system when requests are made.



[Customers can flexibly revise protection according to changes in their needs and stage of life]



TOPICS

Mirai no Katachi Wins Two Awards

2012 Nikkei Superior Products and Services Awards

The award for superiority was the first that Nippon Life has received in 13 years, since the Nissay Insurance Account received an award for excellence in 1999. Prior to that our *Athlete* (Dread Disease Term Rider) received an award for excellence in 1992.



Nikkei Superior Products and Services Awards

The Nikkei Superior Products and Services Awards are given each year to outstanding new products and services. In principle, the winners are selected by a strict evaluation process covering the approximately 20,000 new products and services that appeared during 2012 in four Nikkei publications: The Nikkei, Nikkei Sangyo Shimbun, Nikkei MJ and Nikkei Veritas. A total of 42 new products and services received awards.



The 23rd Naming Grand Prize Awarded by Readers

This was the first time that Nippon Life was chosen for a Naming Prize. There were a number of comments from people who voted for *Mirai no Katachi*. A woman in her twenties said the name conveys a sense of confidence about the future. A man in his twenties said that the name directly expresses the link between insurance and the future.



Naming Prize

The Naming Prize is given by the Nikkan Kogyo Shimbun, Ltd. once each year. Winners are chosen from names of primarily products, services and companies that attracted attention during the year. Readers of the newspaper submit votes to select the best names.



Nissay Educational Endowment Insurance Launched

ニッセイ学資保険

An increasing percentage of parents in Japan hope to have their children attend a university. This is creating a growing need for ways to pay for the high cost of advanced education.

As one result of a survey to determine customers' needs, Nippon Life started selling the *Nissay Educational Endowment Insurance* policy in April 2013. By raising the total amount of payments to policyholders in relation to premiums, the policy helps individuals prepare for the cost of higher education more efficiently.

Main Features of *Nissay Educational Endowment Insurance*

- A policyholder receives five annual payments in the form of an education pension starting when the insured person reaches the age for enrollment at university.
- Two versions of this policy are offered. One makes no special payments for a child in order to place emphasis on saving funds for college tuition. The other includes special payments to help cover expenses for starting elementary school, junior and senior high school, and other schools.
- No additional premiums are required if a policyholder dies. (The education pension and other coverage remain unchanged.)



Childraising Advice Hotline

ずっともっとサービス 育児相談110とライン

Nippon Life started operating the *Childraising Advice Hotline* at the same time that the *Nissay Educational Endowment Insurance* policy was launched. The hotline is an addition to the *Zutto Motto Service* for policyholders.

The hotline offers around-the-clock telephone counseling with specialists about the health and care of children.

*The *Childraising Advice Hotline* is provided by Life Care Partners Co., Ltd. This is not an insurance product or service of Nippon Life.

*For further details on *Zutto Motto Service*, please see Nippon Life's corporate website.



Launch of Nissay Long-Term Term Life Insurance with Low Surrender Benefits *Next Road*

ネクストロード

Business owners need to secure sources of funds for many requirements in the event of their retirement or inability to perform their duties. For example, companies need funds to protect their business activities, transfer ownership, and make retirement payments to executives.

To accurately meet the diverse needs of companies, Nippon Life introduced a product called *Next Road* in April 2013. This is a long-term term life insurance policy with low surrender benefits. By holding down the payment made if the policy is canceled within a certain number of years, the policy provides a death benefit and funds for retirement payments with a comparatively low premium.

Main Features of *Nissay Long-Term Term Life Insurance with Low Surrender Benefits Next Road*

- If a business owner dies, the policy pays a death benefit that can be used to protect business activities, transfer ownership, or take other actions.
- Customers can select a low surrender benefit period from 5 to 20 years.



Nissay Variable Interest Rate Single-payment Increasing-coverage Whole Life Insurance *Yume no Katachi Plus*

夢のかたち プラス 3年ごと増額型 毎年度増額型

This new insurance product targets the needs of the large number of seniors in Japan who have substantial financial assets that they wish to pass on to their heirs. The policy is structured to enable these individuals to accumulate precious assets and bequeath them to their loved ones. The product emphasizes single-payment policies, where the entire premium is paid when the policy is purchased.

After conducting a study to ascertain the needs of seniors, we decided to offer an even broader selection of methods for asset formation and estate planning. Accordingly, in April 2013 we launched Nissay Variable Interest Rate Single-payment Increasing-coverage Whole Life Insurance *Yume no Katachi Plus*. The policy is sold mainly through financial institutions, and customers can choose a death benefit that increases every year, just as with past policies of this type, or every three years.

Main Features of *Nissay Variable Interest Rate Single-payment Increasing-coverage Whole Life Insurance Yume no Katachi Plus*

- The policy pays the death benefit in effect on the date of the policyholder's death.
- This is a single-payment whole life insurance policy with a simple application procedure that does not require any information concerning the applicant's health or profession.
- The death benefit and surrender benefits are set when the policy is purchased and increase steadily up to the 15th year.



More Advanced IT

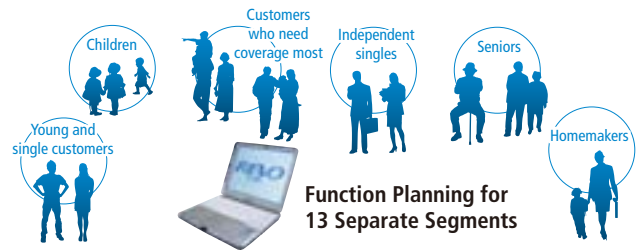
“REVO” Wireless Device

From April 2012, we introduced a new wireless device for sales representatives to use in the field when visiting customers. The new wireless device, called REVO, has the following major features.



State-of-the-art Consulting Functions to Support “More Advanced Protection”

Using the latest information obtained from customers, REVO enables sales representatives to conduct detailed consultations with customers according to their life stage and situation. Based on the consultation, representatives can then propose a plan that matches each customer’s individual needs. In this way, REVO enables us to offer customers the maximum benefit of the innovative features and flexibility of *Mirai no Katachi*.



Highly Convenient Administrative Operations and Services

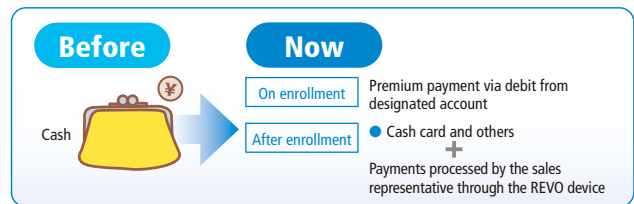
● Paperless and No Need for Personal Seals

Customers are able to simply check and confirm previously entered information and policy details on the screen of the REVO wireless device when they enroll, and record their signature digitally to complete the procedure.



● Cashless

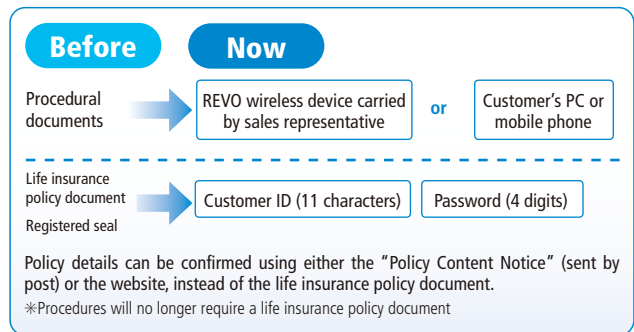
Insurance premium payments start after the customer has completed enrollment. This frees customers from having to prepare cash when enrolling for a policy. And, customers can now use cash cards or other means to pay processing fees or premiums arising from various procedures.



● After-sales Life Insurance Services and Procedures Available to Customers Using Customer IDs and Passwords (4-digit PIN Codes)

Customers can access services and perform procedures by using their customer ID and password through a REVO wireless device or their own PC without needing to prepare processing documents, life insurance policy documents, and their registered seal. These simpler procedures help to increase customer convenience, while protecting the environment by eliminating the need for paper.

*Some services and procedures, such as applications for payment of insurance claims and benefits or name changes, cannot be accessed or performed using the customer ID and password. These require a sales representative to prepare documents including identity certification documents. They can be performed without providing an insurance policy document or registered seal however.



Customers are clearly instructed to keep their passwords confidential from other people. Sales representatives will never ask customers to tell them their password.

TOPICS

Received Overall IT Award at the 30th Information Technology Awards

Nippon Life’s New Integrated System, which started operation in April 2012, was selected by the Japan Institute of Information Technology to receive the Overall IT Award at the Fiscal 2012 30th Information Technology Awards. Nippon Life received the award jointly with its subsidiary, Nissay Information Technology Co., Ltd.

The Overall IT Award is given to companies, institutions, businesses, departments and individuals with notable accomplishments concerning the use of IT for management innovation.

The Japan Institute of Information Technology stated that the major reasons for selecting Nippon Life was “the outstanding project management, start of operation in April 2012 as planned, high quality systems, and better ability to serve customers, such as by adding new products.”



At the Awards Ceremony

Policy Details Confirmation Activities and *Zutto Motto Service* Using the REVO Wireless Device

Sales representatives visit customers and use the REVO wireless device to conduct “policy details confirmation activities” for confirming details of the policy, and to note whether customers have had any surgeries or other medical procedures. Sales representatives also provide customers with useful medical information.



● Confirm policy details



Policy terms are confirmed and we check if any reasons for benefit payments have occurred.

● Confirm customer's information, family information, etc.
● *Zutto Motto Service* confirmation



Confirming the status of a customer and family members allows us to provide more useful information that reflects the changes in their lives. In addition, sales representatives give customers information about the *Zutto Motto Service*, which reflects Nippon Life's commitment to assisting customers.

● Provide latest information



Provision of important information to every customer and their family members.

Consulting Activities Using Video and Various Statistical Data

REVO wireless devices use videos to supply information in a format that is easy to understand. There are explanations by healthcare and tax professionals, a variety of statistical data, presentations about Nippon Life products and services, and other information.



A video about the *Childraising Advice Hotline*



A video about the *Best Doctors® Service*

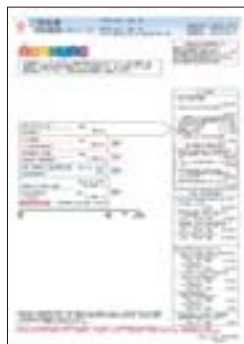


A video about gifting assets while still alive

Using E-mail to Provide Information about Insurance Products

Using e-mail makes it possible to contact customers who are usually not accessible. Customers' business or home PCs can be used to supply proposals (on paper) and other information about insurance products.

E-mail sent out by sales representatives



A proposal (on paper)

An impression of a customer viewing a proposal on his/her PC



More Advanced Support

Channel Reinforcement and Integration

Nippon Life has a multi-channel sales structure based on a face-to-face approach using Nissay Total Partners (sales representatives), including the Internet, Nissay Life Plazas and the Nissay Call Center. Through these channels we offer customers support to match their lifestyles.

Nissay Total Partners (Sales Representatives)

Our nationwide network of around 50,000 Nissay Total Partners (sales representatives) provides individual, face-to-face support to meet the needs of each customer.

● Policy Details Confirmation Activities

Nissay Total Partners (sales representatives) make regular visits to policyholders to check up on changes in customers' lifestyles, confirm whether any reasons for payment of benefits have occurred, and see whether there are any other services Nippon Life can provide. The visits help to reaffirm a sense of the peace of mind that comes from enrollment in life insurance policies.

Various Lines of Contact

Nippon Life provides a wide range of lines of contact to cater to a diverse range of customer lifestyles and needs.

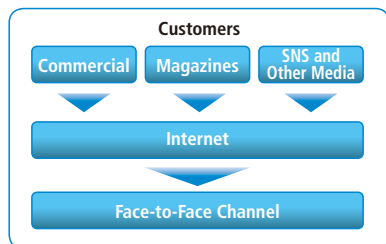
Internet Services	Enables customers to perform various procedures or lodge applications via their PCs or mobile phones
Nissay Life Plazas	Conventional shops that customers can visit throughout Japan
Agencies	Tax accountants, professional insurance sales agencies, financial institutions, etc.
Corporate Support	Consulting on employee benefit services for corporate customers
Nissay Call Center	Telephone support for customers



Channel Integration 1

Face-to-Face Channel × Internet

When customers have registered their information or requested materials on Nippon Life's website, sales representatives visit them or guide them to a service counter to offer face-to-face consultations.



Channel Integration 2

Sales Representatives × Corporate Sales Representatives

Sales representatives and corporate sales representatives team up to present employee seminars and provide various other services to strengthen their support for meeting the needs of corporate customers and their employees.

Annuity seminars, life planning seminars and other seminars at companies give employees an opportunity to think about plans for their lives. (About 2,700 of these seminars were held during fiscal 2012.)



A corporate customer employee seminar on life planning

Sales representatives at each workplace conduct policy details confirmation activities for policyholders and perform many other services for employees.



An activity in the Worksite Field

Nissay Total Partners (Sales Representatives)

Nippon Life has a network of approximately 50,000 Nissay Total Partners (sales representatives) at 105 nationwide branches. 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 the 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. At the end of March 2013, approximately 26,000 Nissay Total Partners had obtained qualification as financial planners.

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 savings plans to enable customers to reach their life-plan goals.

Internet

Nippon Life is upgrading services by utilizing the ability of the Internet to provide access to information at any time and location.

Nippon Life Website

1. Allows policyholders to conduct insurance procedures, and provides guidance on products and services, and other items.
2. Individuals considering an insurance policy can use the website to request information and consultations about products and services and request brochures.
3. The website provides information about Nippon Life's activities, financial data and other subjects.



1. Content for policyholders

Policyholders can find information about procedures, the *Zutto Motto Service* and other subjects on the website. In addition, they can use their customer ID to confirm policy details, make funds transactions, and perform other procedures online.



2. Content for people thinking about enrolling in a policy

In addition to reading information about special features of Nippon Life products and services, visitors to the site can perform simulations to determine the necessary amount of protection.

Visitors can also submit requests for pamphlets and estimates, and make appointments for Nissay Life Plaza consultations. The Nippon Life website can be used for insurance consultations, too.



3. Information about Nippon Life

Visitors can read about Nippon Life's corporate profile, financial data and other information. They can also view news releases, and information about Nippon Life's CSR activities and other initiatives.



Special Nissay Educational Endowment Insurance Website

Nippon Life operates a website exclusively for people thinking about enrolling in *Nissay Educational Endowment Insurance*, which was introduced in April 2013 to help prepare funds for their children's education expenses.

In addition to explaining the policy's features, the site allows visitors to compare plans and premiums by using simple simulations.

The site also enables visitors to apply for consultations on the spot.

<Top page>



<Consultation Application Steps>

- STEP 1 Application for a consultation**
Individuals who want a consultation submit the request on a special website for consultations.
- STEP 2 Contact**
The individual will be notified of the date and time of the consultation by telephone.
- STEP 3 Consultation**
A consultant provides advice and proposals based on the individual's needs and wishes.
- STEP 4 Application**
If the proposal is acceptable, the individual can submit an application at the consultation.

Promotion Sites

To develop a familiar presence with the public, Nippon Life uses community websites and Facebook for promotional activities.

● Mirai Factory

The website features various content, including sales promotions that customers can enjoy.



● Facebook

Nippon Life uses Facebook to distribute information to customers about special campaigns, TV commercials, stories involving policyholders and other subjects.



*The screenshots were taken in May 2013.

Nissay Life Plazas

Nissay Life Plazas are designed to make people feel welcome to walk in and obtain a variety of information. Procedures and consultations involving insurance policies are an important activity of these plazas. To meet a broad range of customers' needs, there are also specialized consulting services covering asset management, preparations for healthcare and nursing care, the accumulation of savings by parents to pay for their children's education, and other subjects. They also work to build people's familiarity with insurance by offering a wide range of services including free seminars on a variety of themes, tax accountant consultation services (at some plazas), and giving out information related to life events. There are 98 Nissay Life Plazas throughout Japan, receiving around 390,000 visitors each year (as of July 2013).



A consultation



A seminar

Agencies

Forming agency consignment agreements, we have developed a network of agencies centered on tax accountants; professional life and non-life insurance sales agencies; agencies related to major financial institutions throughout Japan; Japan Post Insurance Co., Ltd.; Japan Post Network Co., Ltd.; and other organizations.

The number of agencies topped 10,000 to reach 11,311* as of March 31, 2013 (increasing by 599 from a year earlier). Agencies sell our products while providing consultations about such topics as estate planning, transferring a company to new owners, protection for business activities, asset formation, and other subjects, mainly with corporate managers.

Nippon Life is dedicated to supplying the best possible services in order to meet the increasingly complex and diverse needs of customers. To offer these services, we are constantly upgrading sales support for agencies. We have about 500 agency support personnel who are stationed in all areas of Japan. Furthermore, we conduct a training program that systematically covers the knowledge and skills needed to enable these individuals to assist agencies at an even higher level.

Other measures include expanding the Nissay Marketing Station, a website exclusively for agencies, and upgrading the functions of the Agency Support Center, which directly answers questions from agencies. All these

activities assist agencies to offer consulting required to meet customers' increasingly complex and diverse needs.

*Agencies do not include banks and other financial institutions that sell Nippon Life products.

Nissay Marketing Station: Nissay Marketing Station is a Nippon Life website used exclusively by its agencies. This site has the A-Net (Nissay Agency Net) proposal preparation function, supplies up-to-date information about life insurance, has life insurance tax consultation service and financial planning simulation services, and many other capabilities to support the activities of 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.

Financial Institutions

Nippon Life has agency agreements with financial institutions throughout Japan for the sale of single-payment whole life insurance and single-payment annuities.

After customers have signed up for a policy, Nippon Life provides after-sales services. Once a year, we send customers a Policy Details Reminder by mail. We also provide dedicated call centers for products sold at financial institution service counters. Through these centers, policyholders can check their policy details and account status and conduct processing of insurance claims and benefits.

Moreover, 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, sales skills, and compliance.

[Number of Cooperating Financial Institutions (as of April 1, 2013)]

City banks/Trust banks	8
Regional banks	95
Credit unions/Credit cooperatives	189
Securities companies/Other	15
Total	307

[Products Sold at Financial Institution Service Counters and Financial Institutions Handling These Products (as of April 1, 2013)]

Single-payment whole life insurance	153
Single-payment annuities	158

Corporate Support

For companies, public-sector entities and other group customers, corporate sales representatives provide corporate insurance products for employee benefit plans, chiefly life insurance, health insurance, and an annuity.

These representatives perform total benefit plan consulting for reaching interactive solutions. This involves supplying information, identifying issues and covering other items about employee benefits in order to meet the diversifying needs of each customer.

Furthermore, our corporate sales representatives serve as a comprehensive source of assistance for group customers by working closely with specialists at Nippon Life and its group companies. Support extends from financial matters, like property and casualty insurance and loans for business operations, to help with obtaining office space. Offering these services to companies enables us to cover a broad spectrum of customers' needs.

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 as well as requests for insurance claims and benefits in a simple, convenient and efficient manner.



A Nissay Call Center

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's requests for personal visits or other inquiries.

*Implemented in some regions.

Automatic Phone Services

Customers who have received a customer ID can make use of these services to change PIN numbers, take out policy loans and withdraw accumulated dividends through an automated telephone voice directory.

ATMs

Customers possessing Nissay Cards may use them at any one of 58,000 ATMs nationwide. They can take out or repay policy loans, withdraw accumulated dividends, deferred special payments and deferred insurance amounts.*

In addition to Nippon Life ATMs installed at Nissay Life Plazas and other

locations, customers can also perform various procedures at the ATMs of Japan Post Bank Co., Ltd., The Bank of Tokyo-Mitsubishi UFJ, Ltd., and Sumitomo Mitsui Banking Corporation (as of April 2013).

*ATMs can be used for only certain policies that were purchased on or before April 1, 2012.