

Expansion of the Domestic Life Insurance Business (Segment Strategy Progression)

# Strengthening and Diversification of Sales/Service Channels

We use a variety of sales channels besides the Nippon Life sales representatives. These include Nissay Life Plazas for servicing walk-in retail customers, corporate support teams, financial institutions, and insurance agencies.

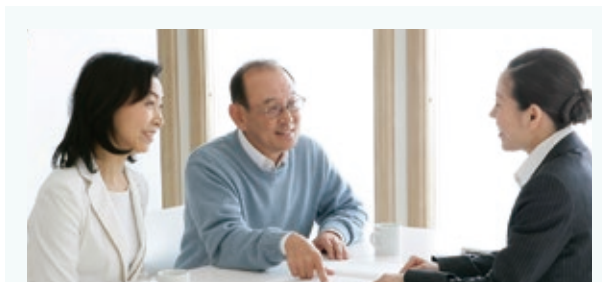


## Sales Representatives (Nissay Total Partners)

Nippon Life has a network of approximately 50,000 sales representatives (Nissay Total Partners) at 101 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 may 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 indepth knowledge of not only life insurance, but also financial products, the social insurance system, real estate, taxation and inheritance. At the end of March 2015, approximately 28,000 Nissay Total Partners had obtained qualifications 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.

## Nissay Life Plazas

Nissay Life Plazas are designed to make people feel welcome to walk in and obtain a variety of information. There are 98\* Nissay Life Plazas throughout Japan, receiving around 320,000 visitors each year. 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.

\* As of July 2015



Reception



Event

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

## 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.

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.

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 where policyholders can check their policy details and account status and conduct processing of insurance claims and benefits.

Going forward, we will strive to satisfy an even broader range of customers by upgrading our product lineup in this area and further strengthening relationships with financial institutions.

## Agencies

Through 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 Co., Ltd.; and other organizations.

The number of agencies reached 13,141\* as of March 31, 2015 (increasing by 1,052 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 600 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.

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.

### [Number of Cooperating Financial Institutions (as of April 1, 2015)]

City banks/Trust banks	8
Regional banks	95
Credit unions/Credit cooperatives	183
Securities companies/Other	17
Total	303

### [Products Sold at Financial Institution Service Counters and Financial Institutions Handling These Products (as of April 1, 2015)]

Single-payment whole life insurance	147
Single-payment annuities	121

We will also continue to focus on building up our market share by developing new agency channels based on strengthening our relationships with independent retail agencies contracted to multiple insurers.

\* Agencies does not include banks and other financial institution-related agencies.

**NISSAY MARKETING STATION:** The 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.

## Entering the Independent Retail Agency Market

In May 2015, by underwriting a ¥1-billion capital increase, we acquired a 95.24% equity stake in LifeSalon, an operator of a chain of independent agencies offering life insurance products.

By strengthening our initiatives in the independent retail agency sector, this acquisition enables us to diversify our sales and service channels and to provide detailed services to customers who typically would not tend to contact Nippon Life.

LifeSalon has established a strong reputation among customers for its ability to propose sophisticated solutions to address the needs of individuals, and for its after-sales service.

