

TOPICS (Fiscal Year Ended March 31, 2017)

April

Conclusion of Nippon Life's First Comprehensive Collaboration Agreement with a Prefecture

We concluded a comprehensive collaboration agreement with Saitama Prefecture, with the aim of improving prefectural services and revitalizing local communities. Based on the agreement, in fiscal 2016, we held a business-matching event and co-hosted a Pink Ribbon event. Going forward, we will work to improve prefectural services and revitalize local communities by closely cooperating and collaborating in a wide range of areas, including health promotion, disease prevention, and support for disabled persons.

In addition to Saitama Prefecture, we concluded comprehensive collaboration agreements with nine other prefectures in fiscal 2016, and going forward, we will continue to work with local governments to contribute to local communities.



Left: Saitama Prefecture Gov. Ueda
Right: Nippon Life Chairman Okamoto

August

Management of Private Placement REIT, NIPPON LIFE PRIVATE REIT Inc. Begins

Nissay Realty Management Co., Ltd., a subsidiary of Nippon Life, commenced the management of NIPPON LIFE PRIVATE REIT Inc., a privately placed REIT entrusted with real estate investment management operations. It is the first time that a subsidiary of a domestic life insurance company has managed a privately placed REIT. We plan to grow the REIT's assets from roughly ¥30 billion initially to around ¥100 billion in about one year, and to approximately ¥300 billion in the medium to long term.

Through this initiative, while responding to investors' real estate investment needs, we will enhance our real estate investment efficiency, strengthen the Group's real estate investment capabilities, and strive to secure long-term, stable investment returns in order to ensure returns for policyholders.

September

Start of Procedures Using Magokoro Navi (Patent Pending)

We introduced the new system *Magokoro Navi* for the REVO wireless devices used by approximately 50,000 sales representatives. With this system, after enrollment, in addition to displaying a list of necessary procedures in conjunction with customers' life events, such as marriage and finding employment, we have increased the procedures that are completed in the presence of customers and shortened the number of days required for procedures, thereby greatly raising the level of convenience for customers.



Screenshot after selecting "Got married" as a life event on *Magokoro Navi*

October

Completion of Acquisition of the Life Insurance Business of MLC (Australia)

In October 2016, Nippon Life acquired 80% of the shares of the life insurance business of MLC Limited, a subsidiary of National Australia Bank (NAB), one of the largest banks in Australia, thereby turning MLC Limited into a subsidiary of Nippon Life. This deal marks Nippon Life's first majority stake in a major overseas company.



LIFE INSURANCE

Left: Nippon Life President Yoshinobu Tsutsui
Right: NAB CEO Andrew Thorburn



Launch of *ChouChou!*, Coverage Against the Three Major Diseases with Birth Support Benefits

As a new product for women, in October 2016, we began selling *ChouChou!*, which in addition to coverage for the three major diseases (cancer, heart attack, and stroke) and death, provides a benefit when the insured gives birth, coverage for specified infertility treatment, and a lump-sum payment if the policy is continued until maturity.



The Nikkei, September 6, 2016 (Morning Edition)

November

Acquisition of Patent for Customer Visit Preparation System

We obtained a patent for our Customer Visit Preparation System (Japanese Patent No. 6035404), which analyzes the customer data of about 10 million existing policies, and, based on data divided into about 500 customer segments, has the unique function of displaying 2,000 types of activity advice. It is installed in the REVO wireless devices used by sales representatives, and supports their consulting activities.

January

Commencement of Supplying Nippon Life's Products to Mitsui Life Insurance

Sales of "Nissay Increasing Term Insurance" for executives was launched in Mitsui Life Insurance's sales representative channel under the name "Increasing Term Insurance—Management Support." This was the first product in the plan for the mutual provision of products.

Going forward, the Group will work together to create a platform to supply optimal products to customers.

January

Announcement of Launch of New Product for Corporate Pension Funds “Defined Benefit Corporate Pension Insurance (No Dividend)”

To respond to customers’ stable investment needs, we announced that we would launch sales of “Defined Benefit Corporate Pension Insurance (No Dividend)” from April 2017 as a new general account product for defined benefit corporate pension plans.

As this product has a principal guarantee, it is a suitable product for safety-oriented assets in a low interest rate environment.

February

Agreement with Nichii Gakkan Co., Ltd. Concerning Nationwide Rollout of Company-Led Daycare Centers

The problem of children being on standby to enroll in certified daycare centers is getting worse. Aiming to provide “Insurance + α” value (meaning “Insurance plus additional services”) which will further expand our social role, in collaboration with Nichii Gakkan Co., Ltd., with which Nippon Life has had a business tie-up relationship since 1999, we agreed to expand the number of company-led daycare centers to approximately 100 locations across all prefectures. Our plan is to start operations from April 2017, and to create daycare opportunities for 1,800 children by April 2018. Through this agreement, we will further support the promotion of women in society.



The Yomiuri Shimbun, February 18, 2017 (Morning Edition)

March

Announcement of the Launch of *Platinum Phoenix*, a New Corporate Product Providing Long-Term Term Life Coverage with a Period of Extensive Coverage for Accidents

We announced that from April 2017 we would launch *Platinum Phoenix*, a long-term term life insurance product that has a period of extensive coverage for accidents, as an insurance product that allows customers to efficiently cover their business and prepare business succession funds, while curbing premiums by keeping down death benefits for death caused by something other than injury for a certain period of time after the policy is purchased.



March

Announcement of Medium-Term Management Plan “Zen Shin —next stage—” (2017–2020)

We achieved ahead of schedule almost all of the numerical targets set out in the previous three-year management plan *Zen Shin*, and in addition, as a foundation from which to take even larger strides forward, we strengthened the Group platform through actions including the management integration with Mitsui Life. Meanwhile, ultra-low interest rates have had a significant impact on our management in various ways, including providing products to customers and in our asset management operations. Targeting sustainable growth for the entire Group, we decided to get off to a fresh start based on the achievements under the *Zen Shin* Three-Year Management Plan.

Under the Medium-Term Management Plan *Zen Shin —next stage—*, with the slogan “Aim to be the leading company in an era with an average life expectancy of 100 years” as our social mission as a life insurance company, we will raise our level of profitability to fulfill our responsibility of providing coverage for our customers and delivering peace of mind in any type of environment. In addition, we will harness all of the Group’s abilities to address long-term management issues, such as the population decline.

Signing the United Nations Principles for Responsible Investment

In March 2017, we signed the United Nations Principles for Responsible Investment (PRI)*. By signing the PRI, an international framework, in addition to announcing our efforts globally, we once again showed that we are fulfilling our social responsibilities as a life insurance company.

Now, having signed the PRI, Nippon Life has formulated the “Policy on ESG Investment and Financing” and in its new Medium-Term Management Plan “*Zen Shin —next stage—*” (2017–2020) it has set a quantitative target for ESG-related investment and financing of ¥200 billion. The Company also intends to utilize the Group to further bolster its initiatives in ESG investment and financing.

* The PRI are a set of principles aiming to realize a sustainable society by proposing that institutional investors incorporate environmental, social and corporate governance (ESG) issues in their investment decisions.

Turning Hoken 110 into a Wholly Owned Subsidiary

As a part of our effort to increase our presence in the independent insurance agency market, we announced that we will turn Hoken 110, an independent insurance agency with a branch network, into a wholly owned subsidiary.

