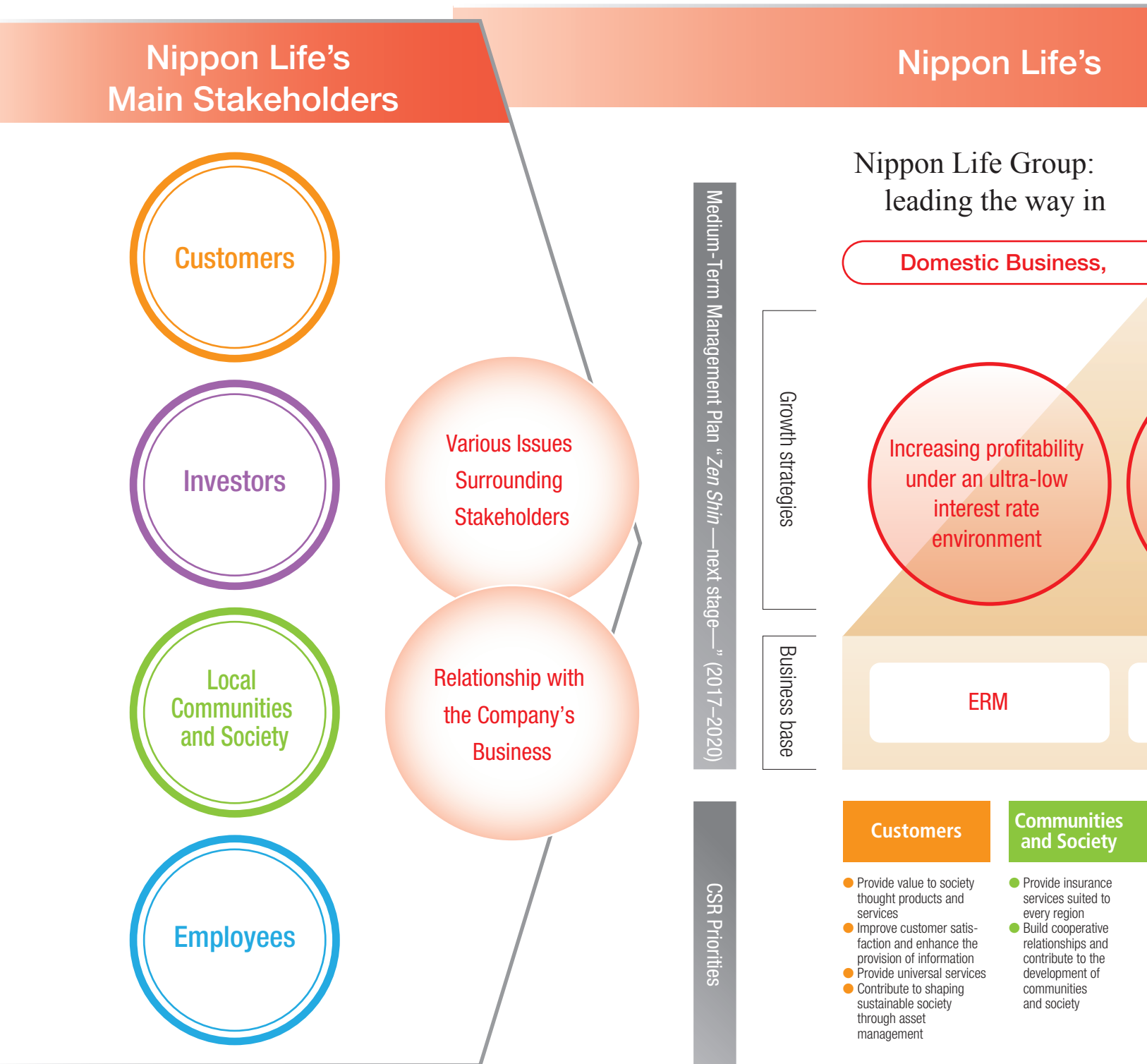


Nippon Life's Value Creation Model

Nippon Life has a mission to faithfully uphold its promise to customers over the long term and a mission to contribute to the creation of a sustainable society by investing the insurance premiums it receives from customers.

We will carry out these missions through our business activities, aiming to contribute stability and enhancement to people's lives.



Contribute to the stability and enhancement of people's lives under the precepts of Conviction, Sincerity and Endeavor

Business Activities

an era when a lifetime spans 100 years

Group Business, Asset Management

Fields for strengthening

Expand the social roles of the Nippon Life Group

Steadily expand the profit of Group businesses

Advanced IT utilization

Human resource development

Employees

- Recruitment, development and retention of talented human resources
- Promotion of diversity
- Promotion of work life balance

Compliance/Risk Management

- Strengthen the compliance system
- Upgrade the approach to Enterprise Risk Management

Corporate Governance

- Long-term stable business operation through the mutual company structure
- Proper distribution of economic value
- Strengthen corporate governance
- Integrate CSR issues in business operations
- Stakeholder engagement

Value

Delivered to Stakeholders

Customers

- Fulfill long-term coverage obligations
- Stable payment of dividends



Investors

- Provide investment opportunities through appropriate information disclosure
- High creditworthiness backed by a strong financial position



Local Communities and Society

- Environmental protection
- Healthy development of children and young people
- Abundant cultural development
- Contributions to the fields of aging and medicine



Employees

- Motivating and positive work environment
- Corporate culture that instills pride in employees

