

# To be a partner that provides “Consistent Protection. Superior

We would like to thank all our customers for their continued patronage and support. Nippon Life Insurance Company would like to once again extend its heartfelt apologies for having caused a great deal of inconvenience and concern to its customers in connection with the issues of payment of insurance claims and benefits. Nippon Life will do its utmost to prevent the recurrence of this situation and, at the same time, will endeavor to provide wholehearted services, from enrollment to payment, in order to regain customer trust.

## Consistent Protection, Superior Services

- Life insurance is a long-term contract that extends from the commencement of the contract to the receipt of insurance claims. Our mission as a life insurance company is to give customers consistent protection and support livelihood through their policies during the term while working to further improve our services so as to be a partner that provides customers with superior service.
- As a mutual company founded in the spirit of providing mutual aid and assistance, Nippon Life has the best interests of its customers at heart with a long-term prospective and manages its business from the customer’s perspective.

## Further Service Improvement

- Nippon Life can respond to a wide range of customer risks with a full lineup of insurance products, including survivor, medical and nursing care coverage, asset formation, annuities and non-life insurance. In the years ahead, we will further develop easier-to-understand insurance products that are better adapted to customer needs.
- Furthermore, not only from the time of enrollment, but after enrollment as well, Nippon Life is working to provide greatly enhanced after-sales service that includes periodic explanations of policies and payment-related information. To that end, Nippon Life is more vigorously promoting its face-to-face consulting services through its sales representatives and instituting a system to facilitate customer consultations by upgrading and expanding its Life Plaza customer service counters and call centers.
- So that insurance claims and benefits are quickly and reliably paid in case of unforeseen circumstances, Nippon Life is developing the infrastructure, including administrative reviews and new systems, from the viewpoint of providing better support and service.
- Nippon Life is not only taking steps to diligently respond to complaints and grievances, it is working to improve business and services based on customer feedback.

# Services."

## Increased Dividend Payouts and a Stronger Financial Foundation

- In fiscal 2007 (ended March 31, 2008), Nippon Life increased its dividend payouts for individual insurance for the fourth consecutive year and will continue to do its utmost to increase dividend payouts. Moreover, Nippon Life is taking steps to strengthen its financial foundation so that it can reliably pay insurance claims and benefits into the future.

## Social Action Programs

- To become a company that is respected by people in the communities and regions of the world that it serves, Nippon Life is pursuing consistent, long-range social programs, including the Nissay Masterpiece Theatre program and the Nissay Planting and Nurturing Forests for Future Generations campaign. At the same time, Nissay will continue to make environment-friendly investments and loans in the asset management field.

Fiscal 2008 is a milestone year for us as we mark the 120th year since our founding. All of us at Nippon Life are working in concert to ensure that the Company is a partner that provides Consistent Protection and Superior Services, and we would like to thank you and ask for your continued support and loyal patronage.



*Ikuo Uno*

Chairman:  
Ikuo Uno

*Kunie Okamoto*

President:  
Kunie Okamoto