

Fiscal Year Ended March 31, 2011

April:

Started the *Zutto Motto* Service

This service allows policyholders to accumulate Thanks Miles that can be exchanged for a variety of gifts using four menus, including the Thanks Mile menu. Policyholders receive points when confirming policy terms, registering information and performing other prescribed activities.

Redesigned Corporate Website

Nippon Life redesigned its corporate website in order to further enhance customer services. The new website has seen a sharp increase in viewers thanks to the launch of an e-mail newsletter distribution service, new content and other upgrades.

May:

Developed New Payment Underwriting System

This new system offers many benefits to policyholders: procedures that are easy to understand; accurate and speedy payment investigations along with the provision of information about requesting payments in all cases; and thorough follow-up services after payments have been made.

Nissay-Greatwall Life Insurance Received Approval to Prepare for Opening of Beijing Office

Nissay-Greatwall Life Insurance Co., Ltd. received permission to begin preparations to open a branch office in Beijing. The company currently has offices in the Chinese provinces of Zhejiang and Jiangsu.

July:

Developed Online Services for Defined Benefit Corporate Pension Plans

Through the development of Online Services for Defined Benefit Corporate Pension Plans, corporate pension enrollment, withdrawal and various other procedures may now be completed over the Internet. Previously, these tasks were processed by mail.

October:

Started Sales of Foreign Currency-denominated Insurance Products of Gibraltar Life

Nippon Life started selling two insurance products of Gibraltar Life Insurance: an individual annuity policy (no dividend payments) in which the customer can designate the currency and a U.S. dollar-denominated whole life insurance policy (no dividend payments). Adding policies from Gibraltar Life Insurance, which has much experience in foreign currency insurance products, Nippon Life lineup has made it possible to satisfy an even broader range of customers needs.

December:

Started Sales of *Yume No Katachi* (Nissay Increasing Term Single-Payment Whole Life Insurance with a Variable Assumed Interest Rate)

This insurance product is a simple and easy-to-understand single-payment whole life insurance policy that enables customers “to bequeath valuable assets to special people in their lives with peace of mind.” The product also provides the standard features of a single-payment whole life insurance policy, namely coverage over a customer’s entire lifetime along with addressing the asset formation and inheritance needs of customers.



*The above section presents a summary of a product (rider) and does not cover all the particulars pertaining to policies. When reviewing a policy, always confirm the particulars by reading pamphlets, Policy Guides, Reminders, *Policy Clause—Bylaws/Terms and Conditions* and other materials.

February:

Nissay-Greatwall Life Insurance Opened Beijing Office

Nissay-Greatwall Life Insurance Co., Ltd. opened a branch office in Beijing, where numerous Japanese companies have set up operations.

The company will continue working to expand business in China while providing an expanded range of even better services.



Branch opening ceremony

March:

Agreed to Invest in Reliance Life Insurance Company

Nippon Life has entered into an agreement to purchase shares of Reliance Life Insurance Company Limited, a life insurer under the Reliance ADA Group, one of the most prominent business houses in India. Nippon Life plans to use its experience and expertise to give Reliance Life assistance that will contribute to consistent and sustainable growth.

From a medium- and long-term perspective, Nippon Life believes that this relationship will also increase earnings for policyholders through dividend income and other benefits from Reliance Life.