

Responses to the Great East Japan Earthquake

Nippon Life wishes to extend its deepest sympathies to those who were personally affected by the Great East Japan Earthquake that struck on March 11, 2011. Recognizing that many people are still experiencing hardship and suffering, we hope for the speediest possible restoration and recovery of the affected areas.

On the day of the earthquake, Nippon Life set up a Disaster Response Headquarters led by Mr. Kunie Okamoto, its chairman (president at the time), as an emergency response measure. On March 12, Nippon Life decided to provide full payment of all necessary insurance claims and benefits related to the disaster. Nippon Life also implemented various measures for policyholders, as detailed below.

In addition, on March 17, Nippon Life set up the Earthquake Disaster Recovery Bureau within the Sendai Branch. Through this new organization, Nippon Life has worked to rapidly restore customer services and other operations in the affected regions and assist with the reconstruction effort in various ways.

Special Treatment for Policyholders Affected by the Earthquake

● Full Payment of Benefits for Accidental Death Due to Disaster

Under the terms of accident riders, the Company holds an option not to pay, or to reduce some portion of, accidental death benefits and/or accidental hospitalization benefits in the event of earthquakes and other disasters. However, given the circumstances, Nippon Life has decided not to apply these exemption clauses to policyholders affected by the recent earthquakes at this time, and will therefore pay out all necessary accidental death benefits and other relevant claims to them.

● Extension of Grace Period for Payment of Premiums

Nippon Life will extend grace periods for policyholders incapable of paying premiums for reasons associated with the earthquakes, allowing them to defer premium payment by up to six months (up to September 30, 2011).

For policyholders resident in regions designated by the Disaster Relief Act*¹, Nippon Life will automatically extend the grace period for payment of premiums for up to six months, even if no request for a grace period extension is received.

Nippon Life will extend grace periods for the payment of premiums through September 30, 2011. For policyholders incapable of making ordinary premium payments during the grace period, Nippon Life will further extend the grace periods for an additional three months (up to December 31, 2011). If coverage is to be continued after the grace period, policyholders must make full payment of all premiums exempted through to the end of the grace period.

As special treatment, installment payment plans can be arranged for policyholders who find it difficult to make full payment of premiums. In this case, policies may be continued by resuming regular premium payments from January 2012 following the method prescribed by the Company. The exempted premiums and the premiums arising from January 2012 must be paid by October 31, 2012.

● Fast and Simplified Payment of Claims, Benefits and Policy Loans

Nippon Life strives for faster payment by allowing policyholders to leave out some of the required paperwork when filing for the above items.

● Reduction or Exemption of Interest Payable on Policy Loans

(New Loans) through Lower Interest Rates

Nippon Life has applied a special interest rate (reduced interest rate) to new policy loans extended to policyholders who were affected by the disaster in regions designated by the Disaster Relief Act*². (Application period: until June 30, 2011; Effective period for special interest rate: until December 31, 2011)

● Special Treatment of Financing-related Matters

Nippon Life is offering consultations on modifying repayment conditions and other terms, and taking out emergency loans, in principle, only to policyholders who have taken out housing loans and have been affected by the disaster in regions designated by the Disaster Relief Act and corporate clients in these regions who have taken out loans from Nippon Life.

● Special Treatment of Accidental Hospitalization Benefits

Nippon Life is offering the following special treatment of accidental hospitalization benefits to policyholders affected by the disaster in regions designated by the Disaster Relief Act.*¹

(1) In cases of hospitalization for injury due to the earthquake

In cases where medical certificates needed to submit claims for insurance benefits cannot be obtained, Nippon Life will pay hospitalization benefits to policyholders submitting receipts or other documentation issued by the hospital or clinic.

In certain cases, policyholders may have been unable to be hospitalized immediately due to conditions in disaster-stricken areas, and were hospitalized after a certain amount of time had passed. In these cases, at the request of policyholders, Nippon Life will pay hospitalization benefits as if the policyholder was hospitalized from the day of injury.

(2) In cases where necessary medical treatment through hospitalization could not be received

In certain cases, policyholders requiring treatment through hospitalization may have been required to leave the hospital earlier than planned, or may have been required to recuperate at home, evacuation shelters or other facilities without hospitalization. In these cases, Nippon Life will pay hospitalization benefits for the relevant period to policyholders submitting a physician's medical certificate indicating the hospitalization period that would have been necessary.

*¹ Excluding Metropolitan Tokyo and certain other regions, which were also designated as regions subject to Japan's Disaster Relief Act primarily due to the inability of massive numbers of people to return home immediately after the earthquake.

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Measures to Ensure the Fulfillment of All Payments

● Customer Visits

Since the earthquake, Nippon Life has visited customers in the affected regions as employees became available. The purpose of these visits is to check up on each customer's situation, provide information about various procedures and present a gift expressing Nippon Life's sympathies.

● Advertisements and Television Commercials Expressing a Message of Sympathy

Furthermore, Nippon Life has used mass media, including television commercials and radio and newspaper advertising, to extend a message of sympathy to victims of the disaster and make announcements regarding various procedures.



● Launched a Special Earthquake Response Website on the Corporate Website

A special earthquake response website was launched on Nippon Life's corporate website to provide information about various earthquake response measures implemented by Headquarters.



➡ <http://www.nissay.co.jp/shinsaishirase/index.html>
(Japanese only)

● Special Earthquake Response Counters and Other Facilities Established

We have established special earthquake response counters to ensure that we address all of the needs of customers in the affected regions. In certain locations where it is difficult to reopen offices due to earthquake damage, we have restarted operations from newly established temporary offices.

- March 30 : Established the Life Plaza Sendai Ishinomaki Special Counter in Ishinomaki
- April 18 : Restarted operations at the Ofunato Sales Office and Kesenuma Sales Office (temporary offices established)
- May 9 : Restarted operations at Rikuzentakata Sales Office (temporary office established)

- May 30 : Restarted operations at the Sanriku Chuo Sales Office (temporary office established)

Around 40 simple customer service counters were set up mainly in evacuation shelters in Iwate, Miyagi, and Fukushima prefectures to provide consultations to customers.



Customer consultations

● Poster Notifications

Poster notifications were put up at more than 1,000 locations, including evaluation shelters, to express Nippon Life's sympathies to those personally affected by the earthquake, and to actively provide information about various procedures.



● Extension of Call Center Hours and Expansion of Service (Calling Charges Waived)

Call Center hours have been extended to provide sufficient services to those in the affected regions, including customers for whom it is difficult to arrange visits by sales representatives. (Ordinary business hours until 17:00 on Saturdays have been extended to 18:00.) For Sundays and holidays, Call Center hours have also been extended to provide a dedicated earthquake assistance line (9:00 to 18:00).

- Checked Customers' Claim-Filing Status via Safety Confirmation E-Mails
Using e-mail, we checked up on the claim-filing status of customers who have registered their e-mail addresses with us, in an effort to ensure that all customers are able to file claims.

● Customer Notices with Enclosed Return Envelopes Mailed to Policyholders in the Affected Regions

We mailed written notices of the special treatment offered to all policyholders who live in the affected regions. The claim-filing status of these customers was verified through replies to these notices.

Earthquake Recovery Support Activities and Power Conservation Measures

● Donation of Relief Money

Nippon Life donated relief money of ¥100 million through the Japanese Red Cross Society (In addition, the Life Insurance Association of Japan donated condolence money of ¥300 million through the Japanese Red Cross Society.)

● Donations to the Great East Japan Earthquake Relief Fund of the Japanese Red Cross Society by *Zutto Motto* Service Policyholders Using “Thanks Mile” Points

Through various announcements, Nippon Life has encouraged *Zutto Motto* Service policyholders to use “Thanks Mile” points, a service for policyholders, to make earthquake relief donations to the Japanese Red Cross Society.

Monetary Amount of Donations to the Great East Japan Earthquake Relief Fund of the Japanese Red Cross Society (as of June 30, 2011)

Nippon Life has collected donations of around ¥160 million in relief money from around 280,000 policyholders.

● Nippon Life-owned Building (the Former Sendai Excel Hotel Tokyu)

Leased Gratis to the City of Ishinomaki, Miyagi Prefecture

Nippon Life approached Miyagi Prefecture with a proposal to make a company-owned building in the city of Sendai, Miyagi Prefecture, available for use in the earthquake recovery effort.

As a result, this building has been leased gratis to the city of Ishinomaki, and is being used as an evacuation shelter for those affected by the earthquake.

(Planned lease period: until March 31, 2012)



Exterior of the former Sendai Excel Hotel Tokyu

● Delivery of Relief Supplies

Nippon Life has provided various relief supplies when visiting policyholders. At the same time, relief supplies have also been actively delivered to evacuation shelters. Given the particularly urgent need for personal hygiene supplies in the affected region, Nippon Life’s relief supplies have included around 2 million face masks, around 300,000 boxes of tissues and around 500,000 plastic trash bags.

● Preparing Meals at an Evacuation Shelter with Labor Union

On April 16, 2011, Nippon Life prepared meals for around 300 people together with its labor union at the Heisei no Mori evacuation shelter in the town of Minamisanriku (Motoyoshi County), Miyagi Prefecture.



Preparing meals at an evacuation shelter

● Invitation of Little League Children from Earthquake-stricken Areas to the Nissay Inter League (Central-Pacific) Baseball Games

Nippon Life has invited children playing on Little League baseball teams primarily in the city of Sendai, Miyagi Prefecture, one of the disaster-stricken regions, to attend the Nissay Inter League (Central-Pacific) baseball games at no charge. (A total of 800 participating children were invited to 8 games.)



Children invited to the Nissay Inter League (Central-Pacific) baseball games

● Power Conservation Measures

Nippon Life raised air conditioner temperature settings and implemented the “Cool Biz” initiative of encouraging light casual business attire in the office one month earlier than planned, from May. These actions were taken for environmental reasons, and as precautionary measures for possible power shortages. Other measures have included temporarily removal of some fluorescent lights to reduce the number in use.

From July to September, in the service areas of Tokyo Electric Power Co., Inc. and Tohoku Electric Power Co., Inc., Nippon Life will promote rotating weekday closures (with Saturday operations instead), turning off lights until evening and stoppage of certain air conditioners at sales offices. In these service areas, Nippon Life will also implement a floor-based shift system and other programs at Headquarters and branches, with the view to turning off lights and air conditioners in the evening and later hours.

Furthermore, as a growing number of households embrace power conservation measures, Nippon Life will not only thoroughly instruct its employees to conserve power, but it will also provide power conservation information to customers.

*The above lists the responses of Nippon Life through May 31, 2011. For the most recent information about our responses and other details, please contact the Nissay Life Plaza or the Nissay Call Center.

0120-201-021 (Toll-free in Japan) *Also accessible from mobile phones and PHS.