

TOPICS

Fiscal Year Ended March 31, 2012

July

Invested in Allianz

Nippon Life purchased convertible subordinated notes issued by Allianz Financial II B.V., a finance subsidiary wholly owned by Allianz SE, one of the world's leading integrated financial services providers.

Looking ahead, Nippon Life will continue to seek opportunities to work together in various areas with Allianz through continuous interaction including exchange of personnel.

August

Launched Official Facebook Page and Smartphone Website

Nippon Life launched an official Facebook page and smartphone website to address diversifying customer needs and market conditions. Nippon Life will regularly provide information from its Facebook page and smartphone website to clearly explain its life insurance services and the necessity for such services, along with its activities and other topics.

*Since June, Nippon Life has been using Twitter and Facebook to provide information to students preparing for job-hunting activities.

September

Formed Business Alliance with Reliance Capital Limited

Nippon Life signed a Memorandum of Understanding on collaboration with Reliance Capital Limited, a financial services company in the Reliance Group, one of the largest business houses in India.

Nippon Life and Reliance Capital Limited agreed to increase strategic partnership from a long-term perspective in a range of fields, including areas other than the life insurance business.

January

Agreed to Invest in Reliance Capital Asset Management Limited

Nippon Life reached an agreement to purchase shares of Reliance Capital Asset Management Limited, an asset management subsidiary of Reliance Capital.

In October 2011, Nippon Life invested in Reliance Life Insurance Company Limited, a life insurance subsidiary of Reliance Capital. Nippon Life's investment in Reliance Capital Asset Management Limited is aimed at deepening and expanding the cooperative relationship between Nippon Life and the Reliance Group.

February

Established *Mirai Forest*

Nippon Life established *Mirai Forest*, a lounge for visitors, inside the Nissay Life Plaza Marunouchi. *Mirai Forest* is based on the concept of providing a space "for rest" in the heart of the city—one that evokes a forest. *Mirai Forest* is open to all visitors, who are welcome to casually drop by and enjoy the facility. It is an open lounge offering information about insurance and Nippon Life.

March

Formed Business Alliance with AIA Group Limited

Nippon Life signed a Memorandum of Understanding on a business alliance with AIA Group Limited, one of the largest life insurers in the Asia-Pacific region.

Nippon Life has purchased ordinary shares of AIA Group Limited with the objective of further strengthening its relationship with this company while capturing growth opportunities across Asia-Pacific life insurance markets.

Unveiled the 3-Year Management Plan "Future Creation Project"

In April 2012, Nippon Life launched a 3-year management plan called the "Future Creation Project." The plan embodies Nippon Life's aspiration to create a future together with customers where people can feel secure, backed by its strong financial position and soundness.

Through the New Integration Strategy, Nippon Life has completed the development of products and services combining innovation and flexibility (insurance coverage) and cutting-edge IT infrastructure (IT). Nippon Life now seeks to combine these elements with its sales channel mix based on face-to-face sales activities (support), a core strength of the company. Through this approach, Nippon Life aims to provide a new type of comprehensive insurance service.

Launch of *Mirai no Katachi* Announced

Mirai no Katachi is a new product that dramatically improves flexibility for customers both at policy enrollment and thereafter by allowing customers to flexibly combine standalone insurance coverage options according to their needs. Each coverage option has been fully revamped based on the concept of providing customers with clear and simple coverage details. Efforts have also been made to enhance services. For example, Nippon Life has introduced the *Care Guidance Service*, where specialized staff (care managers, etc.) visit customers at their homes and offer consultations free of charge.

Nippon Life Executive Advisor Ikuo Uno Received The Insurance Hall of Fame Award

Mr. Ikuo Uno, Executive Advisor to the Board of Nippon Life, received The Insurance Hall of Fame Award at The International Insurance Society, Inc.'s (IIS) 48th Annual Seminar held on June 18, 2012 in Rio de Janeiro, Brazil.

Established in 1957, The Insurance Hall of Fame Award honors distinguished insurance leaders from all over the world for their innovative and creative contributions to the advancement of the insurance industry on both theoretical and practical fronts over a long time. Winners are selected by a vote of IIS members, comprising a total of 900 corporate and individual members. Members include insurance business managers and researchers from more than 90 countries around the world. This is the first time since 2001 that a recipient of The Insurance Hall of Fame Award has been selected from Japan's life insurance industry.

IIS noted that Mr. Uno's induction to the Insurance Hall of Fame recognizes his significant contribution to the life insurance industry "as a business manager who is committed to long-term, stable business management with the conviction and determination to fulfill responsibilities to provide security to policyholders over the long term" in the context of the activities of Nippon Life and the industry as a whole.

