

April

**Launched the Future Creation Project, Our New Three-year Management Plan**

In April 2012, Nippon Life launched a three-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 has combined 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 is providing a new type of comprehensive insurance service.



March 23, 2012  
A press announcement for "Future Creation Project"

**Launch of Mirai no Katachi Announced**

Mirai no Katachi is a new, easy-to-understand 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. Nippon Life has also increased the level of service by introducing the *Care Guidance Service* and other measures.

**日生、特約を廃止**

日本生命保険は23日、商品戦略を大々的に転換するを発表し、主契約に追加する「特約」を4月1日から廃止し、顧客が必要とする保険のみを単品販売する。顧客の保険料負担を軽減し、外資などに対抗して幅広い層の取り込みを狙う。高額で手厚い保険を求めがちな顧客層を、他の大手生命の戦略も影響を与えよう。新戦略の最大の武器は保険商品の単品化だ。従来個人向けは特約しか契約できなかった。

**外資に対抗 必要な保険、単品で**

かつて3大疾病が、保険の人気が高まるなど、構造変化が進んで、簡便な「特約」を主契約に含めて販売する。商品単品で日生は抜いたほか、全国代理店網を武器とする「ネット生命」をけん引し、保険料の支払い補償も狙う。従来の効果も狙う。従来、契約に影響はしない。大手生命は後進品にエプ(台端)特約を廃止し、日本生命の再評価を促していた。

社長は3日の記者会見で「これまでの商品構成は硬直していた。新契約件数シェア1の座を奪取し、自らの将来に備える医療・がん保険」

The Mainichi, March 24, 2012 (Morning Edition)

August

**Completed Foundation Funds Offering for ¥50.0 Billion**

To fulfill our long-term responsibility to protect policyholders, we have conducted offerings of foundation funds (*kikin*) every year since 1996. The latest offering of ¥50 billion raised our total foundation funds (*kikin*) to ¥1,250 billion, including funds and the reserve for redemption of foundation funds.

**Acquired Stake in Reliance Capital Asset Management**

Nippon Life completed a transaction (approx. ¥21 billion) to acquire a stake in Reliance Capital Asset Management Limited, an asset management company in the Reliance Group, one of the largest business houses in India. As of August 2012, Reliance Capital Asset Management ranked second in the Indian mutual fund industry in terms of assets under management. Nippon Life also invested in the Reliance Group's life insurance subsidiary, Reliance Life Insurance Company Limited in October 2011. This latest investment has deepened Nippon Life's cooperative relationship with the Reliance Group even further.

September

**Launch of "Stable Income Pursuit Plan"**

For group annuities (separate account), we started selling a new product called the *Stable Income Pursuit Plan* that limits exposure to price fluctuation risk. The aim of this plan is to earn stable income by utilizing expertise gained from managing assets in the general account.

October

**Issuance of U.S. Dollar-Denominated Subordinated Notes**

Nippon Life issued US dollar-dominated subordinated notes (U.S.\$2.0 billion). The purpose for issuing the notes is to access a new and flexible source of funds, and to further improve Nippon Life's financial stability by diversifying its fund raising channels.

**日生、初のドル建て劣後債**

日本生命保険は4日、月内にも初の米ドル建て劣後債を発行する方針を固めた。海外投資家向けに発行し、期間は30年。金額は調整中だが、1000億円規模に上るとみられる。欧州債務危機や中国の景気減速など、不透明な金融・経済環境が続いていることから、一般の社債に比べて元本や利息の返済順位の低い劣後債の発行で財務基礎を強化する。

他社との提携などの資金として活用する可能性もある。生保大手では、第一生命保険も昨年3月、1000億円規模の米ドル建て劣後債を発行している。

The Yomiuri Shinbun, October 5, 2012 (Morning Edition)

November

**Received the "Overall IT Award" at the 30th Information Technology Awards**

Nippon Life received the Overall IT Award by the Japan Institute of Information Technology at the Fiscal 2012 30th Information Technology Awards.

The award recognized the outstanding accomplishments of the New Integration Plan and that the plan can serve as a model for other companies to use. The award was given jointly to Nippon Life and its subsidiary Nissay Information Technology Co., Ltd.

## January

### Received an Award for Excellence at the Nikkei Superior Products & Services Awards

Nippon Life's *Mirai no Katachi* received an award for excellence at the Nikkei Superior Products & Services Awards hosted by Nikkei Inc.



The judges panel



At the awards ceremony

## March

### Awarded the 23rd Naming Grand Prize by Readers

*Mirai no Katachi* received an award at the 23rd Naming Grand Prize Awarded by Readers hosted by Nikkan Kogyo Shimbun Ltd.



The Nikkan Kogyo Shimbun, March 8, 2013 (Morning Edition)

### Launched Three Products, Including Nissay Educational Endowment Insurance, and Announced Childraising Advice Hotline as a New Service

Three products have been added to the existing lineup of *Mirai no Katachi* and other products. One is *Nissay Educational Endowment Insurance* to enable parents to accumulate savings to pay for their children's education. Another is *Next Road*, which is long-term term life insurance with low surrender benefits upon cancellation. This policy is most suitable for providing funds that companies require to protect business operations and ensure the continuity of their operations. The third new product is *Yume no Katachi Plus*, a Nissay Variable Interest Rate Single-payment Increasing-coverage Whole Life Insurance. This policy meets the needs of customers for asset formation and passing on wealth to heirs. Enlarging the product portfolio with these new products allows us to meet an even broader spectrum of customer needs.

We are also upgrading services for policyholders. We have started offering the *Childraising Advice Hotline* as an additional element of the *Zutto Motto Service* for policyholders. The service offers policyholders 24-hour access to professional advice in the field of children's health and care.



The Sankei Shimbun, March 23, 2013 (Morning Edition)

### Established Nippon Life Global Investors Singapore Limited

Nippon Life reached an agreement with Nissay Asset Management Corporation and Schroders plc of the U.K., to reorganize Nissay Schroders Asset Management Asia Limited ("NSAM Asia"), a joint venture of Nippon Life and Schroders plc, and launch it as Nippon Life Global Investors Singapore Limited ("NLGI Singapore"). Nippon Life is expanding the asset management business, which is expected to grow rapidly worldwide, and intends to strengthen its investment capabilities in Asia with the establishment of the joint venture NLGI Singapore.

### Agreement Reached on Investment in Post Advisory Group

Nippon Life has reached an agreement with leading U.S. asset management firm Principal Global Investors, LLC ("PGI") to invest in Post Advisory Group, LLC, an asset-management company of the PGI group.

Nippon Life has long promoted business cooperation in various fields as a major shareholder of PGI's parent company, Principal Financial Group. The two companies expect the capitalization of Post Advisory Group to strengthen their partnership further in the asset management field.



The Nikkei, April 2, 2013 (Morning Edition)