

# Nippon Life Insurance Company's 125-Year History

Nippon Life was founded as Nippon Life Assurance Co., Inc. in July 1889, and in 1891, the name was changed to Nippon Life Assurance Co., Ltd.

When the Company was founded, a premium table based on unique Japanese mortality statistics was created. At the same time, Nippon Life became the first Japanese life insurer to decide to offer profit dividends to policyholders, which embodied the spirit of mutual aid. And so, after its first major closing of books in 1898, Nippon Life paid the first policyholder dividends in Japan.

After World War II, the Company was reborn as Nippon Life Insurance Company in 1947, and now, 125 years since its foundation, continues to work to realize mutual aid and cooperative prosperity as a mutual company.

## ① Nippon Life Assurance Co., Inc. established (1889)

Sukesaburo Hirose, an ambitious banker with a desire to save the world and help people, devoted himself to founding the Company.

Founder  
Sukesaburo Hirose



## ② Paid out the first profit dividends to policyholders in Japan (1898)

Paid dividends to policyholders in Japan after the first closing of books, keeping its promise to customers.



Actuarial department in charge of closing of books (1895)

## ③ Top in the industry for amount of policies in force (1899)

In 1895, attained the industry's number two position with amount of policies in force valued at ¥10 million, and achieved the top position in 1899, a mere 10 years after founding.



Commemorative event celebrating the attainment of ¥10 million in amount of policies in force (1895)

## ④ Moved to newly built headquarters at present location (1902)

New Company headquarters, built in stately red brick and granite, was designed by Kingo Tatsuno, who also designed Tokyo Station.



Former corporate headquarters (1902-1959)

## ⑤ Nippon Life Saiseikai Foundation established (1924)

The foundation is deeply involved in social welfare work, including free medical checkups, and opened the Nissay Hospital attached to the Nippon Life Saiseikai Foundation in 1931.



A traveling clinic in Shikoku (1930)

## ⑥ The Company reemerged as Nippon Life Insurance Company (1947)

Returning to the spirit of providing mutual aid and assistance as exemplified by being the first in the industry to pay policyholder dividends, Nippon Life reemerged as a mutual company.



Managing executive officer Gen Hirose giving an address at a commemorative event

1889	○ Nippon Life Assurance Co., Inc. established (①)
1891	○ Changed name to Nippon Life Assurance Co., Ltd.
1898	○ Paid out the first profit dividends to policyholders in Japan (②)
1899	○ Top in the industry for amount of policies in force (③)
1902	○ Moved to newly built headquarters at present location (④)
1924	○ Nippon Life Saiseikai Foundation established (certified as a public interest incorporated foundation in 2012) (⑤)
1931	○ Nissay Hospital opened, attached to the Nippon Life Saiseikai Foundation
1940	○ Japan's first "Ordinary insurance with dividend by profit source" launched
1942	○ Full transfer of Fuji Life Insurance
1945	○ Full transfer of Aikoku Life Insurance
1947	○ The Company reemerged as Nippon Life Insurance Company (⑥)
1950	○ Opening of the Nippon Life Insurance Baseball Stadium
1959	○ Endowment Insurance with Term Rider <i>Kurashi no Hoken</i> launched
1963	○ Nissay Theater established (⑦)
1964	○ Nissay Masterpiece Theater Series launched
1973	○ Nissay Children's Culture Promotion Foundation established (name changed to Nissay Culture Foundation in 1993 and foundation converted to a public interest incorporated foundation in 2009)
1975	○ New York liaison office established (name changed to New York representative office in 1977) ○ Full transfer of Ryukyu Life Insurance
1979	○ Nippon Life Foundation established (foundation converted to a public interest incorporated foundation in 2010)
1981	○ Whole life insurance with profit dividends and term insurance riders and whole life insurance with profit dividends launched (⑧) ○ London representative office opened
1982	○ Frankfurt representative office opened
1984	○ Nissay Leasing Co., Ltd. established
1985	○ Nissay BOT Investing Advisors established (name changed to Nissay Investment Advisors in 1989)
1987	○ Beijing representative office opened ○ Opening of Nissay Life Plaza Shinjuku (1st outlet) (⑨)
1988	○ Nissay Research Institute established ○ Corporate identity (CI) introduced (⑩)
1989	<i>100th Anniversary</i> ○ NLI Research Institute (NLIRI) established ○ Nissay Seirei Health & Welfare Foundation established (foundation converted to a public interest incorporated foundation in 2013)
1991	○ Nissay Capital Co., Ltd. established ○ Nippon Life Insurance Company of America established (US Nissay)
1992	○ <i>Athlete</i> (dread disease term rider) launched (⑪) ○ Nissay Million Tree-Planting Campaign began
1993	○ NISSAY NEW CREATION CO., LTD. established ○ Nissay Green Foundation established (foundation converted to a public interest incorporated foundation in 2011)

1994	○ Living benefit rider launched
1995	○ Nissay Investment Trust Co., Ltd. established
1996	○ Nissay General Insurance Company, Limited established
1997	○ Acquired an equity stake in Bangkok Life Assurance Limited ○ <i>Forward</i> (illness & disability term rider) launched ○ Tie-up with Putnam Investments, LLC (U.S.A.)
1998	○ <i>Nice Care</i> (nursing care rider) launched ○ Nissay Asset Management Corporation established in merger of Nissay Investment Advisors Co., Ltd. and Nissay Investment Trust Co., Ltd. ○ Tie-up with Deutsche Bank
1999	<i>110th Anniversary</i> ○ Nissay Insurance Accounts launched ○ Nissay Information Technology Co., Ltd. established
2000	○ Separate Account Management Division spun off, then integrated with Investment Trust Advisors subsidiary (name changed to Nissay Asset Management Corporation) ○ The Master Trust Bank of Japan, Ltd. began operation ○ Foundation funds ( <i>kikin</i> ) fundraising using securitization through Special Purpose Company (SPC)
2001	○ Nissay Dowa General Insurance Company, Limited formed in merger of Dowa Fire & Marine Insurance Co., Ltd. and Nissay General Insurance Co., Ltd. ○ Began sales of <i>Ikiru Chikara</i> Nissay Medical Life Insurance ○ Life Care Partners Co., Ltd. established in cooperation with Nichii Gakkan Group and Hitachi, Ltd. ○ Corporate-pension Business Service Co., Ltd., a joint venture with Daiichi Mutual Life Insurance Company, established ○ Nissay Call Center launched
2002	○ Nissay Million Tree-Planting Campaign goal of one million trees reached (12) ○ Individual variable annuities that are sold in banks launched
2003	○ Nissay Planting and Nurturing Forests for Future Generations Campaign, a forest protection campaign, began ○ Nissay-SVA Life Insurance Co., Ltd. began operation
2004	○ Bangkok Life became a Group Company ○ Tokyo Headquarters moved to the Marunouchi area ○ <i>My Dream</i> (annuity with variable accumulation rate) launched
2005	○ <i>Iryo Meijin EX</i> (hospitalization and medical life insurance) launched ○ <i>Nissay Key Man Plus Super Phoenix 100EX</i> (term life insurance) launched ○ <i>Long Dream</i> (single-payment whole life insurance with variable accumulation rate) launched
2006	○ Term riders for three dread diseases for group credit life insurance launched
2007	○ Singapore representative office opened (changed to a local corporation in 2010)
2008	○ Formed business alliance with Northwestern Mutual ○ <i>Mirai Support</i> launched ○ <i>Platina Dream</i> Equity Indexed Annuity launched ○ More than seven million children benefited from the Nissay Masterpiece Theater Series
2009	<i>120th Anniversary</i> ○ <i>My Medical Ex</i> launched ○ Nissay-SVA Life Insurance Co., Ltd. changed its joint venture partner to China Great Wall Asset Management Corporation and renamed the joint venture Nissay-Greatwall Life Insurance Co., Ltd.
2010	○ <i>Zutto Motto Service</i> launched ○ Sales of <i>Yume no Katachi</i> started
2011	○ Invested in Reliance Life Insurance Company Limited and made it into a Group Company
2012	○ Launch of <i>Mirai no Katachi</i> (13) ○ Issuance of U.S. Dollar-denominated subordinated notes
2013	○ <i>Nissay Educational Endowment Insurance</i> launched ○ <i>Next Road</i> launched ○ <i>Yume no Katachi Plus</i> launched
2014	<i>125th Anniversary</i>

### ⑦ Nissay Theater established (1963)



Nissay Theater opened in the newly constructed Hibiya Building with the aim of contributing to Japanese arts and culture.

Elementary school students invited to the theatre

Nissay Theatre opening poster



### ⑧ Whole life insurance with profit dividends launched (1981) (given the nickname *Long Run* in 1983)

Nissay's main products grew with widespread support from customers.



### ⑨ Opening of Nissay Life Plaza Shinjuku (1987) (1st outlet)

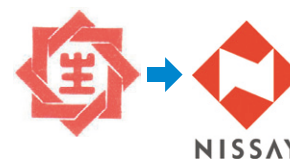
Nippon Life continues to develop a nationwide network of service counters for customers staffed by financial planners who provide specialized consulting services.



1st outlet  
Nissay Life Plaza Shinjuku

### ⑩ Corporate Identity (CI) introduced (1988)

Adopted NISSAY to express our corporate approach symbolizing "Newness" and "Communicating and Proposing." Changed to the new Company Charter.



### ⑪ Athlete (dread disease term rider) launched (1992)

Pioneered the development of living benefit products.



### ⑫ Nissay Million Tree-Planting Campaign goal of one million trees reached (2002)

Achieved campaign goal of planting one million trees in 2002 and Nissay Planting and Nurturing Forests for Future Generations Campaign began the following year.



Poster for Nissay Planting and Nurturing Forests for Future Generations Campaign

### ⑬ *Mirai no Katachi* launched (2012)

Revolutionized insurance products under the concepts of "perfect for every individual customer" and "valuing payment."

