

Social Contribution Activities

Initiatives for Contributions to the Environment, Communities and Society

Under a corporate philosophy of “co-existence, co-prosperity and mutualism,” Nippon Life continually engages in social contribution activities in areas that include the environment, child and teenager development, culture, and aging and medicine in order to contribute to the formation of improved communities and a better society.

Action CSR-V: Social Contributions by 70,000 People

Nippon Life has conducted a variety of social contribution activities since its founding with the hope of creating a more enriching society together with customers and local communities.

The significance of these activities is shared by executives and employees alike, and we have recently launched the “Action CSR-V: Social Contributions by 70,000 People” campaign in which our approximately 70,000 executives and employees will carry out social contribution activities. We hope that by further accelerating development of human resources capable of helping customers, communities and society, we will make Nippon Life the most familiar and approachable life insurance company.

● Volunteering in the Community and Society

Nippon Life employees are engaged in a wide variety of community-rooted volunteer activities, including community cleanups with local government organizations and activities in support of orphaned children. Since 2008, all our branches nationwide have been involved and a cumulative total of approximately 170,000 people have participated.



Community cleanup activities (Funabashi Branch)



Orphan support activities (Central Tokyo General Branch)

Environmental Protection Initiatives

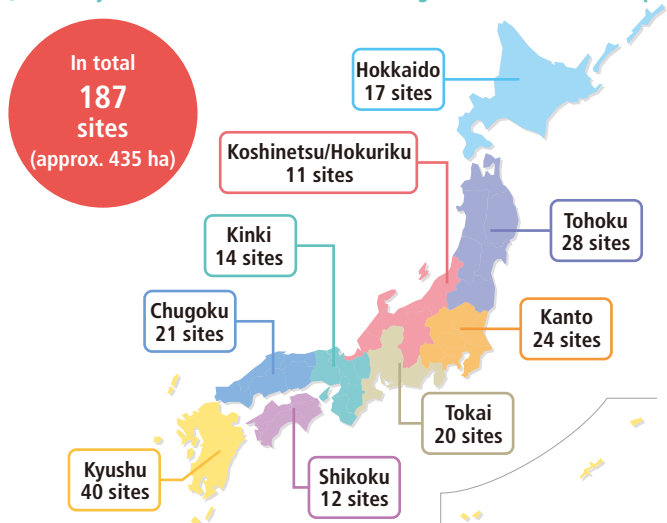
[Planting Forests for Future Generations] ~Protecting Bonds with Nature, Safeguarding Life for Future Generations~

The Nissay Green Foundation

This foundation has been supporting the planting of forests since 1992 in order to help preserve our irreplaceable environment for future generations. More than 1.31 million trees have been planted since this program started. Working with the Nissay Green Foundation, Nippon Life will continue to help preserve biodiversity by planting a variety of forests that protect the environment and ecosystems.

Nippon Life employees and their families also participate along with local volunteers in the tree-planting and nurturing activities, including the clearing of vines and cutting back of undergrowth. These activities have also heightened the environmental awareness of employees.

[The Nissay Forests Association Stretches Throughout 43 Prefectures in Japan]



Over 23 years approx.
31,619 participants



Activities to foster tree growth at “Nissay Natsudomari Forest” (Aomori Prefecture)

Environmental Contributions of the Nissay Forests Association Assessed

The contributions made by the Nissay Forests Association to the environment were assessed by the Forestry Agency to have produced the following results (for fiscal 2013).

- Absorbed and balanced CO₂ emissions of approx. 5,300 people
- Stored and purified annual drinking water for approximately 195,800 people
- Prevented erosion of enough soil to fill approximately 900 10-ton dump trucks
- Total economic value of approximately ¥84 million

[Support for Environment-Related Research]

The Nissay Life Foundation

Since 1979, the Nissay Life Foundation has supported Research on the Harmonization of Human Activity and Environmental Protection. The foundation returns the fruits of its research to society by holding annual workshops, publishing its results, and other activities.

Over 36 years approx.
¥2.65 billion donated to 1,091 projects



28th Environmental Issue Research Grant Workshop

Contributions to Local Communities and Society

Contributions to the Healthy Development of Children and Young People

TOPICS (Fiscal Year Ended March 31, 2015) Visiting Lessons and In-House Lessons for Students at Junior and Senior High Schools

Nippon Life seeks to help children think about the future and to develop the power to create opportunities for themselves. To this end, our employees become teachers in special classes where we either visit students' schools on "visiting lessons," or have the students visit our workplaces for "in-house lessons." Visiting lessons involve employees going to schools to teach classes on life events, preparing for the unexpected, planning for the future and more, while in-house lessons bring students to the company for a workplace tour and discussions with employees.

Actuaries, who play a specialist role in insurance, and female managers who play an active role in Nippon Life also serve as teachers, providing lessons in line with each school's wishes.

In fiscal 2014,
71
schools
7,227
participants



Visiting lessons (Shiga Prefecture)

[Providing Insurance-Related Educational Materials and Opportunities]

Activities for Elementary School Students

Nippon Life runs Summer Vacation Insurance Seminars for children at Nissay Life Plazas, offering a fun way to find out about how insurance works and why it is important. Participants received a comic book called "The Insurance Secrets," which explains insurance in an easy-to-understand manner.

In fiscal 2014,
1,245
participants
at 41 locations



"Did you know about the secrets of insurance?"
(Nissay Life Plaza Fukushima)

Activities for Junior High School Students

Nippon Life has produced "My Plan for the Future," an instructor's handbook, as an educational tool for use in schools that encourages students to think about their future goals. We have made these materials available to junior high schools nationwide.

In 6 years,
approx. **1,400,000**
books
provided to junior
high schools



"My Plan for the Future" is an
educational tool for schools

[Providing Environmental Education and Opportunities to Get Close to Nature]

Nissay "Forest Seminars"

At Nissay Life Plazas throughout Japan, we hold Nissay "Forest Seminars" where participants learn how forests prevent global warming, preserve water resources, and support living things.

In fiscal 2014,
3,000
participants
at 96 locations



Nissay "Forest Seminars"
(Nissay Life Plaza Shonan)

Nissay "Forest Explorers"

In the Nissay "Forest Explorers" program, children can gain a closer affinity with forests through nature observation and other activities, and have a hands-on experience of the work needed to protect them.

In fiscal 2014,
123
participants
in Shizuoka, Shiga
and Hyogo



A Nissay "Forest Explorers" program outing
(Hyogo Prefecture)

[Sports Clinics]

Nippon Life's baseball club and women's table tennis club have some of the top players in Japan and hold baseball and table tennis clinics for children. The regional branches where the clinics are held reach out to local schools to invite participants and help in organizing and holding the clinics.

Baseball clinics
In fiscal 2014,
2,933
participants



Baseball clinic (Tottori Branch)

Table tennis clinics
In fiscal 2014,
1,781
participants



Table tennis clinic (Yamaguchi Branch)

[Nissay Masterpiece Theater]

The Nissay Culture Foundation

We provide children with the opportunity to experience some of Japan's and the world's wonderful performing arts, hoping to foster in them a taste for the arts and a fuller, richer sensibility.

The Nissay Masterpiece Theater Series was started in 1964. The program has invited a cumulative total of approximately 7.77 million children over a period of fifty years to watch musicals at the theater.

The Nissay Masterpiece Series was started in 2014 to provide opportunities for a broader range of age groups to experience the performing arts in a variety of genres, including opera and classical music concerts.

In fiscal 2014,
4,927
children invited
to shows



Nissay Masterpiece Series
Alice's Classic Concert

[Supporting the Healthy Development of Children and Teenagers]

The Nippon Life Foundation

The Nippon Life Foundation has been working since 1979 to promote the healthy development of children and teenagers. The Foundation has supported governor-recommended private organizations that conduct activities to promote the healthy development of children and teenagers in all prefectures by providing necessary materials for their activities.

Over 36 years,
approx.
¥7.89 billion
donated to approx.
12,000 groups



Cooperative childraising NPO Satonko
(Aichi Prefecture)

■ Abundant Cultural Development

[Nissay Theater]

The Nissay Culture Foundation

The Nissay Theater was created in 1963 to aid in the development of a fulfilling and enriching society through the promotion and expansion of performing arts.

The Nissay Culture Foundation, which operates the Nissay Theater, presents the Nissay Masterpiece Theater Series; the Nissay International Family Festival, which provides families with the opportunity to experience the performing arts; and the NISSAY OPERA.

Producing and
staging performing arts
Nurturing and
supporting performing
artists



At the Nissay Theater (Tokyo)

■ Contributions to the Fields of Aging and Medicine

[Nissay Hospital]

The Nippon Life Saiseikai Foundation

The Nissay Hospital was founded by the Nippon Life Saiseikai Foundation and opened in 1931. This general hospital of 18 departments and 350 beds provides high-quality medical care for the local community. In addition, the Nissay Hospital aims to further contribute to medical care and welfare services for the community by providing comprehensive medical care combining "Prevention, treatment, and home nursing care" through the Nissay Preventive Medicine Center, which conducts health check services, and the Nissay Visiting Nurse Station, which provides in-home nursing care services.

Designation as
an cancer diagnosis
and treatment center
for Osaka Prefecture
Number of outpatients
Approximately
220,000 per year



Nissay Hospital (Osaka)

[Nissay Eden-no-Sono]

Nissay Seirei Health & Welfare Foundation

Operated by Nissay Seirei Health & Welfare Foundation, Nissay Eden-no-Sono are comprehensive health and welfare facilities (opened in 1992 in Nara and 1997 in Matsudo) for senior citizens that include such provisions as retirement homes (fee-based), illness prevention centers, general welfare centers and home nursing service centers. Both facilities aim to promote the health and vitality of local senior citizens, and to help create communities where they can live in security.

Recognized by
the Ministry of Health,
Labour and Welfare for
"Promoting health and
longevity in
21st century
hometowns"



Nara Nissay Eden-no-Sono

[Supporting an Aging Society]

The Nippon Life Foundation

The Nippon Life Foundation has been supporting Japan's aging society since 1983 by helping researchers, who conduct practical research, and local groups, that perform cutting-edge work. Furthermore, the Foundation holds symposiums and workshops on supporting an aging society in order to spread information on achievements in these areas.

Over 32 years
approx.
¥1.52 billion
donated
to 506 projects



28th Symposium on Supporting an
Aging Society

Contributing to the Environment, Communities and Society through Business Activities

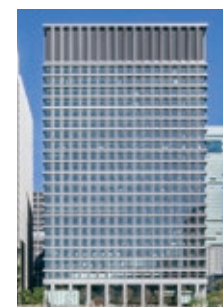
■ Initiatives Through Investment

Nippon Life has long conducted investment, aiming to coexist with communities and society, and achieve stable growth hand in hand with Japan's companies and economy at large.

For example, in financing, we provide preferential interest rates for individual customers who purchase energy-efficient homes and for corporate customers who have acquired ISO 14001 certification. We are also involved in financing for sustainable energy projects like solar power generation.

In the area of investment real estate, we actively install facilities for limiting CO₂ emissions when building facilities are upgraded. In fiscal 2014, Nissay Marunouchi Garden Tower received the DBJ Green Building Certification "2014 Five Stars*" as a real estate property with high environmental and social awareness.

Received
DBJ
Green Building
Certification



Nissay
Marunouchi Garden Tower

*Certification conducted by the Development Bank of Japan and the Japan Real Estate Institute. "2014 Five Stars" is the highest of five ranks of certification.

■ Initiatives Through the *Zutto Motto Service*

Since 2010, donations have been collected for organizations engaged in social contribution activities through the "Thanks Mile" program, which is part of Nippon Life's *Zutto Motto Service* for policyholders. A total of ¥241.38 million has been donated to date.

In fiscal 2014, we received an official letter of appreciation*¹ from the Minister of Health, Labour and Welfare for the approximately ¥4.33 million that was donated to the Japanese Red Cross Society in fiscal 2012.

Total donations
over five years:
Approximately
¥240 million

[Thanks Mile Donations over the Past Three Years]

(10 thousand yen)

Recipient Organization	FY2012	FY2013	FY2014	Cumulative Total* ²
Japanese Red Cross Society	433	530	649	19,325
ASHINAGA	497	630	834	2,418
Japan Committee for UNICEF	362	503	774	1,835
World Wide Fund for Nature Japan	114	156	230	560
Total	1,406	1,818	2,487	24,138

*¹ A letter of thanks sent by the Japanese Red Cross Society to companies that have made significant donations.

*² The cumulative total amount donated from the start of the service in 2010 through to the end of fiscal 2014 (including donations for the Great East Japan Earthquake).

■ Activities at Offices

Based on its Environmental Charter formulated in 2001, Nippon Life takes additional measures to conserve energy and resources, including the reduction of electricity and water usage, and takes proactive steps to thoroughly separate waste, promote green procurement and provide environmental education to employees. Furthermore, we set up a recycling system whereby used paper is taken from our Osaka Head Office and Tokyo Headquarters and transported to paper mills.

Thanks to these efforts, our Osaka Head Office and Tokyo Headquarters received ISO 14001 certification.

Furthermore, from the fiscal year ended March 31, 2012, we have instituted a variety of permanent power conservation measures following our responses to power shortages in the summer. At the same time, we have been providing information to customers.

Our Osaka
Head Office and
Tokyo Headquarters
received
ISO 14001
certification



Recycling station
(Marunouchi Building)

Five foundations Nippon Life established are working with us in their particular specialized field

(As of June 30, 2015)

Name of Foundation	Established	Certification*	Location	Main Activities
Nippon Life Saiseikai Foundation	July 1924	Apr. 2012	Osaka	Social welfare work, management of the Nissay Hospital
Nissay Culture Foundation	Nov. 1973	Nov. 2009	Tokyo	Hosting theatrical performances for children and general audiences, management and operation of the Nissay Theater
Nissay Life Foundation (Nippon Life Foundation)	July 1979	Mar. 2010	Osaka	Support for businesses and research that contribute to the building of a truly prosperous society filled with humanity and culture
Nissay Seirei Health & Welfare Foundation	July 1989	Apr. 2013	Osaka	Aging society surveys and research, scholarships for certified care workers, etc., and establishment and operation of Nissay Eden-no-Sono
Nissay Green Foundation	July 1993	Apr. 2011	Tokyo	Protection of forests through tree-planting and nurturing activities

* All five Nippon Life foundations have been certified by Japan's Prime Minister or a prefectural governor as public interest incorporated foundations. This change from the previous status as foundations recognizes the social contributions of the activities and projects at the five organizations in their respective fields.

For further details on these and other initiatives,
please see Nippon Life's corporate website.
(in Japanese only)



<http://www.nissay.co.jp/kaisha/csr>

Social Issue Initiatives at the Group Level

Nippon Life and its Group companies and foundations work on a united basis to address social issues through a diverse range of businesses and services.

Healthy Development of Children and Young People	Provision of nursing care and promotion of a sense of purpose for seniors	Health promotion and illness prevention	Promotion of diversity
Nippon Life			
● Development and provision of products and services in line with diverse customer needs			
NLI Research Institute	NLI Research Institute	NLI Research Institute	NLI Research Institute
● Research, analysis, and information on the declining birthrate	● Research, analysis, and information on aging	● Research, analysis, and information on health	● Research, analysis, and information on women's issues
Life Care Partners Co., Ltd.	Life Care Partners Co., Ltd.	Life Care Partners Co., Ltd.	Life Care Partners Co., Ltd.
● Provision of childcare consultation services	● Provision of in-home care consultation services	● Provision of health consultation services	● Provision of consultation services for women
Nissay Culture Foundation	Nippon Life Saiseikai Foundation	Nippon Life Saiseikai Foundation	Nippon Life Saiseikai Foundation
● Production and staging of performing arts, etc., for children	● In-home nursing care and creation of care plans	● Provision of preventative medical services including checkups and health exams	● Provision of medical services for women (obstetrics and gynecology, Women's Pelvic Floor Center, etc.)
The Nissay Green Foundation	Nissay Seirei Health & Welfare Foundation	Nissay Seirei Health & Welfare Foundation	NISSAY NEW CREATION CO., LTD.
● Provision of nature activities and promotion of school lessons that utilize forests	● Provision of comprehensive lifestyle services for seniors and surveys and research	● Establishment and operation of the Disease Prevention Campaign Center	● Promotion of employment for people with disabilities
The Nippon Life Foundation	The Nippon Life Foundation	Nissay Leasing Co., Ltd.	Nissay Business Service Co., Ltd.
● Supporting the healthy development of children and young people	● Grants for local welfare activities and aging research	● Lease of medical equipment (AEDs, life flight helicopters, etc.)	● Occupational referral services based on work formats and careers

[Examples of Initiatives Conducted by Nippon Life and Its Group Companies and Foundations]

Healthy development of children and young people

Nippon Life + **Group companies and foundations**

● Provision of various educational activities

In addition to "visiting lessons" and "in-house lessons" provided by Nippon Life, Group companies and foundations provide specialized occupational learning opportunities at facilities such as Nissay Hospital, Nissay Theater, and Nissay Eden-no-Sono in Nara and Matsudo.



"Healthy Kids" experience-based nature class

● Joint sponsorship of events for children

The Nippon Life Saiseikai Foundation and the Nissay Green Foundation jointly hold experiential education classes that provide the opportunity to experience nature and learn about health.

Provision of nursing care and promotion of a sense of purpose for seniors

Nippon Life Saiseikai Foundation + **NLI Research Institute**

● Joint sponsorship of Dementia Care Seminars

The Nippon Life Saiseikai Foundation and NLI Research Institute jointly hold seminars at Nissay Hospital to provide easy-to-understand information on prevention and treatment of dementia as well as care insurance and treatment programs for the disease.



A Dementia Care Seminar

Health promotion and illness prevention

Nippon Life + **Nippon Life Saiseikai Foundation**

● Nationwide provision of beneficial medical and health information

The Nippon Life Saiseikai Foundation actively provides beneficial information on promoting health and preventing illness nationwide by overseeing the distribution of various health-related pamphlets by Nippon Life sales representatives to customers.



Health handbooks for men and women

Promotion of diversity

Nippon Life + **NISSAY NEW CREATION CO., LTD.**

● Promoting understanding of disabilities

Nippon Life established NISSAY NEW CREATION in 1993 and works to promote employment of people with disabilities as well as increased understanding of disabilities throughout the Group as a whole, through such activities as internal training in which NISSAY NEW CREATION employees serve as instructors.



NISSAY NEW CREATION Office