

# Nippon Life Insurance Company's History

Since its foundation, Nippon Life has responded to requirements in a manner that embodied the spirit of mutual aid.

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 continues to work to realize mutual aid and cooperative prosperity as a mutual company.

Looking ahead, we will continue to embody this spirit of mutual aid and, as a life insurance company, strive to provide customers with enhanced services.

## 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

## 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)

## 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)

1889

1898

## 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)

1899

1902

## 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)

1924

1947

## 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

### Nissay Theater established (1963)

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



Nissay Theater opening poster



Elementary school students invited to the theatre

### 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

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

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



### "Return to Growth" under the Future Creation Project (see p. 34) (2012–2014)

The highly flexible product *Mirai no Katachi* and "REVO" wireless devices with advanced functionality for sales representatives have contributed to significant increases in new policy sales.



Mirai no Katachi



"REVO" wireless devices for sales representatives

1963

1981

1987

1988

1992

2002

2012

2015

### 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.



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

Pioneered the development of living benefit products.



### 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

### Started the *Zen Shin* Three-Year Management Plan (2015)

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