

Approval Obtained for Establishment of Representative Office
in Yangon, Myanmar

Nippon Life Insurance Company (President: Yoshinobu Tsutsui; hereinafter “Nippon Life”) has announced that the Ministry of Planning and Finance of the Republic of the Union of Myanmar (hereinafter “Myanmar”) has granted approval to Nippon Life’s subsidiary Nippon Life Asia Pacific (Regional HQ) Pte. Ltd.*¹ for the establishment of a representative office in Yangon, Myanmar as of March 19, 2018.

Although the life insurance market of Myanmar is still at an early stage of development with the first private insurers only being established in 2013, Nippon Life has been contributing to its development by exchanging information and communicating with the financial regulatory authorities and local insurers in Myanmar.*²

While conducting research on the financial and economic situation and the life insurance market, Nippon Life will use its expertise gained through operations in Asia to contribute to the popularization of life insurance in Myanmar.

Registered Name	Nippon Life Asia Pacific (Regional HQ) Pte. Ltd. (Yangon Representative Office)
Location	Yangon, Republic of the Union of Myanmar
Name of Representative	Masahiro Keno
Objectives	To contribute to development of the life insurance market in the Republic of the Union of Myanmar and to conduct research on the life insurance business.

* 1 .Responsible for market research and liaising with related parties in Asia

* 2 .Since 1990, Nippon Life has been holding Global Life Insurance Executive Seminars in the Asia and Pacific region, aiming to introduce Nippon Life’s sales strategies and progressive initiatives to participants invited from various insurance industries around the world. The primary purposes are to strengthen our global network and our CSR activities to help develop the life insurance businesses. By the end of 2017, the seminars had been held 28 times, with a total of 607 participants. (In 2017, 22 participants from 11 countries attended the seminar.) Eleven people from Myanmar have participated in total over the past six years since 2012.