

# Japan Post Insurance in Numbers

In line with the medium-term management plan, we have carried out measures to secure a sound management base and solidify our strengths. With the aim of becoming the “No. 1 Japanese insurance company selected by customers,” we will continue to upgrade our services by capitalizing on our nationwide network of post offices, thereby ensuring sustainable growth and enhancement of corporate value over the medium to long term.

## Total Assets

▶ Page  
20

¥81,545.1 billion

Industry's No. 1

\*1

## Monthly Premiums from New Policies

▶ Page  
15

¥51.0 billion

Achieved the ¥50 billion mark one year ahead of the management plan

## Net Income

▶ Page  
20

¥84.8 billion

Achieved 104.4% over the previous year

\*2

## Dividend Payout Ratio

▶ Page  
15

39.6%

Paid a dividend of ¥56 per share to shareholders

\*1

## Consolidated Solvency Margin Ratio

▶ Page  
22

1,570.3%

One of the indicators by which the regulatory agency determines financial soundness

\*1

## Status of Accumulation of Internal Reserves

▶ Page  
22

¥3,157.1 billion

The total of the contingency reserve and reserve for price fluctuations

\*1 Consolidated

\*2 Net income attributable to Japan Post Insurance

### Annualized Premiums from New Policies

Page 24

Individual insurance

¥485.3 billion

Third-sector

¥49.5 billion

### Annualized Premiums from Policies in Force

Page 25

Individual insurance

¥5,031.4 billion

Third-sector

¥738.7 billion

\*3

### Number of New Policies (individual insurance):

Page 24

2.39 million

### Number of Policies in Force (individual insurance):

Page 25

32.32 million

\*3

### Nationwide Network

Page to 14

20,056 post offices

## CLOSE-UP

### Annualized Premiums from New Policies

Record high since privatization was attained for both individual insurance policies and third-sector.

#### [Individual Insurance]

Page 24

¥485.3 billion

Annualized premiums from new policies (individual insurance) (Billions of yen)

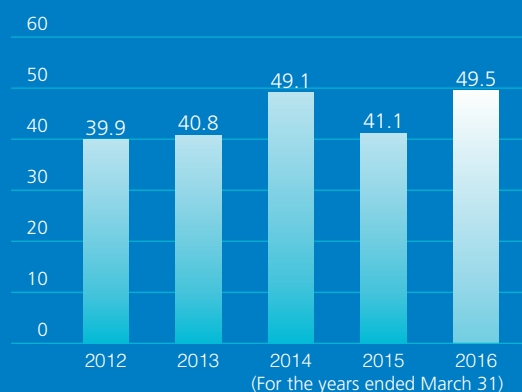


#### [Third-Sector]

Page 24

¥49.5 billion

Annualized premiums from new policies (third-sector) (Billions of yen)



\*3 The figures for policies in force are the sum of individual life insurance and Postal Life Insurance reinsured by us under commission from the Management Organization.

# History of Japan Post Insurance

This year marks the 100th anniversary of Postal Life Insurance.

Let us look back at the history of Postal Life Insurance, which has developed by catering to the needs of the times to offer an insurance system that is easy to understand and accessible to all people.

## 1916

Commenced Postal Life Insurance business



An original certificate for Postal Life Insurance

## 1926

Commenced the postal annuity business

## 1928

Commenced the National Health Exercise program (precursor of Radio Exercise program)



People exercising under the program

## 1949

- Introduced the double insurance payment system

## 1951

Established the Radio Exercise No. 1 program and broadcast on the radio



## 1952

- Established the Association of Postal Life Insurance Policyholders

## 1959

- Established the *Chuo Rengo* Association of Postal Life Insurance Policyholders

## 1971

- Launched special whole life insurance and educational endowment insurance

## 1974

- Launched individual term insurance
- Introduced medical insurance riders

## 1977

- Commenced a networked service using the mechanized system of Postal Life Insurance Services

## 1981

Commenced the new postal annuity business

## 1986

- Commenced automatic payment of insurance premiums through bank transfers

### Major Events in Japan ▶▶

## 1958

- Completion of Tokyo Tower

## 1964

- Commencement of service of *Tokaido Shinkansen* Line

## 1968

- Introduction of the postal code system

## 1970

- Japan World Exposition, or Expo '70, held in Osaka

## 1982

- Commencement of service of *Tohoku Shinkansen* Line and *Joetsu Shinkansen* Line

Aiming to be the  
No. 1 Japanese  
Insurance Company  
Selected by  
Customers

2016

1987

- Commenced the payment of insurance and annuity benefits through postal transfer accounts

1991

Introduced the new postal life insurance system

1999

- Commenced *Minna no Taiso* ("Exercise for Everyone") program



1998 Attendance Card (on the reverse side) in commemoration of the 70th anniversary of the Radio Exercise program

2001

- Established Japan Post Insurance Call Center

2006

Established Kampo Co., Ltd. under the Postal Service Privatization Act

2007

- Commenced the management of Postal Life Insurance under commission from the Management Organization for Postal Savings and Postal Life Insurance

2007

Trade name changed to JAPAN POST INSURANCE Co., Ltd. in line with the commencement of the life insurance business

2015

Listed on the First Section of the Tokyo Stock Exchange



2016

100th anniversary of Postal Life Insurance



100th anniversary logo

1989

- Introduction of the consumption tax

# Celebrating the 100th Anniversary of Postal Life Insurance



The Postal Life Insurance Service, which was succeeded by Japan Post Insurance after the privatization of the postal service, will celebrate its 100th anniversary in October 2016. Inheriting the service's social mission of "providing basic measures of life with simple procedures for the people of Japan," we have provided simple and easy-to-understand products with smaller coverage amounts through the nationwide network of post offices, while enhancing the quality of customer services.

Throughout the year, we will carry out various initiatives to celebrate the 100th anniversary of Postal Life Insurance.

100th Anniversary Ads Featuring Yoshihiko Inohara

TV commercials featuring the 100th anniversary ambassador Yoshihiko Inohara, who appears as "Kampo-san," have been broadcast since April 2016. The commercials convey our sincere thanks to the many customers who have supported us through the heartfelt expression of Mr. Inohara as he looks down upon a town, filled with thanks for the 100th anniversary. Along with the TV commercials, commemorative posters that show our gratitude for the 100th anniversary are posted at post offices nationwide.

Special Website for the 100th Anniversary of Postal Life Insurance

In commemoration of the 100th anniversary, a special website has been established. The site provides information on the 100th anniversary ads featuring Yoshihiko Inohara and the history of Postal Life Insurance.



<http://100th.jp-life.japanpost.jp/>

Postal Life Insurance does not accept new applications for insurance policies on and after October 2007. In addition, unlike Postal Life Insurance policies, no government guarantee is given to insurance policies currently underwritten by Japan Post Insurance Co., Ltd. with regard to benefit payments. For Postal Life Insurance policies entered into before September 2007, Japan Post Insurance Co., Ltd. is entrusted by the Management Organization, which succeeds the rights and obligations of the insurance policies, to provide services concerning benefit payments and receipt of insurance premiums, etc.

Japan Post Insurance  
presents  
DREAMS COME TRUE  
*Uradori Wonderland*  
2016  
Special Sponsorship

We are sponsoring the special concert tour “Japan Post Insurance presents DREAMS COME TRUE *Uradori Wonderland* 2016” by DREAMS COME TRUE, which is a popular J-POP group among people of all age groups. Through this sponsorship, we would like to deliver dreams to everyone.

かんぽ生命 presents  
DREAMS COME TRUE  
**ウラウラ**  
裏 ドリワンダーランド 2016

TV Commercials in  
Collaboration with  
DREAMS COME TRUE



TV commercial  
“Everyone’s Dream” version

The “Everyone’s Dream” version of TV commercials are broadcast nationwide, featuring DREAMS COME TRUE and a song exclusively composed by them to commemorate the 100th anniversary of Postal Life Insurance. In these commercials, DREAMS COME TRUE cheers people’s dreams throughout Japan via the melody of this new song.

## Close-up

### Listed on the First Section of the Tokyo Stock Exchange

Japan Post Insurance was listed on the First Section of the Tokyo Stock Exchange on November 4, 2015. This was enabled through the generosity of all those who provided support to us, and we would like to express our sincere gratitude to them all.

With recognition of our social responsibility as a listed company, we—all officers and employees—will join forces to enhance our services even further.

