

# Engagement with Stakeholders



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## “Comprehensive and Heartfelt Services”

Japan Post Insurance has been undertaking a joint effort with post offices to provide “Comprehensive and Heartfelt Services” at every customer contact.

We will make continued efforts to bring even greater satisfaction and confidence to our customers by promoting “Feel Secure with Kampo” activities and “Kampo Platinum Life Service.”



Comprehensive and Heartfelt Services



## “Feel Secure with Kampo” Activities

In the “Feel Secure with Kampo” activities launched in the fiscal year ended March 31, 2016, we visit each customer to verify the details of policy coverage, any claimable insurance benefits and other information on the policy contracts they hold.

To ensure that customers receive insurance and/

or other benefits easily and accurately, we advise them of the procedures for designating a bank account for receiving benefits and the system for payment claim by a designated proxy to enhance our customer service.

### Main Activities

#### ✦ Verification

##### • Verification of policy details

To ensure that various notices are accurately delivered to customers and that insurance and/or other benefits are smoothly received, we have our customers verify the details of their policies, including the customer's contact address and the beneficiary's name, through the post offices.

Should any amendments to the policies be necessary, we advise customers on how to make those amendments.

#### ✦ Payment

##### • Automatic payment into a designated bank account

We advise our customers of the procedures for designating a bank account to ensure that insurance and/or other benefits can be received on the payment due date.

##### • Reminder of claiming the hospitalization or other benefits

We advise our customers to confirm whether they have any contract for hospitalization benefit they can claim or any insurance claims that are left unnoticed in case they have several contracts. If they do, we advise customers of the necessary procedures to address those insurance claims.

#### ✦ Notification

##### • Notification of services available for policyholders

Policyholders are notified of the services available within their policies, including payment of insurance premiums through bank accounts, automatic payment of insurance and/or other benefits to bank accounts and the system for payment claim by a designated proxy.

##### • Support for reviewing the details of policy coverage

We prepare a Life Plan Sheet to help policyholders verify and review the details of their policy coverage.



Through “Feel Secure with Kampo” activities, we have received favorable feedback from customers: “It helped me a lot, as I could find a claimable insurance benefit that I had not noticed.” “It was good that I had a chance to reconfirm the details of policy coverage, which I had almost forgotten.” “It was convenient that insurance benefits were

automatically paid to the bank account I designated.”

We will continue to deliver “Comprehensive and Heartfelt Services” at every customer contact when we visit customers or attend to customers at our post office counters to attain greater customer satisfaction.

## Promotion of Kampo Platinum Life Service (Service Focusing on Elderly Customers)

### The Intent and Purpose of the Kampo Platinum Life Service

We are conducting a company-wide initiative called “Kampo Platinum Life Service” to win the favor of the growing number of elderly customers by offering age-friendly services based on a sense of security and trust that has been enabled by improving every customer contact from our elderly customers’ perspective.

This initiative aims to provide products and services matched to the needs of elderly customers. Under the initiative, we intend to

encourage improvement whenever we interact with customers and build a business model that is friendly to elderly customers.



Logo mark shared within Japan Post Insurance

### Main Activities

#### Extended the upper age limit of our endowment insurance and whole life insurance

We extended the upper age limit of our endowment insurance (*Shin Free Plan*) in April 2015 and whole life insurance (*Shin Nagaiki Kun*) in October 2015 to encourage the enrollment of customers at older ages.



#### Published an information magazine for elderly customers

In November 2015, we launched an information magazine for elderly customers titled “Kampo Platinum Life Service” with tips for everyday life and published the second issue in May 2016. This magazine is available at post offices or on our website.



#### Launched a new service

In May 2016, we started offering a free telephone consultation service on health, medicine, nursing and “taxes in life” for the policyholders and insured persons of our life insurance and Postal Life Insurance contracts and their families.



#### Efforts when explaining our insurance products

When explaining our products to elderly customers, we try to explain in an attentive and easy-to-understand manner. We ask customers aged 70 or older to have a family member or equivalent present when listening to an explanation of our insurance products. Since April 2016, we have sent written guidance after enrollment so that the policyholder can reconfirm the details of the insurance policy.





### ✦ Establishment of a dedicated call center for elderly customers

In April 2015, we established a dedicated call center for elderly customers where operators trained on how to attend to elderly customers directly answer calls via an exclusive toll-free telephone line.

### ✦ Efforts for simpler, more legible and easier notifications

We have made improvements to various notifications and guides for customers on an item-by-item basis. In addition to these improvements, we formulated the “Internal Guidelines for Preparing Guides for Elderly Customers” to be shared within our company to make those guides simpler, more legible and easier especially for elderly customers to understand. Since July 2015, we have made revisions to those guides in accordance with these guidelines.

The “Insurance Policy Handbook” enclosed in the “Certificate of Premium Payment and Notice of Policy Details” delivered in October 2015 was created by reflecting the results of user testing to make it simple and easy to understand for elderly customers. The handbook acquired the certification of Universal Design Verified by Elderly Users from JITSUKEN, a nonprofit organization certified by the Cabinet Office. In two consecutive years from the fiscal year ended March 31, 2015, the handbook also acquired the Certificate of Color Universal Design from the Color Universal Design Organization, a nonprofit organization, as it was created to achieve the best effect in terms of coloring and lettering size.

### ✦ Encouraging employees to acquire qualifications

From the perspective of enhancing customer services, we encourage employees to acquire qualifications as a Dementia Supporter, a Carefitter and others.

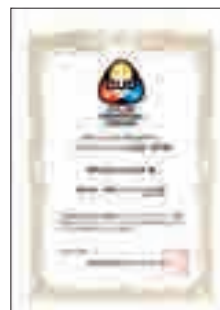
As of March 31, 2016, 2,795 employees had acquired the qualification of Dementia Supporter and 69 employees as a Carefitter.

### ✦ Holding a free seminar on the use of tablet devices

For the purpose of improving the quality of life of elderly people through the acquisition of IT skills, we have held free seminars on the use of tablet devices for elderly people since May 2015 in a tie-up with the Sendai Senior Net Club, a nonprofit organization, in Sendai and other Tohoku areas.



“2015 Insurance Policy Handbook” prepared in accordance with the “Internal Guidelines for Preparing Guides for Elderly Customers”



Certificate of Color Universal Design



Certificate of Universal Design Verified by Elderly Users



Carefitter training



At a seminar in March 2016 in Koriyama City, Fukushima Prefecture



# Customer Satisfaction

Japan Post Insurance recognizes that the “voices of our customers” serve as valuable feedback. We believe that reviewing our services daily based on customer input in order to increase our customers’ satisfaction is fundamental to improving our business.

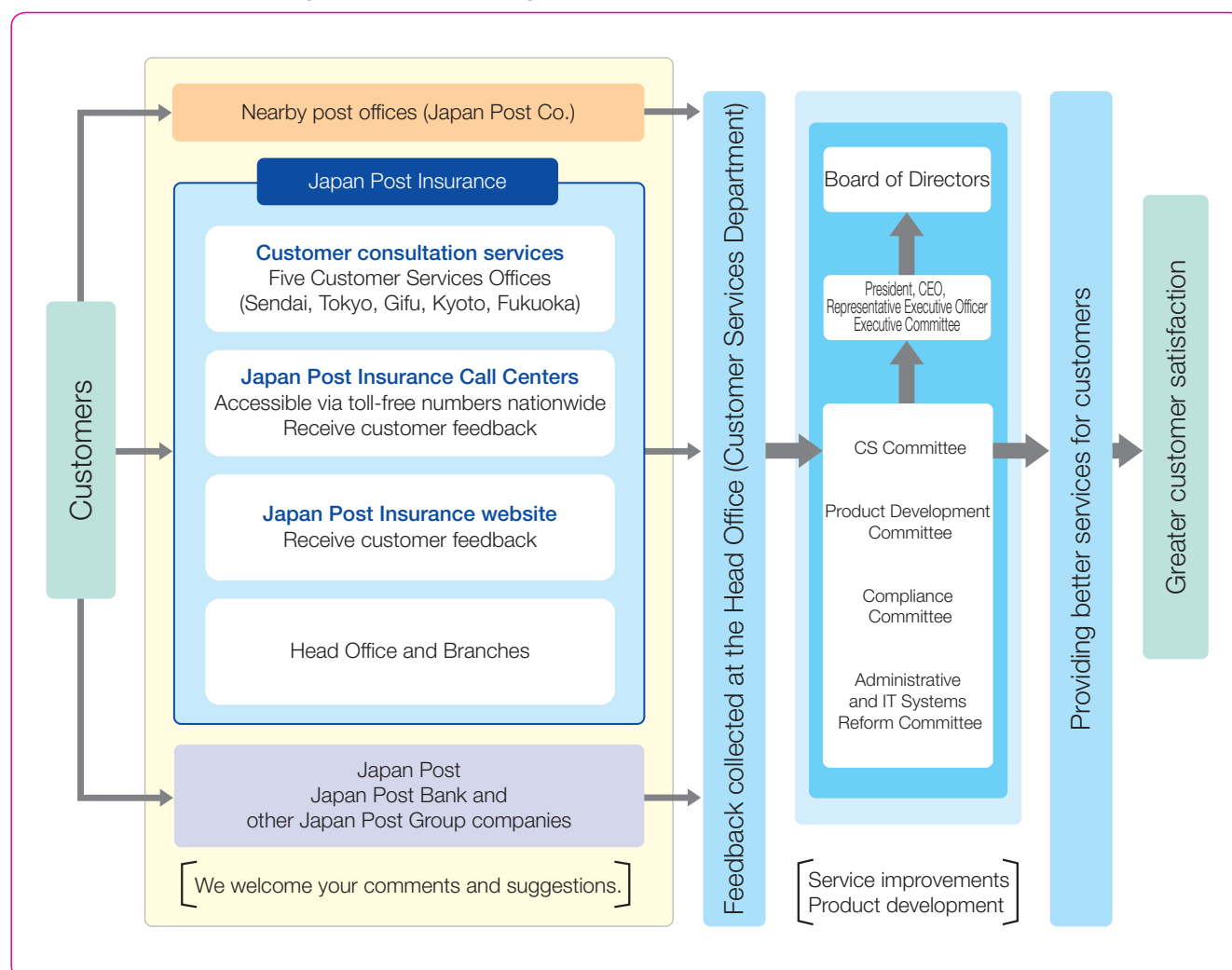
In addition to developing and improving products and services, we utilize our customer feedback system to ensure sound and appropriate operations. Our Directors and Executive Officers, as well as our employees, give careful consideration to and act on the comments and suggestions received from customers.

## Using Feedback from Each Customer to Increase Customer Satisfaction

Customer feedback is compiled and centrally managed by our Customer Services Department. We analyze the feedback, identify management issues and devise solutions to improve our services

and develop superior products. Through this process, we aim to provide services that bring satisfaction to our customers.

### Product and Service Improvements Using Customer Feedback





## Quantity and Content of Customer Feedback

The number of complaints received from customers during the period from April 1, 2015 to March 31, 2016 was as follows:

Content	April 2015 to March 2016	%
Enrollment in insurance policies	63,321	16.2
Payments of premiums, etc.	30,553	7.8
Procedures, dividends and other issues following the enrollment in a policy	62,998	16.1
Payments of insurance benefits	174,547	44.5
Deduction for insurance premiums	45,297	11.6
Other issues	15,349	3.9
<b>Total</b>	<b>392,065</b>	<b>100.0</b>

Note: We define all expressions of customer dissatisfaction as "complaints."



## Customer Satisfaction Survey

We conduct customer satisfaction surveys to seek feedback directly from customers enrolled in our coverage and utilize such customer input to provide better insurance services in the future.

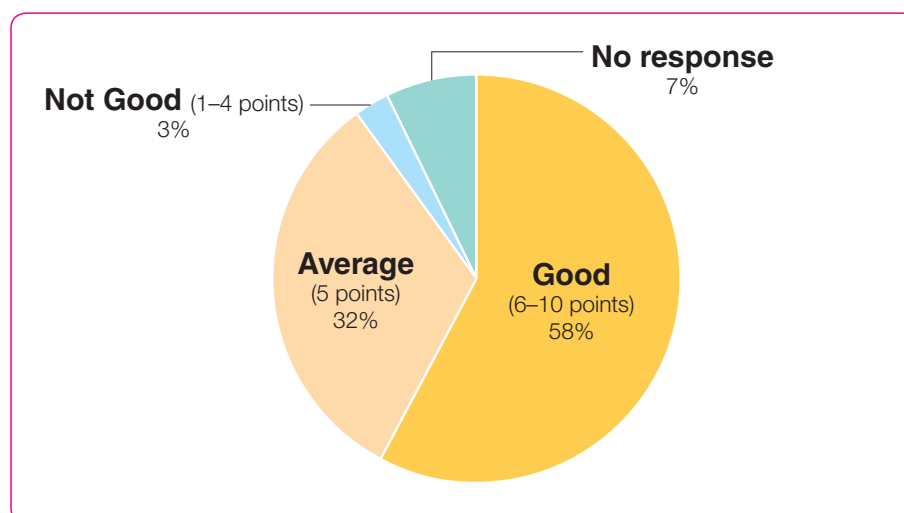
### [Overview of Customer Satisfaction Survey Conducted in the Year Ended March 31, 2016]

- Period of survey: November 2015
- Survey targets: Customers who enrolled in our products for the first time and those who filed claims for maturity, death, hospitalization and other benefits
- Number of questionnaires sent: 30,000
- Number of questionnaires returned: 7,838

### [Survey Results]

The general satisfaction level was rated "Good" (6 to 10 points on a 10-point scale) by approximately 60% of respondents. We will continue to undertake efforts to improve our customer service to receive higher ratings from more customers.

Overall Satisfaction Levels for Japan Post Insurance



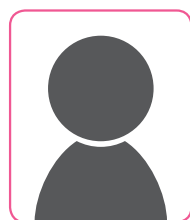
## Compliments and Positive Comments

During the period from April 1, 2015 to March 31, 2016, we received a total of 14,733 compliments and positive comments from our customers.

### <Sample of Customer Comments>

- I think that the limited payment endowment insurance is an excellent product allowing us to complete premium payment earlier. I expect you to continue to develop new insurance products catering to the needs of customers.
- Japan Post Insurance provides very attentive after-enrollment follow-up, with regular visits, so I have peace of mind as a user.

## Examples of Improvement Based on Our Customer's Comments

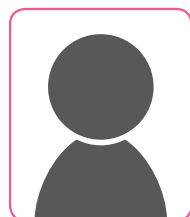


### Customer Comment

I had applied for an insurance policy, but as a result of examination it was found that I was not eligible for the policy coverage. The payment was refunded after I managed to make the time to put the money into the bank account. I want you to make a system that requires the first payment only after eligibility is confirmed.



With the exception of some policies, the first premium can now be paid after an insurance contract is signed.



### Customer Comment

The current status report of an annuity policyholder requires certification by the head of a municipal government. Is this certification necessary?  
Can't it be handled at a post office?



This procedure can be handled at a post office. We improved the situation as to the annuity policies that require a third-party certification of the fact that the policyholder is alive, such as the final year of a term annuity contract, by putting a statement in the guide for submitting such report that recommends the free method available at a post office rather than the fee-based certification from the head of a municipal government by postal mail.



# Types and Features of Japan Post Insurance's Insurance Products

## Major Types of Insurance

(As of July 1, 2016)

Purpose of Policy	Product Name	Nickname • Age Limit Range									
		0	10	20	30	40	50	60	70	80	
For lifetime coverage	Fixed amount type whole life insurance				Shin Nagaiki Kun (flat-type) 15*–85 years old						
For balanced lifetime coverage	Double-type whole life insurance				Shin Nagaiki Kun (balance-type, double) 15*–65 years old						
	Fivefold-type whole life insurance				Shin Nagaiki Kun (balance-type, fivefold) 15*–60 years old						
For lifetime coverage with perks	Special whole life insurance				Shin Nagaiki Kun (special-type) 15*–70 years old						
For large coverage with lower burden	Ordinary term insurance				Shin Ordinary Term Insurance 15–50 years old						
For coverage and benefits at maturity	Ordinary endowment insurance	Shin Free Plan 0–80 years old									
		Shin Free Plan (short-term premium payment) 0–75 years old									
For full coverage and benefits at maturity	Double-type special endowment insurance				Shin Free Plan (double benefit) 15–70 years old						
	Fivefold-type special endowment insurance				Shin Free Plan (fivefold benefit) 15–65 years old						
	Tenfold-type special endowment insurance				Shin Free Plan (tenfold benefit) 15–60 years old						
For those who spending life with a disease	Designated endowment insurance						Shin Ichibyo Soken Plan 40–65 years old				
For preparing for educational funds	Educational endowment insurance (H24)	Hajime no Kampo 0–12 years old									
				18–65 years old (male)							
				16–65 years old (female)							
For working people who want to form assets	Asset-formation savings insurance				15*–65 years old						
	Asset-formation housing funding insurance				15*–54 years old						
	Asset-formation whole life annuities						36–54 years old				

Notes:

1. For educational endowment insurance (H24),      shows the age range of insured persons, whereas      shows that of policyholders.
2. Depending on the interest-rate situation, the sale of some products could be suspended.
3. Ages denoted with an asterisk (\*) show the applicant's attained age. All ages shown without an asterisk represent subscription age as insurance age.

## Major Riders and Special Provisions

Name	Outline
Accidental rider	Offers provision for death or disability due to an unexpected accident
Non-participating accident hospitalization rider	Offers provision for hospitalization, surgery and/or long-term hospitalization as prescribed in the rider due to an unexpected accident
Non-participating illness and accident hospitalization rider	Offers provision for hospitalization, surgery and/or long-term hospitalization as prescribed in the rider due to illness or an unexpected accident
Special provision for payment claim by the designated proxy	If the beneficiary of insurance benefits is the insured person for benefits such as hospitalization benefits, and he/she cannot make a claim for payment for any special reason, the payment claim can be made by the designated proxy (such as the beneficiary's family member) on behalf of the beneficiary.

Note: For details of the riders, such as the reasons for and limitation on payment of benefits, please refer to the respective Contract Guidelines and Clauses.

### Non-participating accident hospitalization rider and Non-participating illness and accident hospitalization rider

The Japan Post Insurance *Sono hi kara* hospitalization riders offer basic coverage in a simple and easy-to-understand manner, such as in that they insure hospitalization for a period of one day or more, and the payment of surgery benefits is in line with the public health insurance system.



#### Details of the Japan Post Insurance *Sono hi kara* Hospitalization Riders



A non-participating illness and accident hospitalization rider with the hospitalization benefit of ¥15,000 per day (standard insured amount of the rider: ¥10 million) insures the following:

<ul style="list-style-type: none"> <li>Hospitalization due to illness or injury [hospitalization benefit] This benefit is paid for hospitalization for one day or more (including day case<sup>*1</sup>).</li> </ul>	$\begin{matrix} \text{¥15,000} & & \text{days of} \\ \text{(hospitalization} & \times & \text{hospitalization} \\ \text{benefit per day)} & & \text{up to 120 days)} \end{matrix}$
<ul style="list-style-type: none"> <li>Surgery due to illness or injury [surgery benefit] This benefit is paid for a surgery requiring hospitalization.<sup>*2</sup></li> </ul>	<p>Depending on the type of surgery,</p> $\begin{matrix} \text{¥15,000} \\ \text{(hospitalization} & \times & \text{5, 10, 20 or 40} \\ \text{benefit per day)} & & \end{matrix}$
<ul style="list-style-type: none"> <li>Long-term hospitalization due to illness or injury [lump-sum benefit for long-term hospitalization] This benefit is paid when the consecutive days of hospitalization reach 120 days.</li> </ul>	$\begin{matrix} \text{¥300,000} \\ \text{(3\% of the standard insured} \\ \text{amount of the rider)} \end{matrix}$

<sup>\*1</sup> The day case refers to the case where the patient enters and leaves the hospital on the same day, and whether it falls under the category of hospitalization depends on whether the basic fee for hospitalization was charged, etc.

<sup>\*2</sup> The range of insured surgeries has been expanded to include certain surgeries covered by the public health insurance system, such as the removal of tonsils requiring hospitalization.

Note: For details of the riders, such as the reasons for and limitation on payment of benefits, please refer to the respective Contract Guidelines and Clauses.



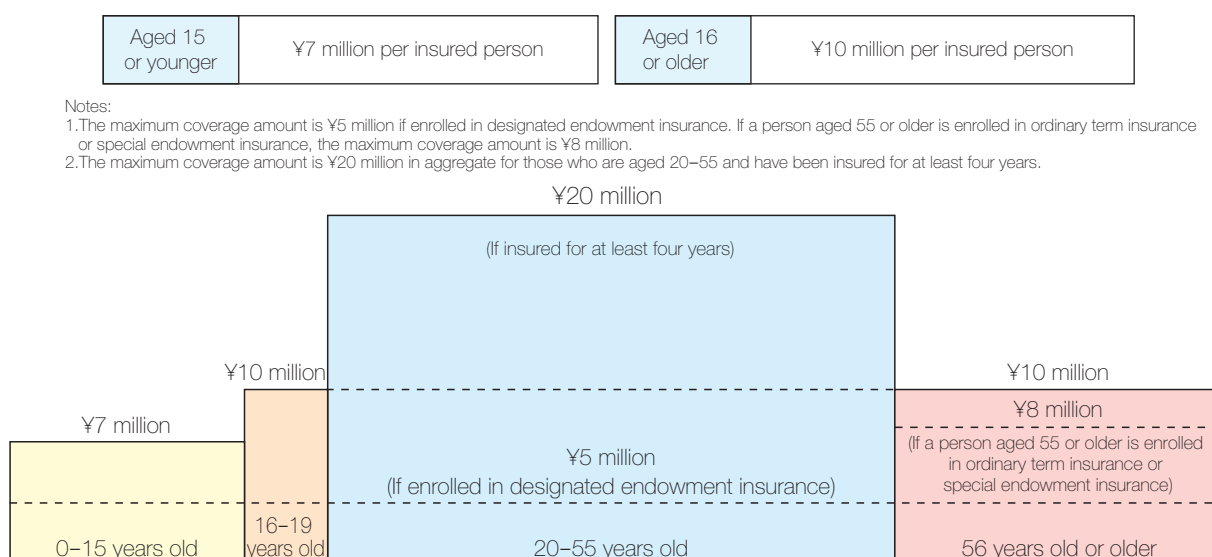
## The Maximum Amount of Insurance Coverage

For the insurance policies we offer, the maximum amount of insurance coverage per insured person is stipulated by Article 137 of the Postal Service Privatization Act and others. Any application for insurance coverage exceeding the maximum amount shall be declined. If such excess in coverage is found after the insurance policy or rider is signed, such contract shall be cancelled.

Persons insured under Postal Life Insurance, which was succeeded by the Management Organization from Japan Post, can be insured by our policy up to the amount calculated by deducting the insured amount of the Postal Life Insurance from the maximum amount of insurance coverage.

### The Maximum Coverage Amount of the Basic Insurance Policy

(As of April 1, 2016)



\*The ages above are calculated based on the attained age.

Note: In addition to the maximum coverage amounts stipulated by the above-mentioned law, there is a certain range of limitation on the maximum insurance coverage according to the age of the insured person or type of insurance, such as a limitation on the insurance amount if the attained age of the insured person is less than 15 years of age.



## The Maximum Amount of Insurance Coverage for Riders

Type of rider	Maximum coverage amount	Remarks
Accidental rider	¥10 million in aggregate per insured person	<ul style="list-style-type: none"> <li>This upper limit is equal to the insurance amount of the basic insurance policy to which the rider is added.</li> </ul>
Nursing care rider*		
Accident hospitalization rider*	¥10 million in aggregate per insured person	<ul style="list-style-type: none"> <li>The insurance amount of these riders is calculated separately from that of accidental and nursing care riders.</li> <li>This upper limit is equal to the insurance amount of the basic insurance policy to which the rider is added.</li> </ul>
Illness hospitalization rider*		
Illness and accident hospitalization rider*		
Non-participating accident hospitalization rider		
Non-participating illness and accident hospitalization rider		

Note: Currently, we do not sell the riders marked with an asterisk (\*).

## Types of riders that can be added to each basic insurance policy

Type of basic insurance policy \ Type of rider	Accidental rider	Non-participating accident hospitalization rider	Non-participating illness and accident hospitalization rider
Ordinary whole life insurance	○	○	○
Special whole life insurance	○	○	○
Ordinary term insurance	○	○	○
Ordinary endowment insurance	○	○	○
Special endowment insurance	○	○	○
Designated endowment insurance	○	○	—
Educational endowment insurance (H24)	○	○	○

Notes:

1. The above riders can be added to the husband-and-wife insurance, the husband-and-wife annuity and the husband-and-wife insurance with husband-and-wife annuity that were signed between October 1, 2007 and April 1, 2008. In such case, the riders apply only to the main insured person.
2. The above riders can be added to the whole life insurance with nursing benefit, the whole life insurance with whole life annuity and the whole life annuity with additional nursing annuity signed between October 1, 2007 and March 31, 2010, except that the accidental rider cannot be added to the whole life annuity with additional nursing annuity.
3. The above riders can be added to the whole life annuity signed between October 1, 2007 and October 2, 2011.
4. The above riders can be added to the educational endowment insurance and the educational endowment insurance with scholarship annuity signed between October 1, 2007 and April 1, 2014.
5. The above riders can be added to the term annuity, excluding lump-sum premium payment policies, signed between October 1, 2007 and June 1, 2016.
6. The above riders can be added to the educational endowment insurance (H24) (without premium protection agreement) signed between April 2, 2014 and June 1, 2016.



## For Corporate Executives



### Risks Associated with Corporate Management and Demand for Funds

Managing a company involves various risks. In particular, in order to make provisions for retirement benefits for employees, coverage for injury or death and/or emergency demand for funds by the

Company's management and officers, it is important to secure funds in a well-planned manner so as not to affect the Company's earnings and cash flows.

#### Needs Concerning Management and Officers

- ▶ Provision for business security
- ▶ Provision for retirement benefits upon voluntary retirement
- ▶ Provision for retirement benefits upon death
- ▶ Provision for business succession/inheritance

#### Needs Concerning Employees

- ▶ Provision for welfare expenses
- ▶ Provision for retirement benefits
- ▶ Provision for retirement benefits upon death
- ▶ Provision for compensation for absence from work



### Major Insurance Products for Corporate Clients

Japan Post Insurance offers a wide range of insurance products to address various corporate needs. In addition to sales of our own endowment insurance and term insurance products, we commenced commissioned sales of life insurance

products for corporate clients on behalf of other life insurance companies in June 2008, thereby addressing an extensive range of corporate managers' needs.

#### Examples of Products Addressing Various Needs

#### Insurance Products for Management and Officers

- ▶ Long-term level premium term insurance
  - Large-amount coverage to protect a company
  - Can be utilized to provide retirement benefits and condolence money
- ▶ Increasing term insurance
  - Effective as a provision for retirement benefits and condolence money
  - Increasing coverage supports the growth of a company

#### Insurance Products for Officers and Employees

- ▶ Endowment insurance (all-employee enrollment type)
  - Enhances the benefits package, including condolence money upon death, consolatory money and retirement benefits
- ▶ General welfare group term insurance
  - Enhances the benefits package, including condolence money and retirement benefits upon death



## List of Insurance Products

	Product
Own products	<p><b><i>Shin Free Plan</i> (ordinary endowment insurance)</b></p> <p><b><i>Shin Free Plan</i> (double, fivefold and tenfold benefits) (special endowment insurance)</b></p> <p><b><i>Shin Ichibyo Soken Plan</i> (limited endowment insurance)</b></p>
Products sold on commission (Term insurance)	<p><b><i>Shin Ordinary Term Insurance</i> (ordinary term insurance)</b></p> <p><b>NN Life Insurance Company, Ltd.</b>  <i>Quality</i> (term insurance), <i>Smart Term L</i> (low cash value term insurance), <i>Smart Term</i> (no cash value term insurance) and <i>Increasing Term</i> (term insurance with low cash value increasing term rider II), <i>Main Policy: Term Insurance</i> (low cash value increasing term insurance with increasing term rider II)</p> <p><b>SUMITOMO LIFE INSURANCE COMPANY</b>  <i>Term life insurance Emblem YOU Premium</i> (low cash value term insurance without a dividend)</p> <p><b>The Dai-ichi Life Insurance Company, Limited</b>  <i>Top Plan Success U/Top Plan Success U EX99</i> (term insurance with dividends every five years) and <i>Top Plan Majesty U/Top Plan Majesty Uα</i> (increasing term insurance with dividends every five years)</p> <p><b>Tokio Marine &amp; Nichido Life Insurance Co., Ltd.</b>  Term insurance, <i>Nagawari Teiki</i> (term insurance with special provisions for low cash value) and <i>Increasing Term Life Insurance</i></p> <p><b>Nippon Life Insurance Company</b>  Nissay Long-Term Insurance, Nissay Increasing Term Insurance, Nissay Long-Term Insurance with Low Surrender Benefits Term Life Insurance</p> <p><b>Mitsui Sumitomo Aioi Life Insurance Company, Limited</b>  Term Life Insurance, Term Life Insurance (Low Surrender Value), Term Life Insurance (No Surrender Value) and <i>Increasing Term Life Insurance</i></p> <p><b>Meiji Yasuda Life Insurance Company</b>  <i>Term life insurance E</i> (Term life insurance with interest dividends every five years), <i>Increasing term life insurance</i> and <i>Increasing term life insurance with three-year disaster coverage</i></p> <p><b>MetLife, Inc.</b>  Long-term level term insurance (H19), Non Participation Level term insurance, <i>Increasing term insurance</i> (initial low cash value)</p>
Products sold on commission (Cancer insurance)	<p><b>Aflac (American Family Life Assurance Company of Columbus)</b>  <i>New Days-Insurance for Daily Living</i></p>
Products sold on commission (General welfare group term insurance)	<p><b>MetLife, Inc.</b>  General welfare group term insurance and nonparticipating group insurance (general welfare group term insurance without a dividend)</p>

### Notes:

1. The company names are listed in the order of the syllabary.
2. The riders that can be added to the above products are limited.



# Flow of Insurance Policy Sign-up Procedures

Standard procedures for enrollment in individual insurance are as follows.

## 1 Plan proposal

## 2 Briefing on important matters/provision of literature about disadvantageous information

## 3 Application

## 4 Declaration

### 1 Plan proposal

Through a consulting service using product leaflets, an Insurance Design Document (Contract Outline) and a tablet-type portable device, Japan Post Insurance helps customers choose the insurance plan that best fits their intention.



### 2 Briefing on important matters/provision of literature about disadvantageous information

To prevent customers from suffering disadvantages due to not being informed adequately about insurance products and systems, we provide a prior briefing on the content of an insurance policy, including the policy coverage, the limitations on benefit payments, the duty of declaration and the maximum amount of insurance coverage. To that end, we deliver written summaries of items to be noted by customers, including an Insurance Design Document (Contract Outline) and Precautions about Insurance Contracts (Information Calling for Attention), while making explanations.

Please be sure to review the Insurance Design Document (Contract Outline) and the Precautions about the Insurance Contract (Information Calling for Attention), and confirm that you understand the content, as well as that of the Contract Guidelines and Policy Conditions, before applying for enrollment.

To prevent customers who will subscribe to a life insurance policy from suffering disadvantages due to not being informed adequately about the insurance policy and the system, we provide customers with literature about disadvantageous information regarding the insurance policy when we explain about the policy. Such disadvantageous information is also specified in the Insurance Design Document (Contract Outline), the Precautions about Insurance Contracts (Information Calling for Attention) and the Contract Guidelines and Policy Conditions, which are provided when customers apply for enrollment, as well as other guides for customers.



### 3 Application

Before applying for enrollment, we have the prospective policyholder confirm again and agree that the policy meets his/her requirements by filling in the "Confirmation of Intention." Then the prospective policyholder and insured person will fill in, sign and seal the Application for

Insurance Contract and the "Insured Person Consent Form," respectively. We also ask for a seal certifying the receipt of the Contract Guidelines and Policy Conditions.

When you apply for enrollment, you will be provided with our designated Certificate of Receipt of Application for Insurance Contract <sup>(Note)</sup>. Please confirm the information on the certificate.

Note: For customers who have paid the first insurance premium, the Certificate of Payment Earmarked for Premium will be issued and provided.

#### Contract Guidelines and Policy Conditions

The Contract Guidelines and Policy Conditions not only are provided when a customer applies for enrollment but can also be provided in advance upon inquiry from persons considering insurance coverage. For details, please contact our Call Center or your nearest post office or our branch.

### 4 Declaration

When we solicit subscriptions for life insurance or receive a declaration from applicants, we inform them of matters to be noted concerning that declaration through the Precautions about

Insurance Contracts (Information Calling for Attention) and the Questionnaire (Declaration Form) to ensure that the applicants can conduct an appropriate declaration.

#### Duty of Declaration

An insured person (which includes a policyholder when applying for *Hajime no Kampo* educational endowment insurance) has the duty of declaring his/her state of health. The insured person's past history of injuries and diseases and current state of health must be declared accurately and without omission by filling out the Questionnaire (Declaration Form) completely.

#### Breach of the Duty of Declaration

Items to be declared are specified in the Questionnaire (Declaration Form). Should an insured person not declare such items by intent or gross negligence or declare anything that differs from the truth and if that is revealed within two years from the Commencement Date of Liability of the insurance (inclusive), the basic insurance policy or rider may be cancelled because of the breach of the duty of declaration. In that case, we cannot pay insurance benefits, which could be disadvantageous to the customer.

**5** Judgment in underwriting insurance**6** Contract concluded**7** Payment of the first premium**5 Judgment in underwriting insurance**

We determine whether to underwrite an insurance contract after the application is filed, taking into account the maximum amount of insurance coverage (see page 44), the state of health and other conditions declared, any past application(s) for insurance and the content of claims for hospitalization and other benefits.

If a rider is applied for concurrently with the basic insurance policy, we might not be able to accept the application for the rider, while accepting the application for the basic policy, according to the state of health and other conditions declared by the insured person, any past application(s) for insurance and the content of claims for hospitalization and other benefits.

**6 Contract concluded**

The specifications of an insurance contract, such as the type of insurance, stated in an Application for Insurance Contract are shown in an Insurance Policy to be delivered in lieu of a notice of the acceptance of the application for insurance. When the Insurance Policy arrives, please confirm the type of insurance, the amount of insurance benefits, the names, dates of birth and gender of the policyholder and insured person and other specifications, and keep the policy in a safe place.

Should any discrepancies be found relative to the application, please notify the Call Center.

The Insurance Policy is enclosed with a letter of greetings, which also requires your review.

**7 Payment of the first premium**

After an insurance contract is concluded, you are requested to pay the first premium.

Note: With certain insurance policies, you are requested to pay the first premium at the time of the application.

**Commencement Date of Liability**

If we accept an application for insurance, we assume contractual liability retrospectively, starting at the date of application or declaration, whichever is later (provided, however, that if a special provision is attached for designating the Commencement Date of Liability, that shall be the designated date of liability).

**Confirmation of a Contract by Japan Post Insurance**

When a customer applies for or after he/she signs an insurance contract, Japan Post Insurance or a post office may confirm the content of the contract and declaration in writing, through a phone call or by visits.

**Improving the Underwriting Examination Skills**

We make continuous efforts to improve our underwriting examination skills by conducting seminars on new products and services when they are launched and study meetings on revised underwriting criteria, as well as voluntary inspections for compliance with the underwriting criteria.

**Cooling-Off System**

An applicant (or a policyholder if the contract is already concluded) can withdraw the application (or cancel the contract if it is already concluded) by written notice if such notice is given within eight days from the date (inclusive) of application for the insurance contract or the date (inclusive) of receipt of the Precautions about the Insurance Contract (Information Calling for Attention), whichever is later; or, if a special provision is attached for designating the Commencement Date of Liability, by the eighth day from whichever date comes later, the date (inclusive) of application for the insurance contract or the date (inclusive) of receipt of the Precautions about the Insurance Contract (Information Calling for Attention), or the day before the designated Commencement Date of Liability, whichever is later.

To give such notice, please visit your nearest post office or our branch, bringing with you a document certifying that the person who withdraws the application or cancels the contract is the applicant or the policyholder, respectively, such as a driver's license or health insurance certificate (original); our designated Certificate of Receipt of Application for Insurance Contract or Certificate of Payment Earmarked for Premium; and the applicant's or the policyholder's seal within the applicable period mentioned above. (This notice may be given via postal mail.)



# Notices for Ensuring the Receipt of Insurance Benefits



## Notice of Policy Details

Japan Post Insurance send the “Notice of Policy Details” to each policyholder in October every year, together with the “Certificate of Premium Payment,” so that policyholders can reconfirm their policies’ details and update the information therein if necessary. This Notice serves as information to ensure that policyholders can feel secure about continuing their policy contract and that insurance benefits can be received without fail.

The Notice contains such information as the bank account for the receipt of insurance benefits and other benefits, the designation of the beneficiary of insurance benefits, the coverage of the insurance policy held, the premiums paid, the policyholder dividend and the status of loans to the policyholder. Please confirm the information in this Notice, as well as the enclosed “Insurance Policy Handbook,” the Insurance Policy (Certificate of Insurance) and the “Contract Guidelines,” which are delivered at the time of enrollment.



## Certificate of Premium Payment

In October every year, we send the “Certificate of Premium Payment” (Certificate for Life Insurance Deduction) to each policyholder. As this certificate is necessary to receive the life insurance deduction, please keep it on hand until the year-end tax adjustment or the filing of income tax returns.

Note: The schedule for sending the Certificate of Premium Payment for each region is to be posted on our website in mid-September.



## Notice of Other Important Information

We will send “Notices on Maturity”, “Premium Payment and Other Information” from time to time. Please make sure to confirm the details of each of them as they carry important information concerning your policies.

### <Requests for notification of a change of address>

To ensure the delivery of these notices to each policyholder, if a policyholder or an insured person has changed his/her address and/or name, please promptly notify us or your nearest post office. A change of address notification can also be filed via the Internet.

Measures are taken to ensure that the change of address is reported for all policies, such as a reminder to encourage policyholders who have moved but not yet changed their registered address to notify the change of address.

### [Reference] Issuance of notices in Braille

Upon request from a policyholder, we will provide a notice of policy details in Braille. If so requested by a policyholder, various notices, including those on maturity, can be issued in Braille.

For policyholders to recognize that the mail is from Japan Post Insurance, we attach a sticker that reads “*Kampo Seimei Taisetsu na Oshirase* (important notice from Japan Post Insurance)” in Braille on the envelope if so requested by a policyholder.



## Various Procedures that can be Performed via the Internet

### Change-of-Address Notice

Via our website, you can provide a change-of-address notice for policyholders and insured persons.

When the notice is given, a document for changing your registered address will arrive by mail. Please fill out the document and put the completed document and a copy of your ID, such as a driver's license or a health insurance certificate, in the enclosed envelope, and return it to us.



◀ To provide a change-of-address notice:  
[http://www.jp-life.japanpost.jp/customer/tetuzuki/henko/ctm\\_tzk\\_hn\\_no102.html](http://www.jp-life.japanpost.jp/customer/tetuzuki/henko/ctm_tzk_hn_no102.html)

### Request for the Reissuance of a Certificate of Premium Payment

Via our website, you can request the reissuance of a Certificate of Premium Payment (Certificate for Life Insurance Deduction).

Upon such request, we will mail the Certificate of Premium Payment to the registered address.



◀ To request the reissuance of a Certificate of Premium Payment:  
[http://www.jp-life.japanpost.jp/customer/tetuzuki/henko/ctm\\_tzk\\_hn\\_no105.html](http://www.jp-life.japanpost.jp/customer/tetuzuki/henko/ctm_tzk_hn_no105.html)

### Information on Various Procedures

Information on the procedures to be taken and necessary documents in such cases that you want to change your policy specifications, you have lost your Insurance Policy (Certificate of Insurance) and/or you want to claim the payment of insurance benefits is available on our website.



◀ To obtain information on various procedures:  
[http://www.jp-life.japanpost.jp/customer/ctm\\_index.html](http://www.jp-life.japanpost.jp/customer/ctm_index.html)

# Payment of Insurance Benefits

Upon receiving a claim for the payment of insurance benefits, Japan Post Insurance will examine the document filed by the insurance beneficiary to determine whether we can accept the claim.

To ensure the quick payment of insurance benefits, we are developing human resources as examination staff, streamlining the administrative procedures and reinforcing the payment operations with the assistance of computer systems.

The procedures for claiming the payment of benefits for hospitalization, death as well as other benefits are detailed in a brochure titled “Claims for Payment of Insurance and Other Benefits,” which is available at post offices and other locations; the online version is provided on our website. This brochure is intended to be given to a customer who visits a post office to inquire as to the procedure for

claiming the payment of hospitalization and other benefits so that the claiming procedure proceeds smoothly.

In addition, the “Claims for Payment of Insurance and Other Benefits” brochure contains a checklist for customers to review claimable insurance and other benefits by themselves.



◀ “Claims for Payment of Insurance and Other Benefits”  
[http://www.jp-life.japanpost.jp/digitalbook/hokenkin\\_seikyu/201604hokenkin\\_seikyu/hokenkin\\_seikyu.html](http://www.jp-life.japanpost.jp/digitalbook/hokenkin_seikyu/201604hokenkin_seikyu/hokenkin_seikyu.html)

Payment of Insurance and Other Benefits during Fiscal Year Ended March 31, 2016

## Number of Cases Where Benefits Were Paid and Not Paid

Classification	Number of Cases
Benefits were paid	2,746,627
Benefits were not paid	124,944

Notes:

1. The number of cases includes the cases relating to Postal Life Insurance.
2. The number of cases does not include the cases for which payment examination is not necessary, such as maturity benefits, pure endowments and pensions.

## Number of Nonpayment Cases by Reason

Classification	Number of Cases
Cancelled or nullified due to insurance fraud	1
Nullified due to illegal acquisition	0
Cancelled due to breach of the duty of declaration	240
Cancelled due to a material reason	0
Immunity	1,076
Insured event is not applicable	123,627
Other	0
Total number of nonpayment cases	124,944



## Examples of Cases Where Insurance and Other Benefits are Payable and Not Payable

In order to help customers grasp how insurance benefits are paid, we compiled illustrated examples of claims in a digital book, “Examples of Cases Where Insurance and Other Benefits are Payable and Not Payable,” which is available on our website.



▲ “Examples of Cases Where Insurance and Other Benefits are Payable and Not Payable”:  
[http://www.jp-life.japanpost.jp/digitalbook/hokenkin\\_jireishu/201604hokenkin\\_jireishu/hokenkin\\_jireishu.html](http://www.jp-life.japanpost.jp/digitalbook/hokenkin_jireishu/201604hokenkin_jireishu/hokenkin_jireishu.html)



## Covering the Cost of Acquiring a Medical Certificate

If the insured event for which a policyholder made a payment claim is judged not to be covered by his/her policy after submitting a medical certificate to make the claim, we pay him/her an amount equivalent to the cost of acquiring the medical certificate, provided that our specified conditions

are satisfied.

This payment is intended to reduce the burden borne by a customer and make it easier to claim for payment of insurance and other benefits, thereby enhancing our customer service.



## Thorough Notices of Claimable Insurance Payments

When a customer visits a post office to file a claim for hospitalization or other, we brief the customer on the coverage of his/her insurance policy using a brochure titled “Claims for Payment of Insurance and Other Benefits” and other guides and accurately inform the customer of the necessary documents for the claim procedure as well as the type of insurance claimable and other benefits. The documents are handed to the customer so that he/she can check for any omission of claims by him/herself.

Even if no claims for insurance payment are made by customers, we give a written notice of claimable insurance coverage after the payment examination is made by the Policy Assessment Services Center.

Even after such notice, we follow up with the customers via outbound calls and the reissuance of the notice to those who make no claim for a specified period after the initial notice.



## Notice of Payment of Insurance and Other Benefits

Previously, we informed our customers of the completion of benefit payment through the “Notice of Transfer of Insurance and Other Benefits into Bank Accounts.” Since April 2015, to further enhance our customer satisfaction, we now provide the “Notice of Payment of Insurance and Other Benefits,” which is delivered to customers earlier and contains a greater quality of information.



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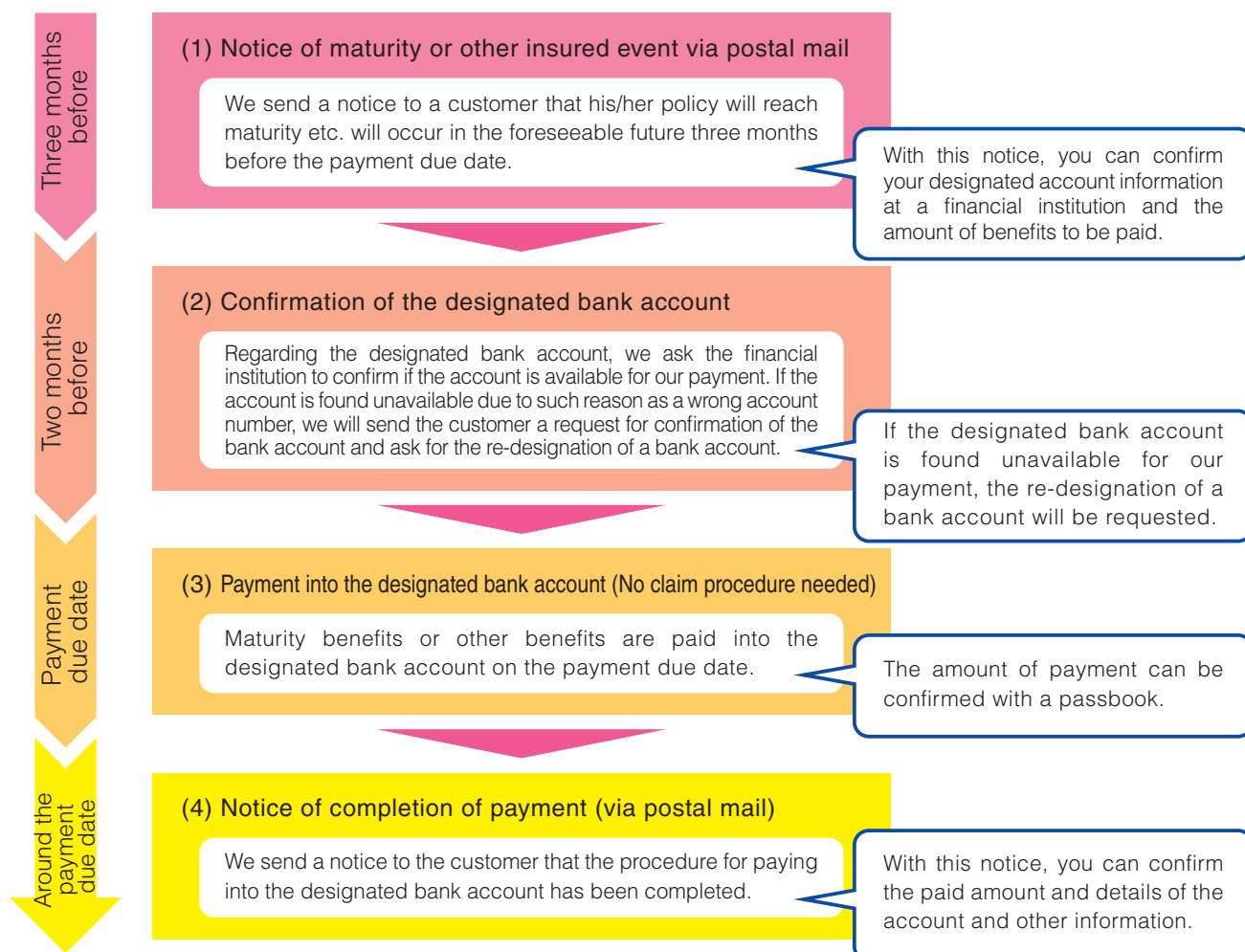
4

Corporate Governance



## Efforts to Ensure Payment of Maturity Benefits and Other Benefits

Japan Post Insurance encourages customers to designate the bank account into which they want to have maturity benefits or other benefits paid before maturity or others. If such an account is designated prior to the occurrence of maturity benefits or others, maturity benefits or other benefits are automatically paid into the designated account on the payment due date without the claim procedure for such benefits.



\*If the insured person should pass away, there might be a change in the amount of insurance or other benefits to be paid. For inquiries, please visit your nearest post office.

### Receipt of Benefits with the Notice of Payment from Japan Post Insurance

If our payment of an insurance or other benefits into the designated bank account is rejected, the Notice of Payment will be sent to the relevant customer. For inquiries, please take the necessary documents and items specified on the notice to your nearest post office or other customer contact location and complete the procedure for receiving the payment.



# Reinforcement of Payment Operations

Japan Post Insurance is promoting the following initiatives to ensure the underwriting of insurance policies and the examination of claim payments in a fair and appropriate manner.

## For Simple, Prompt and Accurate Claim Payments

Our most significant mission as an insurance company is to pay the insurance and other benefits we promised to policyholders. To fulfill this responsibility properly from the standpoint of the policyholders, we have engaged in efforts to achieve simple, prompt and accurate claim payments toward the goal of upgrading our claim payments management structure to the industry's highest level.

Specifically, we are promoting the enhancement of procedures upon receiving insurance claims and

notices of other claimable insurance benefits; the development of examination staff with the knowledge and skills required for claim payment examination through professional trainings and education; the enhancement of IT-supported assistance to the payment examination process by introducing the Claim Payment Processing System (SATI); and strengthening the functions of the Policy Assessment Services Center, which plays the central role in claim payment examinations.

### Claim Payment Processing System (SATI)

As our top priority measure for strengthening our claim payments management structure, the Claim Payment Processing System (SATI) enables a shift of the payment examination process from paper-based to digital-data-based using advanced image workflow (IWF) technologies and enhances IT-supported assistance throughout the entire process, thereby aiming to achieve simple, prompt

and accurate claim payments and thus enhance customer services.

Based on this processing system, we will continue to enhance the quality and efficiency of the payment examination process via the plan, do, check, act (PDCA) cycle using various data, thereby strengthening the claim payments management structure.

## Education and Training for Payment Examination Staff

In addition to lectures on new products and services when they are launched, the education and training for our claim payment examination staff include those designed to acquire our proprietary payment examination skills and e-learning programs according to the analysis results of the

Claim Payment Processing System (SATI) and payment examination skills. We also encourage the staff to acquire the qualification of a Life Insurance Payment Specialist as offered by The Life Insurance Association of Japan to enhance their payment examination capabilities.

## Highly Objective and Neutral Examination System for Insurance Claims

When we receive an insurance claim from a customer, the dedicated staff at the Policy Assessment Services Center conducts a claim payment examination. According to the content of the claim, the staff asks for medical opinions from the employees who have a medical doctor's license and/or legal opinions from external lawyers to ensure highly objective and neutral examinations.

More specifically, if it is possible that the insured event falls under the exclusions prescribed in the

policy conditions, we investigate the detailed facts as necessary and have an external lawyer examine whether the exclusions are applicable.

If a customer is not satisfied with the examination result, he/she can ask for a review by the Claims-Related Services Review Session, which consists of external lawyers and other members and reviews conflicts concerning the payment of insurance benefits. This also contributes to ensuring highly objective and neutral payment examinations.



# Special Treatment in Case of Disaster

In case of disaster, Japan Post Insurance applies special treatment (emergency treatment), as detailed below, to customers afflicted by the disaster in urgent need.

The details and period of the special treatment, whenever applied, are notified at our branches and post offices.

- **Extension of the grace period for premium payments**  
For customers who find it difficult to pay premiums due to a disaster, we extend the grace period for premium payments.
- **Prompt emergency payment of insurance benefits in case of emergency**  
For customers who find it difficult to prepare documents to be filed for an insurance claim due to a disaster, we allow special treatment as necessary. This may include the omission of some of the documents that are usually required to be filed, the execution of claim payments or the refund of prepaid premiums.

## [Specific examples of special treatment]

- Prompt emergency payment of insurance benefits and unearned premiums
- Prompt emergency payment of the cash value of the basic policy
- Prompt emergency payment of the cash value of the rider
- Prompt emergency payment of policy loans excluding premium loans
- Emergency refund of premiums paid in advance
- Prompt emergency payment of policyholder dividends

## Measures for the Great East Japan Earthquake and the 2016 Kumamoto Earthquake

We would like to express our sincere sympathies for the people afflicted by the Great East Japan Earthquake and the 2016 Kumamoto Earthquake.

To provide support for those suffering from these disasters and restoration of the afflicted areas, we carried out various measures, some of which are presented below.

### **Double payment of insurance benefits, etc.**

As for the double payment of insurance benefits, and death benefits relating to accidental riders, there is a policy provision that insurance and other benefits may be reduced or not paid due to an earthquake or other disaster. However, we did not apply this provision and decided to make double payment of insurance benefits and other special responses.

### **Reduction or exemption of interest on loans**

We conducted a reduction or an exemption of interest on loans, excluding policy premium loans.

### **Special treatment concerning hospitalization benefits**

To those who were injured by the earthquake but could not be immediately hospitalized due to the circumstances of the afflicted areas or other reasons and those who could not receive hospitalization care because hospital or clinic beds were occupied, we paid hospitalization benefits, on the assumption that they were hospitalized for the period for which they should have been hospitalized.

### **Extension of the grace period for premium payments**

In the case that it was difficult to pay premiums due to the earthquake, we extended the grace period for premium payments.

### **Special treatment concerning claim procedures**

We allowed special treatment such as the omission of some of the necessary documents to be filed when making various claims, including the Insurance Policy (Certificate of Insurance).

### **(Reference: System for searching for life insurance contracts in disaster areas)**

Under the System for Searching for Life Insurance Contracts in Disaster Areas, the Life Insurance Association of Japan requests that all life insurance companies search for life insurance contracts for people who have difficulty in claiming insurance benefits because they lost evidence of their contracts in the disaster areas covered by the Disaster Relief Act. We respond to the request by searching for insurance contracts for the relevant customers and notifying them of the contracts with us, if any.



# Information Systems to Support Customers



## System Development Efforts

Since the start of our operations in October 2007, Japan Post Insurance has been promoting system development in order to reform our administrative operations and IT systems for simple, prompt and accurate performance of functions, ranging from underwriting to claim payments, as well as to provide better quality services to customers.

With particular emphasis on supporting consulting activities that promote mutual communication with customers and providing dependable services, we fully leverage the network of post offices as a source of safety, reassurance, trust and convenience for customers. To help facilitate these efforts, we continually strive to upgrade and expand the functions of our systems.

Our portable devices for business have been sequentially equipped with a paperless application feature since April 2016, which contributes to the enhancement of customer service and the preservation of the environment.

- The text information that is displayed on the screen of a portable device, such as the content of an application for an insurance policy, can be enlarged for easier viewing by the young and elderly alike.
- By photographing the necessary certificates with the camera function, a copy is no longer required from customers.

- The system check function prevents errors in filling out the application form, which reduces the burden on customers when completing the application.
- By reducing the time spent on paperwork and sending the application documents by postal mail, we shorten the period required to conclude the contract.

Printing out an application form or other documents will become unnecessary, which reduces the volume of paper consumption.

In making a paperless application, the signature and declaration are given using a digital pen, which is as easy to use as a regular pen for the young and elderly alike.



### Addressing the Renewal of the Next-Phase Core IT System

Currently, we are developing the core IT system to be renewed in January 2017. The new core system is designed to enhance the system quality and development productivity and reduce system-related expenses.

We will continue to upgrade our information systems for better customer service such as by establishing user-friendly procedures and customer support systems with enhanced attention to detail.



## IR Activities

### **Preparation and Disclosure of Disclosure Policy**

“Disclosure Policy” is posted on the “Investor Relations” (IR) section of Japan Post Insurance website.

### **Holding of Regular Briefing Sessions for Individual Investors**

Measures are carried out to enhance information provision, including dedication of a section to individual investors on the IR section of our website and holding of briefing sessions.

### **Holding of Regular Briefing Sessions for Analysts and Institutional Buyers**

We organize financial results meeting and conference call for analysts and institutional investors after quarterly financial results announcements, as opportunities for the management to provide explanation about our financial condition, etc. We also participate in seminars for institutional investors organized by securities companies.

### **Holding of Regular Briefing Sessions for Overseas Investors**

Overseas IR events by the management are organized several times a year. Meanwhile, information intended for use within Japan such as financial results and IR materials are translated into English and posted on the IR section of our website, in an effort to minimize the information gap between the domestic and overseas investors.

### **Posting of IR Materials on Website**

Financial information such as financial results, timely disclosure information other than financial information, securities reports and quarterly securities reports are posted on the IR section of our website.



Scene of a results briefing session



## General Shareholders' Meeting

We held our 10th Ordinary General Meeting of Shareholders on June 22, 2016. (The number of attending shareholders was 266, and the meeting time was one hour and 24 minutes.)

For the meeting, we strived to improve the convenience for shareholders and enhance communication with them.

We mailed the Convocation Notice on June 1, 2016 in view of early dispatch and disclosed its content on our website and elsewhere, prior to dispatch on May 30, 2016 so that our shareholders would have enough time to carefully review the proposals. Moreover, in addition to ensuring the exercise of voting rights via the Internet, we addressed improving the environment for shareholders to exercise their voting rights by participating in the virtual platform recommended by the Tokyo Stock Exchange, which allows

institutional investors to conduct the electronic exercise of voting rights.

Furthermore, at the meeting, we strived to explain our business lines using video materials to facilitate the understanding of attending shareholders.

During the Q&A session, we received several questions about the Company's postures or responses toward such issues as the Company's growth strategy and product strategy. The President, CEO and the officers in charge of the respective subjects responded, enhancing interactive communication.

After the meeting, we swiftly disclosed the results of the exercised voting rights and other relevant information on the Company's website as part of our efforts to enhance the provision of corporate information to shareholders.



## Handling of Shareholders' Personal Information

### ●Purpose of use

We specify the purposes of using shareholders' personal information and use this information solely within the scope required for achieving these purposes.

The Company may use personal information for the following purposes.

- (1) To exercise rights and/or fulfill obligations under the Companies Act;
- (2) To provide information on the Company's business activities to those with the status of shareholders;
- (3) To implement various measures to facilitate the relationship between shareholders and the Company; and

- (4) To manage shareholders by means such as compiling of shareholders' data in line with the prescribed criteria under various applicable laws and regulations.

Specific personal information <sup>(Note)</sup> is to be used by the Company solely for purposes prescribed by laws and regulations. The Company may use specific personal information for the following purposes:

- Administrative procedures related to preparation of payment records for shareholders

Note: Specific personal information is personal information including the individual number (referred to as "My Number" under the Social Security and Tax Number System).



## Corporate Social Responsibility (CSR)

Being engaged in the life insurance business, which entails a strong community role, Japan Post Insurance works to uphold its customers' trust and provide them with peace of mind by actively seeking ways to contribute to society. Our activities in this field are centered on the three strategic pillars of "encouraging social and community contribution," "creating a people-friendly business environment" and "promoting environmental conservation activities."



### Encouraging Social and Community Contribution

As stated in our Management Policy to actively contribute to "health promotion" and the "development of local communities and society," we have been assisting people in promoting their health through such efforts as the Radio Exercise program, which has a history of 87 years.

#### Radio Exercise and Japan Post Insurance

The Postal Life Insurance Bureau of the Ministry of Communications created the Radio Exercise program in 1928 in an effort to maintain and improve people's health. The Ministry introduced the program in celebration of the enthronement ceremony of the Showa Emperor.

Japan Post Insurance, which was created as a result of the privatization of the original Japan Post, has assumed the role of promoting the

exercise program, first undertaken by the Ministry of Communications and then by its successors, namely the Ministry of Posts and Telecommunications, the Postal Service Agency and Japan Post prior to privatization. We have been working together with NHK (Japan Broadcasting Corporation) and the non-profit organization (NPO) Japan Radio-*taiso* Federation for its popularization and promotion.

#### Milestones

1928	Radio Exercise (then National Health Exercise) program began
May 1951	NHK started broadcasting the Radio Exercise No. 1 program on its Radio 1 channel
Around 1952	Distribution of Radio Exercise Attendance Cards started
July 1953	Radio Exercises Summer Tour commenced
October 1962	Festival of 10 Million People's Radio Exercise launched
September 1999	<i>Minna no Taiso</i> ("Exercise for Everyone") program began



Poster for the initial Radio Exercise program (1929)



2016 Radio Exercise Attendance Card

#### Popularization and Promotion of Radio Exercise Program through Various Events

##### Festival of 10 Million People's Radio Exercise and *Minna no Taiso* ("Exercise for Everyone")

As one of our major Radio Exercise events, we hold the Festival of 10 Million People's Radio Exercise and *Minna no Taiso* every summer, aiming to get 10 million people around the country to participate together in Radio Exercise and *Minna no Taiso*. This event is broadcast live nationwide over NHK's Radio 1 and on its General TV channel and is also broadcast through its international broadcasting service to overseas viewers.



At the 54th Festival of 10 Million People's Radio Exercise and *Minna no Taiso* (on Sunday, August 2, 2015, Kanazawa City, Ishikawa Prefecture)



## Radio Exercise and *Minna no Taiso* (“Exercise for Everyone”) Summer Tour and Special Tour

We conduct an annual Radio Exercise and *Minna no Taiso* Summer Tour during the 43-day school summer vacation period from July 20 to August 31, visiting 43 venues around Japan (including one venue for the Festival of 10 Million People’s Radio Exercise and *Minna no Taiso*).

In addition, we run a Radio Exercise and *Minna no Taiso* Special Tour every year from April to the end of October (excluding the summer tour period), stopping at about 10 venues across the country mainly on Sundays and public holidays.

These events are broadcast nationwide on NHK’s Radio 1.

Note: Details of the schedule and venues for the Radio Exercise and *Minna no Taiso* Summer tours and Special tours in the fiscal year ending March 31, 2017, are available on our website (<http://www.jp-life.japanpost.jp/> (written in Japanese)).



Radio Exercise and *Minna no Taiso* Summer Tour event (on July 27, 2015, Onagawa-cho, Oshika-gun, Miyagi Prefecture)

## Holding the All-Japan Elementary School Radio Exercise Competition

With the aim of increasing opportunities for numerous elementary school children to energetically participate in Radio Exercises and to contribute to health promotion, we hold the All-Japan Elementary School Radio Exercise Competition for elementary school children across Japan.

For this competition, participants submit videos demonstrating their “daily efforts toward radio exercise” and “Radio Exercise No. 1 scene.” Judging is based on whether children are enthusiastically and happily participating in Radio Exercise throughout the entire program and whether they are correctly performing radio exercise with uniform motions. The winning teams are then decided and announced.



Gold award winning school in the second contest (“Masuda Spirit,” of Masuda Elementary School, Nakatane-cho, Kagoshima Prefecture)

## Radio Exercise Sessions at Elementary Schools

With the aim of fostering the sound growth of children through the Radio Exercise program and popularizing and promoting the program further, we dispatch NHK TV and Radio Exercise program instructors and assistants to provide Radio Exercise sessions at elementary schools. During the fiscal year ended March 31, 2016, we held Radio Exercise sessions at 18 elementary schools across the country.



Radio Exercise session (on November 16, 2015, at Nishimaruko Elementary School, Kawasaki City, Kanagawa Prefecture)



## Marathons Supported by Japan Post Insurance

In the fiscal year ended March 31, 2016, we provided special sponsorship of the Third Nissan Stadium: Five-Hour Endurance Relay Marathon ~improvised and registered team~ (July 5), the Third Weekday Marathon at *Kodomonokuni* (December 1) and the 2016 Challenge Relay Marathon at *Kodomonokuni* ~42.195 in Mid-Winter~ (January 30).



Third Nissan Stadium: Five-Hour Endurance Relay Marathon

## Local Community Contribution Activities by Business and Service Bases

Employees of our business and service bases nationwide volunteer for local community activities such as local cleanup projects and blood donation drives.

### [Examples of Our Activities]

#### Business and Service Bases' Neighborhood Cleanup Projects

As a voluntary initiative, our business and service bases regularly conduct activities to clean up their respective neighborhoods. These bases also participated in “Clean Up the City” events, working with fellow residents to beautify their neighborhoods. In the year ended March 31, 2016, employees from 58 bases conducted cleanup activities 102 times in total.



Cleanup activities at Hibiya Park



Cleanup activities prior to the Sendai Tanabata Festival

#### Cooperation for Blood Donation Drives

During the year ended March 31, 2016, a total of 53 business and service bases cooperated in blood donation drives.

#### Participation in Volunteer Walks

In the year ended March 31, 2016, employees and their families from 10 business and service bases took part in “Ashinaga P-Walks” in aid of orphaned children.

#### Volunteering in Recycling Activities

In the year ended March 31, 2016, PET bottle caps, used postage stamps and other similar items were collected at 59 business and service bases and donated to social welfare councils and other relevant organizations.



Volunteering cleanup on the riverside of Nakatsu River



## Creating a People-Friendly Business Environment

### Kampo Eat & Smile Project

For the purpose of promoting sound health through food, we carried out the Kampo Eat & Smile Project. In this project, donations collected through charitable menus served at a café that is open for a limited period were matched with a donation from Japan Post Insurance and contributed to Second Harvest Japan.

In a tie-up with “*Sumimasu Geinin*,” comedians who moved to live and work in local communities around Japan, we provided information on food from various parts of Japan.



Inside the Eat & Smile Café



Support via Second Harvest Japan



## Promoting Environmental Conservation Activities

### Energy-Saving Efforts

As one countermeasure against global warming, we work to reduce carbon dioxide (CO<sub>2</sub>) emissions through energy-saving efforts at facilities owned by Japan Post Insurance. According to the results of an energy-saving diagnosis and other surveys, we constantly renovate facilities and equipment and improve their operations to achieve greater energy savings.

With the aim of facilitating basic energy-saving activities company-wide, we have developed a guide compiling specific examples of energy-saving actions. Every employee takes part in energy-saving efforts based on this guide to reduce CO<sub>2</sub> emissions and the use of copying paper.

### Contributions to Environmental Preservation through Providing Online Versions of the Contract Guidelines and Policy Conditions

On October 2, 2014, we began offering online contract guidelines and policy conditions.

Previously, we provided contract guidelines and policy conditions to all customers in a paper booklet format. By selecting “web viewing,” policyholders now have the option of confirming their contract guidelines and policy conditions in a PDF format on our website rather than by receiving a paper brochure.

Online contract guidelines and policy conditions will eliminate the need for conventional brochures, thereby enabling a reduction in the amount of paper used. In July 2016, we donated a total of ¥10.8 million to 13 environmental groups that are

active in growing forests based on the number of customers who made use of the online contract guidelines and policy conditions in the six-month period from April 2015 to September 2015.



Tree-planting volunteering by citizens

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# Social Responsibility as an Institutional Investor



## Efforts to Fulfill the Principles for Responsible Institutional Investors: “Japan’s Stewardship Code”

In May 2014, Japan Post Insurance announced the acceptance of the Principles for Responsible Institutional Investors: “Japan’s Stewardship Code.”

We entrust the investment of domestic shares to trust banks, investment advisory firms or other investment managing organizations. As an entrustor, we discharge our stewardship responsibilities by requiring such entrustees to

report their policies and the status of efforts to comply with the said code, checking for any problems and reflecting those reports on the selection and evaluation of entrustees.

In addition, we disclose a summary of the reports periodically received from the entrustee organizations (investment managers) on their efforts to fulfill their stewardship responsibilities and the results of the exercise of their voting rights.

### ○ Principal policies for fulfilling the stewardship responsibilities

#### 1. Monitoring the status of investee companies and dialogue

The investment managers to whom we entrust our asset management activities monitor the status of investee companies and dialogue with them. As an entrustor, we require those investment managers to report their policies for and the status of monitoring and dialogue with investee companies.

#### 2. Exercise of voting rights

We entrust the investment managers with the exercise of voting rights relating to the respective shares in which the Company has invested. We present the guidelines the investment managers should follow when exercising voting rights. The investment managers determine their policies on the exercise of voting rights in accordance with

these guidelines and exercise the voting rights in line with the policies thus determined.

The results of the investment managers’ exercise of voting rights are disclosed every year on our website.

#### 3. Initiatives for enhancing our stewardship activities

We interview and evaluate the investment managers regarding efforts to fulfill their stewardship responsibilities. We gather good examples of such efforts, which are to be shared with the investment managers, to help enhance the stewardship activities of Japan Post Insurance as an entrustor and the investment managers.

Note: Our policies for fulfilling stewardship responsibilities are disclosed on our website.

We plan to start the internal management of investment in domestic shares. Accordingly, we will revise the current acceptance of Japan’s

Stewardship Code and our policies for fulfilling the stewardship responsibilities and disclose the results on our website.



## Efforts for ESG Investment

We conduct asset management as an institutional investor taking into consideration not only safety and profitability but also social and public aspects.

As the concern for investment taking into consideration Environment, Society and

Governance is rising globally, we have been expanding investment in accordance with the viewpoint of “ESG” in order to contribute to the formation of a sustainable society.



# Efforts for Enhancement of Our Brand Value

Japan Post Insurance engages in various advertising activities that encourage those who take on the challenges toward achieving their dreams, thereby seeking to enhance its brand value.

## Life is Full of Dreams

### Life is Full of Dreams

With the tagline “Life is Full of Dreams,” we put up corporate ads that encourage all people who are moving forward in their lives.

Featuring actress Mitsuki Takahata as its new spokesperson, our new series of corporate ads, titled “That’s a life, My Life,” have aired nationwide on TV since March 2016.

The corporate ad conveys a message—“All lives are unique, and your life is undoubtedly yours. The world in which you live is full of wonderful things”—with a musical-like performance to an original

song composed by musician Ringo Sheena.

The corporate ads have been extensively placed in various media, including posters at post offices nationwide, in newspapers and on transit mainly in the Tokyo metropolitan and Kansai areas.

Through the corporate ads, we spread our wish to support the lives of our customers and other people living in local communities by always being close at hand.



Corporate TV commercial: “That’s a life, My Life”



Newspaper ad



Transit ad



Poster

### “Full of Dreams” Caravan

To deliver the corporate message of “encouraging those who take on the challenges toward achieving their dreams” on a continuing basis and from many angles, we have some of Japan Post Group’s employees and their families who work

enthusiastically toward their dreams to appear in corporate ads that are placed in magazines and on a special website for the campaign: <http://www.yumedarake.jp/caravan/>.



“I pledge to make it a game played fairly.”



“I am building up muscle toward my dreams.”



“I met my wife in space.”

Note: The information is effective as of the date and time of the filming.



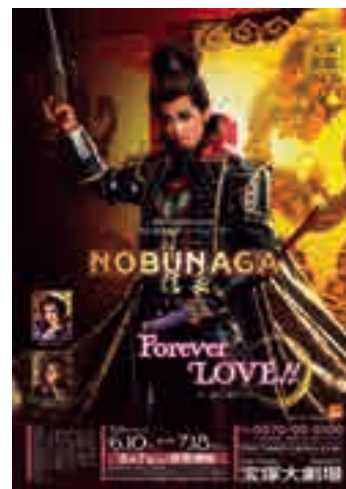
## Initiatives for Supporting Life with Dreams

### ✦ KAMPO DREAM THEATER

#### Sponsorship of the Takarazuka Revue

As one of our cultural activities, we sponsor the Takarazuka Revue's 2016 performances by the Moon troupe: Rock Musical "Nobunaga: The Will to Power" and Shining Show "Forever LOVE!!," as we did in 2015.

Through the sponsorship of the performances of the Takarazuka Revue, we wish to deliver dreams to the audiences at these performances.



© Takarazuka Revue Company

### ✦ Sponsorship Contract with Female Professional Golfer Momoko Ueda

Since March 2015, we have been under a three-year sponsorship contract with Momoko Ueda, a professional golfer. Her committed efforts to making her dreams come true led to the sponsorship.

Ms. Ueda has competed in various golf tournaments armed with a cap, golf clothing and a golf bag bearing the name of Japan Post Insurance.

Wishing her further success, we will continue to provide support for her.

### ✦ Special Sponsorship of Student Music Concours of Japan to Encourage Students Striving for Their Dreams

To develop a music culture and support students who are taking on the challenge of pursuing their dreams, we sponsor the Student Music Concours of Japan.

This competition nurtures an appreciation of music and helps improve performance techniques. Through a fair screening process, young talents are discovered who can perform on the global stage, thereby contributing to the development of music culture.



At NHKSO Beethoven 9th Special Concert

### ✦ JAPAN POST INSURANCE Presents NHKSO Beethoven 9th Special Concert

With the aim of supporting cultural activities, we sponsored the NHK Symphony Orchestra (NHKSO) Beethoven 9th Special Concert (Suntory Hall, Minato-ku, Tokyo) on December 27, 2015. NHKSO was formed around 90 years ago and is highly renowned for its excellent performances across the world.



## Education and Training

With the aim of realizing sustainable increases in corporate value and continuous growth, in April 2013, Japan Post Insurance announced the “Kampo Human Resources Development Declaration,” under which it declared that it would vigorously promote human resources development throughout the Company.

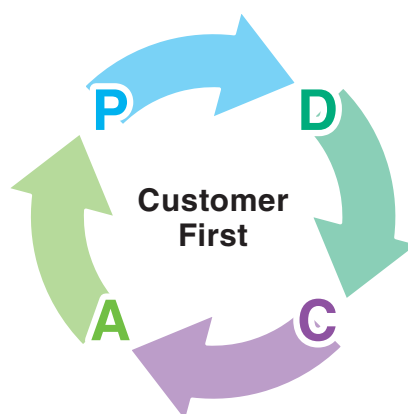
Our Management Policy to “create a working environment in which all employees can develop their talents and work with energy and vitality” shows our commitment toward human resources development.

### Aspired Image of Human Resources

As an “aspired image of human resources” that our employees should aim for, we will cultivate employees capable of executing the plan, do, check, act (PDCA) cycle on their own and achieving growth under the “four orientations” and the “Human Resources Development Basic Policies,” based on the “customer first” concept.

#### Four Orientations

- Ownership
- Challenge oriented
- Speed oriented
- Frontline oriented



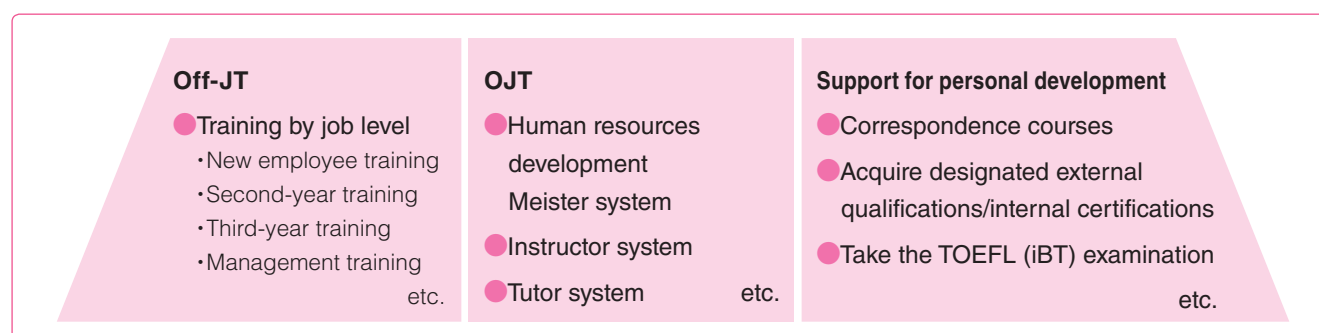
#### Human Resources Development Basic Policies

- We shall cultivate human resources who have a self-awareness of corporate social responsibility and who place the customer first.
- We shall cultivate human resources who have expert capabilities and a well-rounded character.
- We shall cultivate human resources who are imbued with a spirit of challenge for addressing new issues and who have the ability to get things done.

### Human Resources Development System

Under the “Kampo Human Resources Development Declaration,” we place paramount importance on on-the-job training (OJT) in developing human resources and are implementing a system for human resources development spanning all job affiliations. We have positioned the idea of “a corporate culture that

nurtures people corresponds with an environment where OJT is actively undertaken” as the ultimate goal of our human resources development system and are building a system under which OJT and Off-JT are mutually coupled and personal development is further boosted.





## Education for Sales Personnel and Agents

We state in our Solicitation Policy that we will make efforts to raise product knowledge and the consulting capabilities of all executives and employees. Accordingly, we are making efforts to raise consulting-based sales capabilities in

accordance with the life plan of each and every individual customer by providing training and education for sales personnel and agents.

### <Sales Personnel>

#### Overview of Sales Personnel

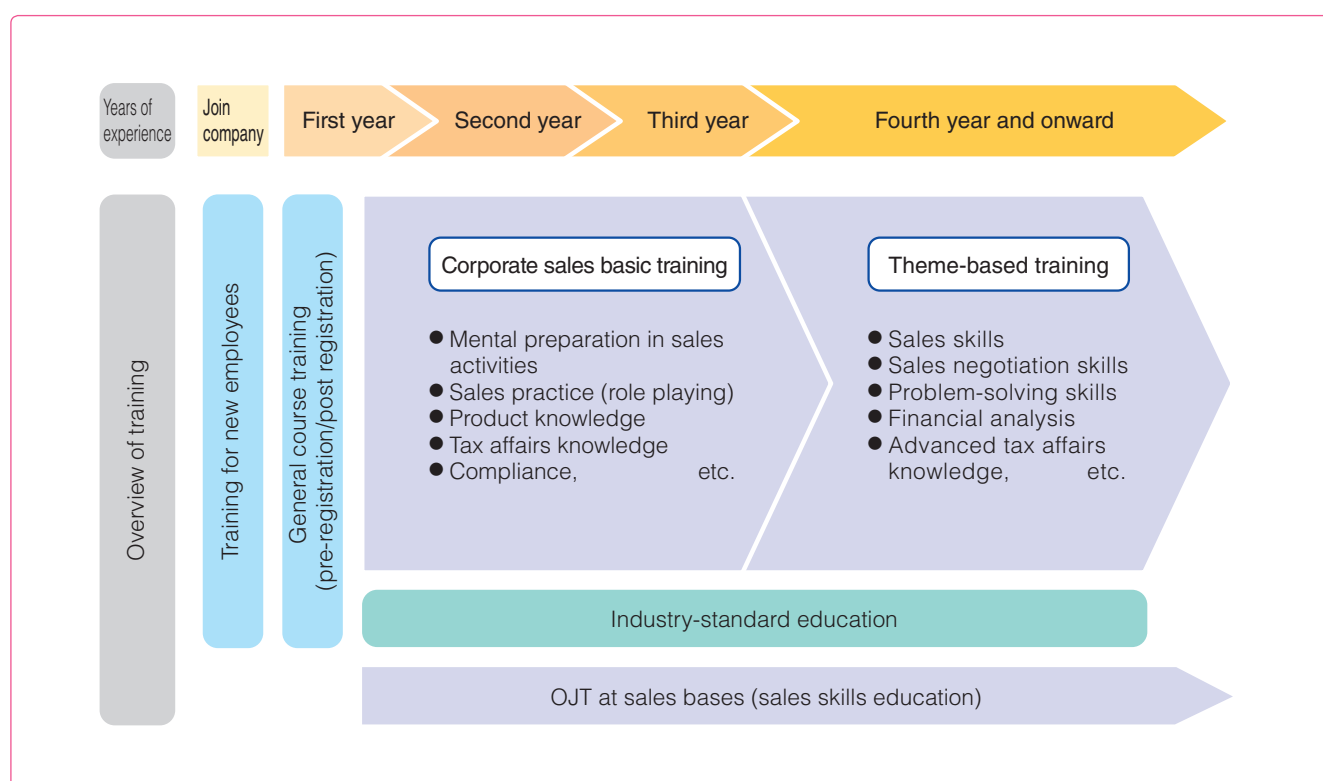
Sales personnel at directly-managed offices undertake insurance solicitations mainly targeting companies and company employees.

#### Overview of Training

Through Kampo Instruction College, an education and training program for Japan Post Insurance's sales personnel, we work to develop sales personnel who possess advanced knowledge and a sense of ethics to ensure that personnel accurately respond to the needs of corporate customers.

We have positioned the three years after new employees join the Company as the period for basic training. During this time, through mass

training and industry-standardized education held at the Head Office, sales personnel acquire the knowledge and skills needed for undertaking insurance solicitations in the corporate markets. From the fourth year onward, we also implement various types of training based on specific themes with the aim of developing human resources who can demonstrate high-quality consulting-sales abilities.





## <Insurance Solicitation Agents>

### Overview of Insurance Solicitation Agents

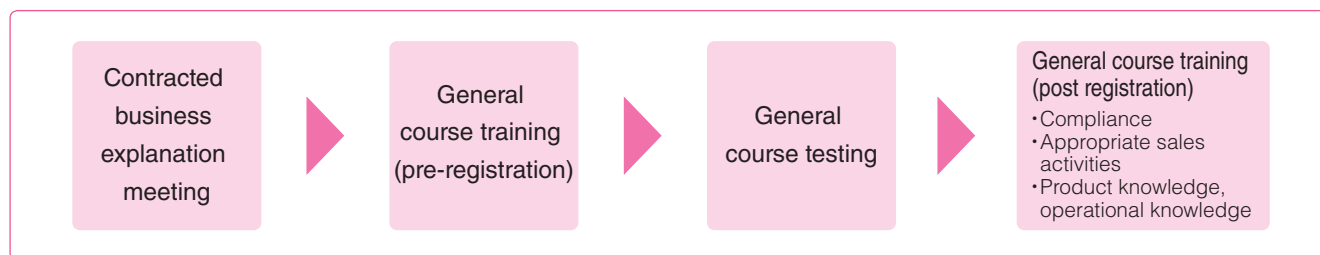
We conclude a life insurance sales and maintenance agreements with Japan Post and the operators of contracted post offices and carry out insurance soliciting via the nationwide network of

post offices, primarily targeting the individual market for households and small- and mid-sized companies.

### Overview of Training

Employees of Japan Post Insurance provide persons involved in insurance solicitation with training aimed at ensuring thoroughgoing compliance, appropriate sales activities and enhanced operational knowledge.

In addition, we provide support that includes dispatching our employees as instructors for training and other activities implemented by Japan Post.



Note: For the training and education on payment operations, please refer to "Reinforcement of Payment Operations" (page 55).



# Promoting Diversity and Inclusion

To realize the policy to “create a working environment in which all employees can develop their talents and work with energy and vitality” set forth under the Management Policy, and practice the guideline “We respect human rights and create a diverse and inclusive working environment” in the Code of Conduct, Japan Post

Insurance promotes diversity management initiatives, centering on the Diversity Promotion Office established within the Human Resources Department in three fields: “Promotion of expanding roles of female employees,” “Work-life balance” and “Promoting employment of persons with disabilities.”



## Promotion of Expanding Roles of Female Employees

In support of the careers of female employees in the medium to long term, we make all efforts to “expand the appointment of female employees to management positions” and “foster the careers of female employees.”

Regarding the expansion of the appointment of female employees to management positions, we stated our quantitative target as “increasing the percentage of management positions held by women to 14% or more by April 1, 2021,” in the general employer action plan based on the Act on Promotion of Women’s Career Activities, and we will promote diverse measures to achieve this target.

Regarding the fostering of female employees’ careers, we provide training, targeting candidates for senior management positions, help them improve their leadership development and management skills, and hold seminars for prospective candidates for management

positions. These efforts are meant to support women in independently planning their careers and understanding different work styles at various life stages and in pursuing avenues to enhance their careers in a systematic and continuous manner.



Training for candidates for senior management positions



Seminar for candidates for management positions



## Work-Life Balance

To realize an elevated level of work-life balance by supporting employees to address the coexistence of childcare/nursingcare and work, apart from the common policies of the entire Japan Post Group such as revisions to the Work-Life Balance guide, the Company promotes measures such as 1) reforms of the work style, 2) supporting the return of employees who have taken childcare leave and 3) educational activity concerning nursing care leave, as its independent policies.

Regarding the general employer action plan based on the Act on Advancement of Measures to Support Raising Next-Generation Children, the Company acquired the “Kurumin Mark”

Certification as a Childcare Support Company for the second consecutive year because the Company achieved the targets set forth in the third general employer action plan (from April 1, 2013 to March 31, 2015). In the fourth general employer action plan, the Company is planning to take various measures to “review the work style” and address “the coexistence of childcare/nursingcare and work” during the three years from April 1, 2015 to March 31, 2018.





## Reforms of the work style

To improve organizational productivity by revising the work style that assumes overtime work and/or working on holidays, we implemented several reforms in the fiscal year ended March 31, 2016, including measures to reduce long working hours; the adoption of a morning-focused work style; raising awareness of employees on this issue; and a work style review consultation at several exemplary departments/sections of the Head Office.

In the fiscal year ending March 31, 2017, while continuing efforts to reduce long working hours and the shift to a morning-focused work style, we will proactively promote the reforms of the work style at all departments/sections of the

Head Office with measures such as the extension of work style review consultation workshops to other departments/sections, efficiency improvement for internal operations at the Head Office and the reinforcement of management by administrators.



Awareness-raising seminar



Scene of a work style review consultation workshop at an exemplary department of the Head Office

## Supporting the return of employees who have taken child-care leave

In the fiscal year ended March 31, 2016, we held a return-to-work seminar targeting employees who had taken childcare leave and those who returned from childcare leave within the past 12 months, from the viewpoint of resolving concerns about the coexistence of working and childcare and assisting in their subsequent career formation after returning to work. At the seminar, attendance of their spouses and supervisors was allowed to raise their understanding on return to work, and a child-care service space was prepared on the same floor as the workshop to facilitate the participation of those taking childcare leave. This measure to support the return to work of employees will be further strengthened in the coming years.



Return-to-work seminar



Child-care service

## Educational activity concerning nursing care leave

As the number of employees who will face the need for nursing care of family members is expected to increase in the years ahead, in the fiscal year ended March 31, 2016, we started to phase in dedicated web-based services targeting employees above 40 years old so

that they can appropriately cope with the need to handle nursing care for family members. These services include such functions as an e-learning course concerning the public nursing care insurance systems and consultations with experts.



## Promoting Employment of Persons with Disabilities

We actively promote the employment of persons with disabilities recognizing that fairly evaluating and providing work opportunities for a diverse population is a part of our corporate social responsibility. We therefore strive to increase the number of offices with staff that include persons with disabilities and support them in settling in to the office. Our efforts are ongoing with the aim of increasing the percentage of persons with disabilities that form our workforce.



Employees with disabilities engaging in data entry operations