

MESSAGE FROM THE CHAIRMAN

Aiming at sound development
and
enhanced reliability
of
the life insurance business



The life insurance business, alongside the social security system, plays a role as one of the twin pillars of social infrastructure that support people's lives, and its responsibility is increasing ever more in the aging society with a low birthrate .

The life insurance business has its origin in the idea of “mutual aid”, and the nature of the business is to appropriately undertake risks and develop a sound group of insured in order to continue providing coverage to policyholders in the long term. The reform and liberalization of regulations in Japan have made our business options more diversified. Our own consciousness and responsibility based on the nature of the business are indispensable for the sound development of this trend.

Each life insurance company is required to maintain soundness of business operations, without forgetting the nature of the business, in order to complete the mission of continuing to provide coverage to policyholders throughout the next era, while recognizing that the life insurance industry is part of the social infrastructure supporting people's self-help efforts, and is required to respond to customers' reliance.

Considering the above, we recognize that the principal mission of the Life Insurance Association of Japan (LIAJ) is as follows:

1. Consolidating the disciplines and standards that are necessary for the sound development of the life insurance business
2. Making these disciplines and standards well established in each life insurance company
3. Informing people of the activities of the LIAJ, and promoting their understanding concerning the significance and importance of the life insurance industry

The LIAJ will continue to dedicate all its efforts to contribute to the sound development of the life insurance business in order to meet people's increasing expectations.

A handwritten signature in black ink, which appears to read "Ikuo Uno". The signature is fluid and cursive.

Ikuo Uno
Chairman
The Life Insurance Association of Japan