

# Message from the Chairman

***In a Bid to Achieve  
a Prosperous, Reassuring,  
and Bright Future  
of Long-living Society***



Our nation has been transforming itself into a super-aged society at an unprecedentedly rapid pace, without parallel in the world. Now we are at the threshold of a new age in which more and more people come to live to be 100 years old and over. A century-long life span, or “the era of centenarians,” might no longer be a fantasy.

Such a future, however, does not always provide us with rosy views only. Among the various risks looming over our lives, the so-called “longevity risk,” the risk which a longer life would entail, has been growing in particular: sufficient funds will have to be secured not only to support the life of retirees but also to prepare for contingency, such as diseases or nursing care. Although our country’s social security system has long been playing an essential part to deal with such risks, its future is at stake, causing increasing uncertainty over both its sustainability and the levels of its future benefit.

The word “long-living society” is synonymous with an “aged society.” Longevity itself is a phenomenon to be welcomed. However, due to a lack of adequate preparatory measures for risks incidental to longer life, if instead it becomes a source of incessant anxiety or anguish, it would certainly not be the kind of long life that we envision.

To date, Japanese life insurance industry has been striving to contribute to the common welfare and the stability of people’s life through primarily the provision of a “death benefit.” In addition to that, our role will become increasingly significant in the sphere of a “living benefit” as well, such as annuities, medical or nursing care coverage, etc., to cope with the unforeseeable risks of longevity.

With this in mind, we set the above existing “death benefit” and the “living benefit” as the two main pillars of the industry’s coming social mission, to serve as the infrastructure for people’s “prosperous, reassuring, and bright future of long-living society.” To this end, we are determined to devote ourselves wholeheartedly to address various challenges ahead of us. And in our every effort, your further understanding and cooperation for our industry will be invaluable.

A handwritten signature in black ink that reads "S. Yokoyama". The signature is written in a cursive, flowing style.

Shinichi Yokoyama  
Chairman  
The Life Insurance Association of Japan