

## Message from the Chairman

***To Enhance  
Trustworthiness of  
the Life Insurance  
Business***



Life insurers in Japan play an essential part in people's daily life by providing insurance coverage designed to address various risks such as sickness, longevity, or death. While the discussions over the structural reforms in pension and health-care schemes are now underway, accordingly the social role and responsibilities assumed by life insurance business will become increasingly important.

Despite such expectations for our industry, insurance payout failures have continued to surface since last year. The fact that they compromised the trust of customers is highly regrettable. Firmly determined to restore the public trust, the Life Insurance Association of Japan (LIAJ) will ensure a system in which voices of people would be more reflected in the management of each member company.

In recent years, the so-called "SR" – social responsibility – has become a key consideration in corporate management. The LIAJ is no exception. Currently, we are carrying out various social contribution activities such as nursing caregiver scholarships, or child-rearing support programs, etc. in response to needs arising from the aging population accompanied by a declining birthrate. With more emphasis on the aspect of implementation, we will attach greater importance to our own SR, and proactively bear this in mind in all of our activities.

Tackling many difficult challenges and making our utmost efforts to enhance the trustworthiness of the life insurance business, we are fully committed to performing our social mission.

Your continued support and cooperation for our activities will be greatly appreciated.

A handwritten signature in black ink that reads "Katsutoshi Saito". The signature is written in a cursive style and is enclosed within a thin black rectangular border.

Katsutoshi Saito  
Chairman  
The Life Insurance Association of Japan