

Message from the Chairman

***Restoring Confidence
from our Customers
Point of View***



Let me begin by extending my deepest apology to our individual customers and to the business community for the broad concern and inconvenience that the inappropriate handling of claims by certain life insurers has caused. Regrettably, such mishandling has also resulted in the erosion of public trust, the responsibility for which is attributable to the life insurance industry itself.

Confronting this problem, however, has allowed our industry to renew its awareness that our first and foremost interest is our customer base. Accordingly, the industry has committed itself to a thorough reevaluation of each and every insurance practice from the point of view of the customer and to a speedy restoration of customer confidence – the very core of our business.

To this end, the Life Insurance Association of Japan (LIAJ) is moving to prevent any recurrence of the problems we recently experienced. We are implementing procedures at each member company to secure proper payout practices and full customer protection. In addition, the LIAJ is addressing regulatory issues such as tax reform and the revision of the Insurance Contract Law to better protect our customers' interests as well as to encourage both efforts by individuals to improve their financial security and the sound and sustainable growth of the industry.

Japan faces a rapidly aging population and a declining birthrate, and the Japanese public has become even more concerned about its future social security. Of course, the life insurance industry is a principal actor in this field and its role has become even more important. The LIAJ believes strongly in social responsibility (SR) and affirms its commitment to making longstanding and ongoing contributions to society.

As a few examples of our social contributions to date, activities that reflect our customers' real needs, allow me to mention that the LIAJ sponsors scholarships for the training of certified care workers and subsidizes non-profit organizations that support families with small children. The LIAJ will continue such activities as part of a larger effort to fulfill its social responsibility.

On the occasion of my assuming the post of LIAJ Chairman, I want to underscore my determination to overcome the problems we recently have faced and to speedily restore customer confidence. I look forward to the Association's concerted effort to develop a long-term plan to achieve sound and sustainable development of the life insurance community.

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

Kunie Okamoto
Chairman
The Life Insurance Association of Japan