

5. The Life Insurance Association of Japan (LIAJ)

The Life Insurance Association of Japan (LIAJ) started as an incorporated association with formal sanction by the authorities concerned on 7 December 1908. Since then, the Association has continued to make efforts for the sound development of the life insurance industry.

1) Objective

To strive for sound development of the life insurance industry and maintenance of its reliability

2) Functions

- (a) Research and study of theories and practices relating to life insurance
- (b) Public relations relating to life insurance
- (c) Statement on life insurance
- (d) Other functions considered necessary to attain the purpose of the Association

3) Membership

Forty-six (46) companies (as of 4 Jan. 2010)

4) Main Activities

(a) Representing the Opinions of Life Insurance Industry

The Association gathers opinions from its member companies concerning financial, economic, social welfare, tax or other problems which are related to life insurance. The Association conveys ideas and requests of the members whenever necessary to organizations in charge.

(b) Conducting Research and Taking Statistics

The Association conducts studies and surveys of overseas life insurance industry or of its associated industries. The Association is further in charge of collecting and compiling life insurance materials of reference, releasing publications including this English brochure, and also taking statistics on life insurance.

(c) Educational Activities

The Association offers education and examination programs which can be commonly applied throughout the industry to sales agents/agencies and office personnel. (Refer to page 22 to 23)

(d) Operating Life Insurance Network Center

In order to expand computer networks and related joint arrangements within the life insurance industry, LINC (Life Insurance Network Center; established in May 1986) operates to improve the services for policyholders, etc. (Refer to page 21)

(e) Social Service Activities

The Association is engaged in a variety of social service activities in order to enhance the public understanding and the trust of life insurance business by widely contributing to public interests. (Refer to page 26)

(f) Public Relations Activities

The Association seeks to provide information to help consumers fully understand the life insurance business and also improve its public relations through advertisement and communication with mass media, consumer groups and opinion leaders in various industries.

In 1976, Japan Institute of Life Insurance (JILI), a foundational juridical person, was established as one of the information providing institutions. It aims to develop relationship between the public and the life insurance industry. The Association maintains a cooperative relationship with JILI in providing life insurance-related information. (Refer to page 40)

(g) Consultation Services

The Association deals with inquiries and complaints concerning life insurance by telephone, mail and interviews. (Refer to page 24 to 25)

(h) Anti-Moral Hazard Measures

The Association takes a variety of measures to promote sound operation of life insurance business. (Refer to page 27)

(i) International Activities

The Association responds to inquiries and receives visits from foreign countries. The LIAJ also supports arrangements for international insurance conferences.

Recent main activities are as follows:

(1) Information Service Office for Foreign Companies

The Japanese life insurance industry has always endeavored to promote mutual understanding with foreign life insurers through inter-industry personnel exchanges.

In May 1982, the Government announced a policy to liberalize the secondary market as part of the efforts to eliminate trade frictions with other countries. On 1 June 1982, shortly after this announcement, the Association set up the "Information Service Office" in order to better serves the needs of potential foreign participants. The office serves as a window to provide information to foreign companies who seek to enter and operate in Japanese market.

(2) Participating in the International Conference

There are many international insurance conferences, such as EAIC (East Asian Insurance Congress) and PIC (Pacific Insurance Conference). The 24th PIC was held in Bangkok, Thailand from 1 through 4 November 2009 and around 300 attendants including about 10 from the Japanese life insurance industry participated in the Conference.

(j) Others

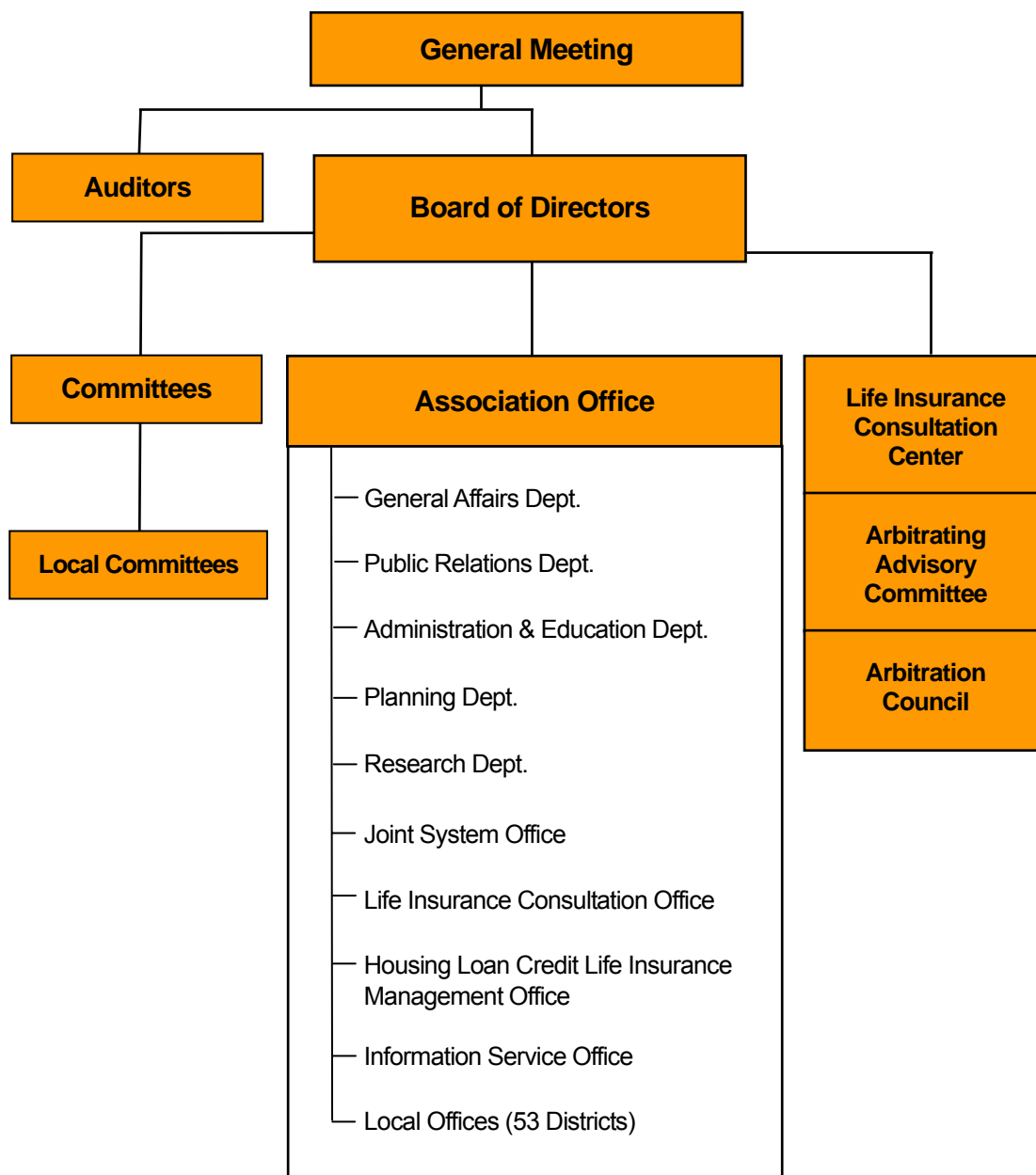
Library

The Association has a collection of approximately twenty-five thousand books and materials which mainly features life insurance.

Organization Chart

(As of 17 July 2009)

The Life Insurance Association of Japan (LIAJ)



Board Members

(As of 17 July 2009)

Chairman

Yoshio Sato President, Sumitomo Life Insurance Co.

Vice Chairmen

Katsutoshi Saito President, The Dai-ichi Mutual Life Insurance Co.

Tomofumi Akiyama President, Fukoku Mutual Life Insurance Co.

Haruo Kuramochi President, Daido Life Insurance Co.

Directors

Victor Chang Representative Board Director and President, Hartford Life Insurance K.K.

Kunie Okamoto President, Nippon Life Insurance Co.

Tomochika Iwashita President, Tokio Marine & Nichido Life Insurance Co., Ltd.

Taro Okuda President, Sony Life Insurance Co., Ltd.

Toshio Matsuzaki President, Sompo Japan Himawari Life Insurance Co., Ltd.

Izumi Mizumori President, ORIX Life Insurance Corporation

Craig Bromley President, Manulife Life Insurance Company

Masanori Mizoguchi President, MassMutual Life Insurance Company

Yutaka Sammori President, The Prudential Life Insurance Co., Ltd.

Kazunori Kataoka President, AIG Edison Life Insurance Company

Toru Yamaguchi Executive Vice President, ING Life Insurance Company, Ltd.

Mark Pearson President, AXA Life Insurance Co., Ltd.

Yoshiki Sato President, Asahi Mutual Life Insurance Co.

Tohru Tonoike President of Aflac Japan

Kenji Matsuo President, Meiji Yasuda Life Insurance Company

Yukiteru Yamamoto President, Mitsui Life Insurance Company Limited

Shizuka Sasaki President, Mitsui Sumitomo Kirameki Life Insurance Co., Ltd.

Vice Chairmen

Shizuharu Kubono The Life Insurance Association of Japan (Full-time)

Hiroyuki Koizumi The Life Insurance Association of Japan (Full-time)

Director

Hiroaki Tanase The Life Insurance Association of Japan (Full-time)

Auditors

Kazuo Hashimoto President, NIPPONKOA Life Insurance Company, Limited

Eiichi Miki President, The Fuji Life Insurance Company, Limited

Yasuhiko Kubota President, Aioi Life Insurance Co., Ltd.

Kazuo Ohtake Attorney at Law

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Member Companies

(As of 4 January 2010, in alphabetical order)

AEGON Sony Life Insurance Co., Ltd. 2-9-11 Akasaka, Minato-ku, Tokyo 107-0052	http://www.aegonsonylife.co.jp/
AIG Edison Life Insurance Company Olinas Tower, 4-1-3 Taihei, Sumida-ku, Tokyo 130-8625	http://www.aigedison.co.jp/
AIG STAR LIFE INSURANCE CO., LTD. Olinas Tower, 4-1-3 Taihei, Sumida-ku, Tokyo 130-8660	http://www.aigstar-life.co.jp/
Aioi Life Insurance Co., Ltd. 28-1, Ebisu 1-Chome, Shibuya-ku, Tokyo 150-0013	http://www.ioi-life.co.jp/
AIRIO Life Insurance Co., Ltd. Tradepia Odaiba 20F, 2-3-1 Daiba, Minato-ku, Tokyo 135-0091	http://www.airio.co.jp/
Allianz Life Insurance Japan Ltd. Anzen Building, 6-6 Motoakasaka 1-Chome, Minato-ku, Tokyo 107-0051	http://life.allianz.co.jp/
American Family Life Assurance Company of Columbus 1-1 Nishishinjuku 2-Chome, Shinjuku-ku, Tokyo 163-0456	http://www.aflac.co.jp/
American Life Insurance Company AIG Bldg., 1-3, Marunouchi 1-Chome, Chiyoda-ku, Tokyo 100-0005	http://www.alico.co.jp/
Asahi Mutual Life Insurance Co. 6-1 Ote-machi 2-Chome, Chiyoda-ku, Tokyo 100-8103	http://www.asahi-life.co.jp/
AXA Life Insurance Co., Ltd. NBF Platinum Tower, 1-17-3 Shirokane, Minato-ku, Tokyo 108-8020	http://www.axa.co.jp/
CARDIF Assurance Vie 9F Infoss Tower, 20-1 Sakuragaoka-cho, Shibuya-ku, Tokyo 150-0031	http://www.cardif.co.jp/vie/
Crédit Agricole Life Insurance Company Japan Ltd. Shiodome Sumitomo Building 16F, 1-9-2 Higashi-Shimbashi, Minato-ku, Tokyo 105-0021	http://www.ca-life.jp/
Daido Life Insurance Co. 2-1 Edobori 1-Chome, Nishi-ku, Osaka-shi 550-0002	http://www.daido-life.co.jp/
Fukoku Mutual Life Insurance Co. 2-2 Uchisaiwaicho 2-Chome, Chiyoda-ku, Tokyo 100-0011	http://www.fukoku-life.co.jp/
Fukokushinrai Life Insurance Co., Ltd. 2-10 Shirokanedai 3-Chome, Minato-ku, Tokyo 108-0071	http://www.fukokushinrai.co.jp/
Hartford Life Insurance K.K. Shiodome Building 15 th Floor, 1-2-20 Kaigan, Minato-ku, Tokyo 105-0022	http://www.hartfordlife.co.jp/
ING Life Insurance Company, Ltd. 26 F New Ohtani Garden Court 4-1 Kioicho, Chiyoda-ku, Tokyo 102-0094	http://www.ing-life.co.jp/
JAPAN POST INSURANCE Co., Ltd. 3-2 Kasumigaseki 1-Chome, Chiyoda-ku, Tokyo 100-8798	http://www.jp-life.japanpost.jp/
LIFENET INSURANCE COMPANY Kojimachi NK Building 5F, 14-2 Kojimachi 2-Chome, Chiyoda-ku, Tokyo 102-0083	http://www.lifenet-seimei.co.jp/
Manulife Life Insurance Company 34-1 Kokuryo-cho 4-Chome, Chofu-shi, Tokyo 182-8621	http://www.manulife.co.jp/
MassMutual Life Insurance Company 3-5-7 Ariake, Koto-ku, Tokyo 135-0063	http://www.massmutual.co.jp/
Meiji Yasuda Life Insurance Company 1-1 Marunouchi 2-Chome, Chiyoda-ku, Tokyo 100-0005	http://www.meijiyasuda.co.jp/
Midori Life Insurance Company 6-3-43 Ohji, Kita-ku, Tokyo 114-8595	http://www.midori-life.com/

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Mitsui Life Insurance Company Limited 1-1 Otemachi 2-Chome, Chiyoda-ku, Tokyo 100-8123	http://www.mitsui-seimei.co.jp/
Mitsui Sumitomo Kirameki Life Insurance Co., Ltd. 3-11-1 Kandanishikicho, Chiyoda-ku, Tokyo 101-0054	http://www.ms-kirameki.com/
Mitsui Sumitomo MetLife Insurance Co., Ltd. 16F Yaesu First Financial Bldg., 1-3-7 Yaesu, Chuo-ku, Tokyo 103-0028	http://www.msi-metlife.com/
Nippon Life Insurance Co. 5-12 Imabashi 3-Chome, Chuo-ku, Osaka-shi 541-8501	http://www.nissay.co.jp/
NIPPONKOA Life Insurance Company, Limited 4-2 Tsukiji 3-Chome, Chuo-ku, Tokyo 104-8407	http://www.nipponkoa.co.jp/life/
ORIX Life Insurance Corporation 23F Shinjuku Monolith, 2-3-1 Nishishinjuku, Shinjuku-ku, Tokyo 163-0923	http://www.orix.co.jp/ins/
PCA LIFE Insurance Co., Ltd. 10F ATT New Tower, 2-11-7 Akasaka, Minato-ku, Tokyo 107-0052	http://www.pcalife.co.jp/
SBI AXA Life Insurance Co., Ltd. Izumi Garden Tower 18F, 1-6-1 Roppongi, Minato-ku, Tokyo 106-6018	http://www.sbi-axa.co.jp/
Sompo Japan DIY Life Insurance Co., Ltd. 6-10-1 Nishishinjuku, Shinjuku-ku, Tokyo 160-0023	http://diy.co.jp/
Sompo Japan Himawari Life Insurance Co., Ltd. 1-1 Nishishinjuku 2-Chome, Shinjuku-ku, Tokyo 165-0435	http://www.himawari-life.com/
Sony Life Insurance Co., Ltd. 1-1 Minamiaoyama 1-Chome, Minato-ku, Tokyo 107-8585	http://www.sonylife.co.jp/
Sumitomo Life Insurance Co. 4-35 Shiromi 1-Chome, Chuo-ku, Osaka-shi 540-8512	http://www.sumitomolife.co.jp/
The Dai-ichi Mutual Life Insurance Co. 13-1 Yurakucho 1-Chome, Chiyoda-ku, Tokyo 100-8411	http://www.dai-ichi-life.co.jp/
The Dai-ichi Frontier Life Insurance Co. Ltd. 8-10 Harumi 1-Chome, Chuo-ku, Tokyo 104-6015	http://www.d-frontier-life.co.jp/
The Fuji Life Insurance Company, Limited 18-17 Minamisemba 1-Chome, Chuo-ku, Osaka-shi 542-0081	http://www.fujiseimei.co.jp/
The Gibraltar Life Insurance Co., Ltd. Prudential Tower, 2-13-10 Nagata-cho, Chiyoda-ku, Tokyo 100-8953	http://www.gib-life.co.jp/
The Prudential Life Insurance Co., Ltd. Prudential Tower, 2-13-10 Nagata-cho, Chiyoda-ku, Tokyo 100-0014	http://www.prudential.co.jp/
The Prudential Financial Japan Life Insurance Co., Ltd. 2-13-10 Nagata-cho, Chiyoda-ku, Tokyo 100-0014	http://www.pfj-life.co.jp/
Taiyo Life Insurance Company 1-2-3 Kaigan, Minato-ku, Tokyo 105-0022	http://www.taiyo-seimei.co.jp/
Tokio Marine & Nichido Financial Life Insurance Co., Ltd. 8F ThinkPark Tower, 2-1-1 Osaki, Shinagawa-ku, Tokyo 141-6008	http://www.tmn-financial.co.jp/
Tokio Marine & Nichido Life Insurance Co., Ltd. 5-3-16 Ginza, Chuo-ku, Tokyo 104-0061	http://www.tmn-anshin.co.jp/
T & D FINANCIAL LIFE INSURANCE COMPANY 1-2-3 Kaigan, Minato-ku, Tokyo 105-0022	http://www.tdf-life.co.jp/
Zurich Life Insurance Company Ltd. Shinanomachi Rengakan, 35 Shinanomachi, Shinjuku-ku, Tokyo 160-0016	http://www.zurichlife.co.jp/