

Main points of revising the Code of Conduct in the Japanese life insurance industry

Preamble

Taking into account the concept of SDGs, the wording “realizing a sustainable society” was added in the code as a social mission of life insurers in order to clarify the role of the life insurance industry toward achieving SDGs.

Guideline 2 *Promoting mutual understanding with customers and society*

The positive provision of information for enhancing financial literacy was added in the code to achieve Goal 1 “No Poverty” and Goal 4 “Quality Education” since it is important to understand the importance of preparedness as well as the function of insurance in order to enhance the sustainability of the social security system.

Guideline 6 *Conducting appropriate investments based on the nature of the life insurance business*

The perspective on ESG investments was reflected to clarify the social role of life insurers as institutional investors.

Guideline 9 *Respecting human rights*

The content of respecting human rights has been newly included to achieve Goal 10 “Reduced Inequalities” to realize an inclusive society.