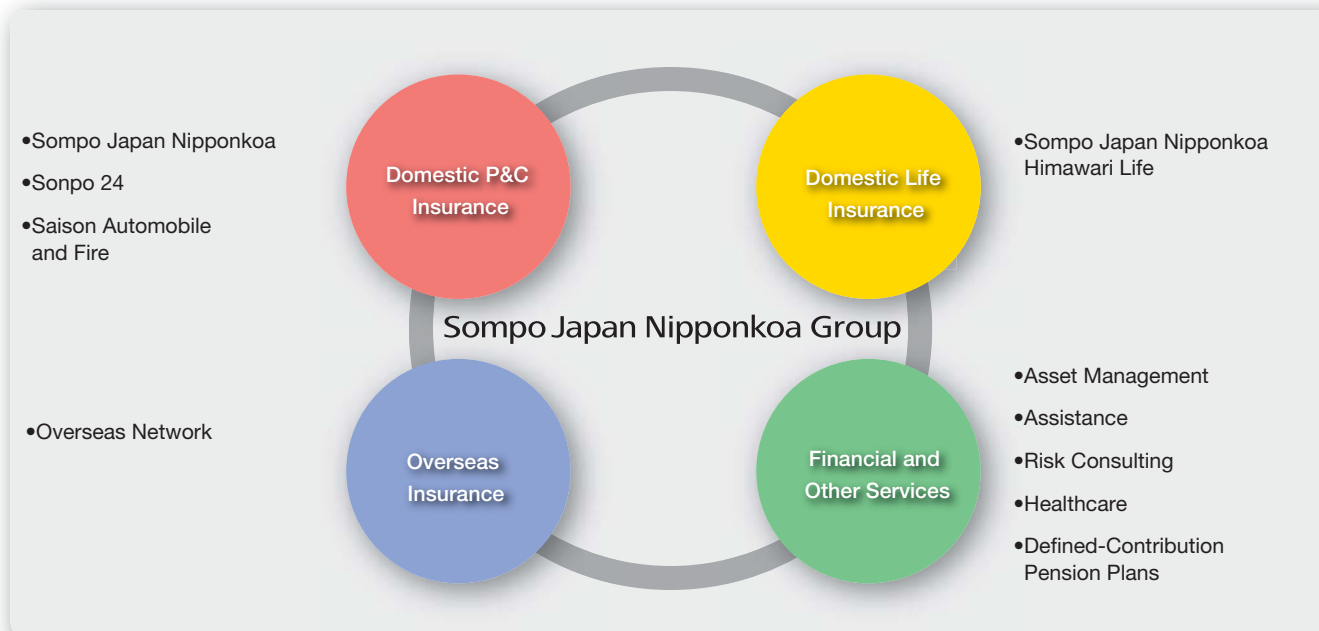


About the Sampo Japan Nipponkoa Group

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Business Domains and Major Group Companies

The Sampo Japan Nipponkoa Group deploys various businesses: Domestic P&C Insurance as our core business, Domestic Life Insurance, Overseas Insurance and Financial and Other Services.



Domestic P&C Insurance

This is the Sampo Japan Nipponkoa Group's core business, through which we provide high-quality products and services that ensure our customers' security and wellbeing. Sampo Japan Nipponkoa market through insurance agencies, while Sonpo 24 sells policies directly to customers marketed by agencies, and Saison Automobile and Fire sells directly to customers.

Sampo Japan and Nipponkoa merged on September 1, 2014 to form a new company, Sampo Japan Nipponkoa Insurance Inc. Going forward, we will strive to maximize our profitability by leveraging the strengthened operating base of the new company. Simultaneously, we will accelerate efforts to develop the full potential of the new company by combining the strengths accumulated at both companies.

Overseas Insurance

We position overseas insurance as a key business to bolster the Group's growth strategy. We concentrate our management resources on countries and regions that are strategically selected, thereby striving to increase the Group's earnings power. While continuing with the provision of high-quality insurance services for Japanese companies expanding overseas operations, which has constituted the core of this business segment, we are expanding into local markets abroad.

In May 2014, we acquired Canopus Group Limited, the parent company of the Canopus group which is engaged in underwriting a diversified portfolio of business from its operations at Lloyd's and around the world. With this acquisition, we will further expand our overseas insurance business by entering into the overseas specialty market on a full scale.

Domestic Life Insurance

We position domestic life insurance as a major business pillar second only to the domestic P&C insurance business. Boasting particularly high-growth potential, we are striving to spur its growth even further.

Sampo Japan Nipponkoa Himawari Life markets its services mainly through P&C insurance agencies and promotes cross-sales of life insurance products targeted to P&C insurance policyholders. Its lineup of unique insurance products includes "Shin Kenko no Omamori" medical insurance and "Kazoku no Omamori," an income protection insurance that offers premium discounts for policyholders who have met prescribed standards with regard to maintaining healthy lifestyles, such as abstaining from smoking.

Financial and Other Services

We are striving to expand our field of business beyond the traditional boundary of the insurance business. To this end, we are assisting customers with asset formation through the asset management and defined contribution pension businesses, providing policyholders with road assistance and other services through the assistance business, supporting customers with risk management through the risk consulting business, and helping them maintain and promote physical and mental health through the healthcare business.

Group Structure



*1 NKSJ Holdings, Inc. changed its name to Sompo Japan Nipponkoa Holdings, Inc. on September 1, 2014.

*2 Sompo Japan Insurance Inc. and NIPPONKOA Insurance Co., Ltd. merged into Sompo Japan Nipponkoa Insurance Inc. on September 1, 2014.

*3 NKSJ Himawari Life Insurance, Inc. changed its name to Sompo Japan Nipponkoa Himawari Life Insurance, Inc. on September 1, 2014.

*4 Sompo Japan DC Securities Inc. changed its name to Sompo Japan Nipponkoa DC Securities Inc. on September 1, 2014.

Main Operating Companies in Japan

Domestic P&C Insurance Business



Sompo Japan Nipponkoa

Sompo Japan Nipponkoa Insurance Inc.

On September 1, 2014 Sompo Japan and Nipponkoa merged into Sompo Japan Nipponkoa. Solidifying its operating base even further, Sompo Japan Nipponkoa is striving to provide high-quality insurance products and services to help both individual and corporate customers manage the risks they face.

Company outline

Establishment:	October 1888
Capital:	70 billion yen
Shareholder:	Sompo Japan Nipponkoa Holdings, Inc. (100%)
Total assets:	7,098.9 billion yen* ¹
Net premiums written:	2,082.1 billion yen* ¹
Head Office:	26-1, Nishi-Shinjuku 1-chome, Shinjuku-ku, Tokyo



SAISON AUTOMOBILE AND FIRE INSURANCE COMPANY, LIMITED

Saison Automobile and Fire mainly targets those in their 40s and 50s, a demographic group with lower accident rates, through the direct marketing of "Otona no Jidosha Hoken" automobile insurance. Aiming to ensure that every policyholder selects its products with confidence, Saison Automobile & Fire is striving to provide high-quality services. This has made it the Group leader in direct marketing P&C insurance services.

Company outline

Establishment:	September 1982 (operational kickoff: April 1983)
Capital:	20.1 billion yen
Shareholders:	Sompo Japan Nipponkoa Insurance Inc. (98.8%) Credit Saison Co., Ltd. (1.2%)
Total assets:	41.7 billion yen* ²
Net premiums written:	18.9 billion yen* ²
Head Office:	Sunshine 60, 1-1, Higashi-Ikebukuro 3-chome, Toshima-ku, Tokyo

*¹ Sum of Sompo Japan and Nipponkoa as of March 31, 2014.

Domestic Life Insurance Business



Sompo Japan Nipponkoa Himawari Life

Sompo Japan Nipponkoa Himawari Life Insurance, Inc.

On September 1, 2014, NKSJ Himawari Life was renamed Sompo Japan Nipponkoa Himawari Life. Its product lineup comprises an array of unique policies, such as "Shin Kenko no Omamori," a medical insurance equipped with diverse coverage options as well as a simple and easy-to-understand basic coverage.

Company outline

Establishment:	July 1981 (operational kickoff: April 1982)
Capital:	17.2 billion yen
Shareholder:	Sompo Japan Nipponkoa Holdings, Inc. (100%)
Total assets:	2,120.2 billion yen* ²
Amount of business in force:	20,245.5 billion yen (total of individual insurance and individual annuities)* ²
Head Office:	Shinjuku Central Park Building, 13-1, Nishi-Shinjuku 6-chome, Shinjuku-ku, Tokyo

sonpo24

Sonpo 24 Insurance Company Limited

With its intermediary agents introducing insurance products to customers, Sonpo 24 is involved in the direct marketing of automobile insurance through its website and call centers. Together with these agents, Sonpo 24 cherishes building relationships with each customer and is committed to remaining an approachable and reliable partner.

Company outline

Establishment:	December 1999 (operational kickoff: March 2001)
Capital:	19 billion yen
Shareholder:	Sompo Japan Nipponkoa Insurance Inc. (100%)
Total assets:	21.7 billion yen* ²
Net premiums written:	13.7 billion yen* ²
Head Office:	Sunshine 60, 1-1, Higashi-Ikebukuro 3-chome, Toshima-ku, Tokyo

Financial and Other Services

Sampo Japan Nipponkoa Asset Management

Sampo Japan Nipponkoa Asset Management Co., Ltd.

Serving as the Group's core asset management company, Sampo Japan Nipponkoa Asset Management is putting the utmost emphasis on contributing to the wealth-building of customers and, to this end, is striving to provide unique and high-quality asset management services.

Main investment trust products

"Sampo Japan Green Open" (nicknamed "Buna no Mori" (beech forest))
 "Mizuho High Yield Japanese Stock Open"
 "Asian High Yield Bond Fund" etc.

Company outline

Establishment: February 1986
 Capital: 1,550 million yen
 Shareholder: Sampo Japan Nipponkoa Holdings, Inc. (100%)
 Pension investment discretionary account: 608.1 billion yen*2
 Investment trust net assets: 513.4 billion yen*2
 Head Office: Kyoritsu Nihonbashi Building, 2-16, Nihonbashi 2-chome, Chuo-ku, Tokyo

Sampo Japan Nipponkoa Risk Management

Sampo Japan Nipponkoa Risk Management Inc.

As the risk consulting company of the Sampo Japan Nipponkoa Group, Sampo Japan Nipponkoa Risk Management assists customers with their risk management activities, providing consulting services spanning enterprise risk management and business continuity management, as well as the formulation of business continuity plans.

Company outline

Establishment: November 1997
 Capital: 30 million yen
 Shareholders: Sampo Japan Nipponkoa Insurance Inc. (83.5%)
 Sampo Japan Nipponkoa Research Institute Inc. (16.5%)
 Head Office: 24-1, Nishi-Shinjuku 1-chome, Shinjuku-ku, Tokyo

Sampo Japan Nipponkoa Healthcare Services

Sampo Japan Nipponkoa Healthcare Services Inc.

To help businesses counter mental health problems, which may grow into significant business challenges, Sampo Japan Nipponkoa Healthcare Services is striving to develop and market new services to meet customer needs. One such service is entitled "LLax" series, comprising a set of uniquely developed solutions aimed at comprehensively assisting top management, HR/labor relation staff, industrial physicians and medical personnel to successfully resolve the mental health issues they confront.

Company outline

Establishment: April 2007
 Capital: 495 million yen
 Shareholder: Sampo Japan Nipponkoa Holdings, Inc. (100%)
 Head Office: Sumitomo Fudosan Nibancho Building 2nd floor, 11-7, Niban-cho, Chiyoda-ku, Tokyo

Prime Assistance

Prime Assistance Inc.

Prime Assistance was established as a joint venture between Sampo Japan Nipponkoa Holdings and Prestige International Inc. By providing roadside and home assistance of the highest grade, Prime Assistance helps to resolve the inconveniences customers face, thereby restoring the security and wellbeing in their daily lives.

Company outline

Establishment: April 2012
 Capital: 450 million yen
 Shareholders: Sampo Japan Nipponkoa Holdings, Inc. (66.6%)
 Prestige International Inc. (33.4%)
 Head Office: Harmony Tower, 32-2, Honcho 1-chome, Nakano-ku, Tokyo

Healthcare Frontier Japan

Healthcare Frontier Japan Inc.

Boasting Japan's largest network of approximately 1,100 healthcare specialists, including nurses, public health nurses and national registered dietitians, Healthcare Frontier Japan provides specific health guidance and other services to meet the diverse needs of medical insurers, while striving to enhance service capabilities in a bid to help as many people as possible.

Company outline

Establishment: October 2005
 Capital: 1,286 million yen
 Shareholders: Sampo Japan Nipponkoa Holdings, Inc. (96.65%)
 OMRON HEALTHCARE Co., Ltd. (3.06%)
 NTT DATA Corporation (0.29%)
 Head Office: 2-3, Kanda Awaji-cho 1-chome, Chiyoda-ku, Tokyo

Sampo Japan Nipponkoa DC Securities

Sampo Japan Nipponkoa DC Securities Inc.

Sampo Japan DC Securities changed its name to Sampo Japan Nipponkoa DC Securities on September 1, 2014. By providing a customized bundle of wide-ranging services helpful for the operation and management of such plans, Sampo Japan Nipponkoa DC Securities assists with the swift, seamless introduction and smooth maintenance of defined contribution plans, thereby maintaining superior quality and consistency in service content.

Company outline












Establishment: May 1999
 Capital: 3,000 million yen
 Shareholder: Sampo Japan Nipponkoa Insurance Inc. (100%)
 Head Office: Shinjuku Center Building, 25-1, Nishi-Shinjuku 1-chome, Shinjuku-ku, Tokyo

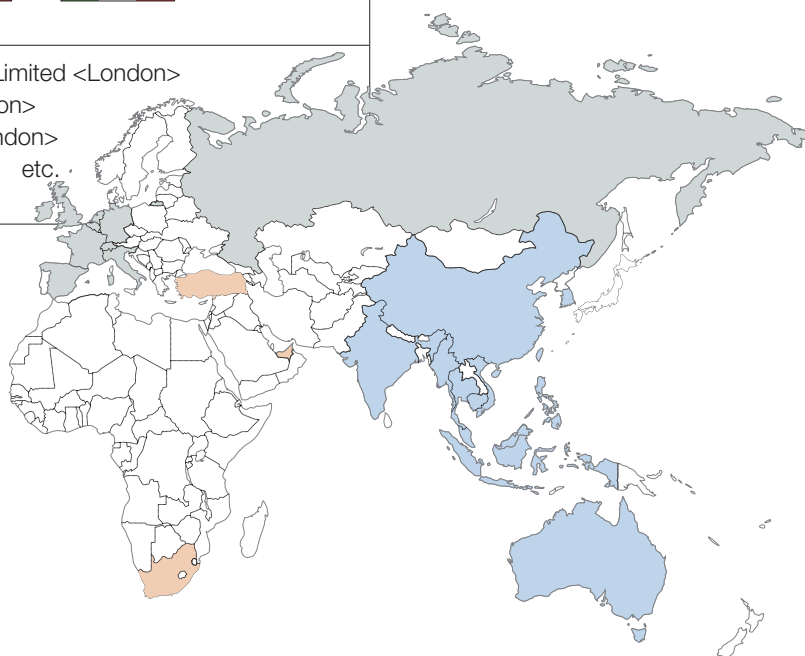
*2 As of March 31, 2014.




Main Operating Companies Overseas





The Sampo Japan Nipponkoa Group boasts a global business network encompassing 231 cities in 32 countries and regions, including Europe, the Middle East, North America, Central and South America, Asia, Oceania and Africa. Approximately 6,700 employees*¹ are engaged in insurance underwriting, claim handling, risk engineering and other services.

*1 As of April 1, 2014



Europe					
U.K.	Germany	Spain	Belgium	France	Ireland
					
Netherlands	Guernsey	Russia	Swiss	Italy	
					
<ul style="list-style-type: none"> • Sampo Japan Nipponkoa Insurance Company of Europe Limited <London> • NIPPONKOA Insurance Company (Europe) Limited <London> • NIPPONKOA Management Services (Europe) Limited <London> • Canopus Group Limited <Saint Peter Port> 					

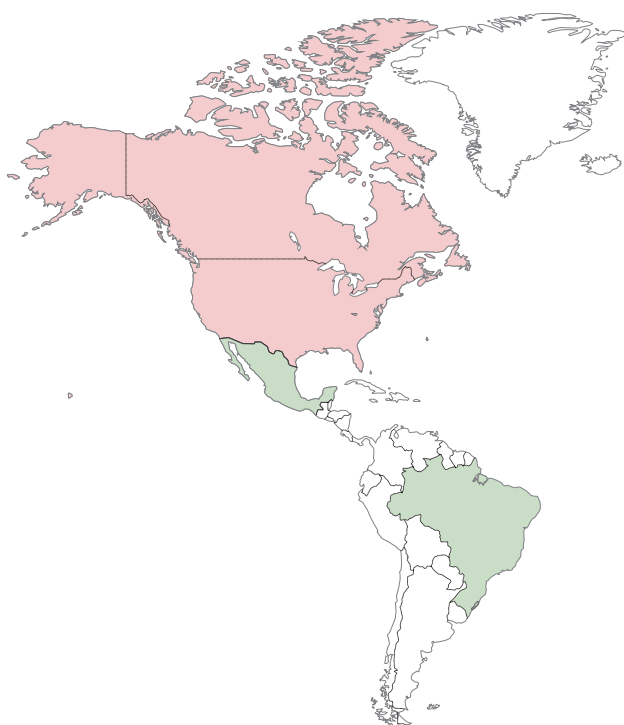


Middle East / Africa		
Turkey	United Arab Emirates	Republic of South Africa
		
<ul style="list-style-type: none"> • Sampo Japan Sigorta A.S. <Istanbul> etc. 		

Asia / Oceania				
China	Malaysia	Cambodia	Korea	Indonesia
				
<ul style="list-style-type: none"> • NIPPONKOA Insurance Company (China) Limited <Shenzhen> • Sampo Japan Nipponkoa Management (Hong Kong) Company Limited <Hong Kong> • Sampo Japan Nipponkoa Holdings (Asia) Pte. Ltd. <Singapore> • Tenet Sampo Insurance Pte. Ltd. <Singapore> 				

*2 Yasuda Seguros S.A. and Marítima Seguros S.A. signed a merger agreement in June 2014 and are pushing forward with merger procedures. The official merger will take effect after the regulatory agency's approval, which is scheduled for December 2014.

North America	
U.S.A.	Canada
	
<ul style="list-style-type: none">• Sampo Japan Nipponkoa Holdings (Americas) Inc. <Delaware>• Sampo Japan Insurance Company of America <New York> etc.	



Central and South America		
Mexico	Brazil	Bermuda
		
<ul style="list-style-type: none">• Yasuda Seguros S.A. *2 <Sao Paulo>• Marítima Seguros S.A. *2 <Sao Paulo>• Marítima Saude Seguros S.A. <Sao Paulo> etc.		

India	Thailand	Myanmar	Vietnam	Singapore	Philippines	Australia
						

- Berjaya Sampo Insurance Berhad <Kuala Lumpur>
- Sampo Japan Nipponkoa Insurance (China) Co., Ltd. <Dalian>
- Sampo Japan Nipponkoa Insurance (Hong Kong) Company Limited <Hong Kong>
- Universal Sampo General Insurance Company Limited <Mumbai> etc.

Japan

Introducing New Products for Individual Customers

Launching New Brand “THE” Series

Sompo Japan Nipponkoa launched a new insurance brand for individual policyholders under the brand name of “THE” series in concert with the merger of Sompo Japan and Nipponkoa.

In addition to providing new coverage and services tailored to customer needs, the release of “THE” series aims to launch an easy-to-understand product lineup that comprises multiple insurance types under a unified brand name.

The naming of “THE” series represents the commitment of Sompo Japan Nipponkoa to carefully considering individual customer needs to provide insurance products that are indispensable to their lives and capable of delivering wellbeing.



Introducing New Product in “Shin Kenko no Omamori” Medical Insurance Line

Enhancing Coverage while Reducing Premiums

In May 2014, Sompo Japan Nipponkoa Himawari Life released new medical insurance product “Medical Insurance (2014),” a whole-life insurance nicknamed “Shin Kenko no Omamori.”

Building upon “Medical Insurance (08),” a whole-life insurance that marked total sales of 1,200,000 policies with the nickname of “Kenko no Omamori,” Sompo Japan Nipponkoa Himawari Life exhaustively upgraded this well-received product for the first time in the last six years, enhancing coverage content in line with customer needs and adopting lower premiums.

For example, the overall number of hospitalization dates due to three major diseases (cancer, cerebral stroke, acute myocardial infarction) is subject to coverage without limitation, while benefits for advanced medical procedures were expanded from a maximum of ¥10 million to ¥20 million. Moreover, criteria for the payment of benefits for policyholders who underwent surgeries and invasive medical procedures have been adjusted in line with that of public medical insurance.



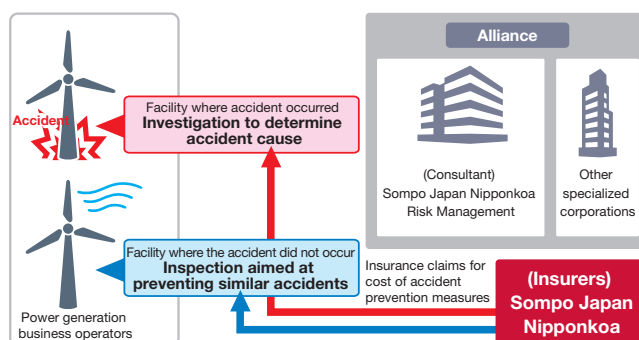
Introducing Fire Insurance for Wind Power Generation Business Operators; Rider Covers Cost of Measures to Prevent Accident Reoccurrence

Assisting with Stable Business Operations through Our Insurance and Risk Management Services

In February 2014, Sompo Japan Nipponkoa released fire insurance for the operators of wind power generation businesses, with a rider covering the cost of measures to prevent the reoccurrence of similar accidents at the operator's facilities.

A single accident at a wind power generation facility can result in considerable damage and loss to operators. Moreover, similar types of accidents tend to reoccur successively. Because of this, many wind power generation business operators place the highest management priority on determining the cause of each accident and implementing prevention measures.

In response to their needs, the newly released rider also incorporates the provision of knowhow in determining prevention measures. Sompo Japan Nipponkoa will assist wind power generation business operators with their pursuit of stable operations by providing both insurance and risk management services.



Entering the Cloud Business

On Becoming the First Domestic P&C Insurance Company to Develop a Cloud Computing Service

In April 2014, Sompo Japan Nipponkoa formulated the “Basic Plan for the Joint Operation of a Common Platform System Service” in tandem with Internet Initiative Japan Inc., establishing a policy of promoting the development and provision of a cloud computing service tentatively entitled “Sompo Japan Nipponkoa Cloud.”

This joint project will help Sompo Japan Nipponkoa enter the cloud business in a bid to evolve into “the best customer service provider” by combining risk consultation and other solutions with cloud computing services.

Under this project, Sompo Japan Nipponkoa will upgrade its intragroup common platform system and enrich its service menu. From October 2014 onward, the upgraded system will be available to the Group members and agencies.

Overseas

Acquisition of Shares in Canopus Group Limited

In May 2014, with the aim of realizing full-scale entry into the overseas specialty market, Sampo Japan Nipponkoa acquired the shares of Canopus Group Limited, one of the top ten insurers in the Lloyd's insurance market of the U.K. The acquisition price totaled £613 million, or approximately ¥104.8 billion,* making this the largest ever acquisition for the Sampo Japan Nipponkoa Group.

This M&A was awarded as "Deal of The Year Award" by Reactions, an insurance industry magazine based in London.

The Group's exiting overseas business network and Canopus's operational areas have little overlap. Accordingly, this complementary acquisition will bring new strength to each business. Moreover, Canopus Group have proven highly capable of executing M&A and improving management at the acquired companies while boasting superior competencies and knowhow in such fields as human resource management strategies. By incorporating these capabilities, the Sampo Japan Nipponkoa Group will secure greater competitiveness while working to expand its overseas insurance business.



Lloyd's of London
Head Office

* Exchange rate: £1 = ¥171

Opening Zurich Branch for Reinsurance Business

Sampo Japan Nipponkoa opened a branch in Zurich, Switzerland and simultaneously established Sampo Japan Nipponkoa Reinsurance (Switzerland) AG as a reinsurance agent, launching their operations in October 2013.

With an eye to ensuring global risk dispersion, Sampo Japan Nipponkoa has been engaged in the underwriting of reinsurance mainly in regions where market growth and high profit are expected, putting the utmost emphasis on striking proper balance between risk and profitability. To this end, Sampo Japan Nipponkoa has established bases of operations in Hong Kong (China), Kuala Lumpur (Malaysia) and London (UK) to expand into the respective local reinsurance markets.

The reinsurance market in Zurich has rapidly expanded in recent years. With its favorable location, Zurich offers ease of access to other countries throughout Europe. By establishing this strategically located fourth overseas base for the reinsurance business, Sampo Japan Nipponkoa will be able to penetrate the entire European reinsurance market.

Entering the Automotive Repair and Maintenance Business in China

In July 2014, Sampo Japan Nipponkoa formed a business alliance with Shanghai Automotive Industry Sales Co., Ltd. (SAIS), a core subsidiary of Shanghai Automotive Industry Corporation, the largest automaker group in China, with an eye to entering the automotive repair and maintenance markets throughout the country on a full scale.

In China, more than 20 million new automobiles were sold during 2013. Reflecting this, the automobile repair market and other automobile-related aftermarkets are expected to experience continuing growth.

Under this alliance, Sampo Japan Nipponkoa and SAIS will implement a two-year test project to collaboratively operate an automobile repair facility in Shanghai. Upon successful conclusion of the project, the plans call for establishing a joint venture to develop the automobile repair business on a full scale.

In addition, Sampo Japan Nipponkoa launched SJNK Business Consulting (Shanghai) Co., Ltd. This consulting subsidiary specializes in the operation of automobile repair facilities, with the aim of securing a base of operations to promote the aforementioned project.



Signing ceremony

Opening a Representative Office in Johannesburg

In April 2014, Sampo Japan Nipponkoa opened a representative office in Johannesburg, the largest city in the Republic of South Africa. By doing so, Sampo Japan Nipponkoa became the first domestic insurer to establish a representative office in the Sub-Saharan African region.*

On the back of rapid economic development and population growth, the insurance market in this region is expected to grow over the medium and long term. With this in mind, we will initiate market research targeting the Sub-Saharan African countries on a full scale while enhancing our local structure to serve Japanese companies expanding into the region.

* The Sub-Saharan Africa represents the area south of the Sahara Desert and comprises 49 of 54 countries in continental Africa.

