



September 29, 2011  
NKSJ Holdings, Inc.

### **NKSJ Volunteer Day**

All 34,000 Group Employees Encouraged to Participate in Volunteer Activities  
Coinciding with International Year of Volunteers + 10

NKSJ Holdings, Inc. (President and Co-CEO: Masatoshi Sato), Sompo Japan Insurance Inc. (President and CEO: Kengo Sakurada), NIPPONKOA Insurance Co., Ltd. (President and CEO: Masaya Futamiya), and NKSJ Group companies in Japan and overseas will be selecting a day between October and December 2011 to engage in volunteer activities as a community, company, or branch. All of these groups' employees, totaling approximately 34,000, will be encouraged to participate in activities held on the NKSJ Volunteer Days.

The NKSJ Group will continue to make group-wide efforts to support the areas affected by the Great East Japan Earthquake as well as engage in volunteer activities, including activities such as environmental conservation, social welfare and international cooperation.

#### 1. Background

The United Nations (UN) has designated 2011, the year marking the 10th anniversary of the International Year of Volunteers (2001), as the International Year of Volunteers + 10 (plus Ten). The UN calls on countries around the world to promote volunteer and community activities. In Japan, National Network Organizations Promoting Volunteering (NNOPV) promotes volunteer activities by designating the fourth Saturday of each October (this year, October 22) as the Make a CHANGE Day for people throughout Japan to concurrently take part in volunteer and community activities one day of the year.

The NKSJ Group has decided to designate NKSJ Volunteer Days between the period of October and December, including Make a CHANGE Day, and to encourage all the employees of the group to participate in volunteer activities.

Volunteer activities taking place in October will be registered with Make a CHANGE Day, and the contents will be disclosed on the website.

\* The liaison group, National Network Organizations Promoting Volunteering (NNOPV) (Chair: Mikiko Yamazaki, former President, Kanagawa University of Human Services), is comprised of organizations which promote and implement volunteer activities nationally as well as organizations, etc. which embrace volunteer activities. It urges participation in volunteer and civic activities and carries out promotional and awareness raising activities, among other initiatives. The Japan National Center of Volunteer and Civic Activity Promotion under the Japan National Council of Social Welfare, serve as the Secretariat.

## 2. Period

Three-month period from October to December 2011

## 3. Unit of Activity

In addition to activities organized by the community, company, or branch, employees will also be advised to participate in volunteer activities individually.

## 4. Sample Volunteer Activities

The following are sample volunteer activities which will be implemented in collaboration with NPOs, etc.

Category	Sample Activities
Support for Great East Japan Earthquake	<ul style="list-style-type: none"> <li>▪ Help disaster-hit areas by collecting and selling old books, CDs, etc.!</li> <li>▪ Help by selling and buying products from disaster-hit areas!</li> </ul>
International Cooperation	<ul style="list-style-type: none"> <li>▪ Support by selling and buying products from developing countries!</li> <li>▪ Send picture books to children in developing countries!</li> <li>▪ Send dolls and balls to children in Cambodia!</li> </ul>
Welfare	<ul style="list-style-type: none"> <li>▪ Learn about and support service dogs!</li> <li>▪ Help by selling and buying cookies made at welfare centers!</li> </ul>
Environment	<ul style="list-style-type: none"> <li>▪ Cooperate for forest improvement work!</li> </ul>
Community Involvement and Safety	<ul style="list-style-type: none"> <li>▪ Participate in disaster prevention event as a family!</li> <li>▪ Learn about the urban issue of the homeless situation and extend support!</li> </ul>