

▶ TOP MESSAGE

Standing by our Our message is

Thank you for your continued support of Nanairo Life Insurance.

Nanairo Life Insurance was established in April 2021 as a life insurance company within the Asahi Mutual Life Insurance Group. In April 2025, we entered our fifth year in business.

The life insurance landscape is changing rapidly as customer needs diversify both in lifestyles and in preferences for products and purchasing channels. Multi-agency and direct channels now play an increasingly important role.

To respond to these changes, we have steadily expanded our business since our founding by offering products through multi-agency and telemarketing channels, providing services tailored to diverse customer lifestyles.



customers, delivering new value to our agents. “Don't give up, get good insurance.”

In fiscal 2024, reflecting feedback from customers and agents who wanted enhanced coverage for cancer and the three major diseases, as well as more comprehensive protection for women, we revised our medical insurance product, Nanairo Medical Ishizue, in September. We also launched seven new riders, including the Three Major Diseases Lump Sum Rider (2024), Cancer Diagnosis Lump Sum Rider (2024), and Female Medical Care Rider. We have also worked to provide customers with a range of service channels, including online application services, to further enhance convenience, and have promoted the development of efficient administrative systems to enable prompt handling of policy underwriting, benefit payments, and other processes.

As a result of these efforts, the number of policies in force has continued to grow steadily, exceeding 688,000 at the end of fiscal 2024. We sincerely thank our customers and agents for choosing us, and we remain committed to pursuing further growth.

We want to stand by each and every customer and provide comprehensive coverage. That is why we continue to think beyond conventional wisdom. This commitment and resolve are embodied in our brand message: "Don't give up, get good insurance." We are committed to further increasing the value we deliver to our customers.



“Create the New Solution — A New Choice in Insurance — ”

Not only our customers but also the agents who are our valued partners have told us that these are exactly the products and services they've been looking for. By providing new value that inspires this kind of response, we will continue striving to be one of the leading options customers consider when choosing life insurance.

We appreciate your continued support and partnership.

President and Representative Director

Takeshi Morohashi