

Press Release

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 Japan

**Agreement with Kanagawa Prefecture to promote awareness and adoption of ME-BYO concept**

**TOKYO, August 16, 2018** – AIG General Insurance Co., Ltd. (AIG General) today announced the completion of a Memorandum of Understanding with Kanagawa Prefecture to promote awareness and adoption of the ME-BYO concept <sup>\*1</sup>.

ACTIVE CARE is AIG’s group-wide strategic concept and focuses on utilizing technology and expertise from inside and outside Japan to support risk reduction. The agreement announced today reflects the close alignment of AIG’s ‘ACTIVE CARE’ strategy with the ME-BYO concept being promoted by Kanagawa Prefecture.



From left : Kenneth Reilly (President and CEO, Representative Director of AIG General), Mr. Yuji Kuroiwa (Governor of Kanagawa Prefecture)

Main elements of the agreement:

1. Through seminars within Kanagawa Prefecture for SMEs and through mail magazines and other such methods, promote adoption of the ME-BYO concept while distributing information about the CHO System <sup>\*2</sup> and encouraging companies to register with the CHO System Promotion Office <sup>\*3</sup>
2. Through sports events held in the prefecture for school students and their families, promote the ME-BYO concept while advocating regular exercise as one of the three ME-BYO improvement pillars
3. At AIG General-related premises and event locations, promote the adoption of personal ‘My ME-BYO’ medical records while supporting the ME-BYO concept by distributing and introducing ME-BYO improvement tools
4. From a medium- to long-term perspective, investigate opportunities to enhance or introduce new initiatives and services that incorporate ME-BYO improvement into relevant insurance products and related services



AIG General has previously supported Kanagawa Prefecture through such initiatives as the Mobility Improvement Program for elementary, junior high, and high school students with spinal cord injuries. Under this new agreement, AIG General looks forward to a deeper level of cooperation in the shared pursuit of ME-BYO improvement and a healthier population.

- \* 1 ME-BYO is a concept in which, rather than classifying people as either healthy or sick, the body's condition is viewed as being in a state of constant transition between different states.
- \* 2 CHO system: A system in which a Chief Health Office (CHO) is appointed within companies and organizations to support the health of employees and their families and promote health-oriented management.
- \* 3 CHO System Promotion Office: A prefectural office for companies and organizations pursuing health-oriented management with the appointment of CHOs.



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**FOR IMMEDIATE RELEASE**

<About AIG>

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. These diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange. In Japan, AIG companies such as AIG General Insurance Company, Ltd., American Home Assurance Company Ltd., JI Accident & Fire Insurance Co., Ltd., AIG Partners Co., Ltd. and Techmark Japan KK are providing their services.