



FOR IMMEDIATE RELEASE

Press Release

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**Management Principles and Core Strategy for AIG General
Insurance Announced**

TOKYO, October 12, 2017 – AIU Insurance Company, Ltd. and The Fuji Fire and Marine Insurance Company, Ltd. today announced the “Vision, Mission, and Values” and core strategies that will be the foundation of their business management principles when the two companies complete their merger on January 1, 2018 and launch as a new entity, AIG General Insurance Co. Ltd. (AIG General Insurance).

About AIG General Insurance

On January 1st 2018, AIU Insurance Company, Ltd. and The Fuji Fire and Marine Insurance Company, Ltd. will complete our merger and become a new company called AIG General Insurance Co. Ltd. (This merger is subject to final regulatory approval)

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.



AIG General Insurance Management Principals

The graphic features three vertical panels on a background of a sunset over the ocean. Each panel has a title and a description.

VISION	MISSION	VALUES
We will be a growing and innovative insurance leader in Japan, backed by the best talent, tools, and technology, and using our strong global footprint to drive value for our customers.	We reduce fear of the future and empower our clients through our global risk expertise and experience.	<ul style="list-style-type: none">• We have the courage to be different and this helps us drive value as we solve our clients' problems.• We have an ACTIVE CARE mindset in everything we do.• We value diversity of people and know that they are the source of innovation and growth.

AIG General Insurance Core Strategies

AIG General Insurance seeks to maximize value for its customers by focusing on the following four strategic pillars.

The graphic features a central white box with a blue border, set against a background of a sunset over the ocean. The box contains the title 'Core Strategies' and four numbered strategic pillars.

Core Strategies

- 1. Segmentation**
Drive value, differentiate, and aim to be #1 in our chosen segments.
- 2. ACTIVE CARE**
Redefine insurance through our ACTIVE CARE concept.
- 3. Risk Consulting**
Leverage our global expertise and technology to deliver state-of-the-art risk consulting services.
- 4. Data Analytics**
Deliver new value propositions through the use of advanced data analytics to uncover areas of risk and generate solutions.



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***ACTIVE CARE**

ACTIVE CARE is AIG Japan Group's unique and unified business strategy concept.

ACTIVE CARE is centered on 3 key elements:

- 1) Simple and Easy to Understand** - a transparent relationship with customers and a simple and easy to understand approach from the customer's perspective
- 2) Preventive Risk Information** – proactive support not only during emergencies, but also with risk identification and prevention.
- 3) AIG Innovation** - leading technologies and globally accumulated know-how, combined with our deep knowledge of the Japanese market means continuous innovation as we strive to become our clients' most valued insurer.