



Press Release

AIU Insurance Company, Ltd.
Marunouchi Trust Tower, 8-3,
Marunouchi 1-chome,
Chiyoda-ku, Tokyo 105-0001,
Japan

The Fuji Fire and Marine
Insurance Company, Limited.
Kamiyacho MT Building, 3-20,
Toranomom 4-chome,
Minato-ku, Tokyo 105-8622
Japan

AIG General to Strengthen Solutions Consulting in Delivering Its New Product Offerings

TOKYO, October 12, 2017—As the completion of their merger draws near, AIU Insurance Company, Ltd. (AIU) and The Fuji Fire and Marine Insurance Company, Ltd. (Fuji Fire and Marine) today announced that they are strengthening their risk consulting model through a proactive solutions approach. The two companies are scheduled to complete their merger on January 1, 2018 and become a new entity, AIG General Insurance Co. Ltd. (AIG General), and the new product offerings will be part of their lineup.

In developing new products that incorporate the respective strengths of both AIU and Fuji Fire and Marine, AIG General is set to provide more comprehensive insurance coverage to customers in each of its three core business segments—individuals, SMEs, and large enterprises. Using a risk consulting sales model, the company will design insurance plans that accurately match the needs of each customer in each segment by first analyzing customers’ risks and needs and then offering the most suitable match from a broad range of policy options.

Based on AIG Japan’s ACTIVE CARE strategy, AIG General also aims to expand on the traditional role of insurance coverage through innovation and by proactively approaching customers and helping them identify, prevent and reduce risks while also helping them to reduce fear and anxiety.

AIG General will work closely with its insurance agents, its principal frontline sales force, to maintain a deep understanding of customers’ needs, comprehensively address the risks customers face, and provide simple, well-designed insurance plans.

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)



Images of AIG General product pamphlets