



FOR IMMEDIATE RELEASE

Press Release

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New TV Commercials to Mark the Launch of AIG General Insurance to air nationally from January 1, 2018

Putting a new spin on classic fairy tales with the tagline “Know Your Risk, Change Your Destiny”

TOKYO, December 28, 2017 – AIU Insurance Company, Ltd. and the Fuji Fire and Marine Insurance Company, Ltd., will complete their planned merger on January 1, 2018 to begin operations as AIG General Insurance Co. Ltd. (AIG General Insurance) and will launch a new TV commercial campaign to mark the start of the new company. The series of commercials, featuring well known fairy tale characters The Three Little Pigs and Little Red Riding Hood, will be broadcast throughout Japan starting the same day.



AIG General Insurance, with its concept of ACTIVE CARE, will aim to help customers identify and prepare for the risks they face in everyday life, and the new TV commercials represent this with a tagline which translates to “Know your risk, change your destiny.”

The TV commercials introduce this concept to customers with a fresh twist on well-known fairy tales as a way of communicating the importance of preparing for risks. The new take on classic stories also represents the aim of AIG General Insurance to redefine insurance in Japan by helping customers understand the importance of preparing for risks and by providing them with the best advice and solutions to go about their lives in safety and comfort.

The new TV commercials feature alternate versions of the stories of the Three Little Pigs and Little Red Riding Hood and were filmed in live action with the story characters in specially designed masks and costumes.

In the stories, the beloved characters receive advice on the risks they face from an AIG General Insurance agent and a risk consultant. The characters are then able to take the appropriate precautions to bring about a new happy ending to their stories. The Three Little Pigs learn how to deal with the risks they face, while Little Red Riding Hood learns about the risks that can affect her as the owner of a successful food store.

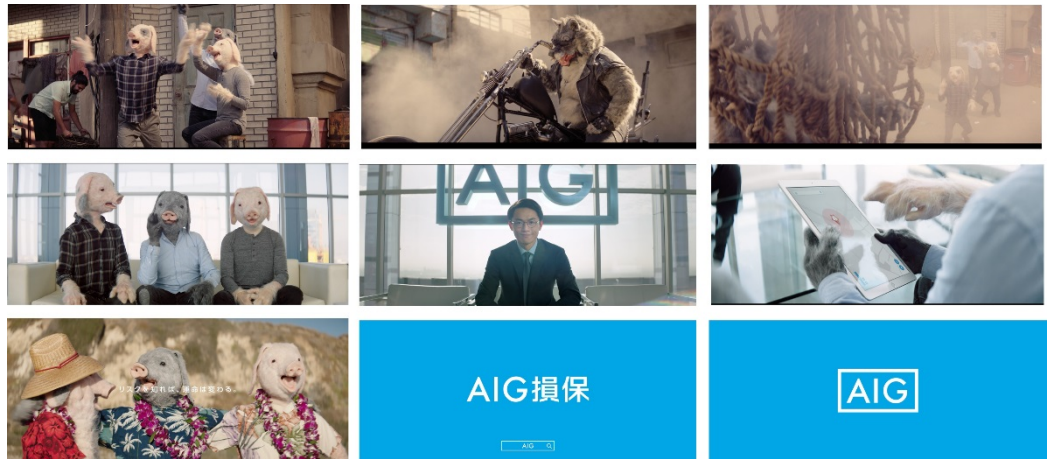


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A new take on classic fairy tale stories

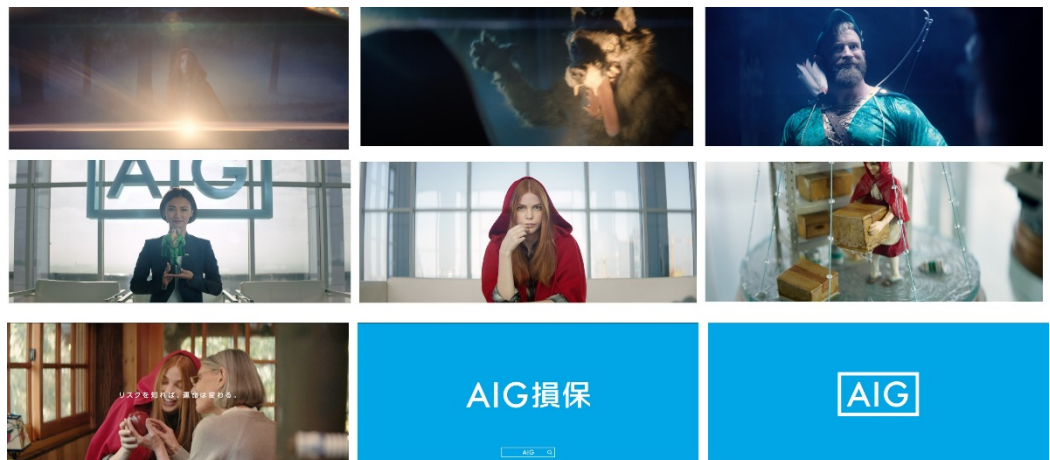
“The Three Little Pigs” (30 second version)

The Big Bad Wolf is looking for the Three Little Pigs but they have nothing to fear as they are able to catch the wolf in a trap before he can do anything to them. The Three Little Pigs had received advice on the risks posed by wolves from their AIG General Insurance agent and were able to take the appropriate precautions. Watch the commercial to see how the Three Little Pigs know their risk and change their destiny.



“Little Red Riding Hood” (30 second version)

The Big Bad Wolf closes in on Little Red Riding Hood as she makes her deliveries, but, in a surprise twist it’s actually a hunter disguised as Little Red Riding Hood. Little Red Riding Hood had received advice from an AIG General Insurance risk consultant on the risks that affect her business. Watch the commercial to see how she was able to know her risk and change her destiny.



See the new commercials on national TV and AIG General Insurance’s official YouTube and other social media channels from January 1. The risks depicted in the TV commercial are fictional and may be difficult to predict in reality.

<https://www.youtube.com/channel/UCw0W695vFSMnYVeOUkKTP1g>



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Filming the Commercials

The new commercial series for AIG General Insurance was filmed in Los Angeles at both studio and outdoor locations using actors who were selected to play the Three Little Pigs and wolf characters.

Filming made use of specially designed costumes and masks that were controlled by professionals to create various facial expressions and bring the characters to life.

A short video showing behind the scenes footage of the TV commercials will be released on AIG General Insurance's YouTube channel and other social media channels in the near future.



Award Winning Production Team

The new commercial series was produced by the creative team behind AIG's award winning commercial film '#TackleTheRisk'. Released in March 2017, '#TackleTheRisk' has been viewed online over 170 million times by people around the world, and has received advertising awards in Japan and overseas including the CLIO, AD Stars, and ACC awards.

#TackleTheRisk <https://www.youtube.com/watch?v=nVzzhq5whWE>

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 AIU Insurance Company Ltd, Fuji Fire and Marine Insurance Co., Ltd., American Home Assurance Company Ltd., JI Accident & Fire Insurance Co., Ltd., AIG Fuji Insurance Services KK and Techmark Japan KK are providing their services. For additional information, please visit our website at www.AIG.com