



Press Release

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**AIG and the All Blacks Launch New Online Content
to Promote Safety in the Japanese Construction Industry
Core Training Exercises for Accident Prevention**

TOKYO, June 28, 2018 – AIG General Insurance Co., Ltd. (AIG General), with cooperation from the Fund for Construction Industry Promotion, today launched two online movies featuring members of the New Zealand All Blacks rugby team to promote safety and accident prevention on construction sites in Japan.



The movies have been released to support Japan’s National Safety Week (1-7 July, 2018) and show members of the All Blacks visiting a construction site in Osaka and performing a series of specially designed Construction Core Training Exercises with local workers.

The Construction Core Training Exercises, which have been adopted as part of the daily routine at an increasing number of construction sites around Japan, are designed to help construction industry workers improve their core muscle strength and balance as a way to prevent accidents in the workplace.

The exercises were developed by professional trainer Katsumi Koba in 2016 on behalf of an industry association led by the Fund for Construction Industry Promotion. In February 2018, the exercises received the Grand Prix prize for contributing to health promotion at the Sporty Life Awards hosted by the Life Insurance Association of Japan.

AIG General produced the new movies featuring the All Blacks to further promote use of the exercises and contribute to accident prevention in the construction industry in line with AIG’s group wide concept of ACTIVE CARE*.

AIG Group is the major global sponsor of New Zealand Rugby and the All Blacks.

About the Construction Core Training Exercise Movies

The two movies produced by AIG General feature All Blacks players Scott Barrett, Nathan Harris, Ofa Tu’ungafasi, and Kane Hames.



The main feature movie shows the players paying a special visit to a construction site in Osaka to learn the Construction Core Training exercises and interact with workers.

The second instructional movie allows viewers to follow the All Blacks as they perform the full series of Construction Core Training Exercises.

The movies were produced with the cooperation of Okumura Corporation and can be viewed on AIG General's YouTube Channel:

Main Feature: <https://youtu.be/k6gju0Y3J5k>

Exercises : <https://youtu.be/zBLavTHooMM>





***About ACTIVE CARE**

ACTIVE CARE is AIG's group-wide strategic concept consisting of the 3 main elements listed below.

- 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 continue to drive value for our customers.

About New Zealand Rugby:

AIG has maintained a sponsorship agreement with New Zealand Rugby (NZR) since 2012. Since then the two partners have carried out joint rugby events capturing international attention. The successful partnership was renewed in November 2016 and extends AIG's position as the Major Global Sponsor and Official Insurance Partner of New Zealand Rugby and the All Blacks for a further six years. AIG continues to directly sponsor the All Blacks, the All Blacks Sevens, the Maori All Blacks, the Black Ferns, the New Zealand Black Ferns Sevens and New Zealand Under 20 teams.

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.