

# **Overview of ZENROSAL**

Non-life Insurance Section
Product Development
Department
ZENROSAI



# As a Cooperative

- Nat'l Federation of Workers and Consumers Insurance Cooperatives
- Non profit organization from 1957
- Supervised by the Ministry of Health, Labor and Welfare
- Consumers' Livelihood co-operative Society Law
- Membership is open to anyone

ZENROSAI

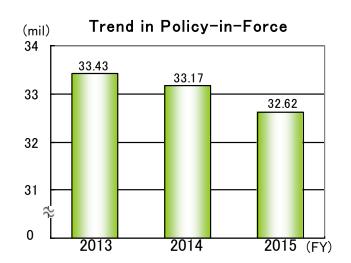


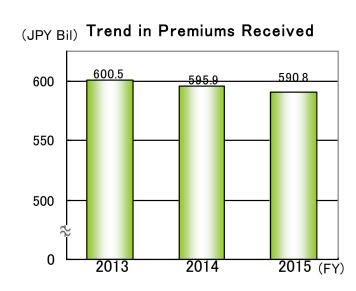


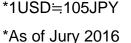


### **Key Figures**

- Total assets: 3,613 JPY Billion (34 USD Billion)
- Premium income: 590 JPY Billion (5 USD Billion)
- 32 million policies in force
- 58 member society
- Over 13 million members
- 3,400 staff











### **Total Protection for Members' Livelihoods**

#### Benefits to the Bereaved Family

**Kokumin Insurance** 

Individual Long-term Life Insurance Group Term Life Insurance

#### **For Medical Cover**

Kokumin insurance, Medical Type

Individual Long-term Life Insurance

#### Physical Disability & Nursing Care

**Kokumin Insurance** 

Individual Long-term Life Insurance

Total protection provided by ZENROSAI

#### Protection for House and Household

Fire Insurance
Natural Disaster Insurance

#### **Retirement Coverage**

Pension & Annuity

Individual Long-term Life Insurance

#### For Automobile Accident

Automobile Insurance Compulsory Automobile Liability Insurance

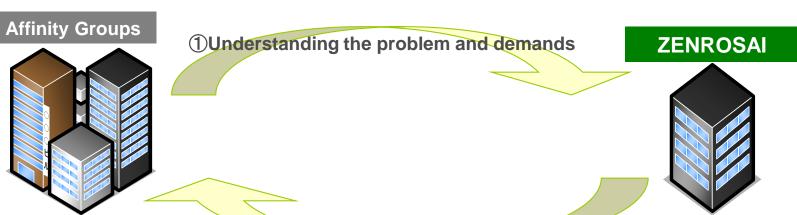
**Traffic Accident Insurance** 





# **At Workplaces**

- Working Closely with Affinity Groups
  - Promoting in affinity markets, such as trade unions
  - Group insurance as one of the services of each group
  - Low operating expense



2 Proposing an unique idea to find a solution for the group

**3**Co-create a practical solution to improve members' welfare





### **In Communities**

- Easy to Join Individually
  - Various Channels; over 200 shops, DMs, Banks, Organizers, Convenience stores
  - 3 Agents

JCIF (Japan CO-OP Insurance Consumers' Co-operative Federation)

Labour Bank









## **New Channel: On-Line**

- Website
- My Page; Exclusively for Members









- Toward 60<sup>th</sup> Anniversary in 2017
  - Business recovery
  - Establishment of a sound business foundation
- Going Back to its Co-operative Roots
  - Regaining/Reinforcing members' trust, sympathy, and participation







### [Three Reforms]

Restructuring

Organizational Reform

**Awareness** 

1. Attractive Products

- 4. Sound Business Structure
- 2. Improved Satisfaction
- 5. HR Development

3. Social Contribution

6. Cooperation bet. Coops

To achieve our philosophy

"Towards a Safe and Affluent Society with Mutual Help"





# **Activities for Society**

- Contribution to Society
  - Funding NPOs/Donations to NGOs
  - Special Partner in Under-12's Football Tournament
  - Supporting Forest Development Activities by Children
  - Cultural and education activity
- Cooperation among Cooperative Societies
- International Activities





