

# A History of Development Extending over 120 Years

T&D Life Group was launched through the announcement of a broad business alliance between Taiyo Life Insurance Company and Daido Life Insurance Company, both founded over 100 years ago, in January 1999.

Since T&D Financial Life Insurance Company joined the Group in October 2001, the three life insurance companies have continued to grow creating group synergies between the three different markets of households, SMEs, and independent insurance agents.



## Broad business alliance between Taiyo Life and Daido Life

In January 1999, Taiyo Life and Daido Life announced a broad business alliance and decided the Group name to be the "T&D Life Group" in June of the same year.

## T&D Financial Life joined T&D Life Group

Taiyo Life and Daido Life jointly acquired shares of T&D Financial Life (former Tokyo Life Insurance Company), which started operations as a member of the T&D Life Group.



From left, President Masahiro Yoshiike of Taiyo Life, President Osamu Mizuyama of T&D Financial Life, and President Naoteru Miyato of Daido Life



## Taiyo Life founded

Taiyo Life's predecessor company, Nagoya Life Insurance Co., Ltd., was established in fourth of the existing life insurance companies in Japan.

## Daido Life founded

Daido Life was founded through the merger of Kajimaya, which operated then Asahi Life Insurance Co. (a separate company from the current Asahi Mutual Life Insurance Company), with Gokoku Life Insurance Co. in Tokyo and Hokkai Life Insurance Co. in Hokkaido.



Daido Life former Higobashi head office (Osaka) Construction completed in 1925



## Establishment of T&D Holdings, Inc.

In April 2004, T&D Holdings, Inc. was established as Japan's first holding company centered on the life insurance business. It was listed on the Tokyo Stock Exchange and Osaka Securities Exchange (current Osaka Exchange).

# Next Stage

Pet & Family Small-amount Short-term Insurance Company was made a subsidiary.

The Group's asset management companies were concentrated within T&D Asset Management Co., Ltd.

## Try & Discover for the Next Stage

Business development in the household market



Delivering Optimal Comprehensive Coverage to Households

Business development in the "small and medium enterprise (SME)" market



Protecting SMEs and Their Employees from a Wide Range of Risks

Business development in the independent insurance agent market



Expanding the Group's Presence in the Independent Insurance Agent Market

Corporate Value (EV\*1)

¥2,290.5 billion\*2

\*1 EV (Embedded Value): The sum of adjusted net worth and value of in-force business. EV serves as a measure of corporate value and a performance indicator for life insurance companies.  
\*2 As of March 31, 2017