

## 15<sup>th</sup> Annual Asia Insurance Industry Awards

### **MS&AD Awarded General Insurance Company of the Year Recognition as Most Outstanding Insurance Company in Asia**

MS&AD Insurance Group Holdings, Inc. (Toshiaki Egashira, President) was awarded the General Insurance Company of the Year at the 15<sup>th</sup> Annual Asia Insurance Industry Awards, announced in October 2011. MS&AD was recognized as being the most outstanding insurance company in the Asian insurance market during fiscal 2010.

MS&AD received this award in recognition of the launch of the MS&AD Insurance Group, our unchallenged position in the Asian region through our strategic tie-up with Hong Leong Group (Malaysia), and the fact that, with the start of business operations at our Laos entity, we are the only foreign general insurance company now to have a presence in every country in Southeast Asia.

The MS&AD Group is on the way to becoming a world-class insurance and financial services group, accelerating the growth of our overseas business and increasing our presence in overseas markets.

#### 1. Award

Asia Insurance Industry Awards 2011

General Insurance Company of the Year (Most Outstanding Insurance Company in Asia)

#### 2. Basis for the Award

- (1) The launch of the MS&AD Insurance Group, and a strategic tie-up with Hong Leong Group (Malaysia) for life insurance, general insurance and takaful business leading to an unchallenged position in the Asian region.
- (2) Becoming the only foreign general insurance company to have a presence in every country in Southeast Asia (with the launch of business operations at our Laos entity).
- (3) Continuing efforts to revise business standardization processes in Asia, to evangelize the MS&AD Insurance Group image, to implement human resource education initiatives, etc.

#### 3. About the Award

(1) The Asia Insurance Industry Awards 2011

- The largest insurance industry contest in Asia, sponsored annually by Asia Insurance Review, an insurance specialty magazine in Asia. 2011 marked the 15<sup>th</sup> year of the contest.
- Awards are presented in 15 categories for general insurance, life insurance and reinsurance companies, insurance education institutes, IT firms, brokers, etc. Awards are voted on by a panel of 29 judges from top positions in insurance regulatory agencies, insurance companies, and related organizations around the world.

(2) The General Insurance Company of the Year Award

An award given to the insurance company who has made the most impressive mark on the Asian general insurance industry. In 2005, the award was presented to the Mitsui Sumitomo Insurance.

1. About Asia Insurance Review

Headquartered in Singapore; the only Asian magazine focusing on the insurance industry

Established: 1991

Readership: Professionals in the insurance, reinsurance, insurance brokerage, and other related fields

Market: 23 countries/regions in Southeast Asia, Asia, and Oceania

Other: In addition to a monthly publication, Asia Insurance Review sponsors seminars throughout Asia. The magazine is widely followed by leaders in insurance regulatory agencies and major insurance companies.

2. MS&AD Group Past Awards

2009: Mitsui Sumitomo Insurance Group Holding, Inc.  
Corporate Social Responsibility Award

2007: Cholamandalam MS Risk Services Ltd.  
Risk Manager of the Year

2005: Mitsui Sumitomo Insurance Co., Ltd  
General Insurance Company of the Year

2003: Mr. Takeo Inokuchi  
then Chairman and CEO, Mitsui Sumitomo Insurance Co., Ltd. (current Senior Advisor)  
Personality of the Year

End