



Press Release

J.D. Power Asia Pacific Reports: Customer Satisfaction with Agency-Based Insurers Increases Slightly, While Satisfaction With Direct Insurers Remains Stable

AIU and Sony Assurance Each Rank Highest in their Respective Segments for a Second Consecutive Year In Satisfying Auto Insurance Customers in Japan

TOKYO: 10 August 2010 — While overall customer satisfaction with agency-based insurers has increased—particularly with product offerings—satisfaction with direct insurers has remained stable from 2009, according to the J.D. Power Asia Pacific 2010 Japan Auto Insurance Customer Satisfaction Study.SM

The study, now in its seventh year, measures customer satisfaction with auto insurance, including insurance plans, services and experiences with signing insurance contracts, in two segments: agency-based insurers and direct insurance companies. Agency-based insurers primarily sell policies and interact with customers through networks of agents at insurance agency offices or automobile dealerships. Direct insurance companies interact with customers directly via the Internet or phone.

Five factors are examined to determine customer satisfaction with auto insurance: products and services; price; access to information; contract procedures; and service quality of contact channels (including the quality and responsiveness of contact from the brokerage or direct insurer).

Within the agency-based insurers segment, AIU ranks highest for a second consecutive year with a score of 627 on a 1,000-point scale—an improvement of 14 points from 2009. AIU performs particularly well in four of the five factors: products and services; access to information; contract procedures; and service quality of contract channels. Following AIU in the segment rankings are Nissay Dowa General Insurance (604) and Nissin Fire & Marine Insurance (602).

In the direct insurance company segment, Sony Assurance ranked highest for a second consecutive year with a score of 632, performing particularly well in four of the five factors: products and services; access to information; contract procedures; and service quality of contract channels. Following Sony Assurance in the rankings are Zurich Insurance (626) and Mitsui Direct General Insurance (620). Zurich Insurance performs particularly well in the products and service factor while Mitsui Direct General Insurance performs particularly well in the price factor.

The study finds that, within the agency-based insurers segment, satisfaction with products and services has increased notably in 2010, compared with 2009, particularly in the areas of how comprehensive the insurance plans are and the appropriateness of coverage. In addition, the percentage of agency-based insurer customers who indicated they were highly likely to renew their policy with the same insurance company has increased in 2010, compared with 2009.

The study also finds that satisfaction with insurance products tends to be higher among customers who sign up for coverage in person at an insurance agency, compared with customers who sign up for coverage through a direct insurer. However, if agency customers are not provided with company brochures and written explanations of their policy coverage, satisfaction with the product tends to be particularly low. In 2010, the proportion of brokerage customers who indicate having received company brochures increased from 2009. In addition, there has been a decrease in the proportion of customers who indicated they were dissatisfied with how easy the brochure was to understand.

“The enactment of new insurance laws has meant that insurance companies have implemented many initiatives,

including reforming automobile insurance products and changing rules regarding explanations of policy details to customers,” said Chie Numanami, associate manager at J.D. Power Asia Pacific, Tokyo. “Particularly with agencies, customer satisfaction levels may be increased through the use of pamphlets and brochures to better convey the structure of the company and other information that creates a sense of familiarity among policyholders.”

While overall satisfaction among customers of direct insurers remained stable from 2009, fewer policyholders in 2010 indicated they intended to renew their policy, compared with 2009. In addition, the proportion of customers who indicate that they understand the details of their insurance contract and coverage has declined from 2009.

A greater proportion of customers of direct insurers in 2010 indicate they selected their insurance company because of low premium amounts, compared with 2009. However, loyalty intent among these customers is particularly low.

“For direct insurers, who have less opportunity to deal face-to-face with customers as do agencies, competition should not be restricted to cost of premiums alone,” said Numanami. “Rather, direct insurers may be able to improve customer loyalty by skillfully conveying to customers their unique products and services.”

The 2010 Japan Auto Insurance Customer Satisfaction Study is based on responses from 14,909 automobile insurance policyholders in Japan. The study was fielded in May 2010.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: shizue_hidaka@jdpower.co.jp

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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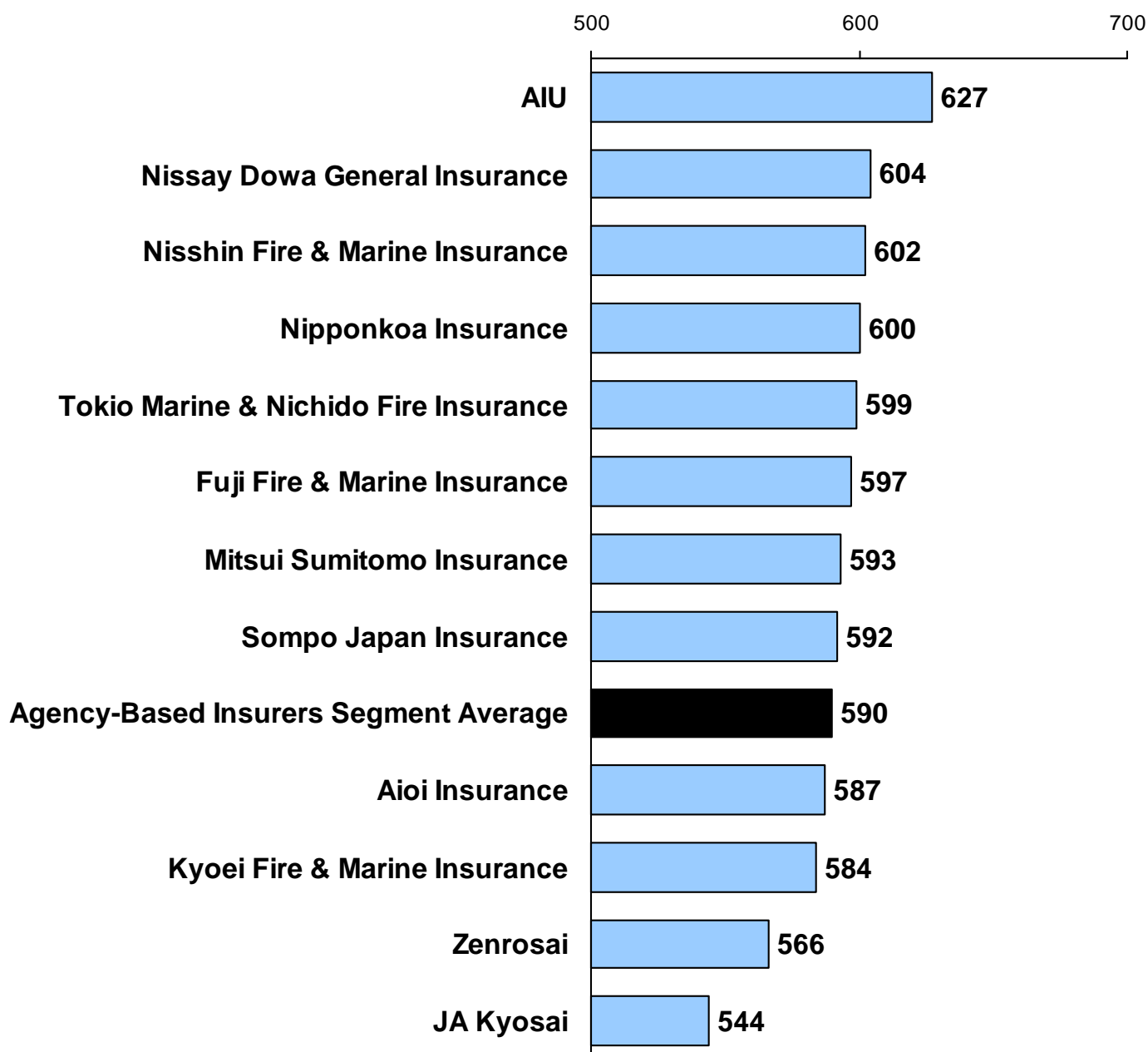
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NOTE: Three charts follow.

J.D. Power Asia Pacific 2010 Japan Auto Insurance Customer Satisfaction StudySM

Overall Customer Satisfaction Ranking *Agency-Based Insurers Segment* (Based on a 1,000-point scale)



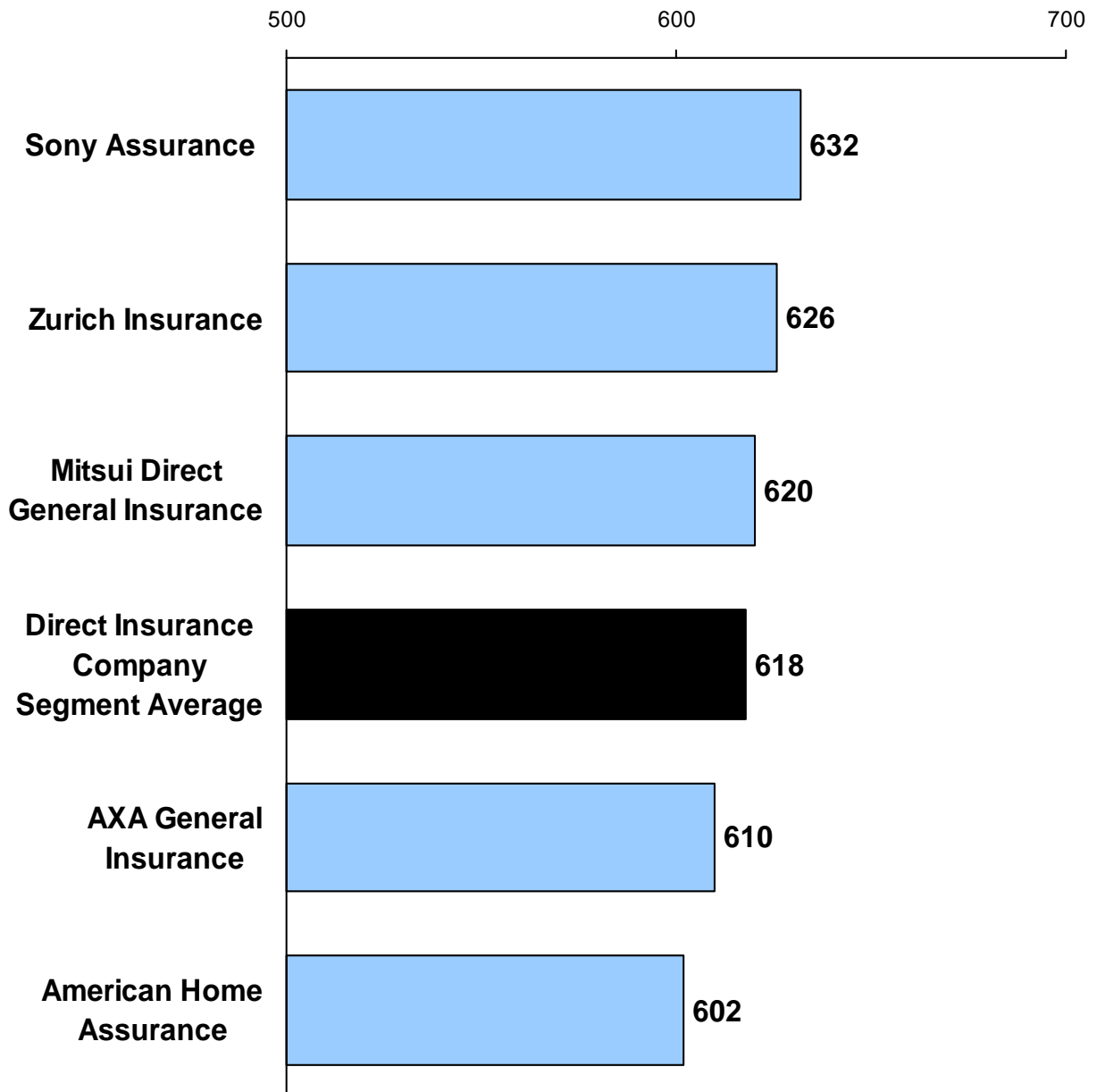
NOTE: Included in the study but not ranked due to small sample size are: Ace Insurance, Asahi Fire & Marine, Saisin Automobile & Fire Insurance, Secom General Insurance and Sumisei General Insurance.

Source: J. D. Power Asia Pacific 2010 Japan Auto Insurance Customer Satisfaction StudySM

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J.D. Power Asia Pacific 2010 Japan Automobile Insurance Customer Satisfaction StudySM

Overall Customer Satisfaction Ranking Direct Insurance Company Segment (Based on a 1,000-point scale)



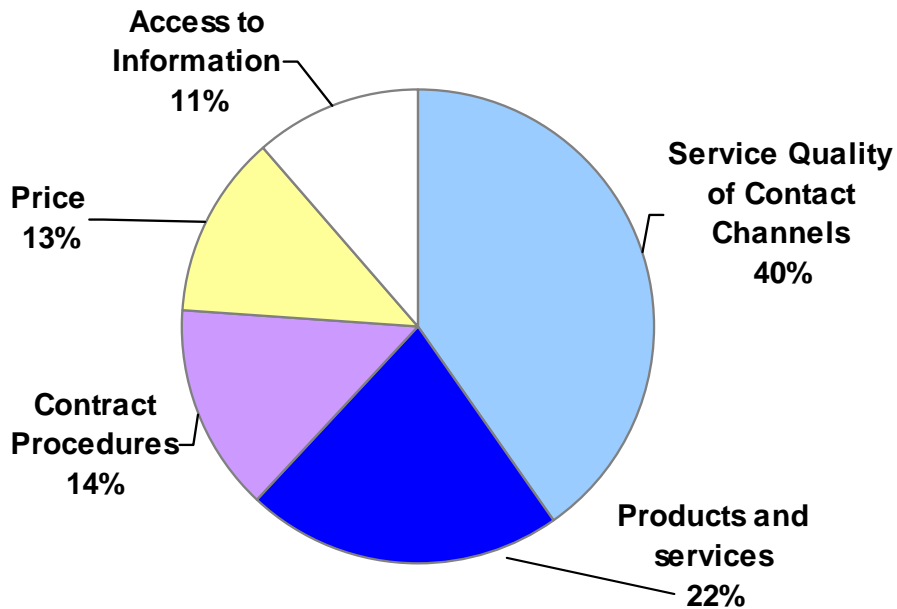
NOTE: Included in the study but not ranked due to small sample size are: E.design Insurance; Generali, SBI Insurance and Sompo 24 Insurance.

Source: J. D. Power Asia Pacific 2010 Japan Auto Insurance Customer Satisfaction StudySM

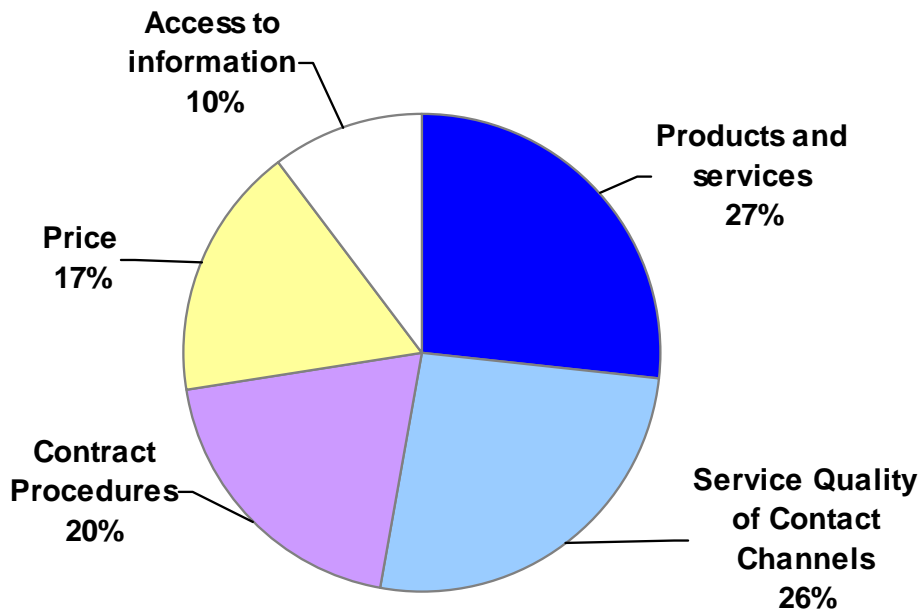
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J.D. Power Asia Pacific 2010 Japan Auto Insurance Customer Satisfaction StudySM

Factors Contributing to Overall Satisfaction **Agency-Based Insurers Segment**



Direct Insurance Companies



Source: J. D. Power Asia Pacific 2010 Japan Auto Insurance Customer Satisfaction StudySM

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