



For Immediate Release

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AIG JAPAN AIMS TO DISRUPT AND REDEFINE THE INSURANCE CATEGORY IN JAPAN WITH LAUNCH OF ACTIVE CARE

Innovative approach redefines the customer experience

TOKYO, August 26, 2016 – AIG Japan Holdings KK today announced the launch of Active Care, a new concept in delivering a total customer experience that will disrupt and redefine insurance in Japan and be part of all standard AIG Japan insurance coverage going forward.

Created as a result of extensive customer research and AIG's risk reduction expertise, Active Care - as the name implies - involves actively caring for customers before, during and after all of life's major milestones. In addition, Active Care is as much about trying to prevent bad things from happening in the first place as it is about dealing with the consequences of adverse events. The primary aim is to make the insurance experience more enjoyable for customers by being intuitive, preventive and innovative.

With many customers expressing concern over the complexity of existing insurance products on the market and feeling it is difficult to make informed decisions about their own insurance needs, Active Care will help customers better understand risks they are facing, their individual needs, and the solutions available to them. It will also help customers identify and prepare for potential unseen risks while benefitting from AIG's globally accumulated knowledge and its use of new or emerging technologies to better identify and mitigate risk.

Coinciding with the opening of AIG Japan Holdings' Osaka headquarters, the launch of AIG Japan Group's Active Care at Knowledge Plaza, Grand Front Osaka, offers a fun yet purposeful public safety awareness event. With Osaka having the highest number of bicycle-related accidents in Japan, and an Osaka prefectural government ordinance making bicycle insurance mandatory from July 1, 2016, the Active Care launch in Osaka further promotes bicycle safety and the importance of bicycle helmet wearing for adults and children. "This event today is just one example of bringing Active Care to life," commented Matthew Walker, Regional Chief Marketing Officer, AIG Japan. "Customers have said to us again and again that insurance is a painful experience. With the launch of Active Care, we are setting out to change that."

Commenting on the Osaka launch event, Robert L. Noddin, President and CEO of AIG Japan Holdings, said, "Osaka is an exciting place to be and an exciting place for our new Osaka headquarters. It is a city that is actively fostering innovation and new ways of thinking, so it's a perfect match for the launch of our innovative, industry-disrupting Active Care concept. That we can share our Active Care mindset here by kicking off with a community event makes this week that much more meaningful for all of us."

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American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today we provide a wide range of property casualty insurance, life insurance, retirement products, mortgage insurance and other financial services to customers in more than 100 countries and jurisdictions. Our diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security.

In Japan, AIG Japan Holdings represents household insurance brands including AIU Insurance, Fuji Fire & Marine, American



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Home Assurance, as well as AIG Fuji Life. Other non-insurance companies such as Techmark, AIG Fuji Insurance Services, AIG Asset Management, and AIG Business Partners are part of the AIG Group in Japan. Joint ventures include JI Accident & Fire Insurance and T-PEC Corporation. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

Additional information about AIG can be found at www.aig.com and www.aig.com/strategyupdate

YouTube: www.youtube.com/aig | Twitter: @AIGinsurance | LinkedIn: <http://www.linkedin.com/company/aig>. These references with additional information about AIG have been provided as a convenience, and the information contained on such websites is not incorporated by reference into this press release.

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