



FOR IMMEDIATE RELEASE

Press Release

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NOTICE OF NEW COMPANY ADVERTISEMENT

AIU Insurance Company and The Fuji Fire and Marine Insurance Company scheduled to complete their merger on January 1, 2018

TOKYO, August 31, 2017 – Ahead of the scheduled January 1, 2018 completion of the merger between AIU Insurance Company, Ltd. and The Fuji Fire and Marine Insurance Company, Ltd.,¹ AIG Japan Holdings KK will be rolling out a new nationwide advertising campaign beginning Friday, September 1 related to the launch of AIG General Insurance Co. Ltd (AIG General Insurance).

The advertisement features Takamori Saigo and Abraham Lincoln, two historical figures famous in their time for reform, with Saigo often credited as fundamental in the late nineteenth century modernization of Japan and Lincoln instrumental in strengthening the federal government and modernizing the economy. Bringing Saigo and Lincoln together in the advertisement suggests the idea of a new company that is not merely an integration of two companies, but, instead, the creation of “the ultimate tag-team.” It is the bringing together and blending of two companies with different strengths and different qualities in order to redefine Japanese insurance.

To create the advertisement, two actors resembling Saigo and Lincoln underwent a lengthy special makeup process that was captured on film. A special video featuring behind-the-scenes footage will be released on AIG’s YouTube channel and other social media outlets. Additional corporate commercials about the creation of AIG General Insurance are planned and will be aired widely through TV and other media channels.

As the largest foreign-non-life insurance company in Japan, AIG General Insurance’s ACTIVE CARE concept will deliver an entirely new style of insurance to customers and bring peace of mind as it helps them identify and prepare for the risks around them in everyday life.

**1. The merger of the two companies is subject to regulatory approval.*



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▲ Subway Station Ad



▲ Newspaper Ad



▲ Behind-the-scenes footage

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. These diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security. AIG's core businesses include Commercial Insurance and Consumer Insurance, as well as Other Operations. Commercial Insurance comprises two modules – Liability and Financial Lines, and Property and Special Risks. Consumer Insurance comprises four modules – Individual Retirement, Group Retirement, Life Insurance and Personal Insurance. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange. In Japan, AIG companies such as AIU Insurance Company Ltd, Fuji Fire and Marine Insurance Co., Ltd., American Home Assurance Company Ltd., JI Accident & Fire Insurance Co., Ltd., AIG Fuji Insurance Services KK and Techmark Japan KK are providing their services. For additional information, please visit our website at www.AIG.com