



Nippon Wealth Limited,
a Restricted Licence Bank



Hong Kong June 25, 2015

Nippon Wealth Limited, a Restricted Licence Bank and MassMutual Asia Ltd Form New Bancassurance Partnership

Nippon Wealth Limited, a Restricted Licence Bank (NWB) and MassMutual Asia Ltd. (MassMutual Asia) are pleased to announce that they have entered into a bancassurance partnership agreement. An agreement-signing ceremony is being held today to mark the commencement of the partnership.

Combining NWB's Japanese retail-banking expertise with MassMutual Asia's product-innovation strengths in risk and wealth management, this bancassurance partnership is designed to provide the Japanese community in Hong Kong with flexible financial-planning and retirement-planning services.

According to the World Health Organization's World Health Statistics 2015, Japan leads the world in longevity. In 2013, life expectancy at birth in Japan was 84 years. By 2060, the proportion of people aged 65 and above will increase to as much as 40% of the Japanese population¹. Without doubt, longevity is one of the biggest potential financial risks for the Japanese.

Mr Tsutomu Nakajima, Executive Director and CEO of NWB, said: "Although the insurance and annuity market in Japan is well developed, the returns offered by most annuity insurance plans in Japan are relatively low. Moreover, most plans only provide annuities with pre-set installment payments, and not for lifetime, and thus may not be able to adequately cover the risk of prolonged life expectancy. For these reasons, many Japanese are turning to financial-planning solutions available overseas that provide more competitive offers. We are partnering with MassMutual Asia to develop our bancassurance business because they offer innovative financial-planning solutions, such as the Target Annuity Lifetime Saver that we distribute, and which has a lifetime annuity promise that is not widely available in the market. We firmly believe that our partnership will create a win-win situation for customers, MassMutual Asia, and NWB alike."

Mr K P Tay, Managing Director and CEO of MassMutual Asia, said, "The fast growing insurance industry in Hong Kong is characterized not only by sound regulatory measures, but also the ample room for innovative product design as compared to other markets in the Asian region. Against this background, MassMutual Asia is continuously developing its range of financial-planning solutions and service platforms to strengthen its competitive edge. In addition to local customers, our financial solutions also appeal to the affluent expatriate customers. Currently, many Japanese expats in Hong Kong are senior executives of Japanese corporations. Our innovative and flexible financial solutions are able to answer their retirement-planning and protection needs. We are therefore very pleased to establish a bancassurance partnership with NWB. By leveraging our complementary strengths, we aim to achieve robust business growth together. At the same time, this collaboration will also help us develop our distribution channels and expand our expatriate customer segment further, thus increasing our premium income."



Nippon Wealth Limited,
a Restricted Licence Bank



Hong Kong June 25, 2015

Through this bancassurance partnership, NWB will distribute two of MassMutual Asia's flagship products - 'Target Annuity Lifetime Saver' and 'FLEXI-Ulife Prime Saver'. 'Target Annuity Lifetime Saver' is one of the very few plans on the market that provides guaranteed lifetime annuity income, and has garnered the Best-in-Class accolade in the Retirement Product category for three consecutive years in the BENCHMARK Wealth Management Awards. 'FLEXI-Ulife Prime Saver' is a universal life plan that can be tailor-made to accommodate the customer's changing needs at different life stages and which offers the combined benefits of flexible coverage, competitive returns and financial flexibilities. Both plans offer a 4.5% p.a.² current declared interest rate, as well as a 3% p.a. guaranteed interest rate³.

About Nippon Wealth Limited, a Restricted Licence Bank

NWB is a Hong Kong based restricted licence bank dedicated to providing superior wealth management services for individual investors. NWB is a wholly-owned subsidiary of OJBC Co. Ltd. and an associate of Shinsei Bank. In terms of Tier-1 capital, Shinsei Bank is ranked 12th in Japan⁴. In order to provide customers with more comprehensive wealth management services, NWB plans to acquire Type 1 and Type 4 license from the Securities and Futures Commission.

About MassMutual Asia Ltd.

MassMutual Asia Ltd. is a member of the MassMutual Financial Group. Headquartered in Hong Kong, MassMutual Asia has over two thousand six hundred consultants. The company delivers professional one-stop risk- and wealth-management consulting services, including a series of flexible and innovative life insurance products, retirement plans, and investment services. Besides the life insurance business, MassMutual Asia also operates several subsidiaries in Hong Kong, including MassMutual Trustees Ltd., which focuses on MPF, and MassMutual Insurance Consultants Ltd., which handles general insurance.

MassMutual Financial Group is a marketing designation for the Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliates. With US\$651 billion⁵ in assets under management and 13 million customers, MassMutual Financial Group is a global, growth-oriented and diversified financial-services organization. Established in 1851, MassMutual enjoys exceptionally high financial ratings from major ratings agencies, including A.M. Best Company "A++" (Superior; top category of 15), Fitch Ratings "AA+" (Very Strong; second category of 21) and Standard & Poor's "AA+" rating (Very Strong; second category of 21)⁶ and is ranked by FORTUNE as one of the "Five Largest US Life Insurance Companies"⁷ and "FORTUNE World's Most Admired Companies"⁸.



Nippon Wealth Limited,
a Restricted Licence Bank



Hong Kong June 25, 2015

Note:

1. National Institute of Population and Social Security Research - Population Projections for Japan: 2011 to 2060
2. Inclusive of 0.5% Retrospective Interest, which will be credited to the Policy Value at the end of the 20th policy year, calculated from year 1 through 20. For every 5 years thereafter, the interest amount will be credited to the Policy Value at the end of the 5-year period, calculated from year 1 through 5 of each period.
3. Applicable to policies that have been in force for 15 years or more.
4. Based on The Banker as published in July 2014.
5. Figure as of December 31, 2014.
6. Ratings apply to Massachusetts Mutual Life Insurance Company and its subsidiaries, C.M. Life Insurance Company and MML Bay State Life Insurance Company. Ratings are as of June 1, 2015 and are subject to change.
7. Ranked according to the aggregate results of [Insurance: Life, Health (Mutual)] and [Insurance: Life, Health (Stock)] on the total revenues for 2014, based on the FORTUNE 500 as published on June 15, 2015.
8. Ranked according to the results in "Life and Health Insurance" category in the 2014 FORTUNE World's Most Admired Companies survey. The survey assessed nine reputation drivers considered to be crucial to a company's global success: financial soundness, long-term investment value, people management, social responsibility, use of assets, quality of management, quality of products/services, innovation and global competitiveness.

~ End ~

This release is issued by JOYOUS Communications on behalf of NWB and MassMutual Asia Ltd., downloadable from NWB website at www.nipponwealth.com and MassMutual Asia website at www.massmutualasia.com. For further information, please contact:

Nippon Wealth Limited, a Restricted Licence Bank	Chihaya Funahashi	Tel: 3958 8828
MassMutual Asia	Peter Yip	Tel: 2919 9579
JOYOUS Communications	Claudia Lo	Tel: 2560 8551

(Photo and caption to be inserted after the event)