

2008 Tokyo Analyst Meeting Presentation Slides



September 8, 2008

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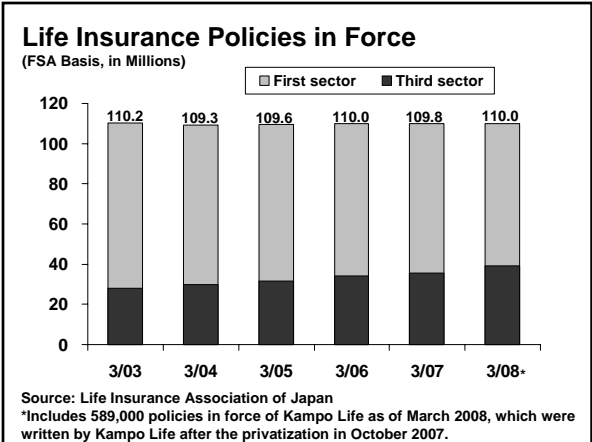
For more than 50 years, Aflac products have given policyholders the opportunity to direct cash where it is needed most when a life-interrupting medical event causes financial challenges. Aflac is the number one provider of guaranteed-renewable insurance in the United States and the number one insurance company in terms of individual insurance policies in force in Japan. Our insurance products provide protection to more than 40 million people worldwide. Aflac has been included in Fortune magazine's list of America's Most Admired Companies for seven years and in Fortune magazine's list of the 100 Best Companies to Work For in America for ten consecutive years. Aflac has been recognized three times by both Fortune magazine's list of the Top 50 Employers for Minorities and Working Mother magazine's list of the 100 Best Companies for Working Mothers and has also been included in Ethisphere magazine's list of the World's Most Ethical Companies for two consecutive years. Aflac Incorporated is a Fortune 500 company listed on the New York Stock Exchange under the symbol AFL. To find out more about Aflac, visit aflac.com.

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" to encourage companies to provide prospective information, so long as those informational statements are identified as forward-looking and are accompanied by meaningful cautionary statements identifying important factors that could cause actual results to differ materially from those included in the forward-looking statements. We desire to take advantage of these provisions. This document contains cautionary statements identifying important factors that could cause actual results to differ materially from those projected herein, and in any other statements made by company officials in communications with the financial community and contained in documents filed with the Securities and Exchange Commission (SEC).

Forward-looking statements are not based on historical information and relate to future operations, strategies, financial results or other developments. Furthermore, forward-looking information is subject to numerous assumptions, risks, and uncertainties. In particular, statements containing words such as "expect," "anticipate," "believe," "goal," "objective," "may," "should," "estimate," "intends," "projects," "will," "assumes," "potential," "target" or similar words as well as specific projections of future results, generally qualify as forward-looking. Aflac undertakes no obligation to update such forward-looking statements. We caution readers that the following factors, in addition to other factors mentioned from time to time could cause actual results to differ materially from those contemplated by the forward-looking statements: legislative and regulatory developments, including changes to health care and health insurance delivery; assessments for insurance company insolvencies; competitive conditions in the United States and Japan; new product development and customer response to new products and new marketing initiatives; ability to attract and retain qualified sales associates and employees; ability to repatriate profits from Japan; changes in U.S. and/or Japanese tax laws or accounting requirements; credit and other risks associated with Aflac's investment activities; significant changes in investment yield rates; fluctuations in foreign currency exchange rates; deviations in actual experience from pricing and reserving assumptions including, but not limited to, morbidity, mortality, persistency, expenses and investment yields; level and outcome of litigation; downgrades in the company's credit rating; changes in rating agency policies or practices; subsidiary's ability to pay dividends to the parent company; ineffectiveness of hedging strategies; catastrophic events; and general economic conditions in the United States and Japan, including increased uncertainty in the U.S. and international financial markets.

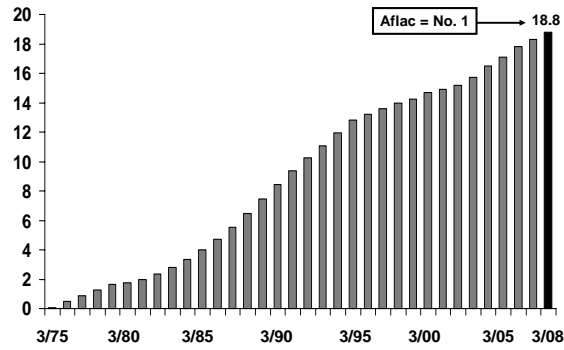


Introduction to Aflac Japan
Tohru Tonoike
President and Chief Operating Officer,
Aflac Japan



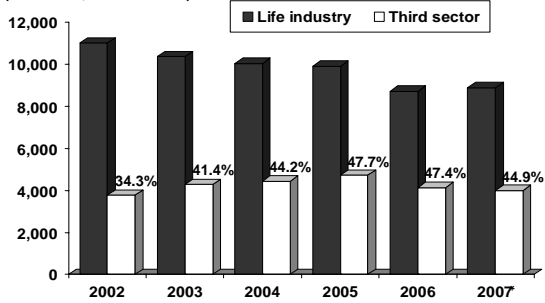
The Number One Life Insurer in Japan

(Policies in Force, FSA Basis, in Millions)



New Business in Policies

(FSA Basis, in Thousands)

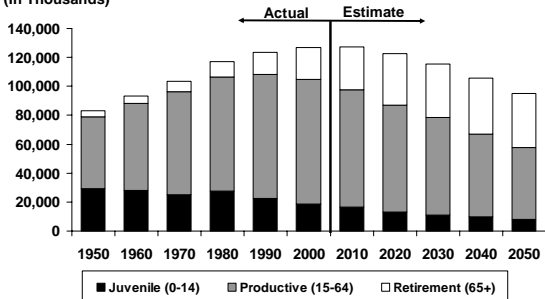


Source: Life Insurance Association of Japan, Insurance Research Institute

* Includes 591,000 new policies sold by Kampo Life from October 2007 to March 2008 after the privatization.

Japan's Aging Population and Declining Birthrate

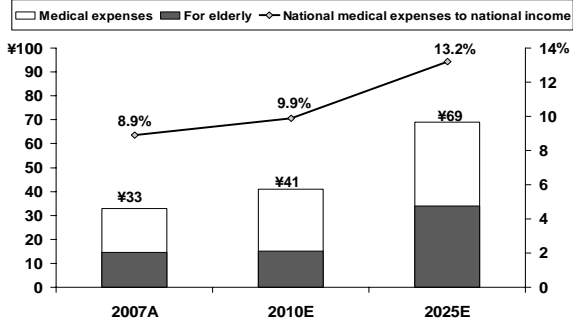
(In Thousands)



Source: National Institute of Population and Social Security Research, Future Estimated Population of Japan, 12/06

National Medical Expenses

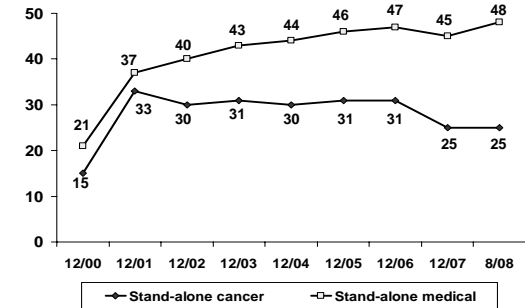
(Yen in Trillions)



Source: Ministry of Health, Labor and Welfare, 7/08

Competitors in the Third Sector

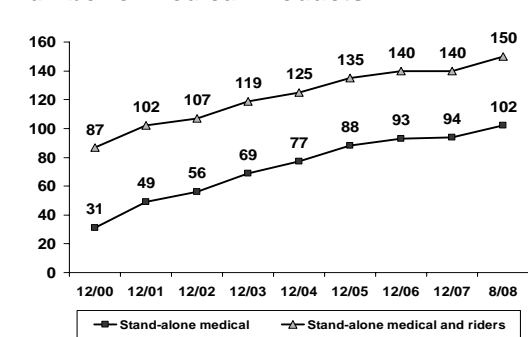
(Number of Life and Non-life Insurance Companies)



Reflects results of company mergers and companies that have discontinued sales

Source: Web site of each company

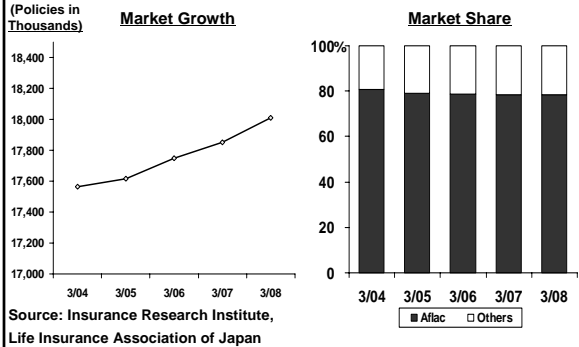
Number of Medical Products



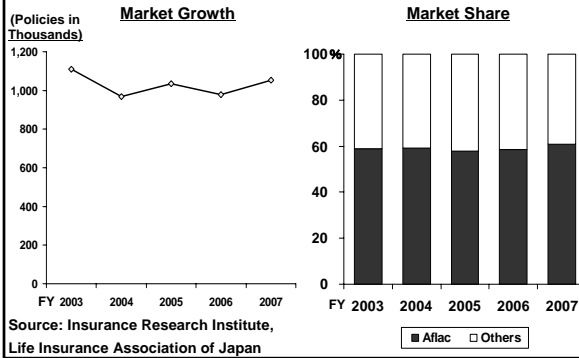
Reflects results of company mergers and companies that have discontinued sales

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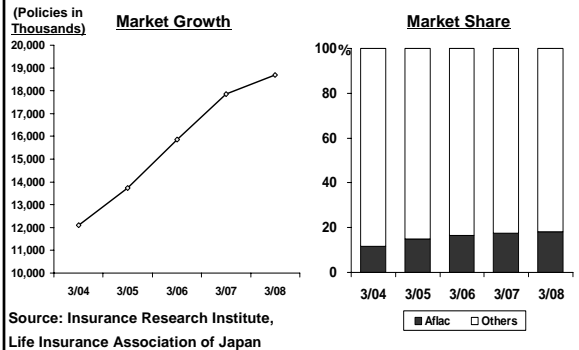
Aflac's Share of In-Force Business: Cancer
(FSA Basis, Stand-alone, Life Industry Only)



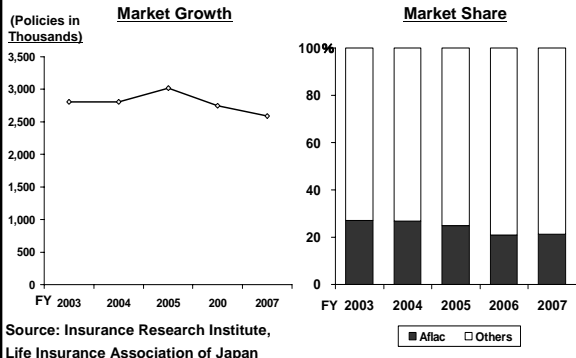
Aflac's Share of New Business: Cancer
(FSA Basis, Stand-alone, Life Industry Only)



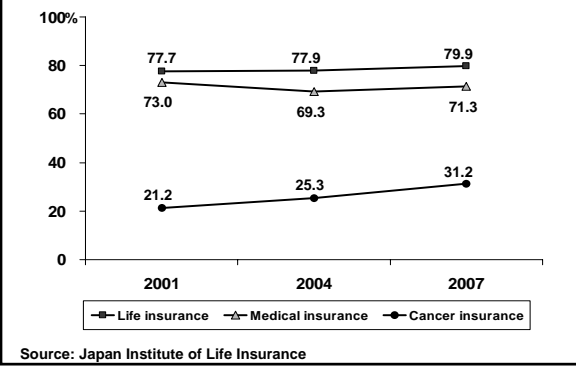
Aflac's Share of In-Force Business: Medical
(FSA Basis, Stand-alone, Life Industry Only)



Aflac's Share of New Business: Medical
(FSA Basis, Stand-alone, Life Industry Only)



Insurance Product Penetration
(Individual Basis)



Aflac Japan's Mid-term Management Policy

Three Pillars

- To increase new business and expand market share by strengthening contact with customers and capabilities for responding to customers' needs
- To improve the accuracy of administration and customer service through streamlining infrastructure
- To maximize profit by appropriate cost management and efficient business and operational investment

Aflac Japan's Mid-term Management Policy

Three Keywords

- Quality
- Segmentation
- Priority

Aflac Japan's Mid-term Management Policy

Nine Areas

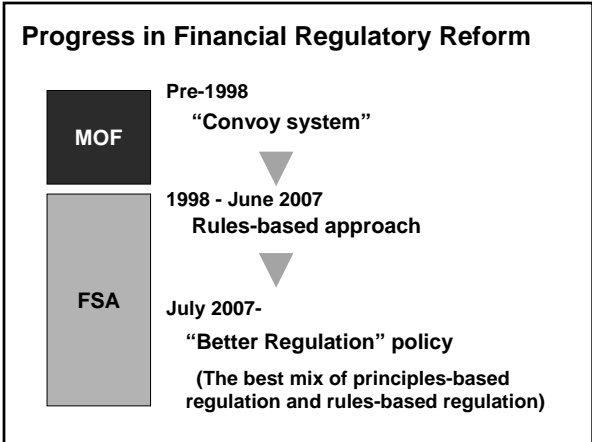
- Market
- Products
- Distribution channels
- Business operations
- IT
- Finance
- HR/HR development
- Internal control
- CSR/Corporate brand

Aflac Japan's Distribution Channels

- Affiliated corporate
- Independent corporate
- Individual
- Dai-ichi Mutual Life
- Banks
- Japan Post Network



Japan's Regulatory Environment
Charles Lake
Chairman,
Aflac Japan



FSA's "Financial and Capital Market Competitiveness Plan" and Other Regulatory Initiatives

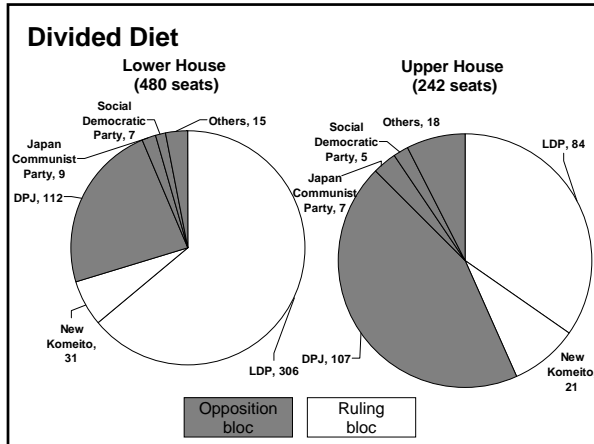
- "Plan for Strengthening the Competitiveness of Japan's Financial and Capital Markets" (Dec. 2007)

FSA's "Financial and Capital Market Competitiveness Plan" and Other Regulatory Initiatives

- "Plan for Strengthening the Competitiveness of Japan's Financial and Capital Markets" (Dec. 2007)
- Amendments to the Financial Instruments and Exchange Law (FIEL)

FSA's "Financial and Capital Market Competitiveness Plan" and Other Regulatory Initiatives

- "Plan for Strengthening the Competitiveness of Japan's Financial and Capital Markets" (Dec. 2007)
- Amendments to the Financial Instruments and Exchange Law (FIEL)
- Closure on the claims review



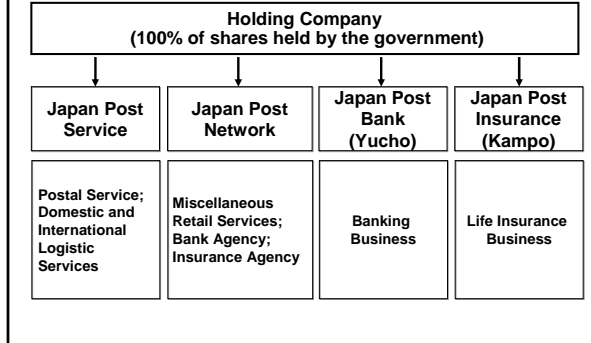
The Financial System Council Agenda and the Proposed Consumer Affairs Agency

- The Financial System Council Agenda
 - » The Life Insurance Policyholder Protection Corporation (LIPPC)
 - » Insurance solicitation regulations

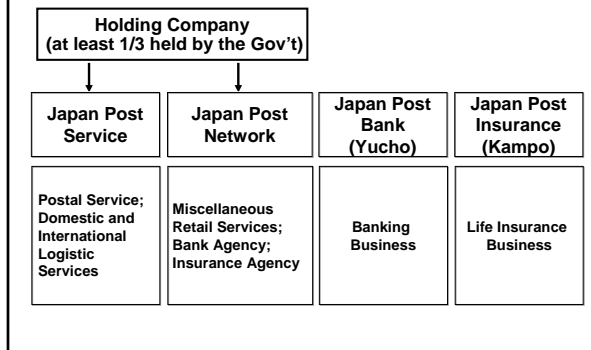
The Financial System Council Agenda and the Proposed Consumer Affairs Agency

- The Financial System Council Agenda
 - » The Life Insurance Policyholder Protection Corporation (LIPPC)
 - » Insurance solicitation regulations
- Proposed Consumer Affairs Agency
 - » Many consumer protection functions possibly under a single agency
 - » Current plan exempts the Insurance Business Law

Postal Privatization: Current Status and Before IPO



Postal Privatization: After IPO and by 2017





**Aflac Japan Administration
Hiroshi Yamauchi
First Senior Vice President;
Chief Administrative Officer,
Aflac Japan**

Maintenance Expenses Per Policy in Force

(FSA Basis, 3/08)

Rank by Assets	General Operating Expenses (In Millions)*	Policies in Force (In Thousands)	Cost Per Policy
1 Nippon	¥258,609	12,458	¥20,758
2 Dai-ichi	201,883	11,221	17,991
3 Meiji Yasuda	170,740	8,994	18,983
4 Sumitomo	172,590	8,666	19,915
6 Alico	63,918	5,616	11,381
7 Taiyo	52,900	2,970	17,811
11 Aflac	98,466	18,812	5,234
15 Sony	35,039	4,392	7,977
19 Tokio Anshin	37,736	2,189	17,238

* Excluding renewal commissions
Source: Disclosure statement from each company

**Number of Policies Per
Administrative Employee**

(FSA Basis, 3/08)

Rank by Assets	Administrative Employees	Policies in Force (In Thousands)	Policies per Employee
1 Nippon	11,700	12,458	1,064
2 Dai-ichi	10,322	11,221	1,087
3 Meiji Yasuda	8,603	8,994	1,045
4 Sumitomo	8,706	8,666	995
6 Alico	3,741	5,616	1,501
7 Taiyo	2,927	2,970	1,014
11 Aflac	3,533	18,812	5,324
15 Sony	1,124	4,392	3,907
19 Tokio Anshin	1,441	2,189	1,519

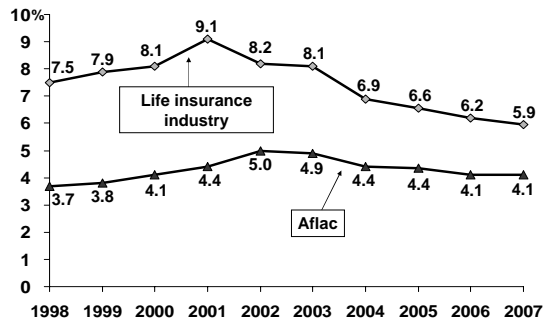
Source: Disclosure statement from each company

Efficiency Improvement Measures by Leveraging IT

- AANET
- e-App
- eco
- Aflac Net Billing

Surrender and Lapse Rates

(Individual Insurance Only, FSA Policy Basis)



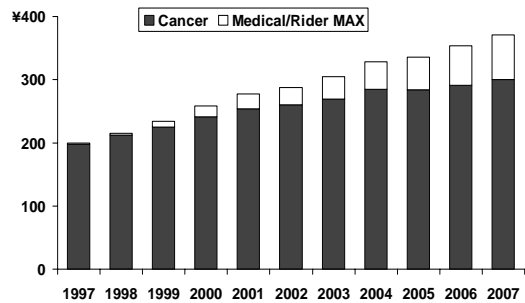
Source: Japan Institute of Life Insurance

Key Points to Improving Persistency Rates

- Sales agencies take follow-up action
- Communicate the importance of improving persistency rates to sales agencies

Claims Payments

(Yen in Billions)

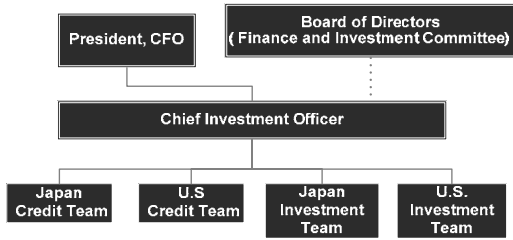


Source: Internal data



Aflac Japan Investments
Hitoshi Oda
Second Vice President;
Asset Management Department,
Aflac Japan

Aflac Investment Organization



Aflac Japan Investment Considerations

- Product needs
 - Long liability durations
 - Yen-denominated policy liabilities
- Credit risk
- Aflac Incorporated objectives

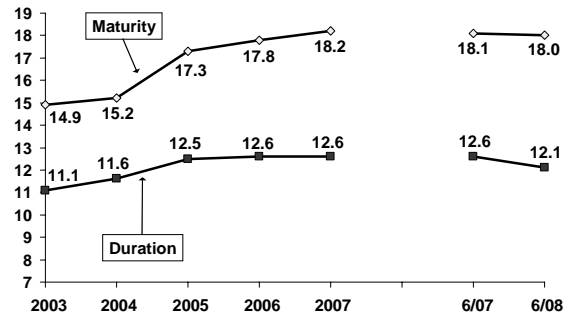
2008 Longer-Dated Yen Purchases

(Six Months, June 30)

	Acquisition Cost (In Billions)	% of 2008 New Money	Yield	Remaining Years
Euroyen	¥88.0	34.2%	3.25%	15.2
RDCs	56.5	21.9	4.17	29.7
LOAN	20.0	7.8	3.33	30.0
JGBs	9.0	3.5	1.76	10.0
ABS,RMBS,CDO	10.0	3.9	3.88	10.4
	<u>¥183.5</u>	<u>71.3%</u>	<u>3.50%</u>	<u>20.8</u>

Average Maturity and Duration

(Yen-Denominated, in Years)



Credit Ratings on Aflac Japan Purchases

	2006	2007	6/08
AAA	9.7%	18.0%	5.5%
AA	53.7	48.5	56.5
A	33.4	29.6	24.9
BBB	3.2	3.9	13.1
	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Aflac Japan Credit Ratings*

	2006	2007	6/08
AAA	4.8%	5.3%	5.0%
AA	37.9	48.2	47.8
A	38.0	28.7	29.2
BBB	16.6	15.9	16.1
BB or below	2.7	1.9	1.9
Total	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

*At amortized cost

Below-Investment-Grade Holdings

(June 30, 2008, Yen in Millions)

	Amortized Cost	Fair Value	Unrealized Gain (Loss)
Ahold	¥32,000	¥30,424	¥ (1,576)
Ford Motor Credit	30,000	18,400	(11,600)
CSAV, Tollo Shipping	24,000	17,067	(6,933)
BAWAG Capital Finance	14,000	8,402	(5,598)
Ford Motor Company	4,331	2,483	(1,848)
Academica Charter Schools	1,716	1,481	(235)
Sprint Capital Corp	652	507	(145)
Patrick Family Housing	158	158	—
Total	¥106,857	¥78,922	¥(27,935)

Aflac's Impairment Policy

- Percentage decline in value and the length of time during which the decline has occurred
- Recoverability of principal and interest
- Market conditions
- Ability and intent to hold the investment
- Pattern of continuing operating losses of issuer
- Rating agency actions
- Adverse changes in production or revenue sources, or technological conditions
- Adverse changes in issuer's economic, regulatory or political environment

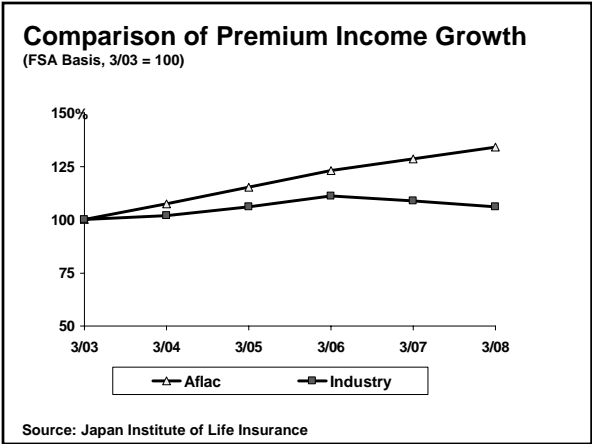
Largest Investment Concentrations

(June 30, 2008, at Amortized Cost, Yen in Millions)

		Rating Category
Japanese Government Bonds	¥931,016	AA
HSBC	83,970	AA/A
Banque Centrale De Tunisie	80,186	BBB
Israel Electric	78,046	BBB
HBOS	71,885	AA/A
Takefuji	71,863	BBB
Republic of South Africa	61,460	BBB
Credit Suisse Group	60,531	AA/A
Mitsubishi UFJ Financial Group	55,028	AA
MIZUHO Financial Group	51,946	AA
Fortis Bank	51,477	A



Aflac Japan Financial Results
Yuji Arai
Senior Vice President;
Principal Financial Officer,
Aflac Japan



Premium Income

(FSA Basis, 3/08)

Rank	Company	Amount (In Billions)	% Increase
1	Nippon	¥4,889	.7 %
2	Dai-ichi	3,098	(5.9)
3	Meiji Yasuda	2,652	3.3
4	Sumitomo	2,544	(13.2)
5	Alico	1,348	(2.1)
6	Aflac	1,114	4.2
7	Daido	842	(2.6)
8	ING	805	23.8
9	Mitsui	800	(1.6)
10	Fukoku	736	2.0

Source: Disclosure statement from each company

Premium Income of Individual Insurance

(FSA Basis, 3/08)

Rank	Company	Amount (In Billions)	% Increase
1	Nippon	¥2,607	(4.3)%
2	Dai-ichi	1,749	(4.8)
3	Sumitomo	1,405	(.8)
4	Meiji Yasuda	1,283	(1.3)
5	Aflac	1,080	4.1
6	Alico	820	8.0
7	Daido	634	(.5)
8	Sony	623	6.8
9	Mitsui	509	1.9
10	Taiyo	419	(12.5)

Source: Disclosure statement from each company

Total Assets

(FSA Basis, 3/08)

Rank	Company	Amount (In Billions)	% Increase
1	Nippon	¥48,135	(7.1)%
2	Dai-ichi	31,834	(5.2)
3	Meiji Yasuda	25,233	(5.8)
4	Sumitomo	23,383	.4
5	Mitsui	7,822	(4.0)
6	Alico	6,590	—
7	Taiyo	6,186	(5.6)
8	Daido	6,048	(5.5)
9	Asahi	5,984	(5.1)
10	Fukoku	5,725	(2.8)
11	Aflac	5,711	5.9

Source: Disclosure statement from each company

Individual Policies in Force

(FSA Basis, 3/08, Policies in Thousands)

Rank	Company	No. of Policies	% Increase
1	Aflac	18,812	2.8%
2	Nippon	12,458	(3.9)
3	Dai-ichi	11,221	(1.5)
4	Meiji Yasuda	8,994	(3.5)
5	Sumitomo	8,666	(2.6)
6	Asahi	7,774	(.2)
7	Alico	5,616	2.7
8	Sony	4,392	6.9
9	Gibraltar	3,507	(1.9)
10	AXA	3,482	(.6)

Source: Disclosure statement from each company

Net Investment Income

(FSA Basis, 3/08)

Rank	Company	Amount		Company	Yield
		(In Billions)	% Inc.		
1	Nippon	¥1,063	3.0%	TM&N Financial	6.23%
2	Dai-ichi	697	2.7	T&D Financial	4.34
3	Meiji Yasuda	475	(8.5)	Aflac	3.82
4	Sumitomo	374	(14.9)	MassMutual	3.41
5	Aflac	210	(.6)	Taiyo	2.56
6	Taiyo	154	9.2	Orix	2.54
7	Daido	127	(4.0)	Nippon	2.45
8	Mitsui	127	(7.0)	Dai-ichi	2.40
9	Asahi	120	(22.3)	Nippon Koa	2.39
10	Fukoku	106	1.1	Fuji	2.31

Source: Disclosure statement from each company

Investment Margin

(FSA Basis, Yen in Billions)

	3/06	3/07	3/08
Yield	4.58%	4.54%	4.43%
Assumed interest rate	4.44%	4.27%	4.11%
Spread	.14%	.27%	.32%
Investment margin	¥5.9	¥12.1	¥15.4

Assumed Interest Rates for Product Pricing

	Jul. 1994	Sept. 1995	Oct. 1996	Jul. 1999	Apr. 2001
Cancer life	4.5%	4.5%	3.1%	2.35%	2.35%
Care	5.5	4.5	3.1	2.35	2.35
LBL	—	4.5	3.1	2.35	2.35
Medical	5.5	4.5	3.1	2.35	2.35
Ordinary life	—	—	—	2.35*	1.85
Annuity**	—	—	—	2.15	1.65

*Changed in April 1999

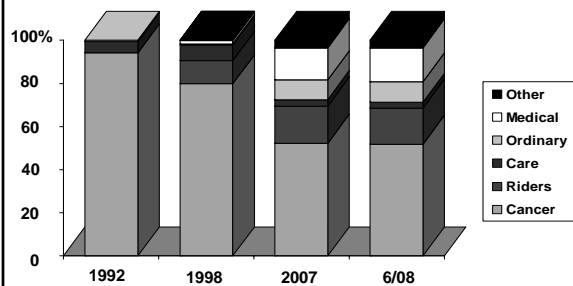
**Periodic payment only

Required Interest for New Business and New Money Investment Yields

	Required Interest	Yen New* Money Yield	Spread
2004	2.97%	3.00%	.03%
2005	2.88	3.01	.13
2006	2.77	3.12	.35
2007	2.74	3.11	.37
6/08	2.75	3.40	.65

*Net of Investment expenses; Represents yen-denominated investments for Aflac Japan that support policy obligations and therefore excludes Aflac Japan's annuities, and dollar-denominated investments and related investment income

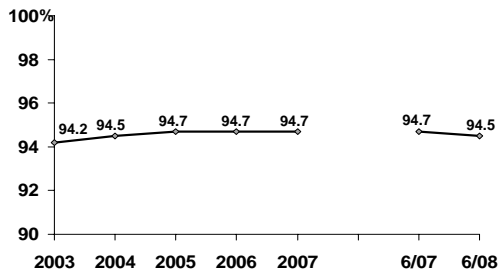
Premiums in Force by Product



Benefit Ratios by Product

Traditional cancer life - full CSV	68% - 73%
Cancer life - reduced CSV	63% - 68%
21st Century Cancer life - full CSV	55% - 60%
21st Century Cancer life - reduced CSV	50% - 55%
Cancer Forte - full CSV	55% - 60%
Cancer Forte - reduced CSV	48% - 53%
Riders to cancer and medical	42% - 55%
Ordinary life products	65% - 75%
EVER	51% - 57%

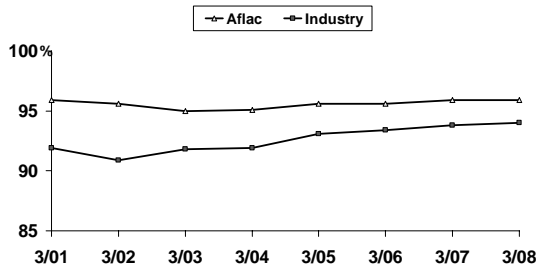
Persistency Rates*



*All product lines, excluding annuities

Comparison of Persistency Rates

(FSA Policy Basis)



Source: Japan Institute of Life Insurance, Life Insurance Association of Japan

**Solvency Margin, Real Net Asset,
Basic Earnings**

(FSA Basis, 3/08)

Solvency margin	937.1%
Real net assets	¥502 billion
Real net asset ratio*	8.8%
Basic earnings	¥112 billion
Basic earnings ratio**	1.96%

* Real Net Assets/Total Assets
** Basic Earnings/Total Assets

Financial Strength Ratings

<u>Rank by Policies in Force</u>	<u>Company</u>	<u>S&P Rating*</u>	<u>Moody's Rating*</u>
1	Aflac	AA	Aa2
2	Nippon	AA-	Aa3
3	Dai-ichi	A	A1
4	Meiji Yasuda	A-	A1
5	Sumitomo	BBB+	A2
6	Asahi	BB+	Baa3
7	Alico	AA+	Aa2
8	Sony	A+	Aa3
9	Gibraltar	AA	Aa3
10	AXA	AA	-

* As of 7/22/08

**Update on Revision to the Solvency
Margin Calculation**

- Risks to reflect greater volatility and/or lower return
- Solvency margin ratios to decline significantly
- New rule to take effect 9/30/08 or 3/31/09

Pretax Operating Earnings Growth

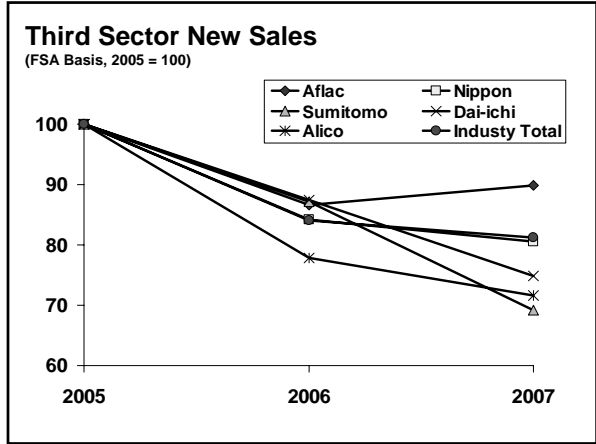
(Yen in Billions)

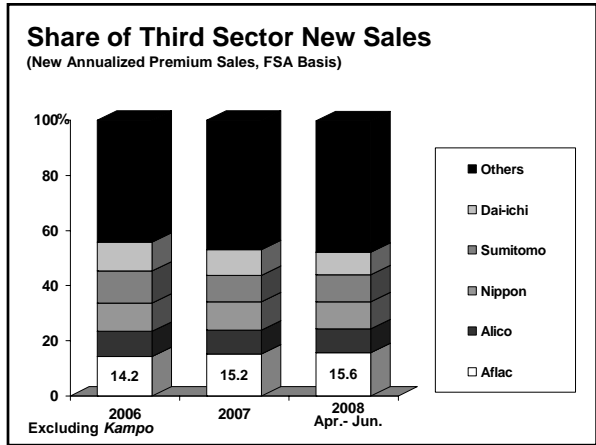
	<u>Total</u>		<u>Profit</u>		<u>Pretax</u>
	<u>Revenues</u>		<u>Margin</u>		<u>Operating</u>
					<u>Earnings</u>
2003	¥ 1,014.8	×	12.8%	=	¥130.2
2004	1,075.6	×	13.9	=	149.3
2005	1,146.1	×	14.5	=	166.4
2006	1,218.8	×	15.8	=	192.1
2007	1,279.0	×	16.8	=	214.7

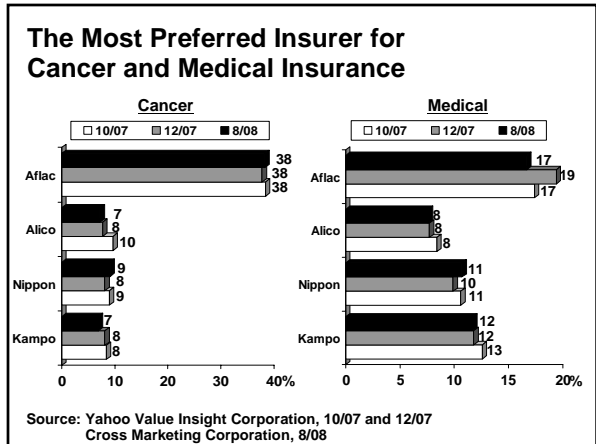
Reflects SFAS 123R beginning in 2002



**Aflac Japan Marketing
Takaaki Matsumoto
First Senior Vice President;
Director of Marketing and Sales,
Aflac Japan**

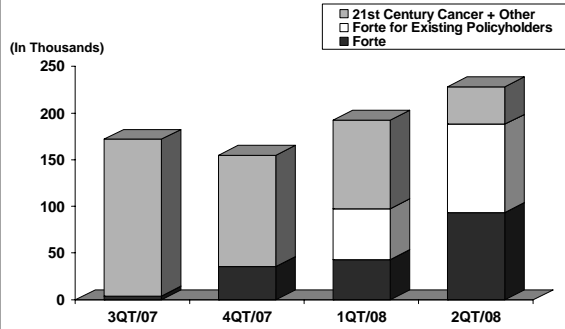






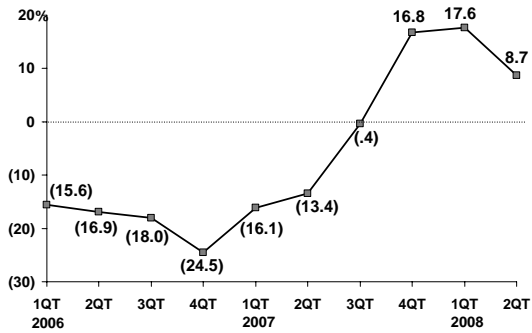
New Sales of Cancer Insurance

(Number of Cancer Policies)



New Sales Growth of Medical Insurance

(Quarterly Growth Rates)

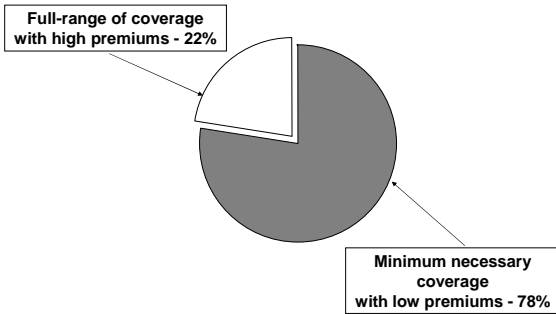


EVER Policy Lineup

2002	2008	Sales Contribution*
EVER	EVER	52.8%
	EVER Half	16.9
	EVER Paid Up	15.0
	Gentle EVER	13.6
	EVER Bonus	.7
	Other	1.0
	Total	100.0%

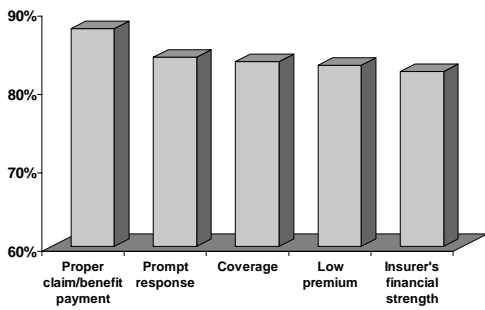
*First half of 2008

Preference for Low Priced Insurance



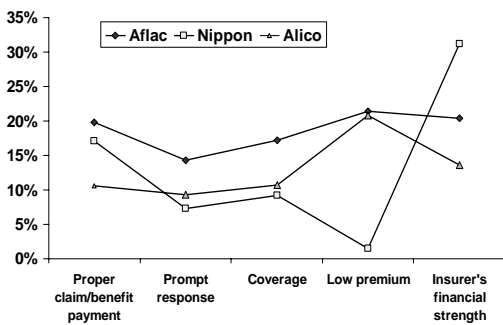
Source: Yahoo Value Insight Corporation, 4/08

Key Factors in Selecting an Insurance Company



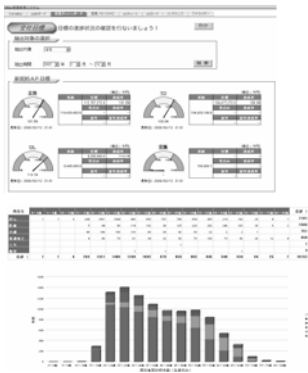
Source: Yahoo Value Insight Corporation, 4/08

Perception Comparisons of Insurers



Source: Yahoo Value Insight Corporation, 4/08

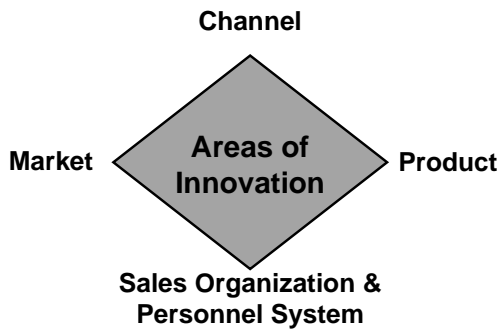
New Sales Support System “JUMP”



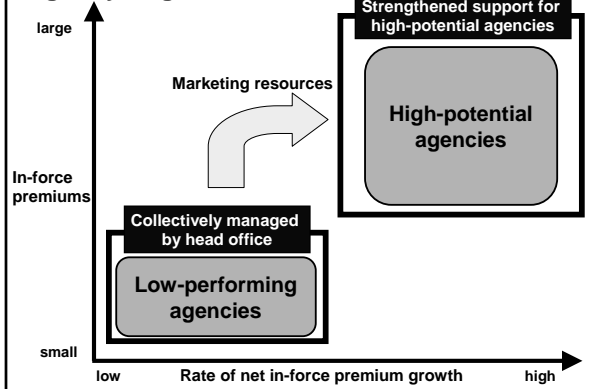
Major functions

- Facilitates the understanding of daily sales results
- Prepares proposals for many agencies
- Enables detailed analysis of sales results

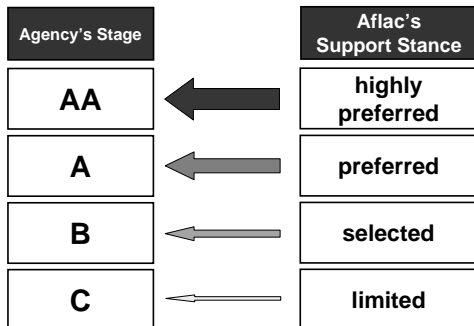
Marketing & Sales Innovation Project



Agency Segmentation



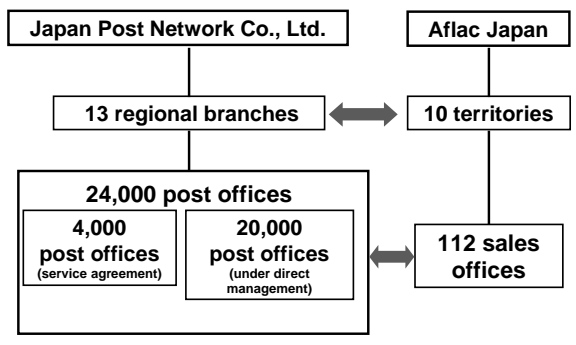
Support Stance According to Each Agency's Growth Stage



Television Commercial



Cancer Sales Through Japan Post Network



Outline of Training for Post Office Employees

Large post offices

Small post offices



Training Period	August through September 7 times in total
Venue	Training Institutes of Postal Services (11 venues nationwide)
Target	Approx. 5,000 staff members from 300 post offices

Sales Support to Post Offices

Poster

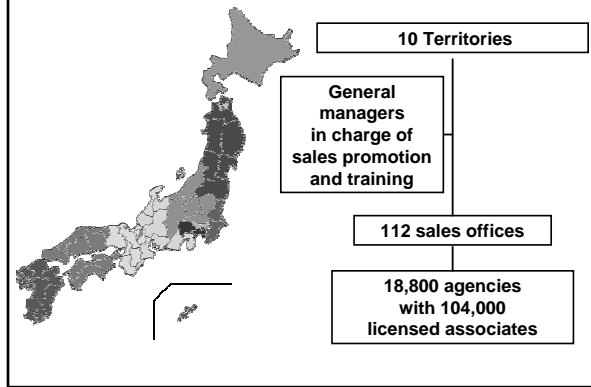
Japan Post Duck





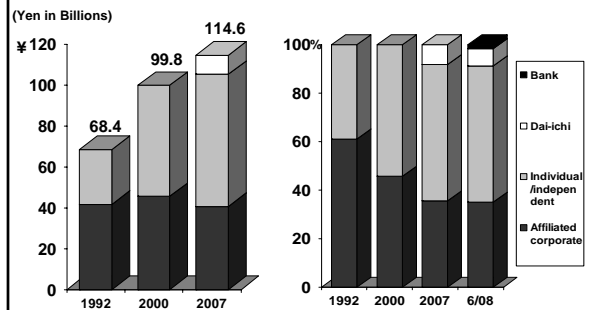
Aflac Japan Sales
Jun Isonaka
Senior Vice President;
Director of All Territories,
Aflac Japan

Sales Organization



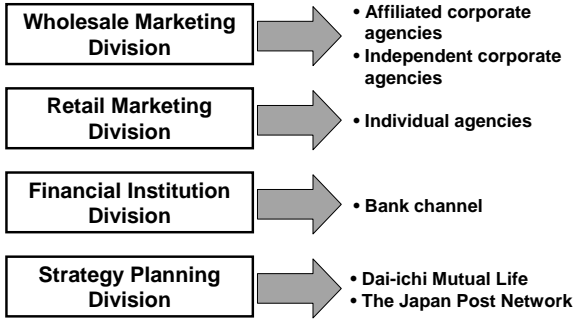
Historical Transition of Sales Channel

(New Annualized Premium Sales)



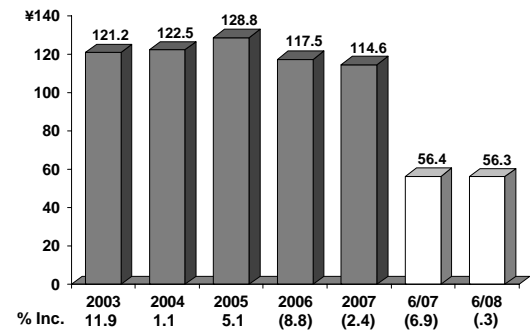
Reorganization of Sales Support Departments

Organization tailored to each agency channel



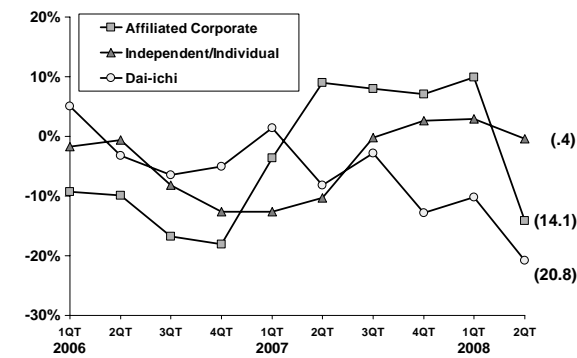
Aflac Japan New Annualized Premium Sales

(Yen in Billions)



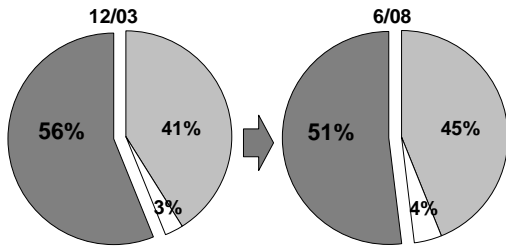
Sales Growth Rates by Type of Agency

(New Annualized Premium Sales)



Annualized Premium in Force by Type of Agency

Individual/Independent
 Dai-ichi
 Affiliated corporate



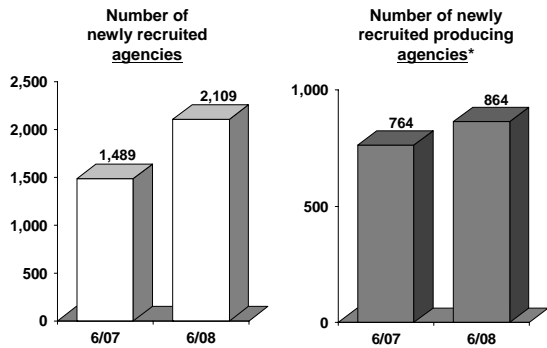
Measures for Wholesale Market

Direct Mail + Outbound Call



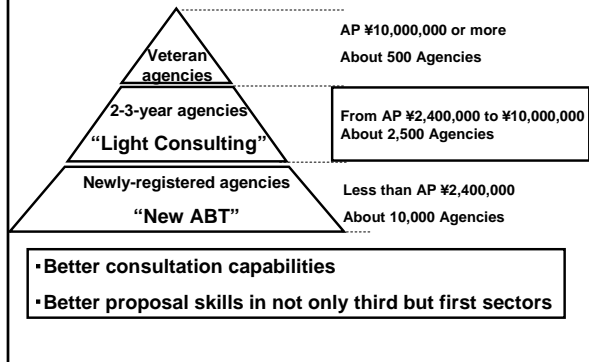
Activation of existing policyholders

Recruitment of New Agencies

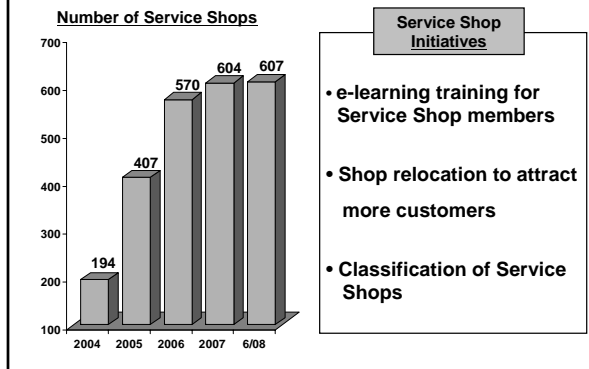


*Three months after registered as an agency

Promotion of Light Consulting Training



Improvement of Service Shop Business







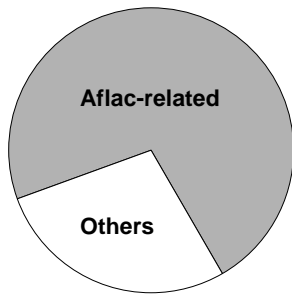
**The Operations of an Affiliated
Corporate Agency
Yoichi Kita
Representative Director,
President,
Ricoh San-ai Service Co., Ltd.**



Company Overview

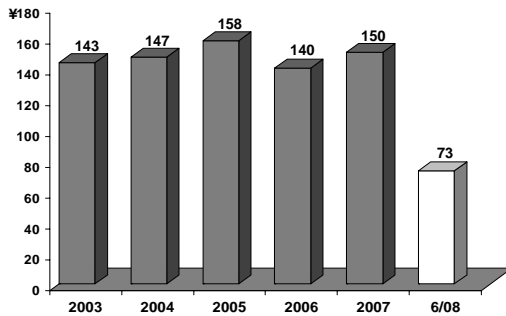
- Year of foundation: 1967
- No. of employees: 520
- Annual sales: ¥15.7 billion (2007)
- Founding spirit: Love the people, love the country and love the job
~San-ai spirit~
- Business areas: Business support, Employee life assistance and Management support
- Market: 150,000 employees of Ricoh San-ai Group and their family members

Share of Aflac-related Business



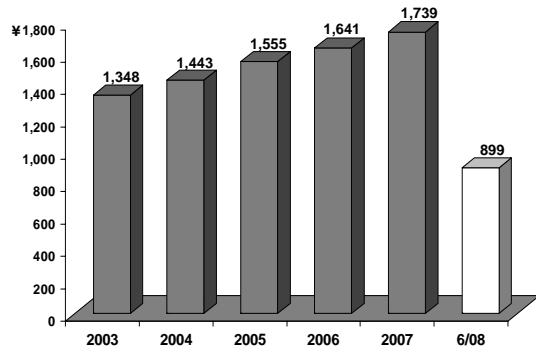
New Annualized Premium Sales

(Yen in Millions)



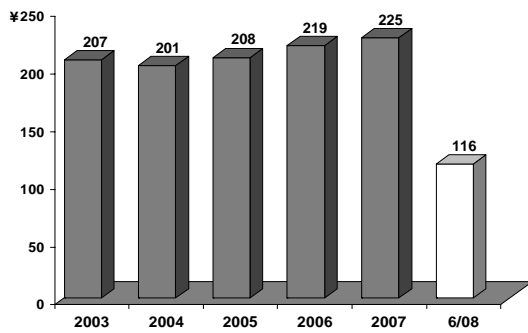
Premium Income

(Yen in Millions)



Commissions from Aflac

(Yen in Millions)



Aflac's Strengths

- Solid brand
- Strong product characteristics
- High service quality

Measures - 1

- Promote briefing sessions and meetings
 - DM is just an additional tool

Photo of a Briefing Session



Measures - 2

- Promote briefing sessions and meetings
 - DM is just an additional tool
- Focus on selling to new employees

Measures - 3

- Promote briefing sessions and meetings
 - DM is just an additional tool
- Focus on selling to new employees
- Set up a unit for life insurance sales: 7 people

Measures - 4

- Promote briefing sessions and meetings
 - DM is just an additional tool
- Focus on selling to new employees
- Set up a unit for life insurance sales: 7 people
- Promote the slogan "No.1 Service in Japan"
 - Set up "Customer Consulting Center"
 - Conduct the cancellation prevention activities

Measures - 5

- Promote briefing sessions and meetings
 - DM is just an additional tool
- Focus on selling to new employees
- Set up a unit for life insurance sales: 7 people
- Promote the slogan "No.1 Service in Japan"
 - Set up "Customer Consulting Center"
 - Conduct the cancellation prevention activities
- Deal with protection of personal information and make use of a database dedicated to insurance

Results and Outlook

- Won a prize in all the three overseas Aflac agent award conventions in 2007 - Monaco, Gold Coast and Singapore
- Seek solid and stable growth and further improve customer service



**The Operations of an Independent
Corporate Agency
Tamiko Takeuchi
Representative Director, Chairwoman,
Nihon Business Co., Ltd.**

Location of Nihon Business

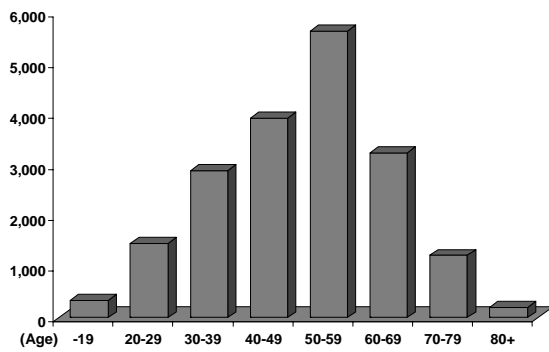


Company Overview

- **Foundation: October 1977**
- **No. of customers: 16,045**
- **No. of employees: 27**
- **Corporate philosophy:**
 - » **Customer satisfaction**
 - » **No. 1 in the region**
 - » **Contribution to community**
 - » **Compliance**

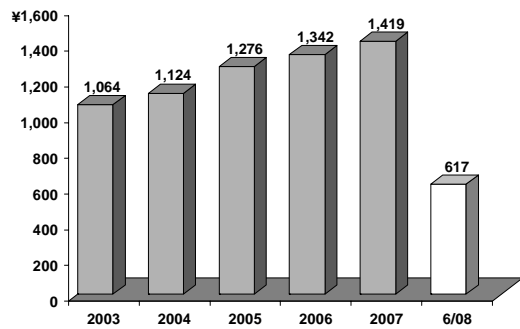
Distribution of Customers by Age

(No. of People)



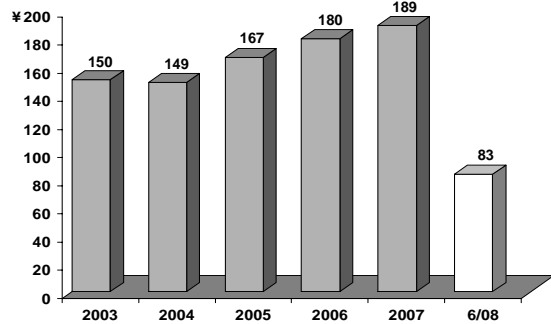
Premium Income

(Yen in Millions)



Commissions from Aflac

(Yen in Millions)



Changes in Consumer Needs

- Coverage: From 1st to 3rd sector products
- Location of policy purchase:
 - From workplace to home
 - Housewives have decision power
- Purchasing method:
 - From paper solicitation to face-to-face or consulting-based sales

Aflac's Strengths

- High name recognition
- Excellent products:
 Best cancer insurance in the Japanese market,
 etc.
- High-quality customer service:
 Good response to benefit payment, etc.

Measures - 1

- Area strategy: Break down the sales area into five and set up a shop or sales office in each area as a base

Measures - 2

- Area strategy: Break down the sales area into five and set up a shop or sales office in each area as a base
- Promote multiple policy purchase by taking advantage of cancer insurance as a door opener

Measures - 3

- Area strategy: Break down the sales area into five and set up a shop or sales office in each area as a base
- Promote multiple policy purchase by taking advantage of cancer insurance as a door opener
- Share the sales mindset between shop staff and field salespeople through comprehensive training

Measures - 4

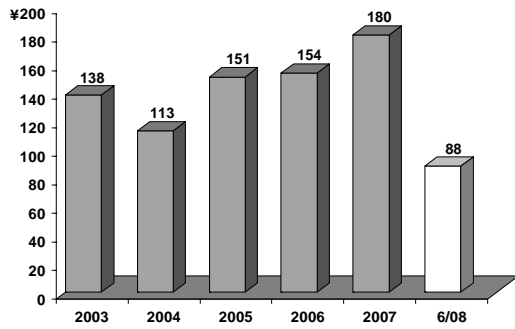
- Area strategy: Break down the sales area into five and set up a shop or sales office in each area as a base
- Promote multiple policy purchase by taking advantage of cancer insurance as a door opener
- Share the sales mindset between shop staff and field salespeople through comprehensive training
- Enhance skills of employees: 20 out of 27 have the qualification as Financial Planner

Measures - 5

- Area strategy: Break down the sales area into five and set up a shop or sales office in each area as a base
- Promote multiple policy purchase by taking advantage of cancer insurance as a door opener
- Share the sales mindset between shop staff and field salespeople through comprehensive training
- Enhance skills of employees: 20 out of 27 have the qualification as Financial Planner
- Ensure customer satisfaction and promote services:
 - Enhance response to benefit payment
 - The amount of benefits paid: ¥4 billion

New Annualized Premium Sales

(Yen in Millions)



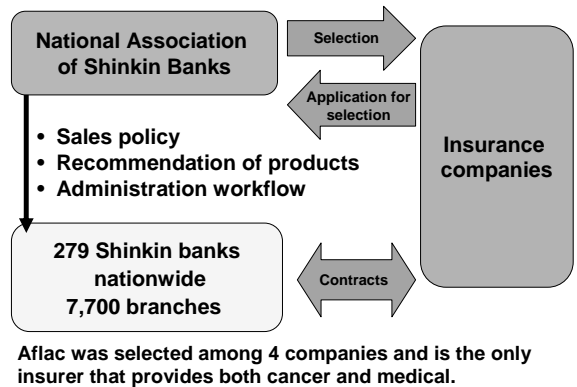


**Aflac Japan Bank Channel Sales
Hisayuki Shinkai
First Senior Vice President;
Financial Institutions,
Aflac Japan**

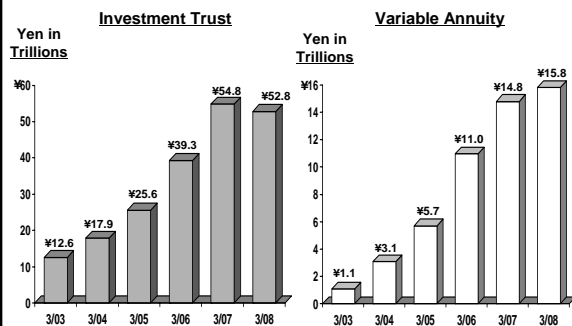
Financial Institutions in Japan

	No. of Institutions	No. of Branches		No. of Employees	
		Total	Avg. per Institution	Total	Avg. per Institution
Mega banks	4	2,192	548	79,129	19,782
Major banks	7	466	67	25,996	3,714
Regional banks	64	7,442	116	126,634	1,979
Second-tier regional banks	45	3,252	72	48,194	1,071
Shinkin banks	279	7,684	28	112,445	403
Other new banks	2	33	17	831	416
Total	401	21,069	53	393,229	981

The Shinkin Industry



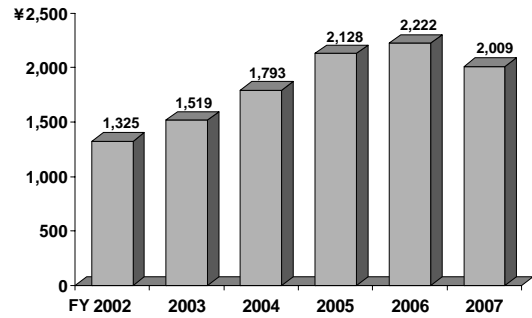
Sales Power of Banks



Source: Investment Trusts Association of Japan, Insurance Daily

Commission Revenues at Banks

(Yen in Billions)



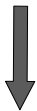
Source: Japanese Bankers Association

Necessity of Selling Insurance Products

- Slow growth in lending
- Sluggish result of investment trust and variable annuity
- Need to secure stable income sources
- Higher awareness toward insurance products

Compliance

- Detailed regulation imposed



Requires:

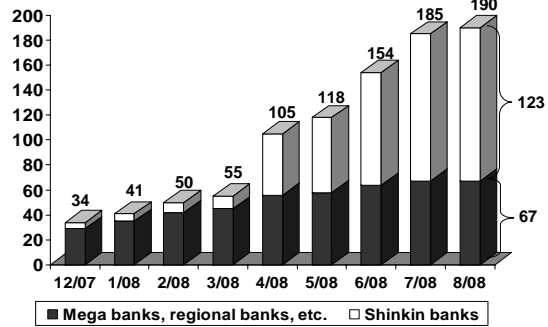
- Administrative framework at banks
- Knowledge and skills of sales person

Cautious behavior continues

- Financial Instruments and Exchange Law
 - » Enforced in September 2007
 - » Applied to investment instruments
 - » Third sector products not covered
 - » Affected in case of combined sales

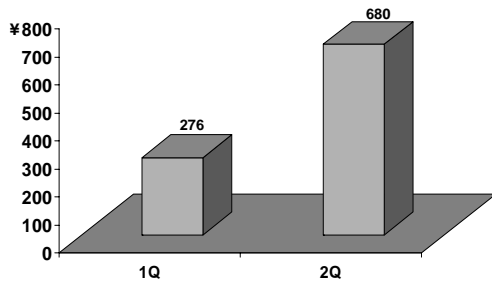
Number of Banks Selling Aflac Products

(Third Sector Products Only)



2008 New Sales through the Bank Channel

(Yen in Millions)



Situations at Banks and Aflac's Approach

Banks

- Compliance
- Need to be accustomed to brand new product
- Sales target not fully incorporated

Aflac

Top-down and bottom-up approaches

Top-down Approach

- Insurance sale in retail strategy
 - » Deepen understanding on merits and profitability
 - » Long term relationship with customers and families

- Sales target and implementation
 - » Numerical sales target is the key
 - » Assigned to branches, salespeople and monitoring
 - » 33 banks out of 190 banks selling Aflac products set specific target to Aflac
 - » 40 banks also set target entire insurance sales including Aflac

Bottom-up Approach

- “Master course” program
 - » Success stories shared by and implemented at banks
 - » Experience reinforces sales model
 - » Precious information on customers and salespeople

- Basic programs
 - » Pre-sale group training:
Focus on “Product” “Administration” “Compliance”
 - » Follow-up field training:
Focus on broader knowledge on cancer and medical system

Bank Sales Office and Staff

- Bank sales offices
 - » 13 offices nationwide
 - » 10 employees and 10 expert staff at each office
 - » Responsible for training and banks’ motivation

- Expert staff
 - » Experienced contract employees, 120 in total
 - » Visit bank branches for training, negotiation
 - » Individual follow up of salespeople

Outlook

Key factors for 4Q and 2009

- Number of banks finishing “test period” is increasing
- Many banks have set numerical sales target from October
- Sales incentives and campaigns
- New single premium product “*Sanjuso*” (*Trio*) to be introduced in October
- Gentle EVER and WAYS to be sold by Shinkin banks starting in October



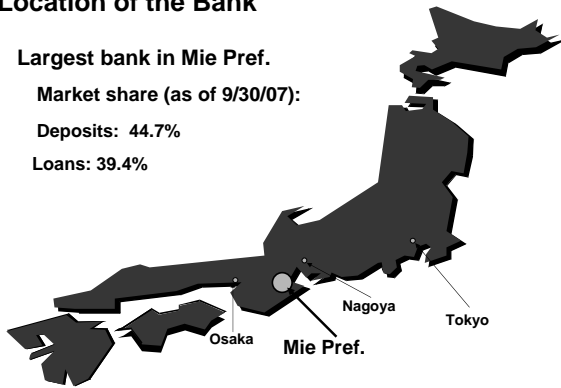
**Insurance Sales at the Hyakugo Bank
Yoshihiko Mifuji
Manager, Personal Banking Division,
The Hyakugo Bank, Ltd.**

Company Overview of the Bank

- Established in December 1878
- Reorganized into an ordinary bank in July 1897
- Company size (as of 3/31/08)
 - » Total assets : ¥3.97 trillion
 - » No. of branches: 128
 - » No. of employees : 2,325

Location of the Bank

Largest bank in Mie Pref.
Market share (as of 9/30/07):
Deposits: 44.7%
Loans: 39.4%



Focus on Retail Banking

- Commission revenues from sales of financial products (2007): ¥3.72 billion, up 8.5% from the previous year
- Outstanding value of mutual funds sold (as of 3/31/08): ¥163.3 billion
- Value of insurance policies sold (2007): ¥39.4 billion

Efforts on Insurance Sales through Bank Channel

- Annuity products: Since October 2002
13 products (Including Aflac's)
- Third sector products: Since December 2007
2 medical products (Including Aflac's "EVER")
2 cancer products (Including Aflac's "Forte")

Purpose of Selling Third Sector Products

- Constructive use of medical insurance to live well
- Gain trust from customers
- Can be a key pillar of business from a commission perspective

Challenges and Initiatives

- Challenges:
 - Low customer recognition of insurance sales at banks
 - Customers' lack of understanding of insurance coverage
- Initiatives:
 - Approach customers in a confident manner
 - Sales activities at a model branch

Initiatives at Model Branch

- Approach customers waiting in the lobby
 - » A team consisted of 5 employees going around in the lobby
 - » Raise customers' awareness of availability of insurance products in the branch
 - » Refer customers to a dedicated booth for further consultation

Measures Going Forward

- Set a firm sales target
- Build a partnership with the co-offering agent

Characteristics of Aflac Products

- A simple design and capturing customers' needs accurately
- Strong name recognition
- Good promotional materials and training support