RGA

Japan Product Development Survey 2018

Top Product Choice

WHOLE OF LIFE 21%

[if affordable]

Consumers are **highly interested** in medical and cancer

LIVING BENEFIT PRODUCTS

Top Products of Focus Over the Next 3 years

MEDICAL including riders

LONG-TERM CARE & DISABILITY INCOME

Largest Challenge for Implementing New Products

29% weighted

PRODUCT DESIGN OR IDEATION

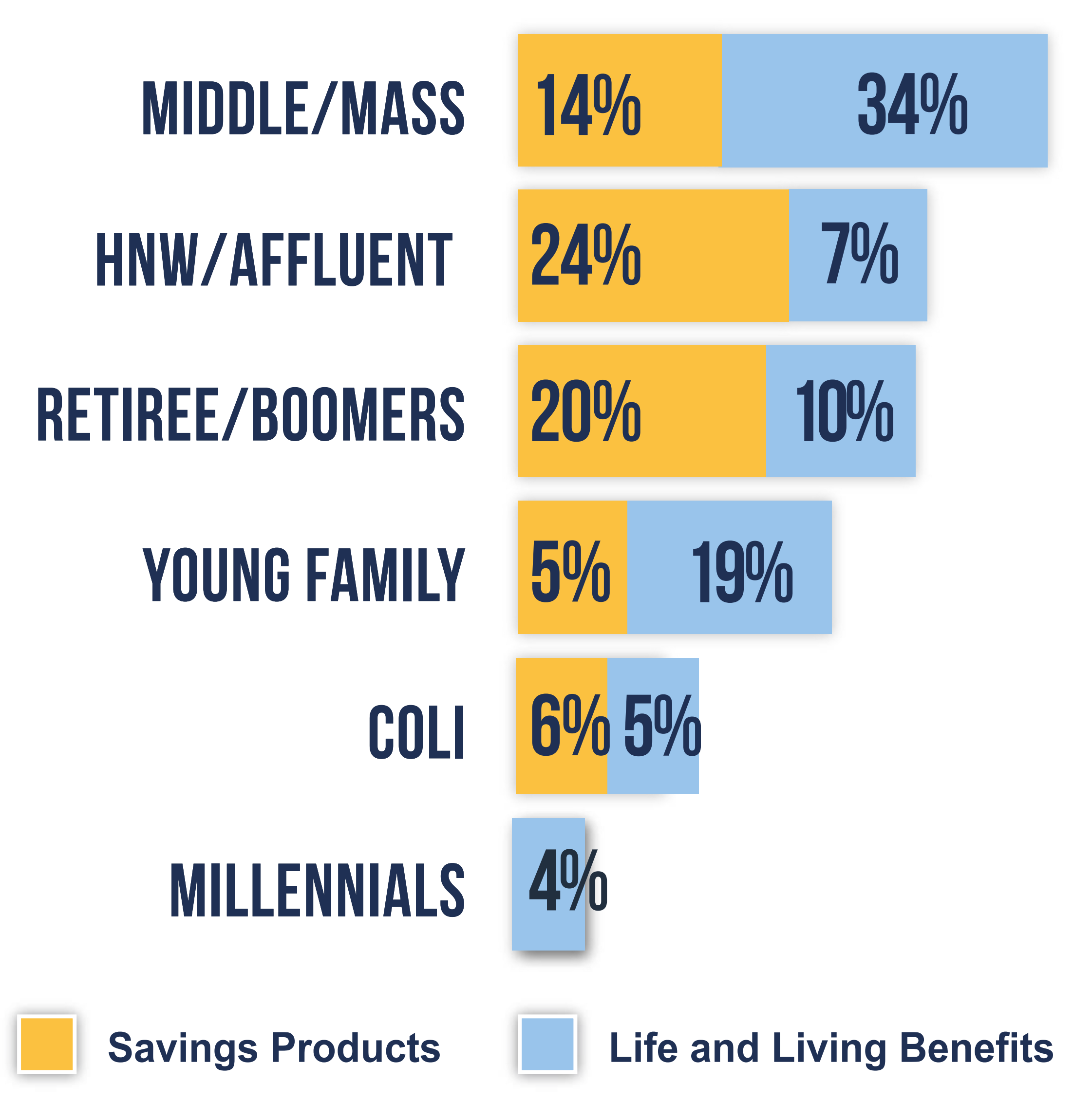
Risk appetite for products

40% focus on **sub-standard** and **currently declined risk**

40% focus on the **standard risk segment**

20% focus on the **preferred health risk market**

Target segments for benefits in the next 3-5 years



Majority of companies launch new products less than once a year

47% Risk or non-cash value products

Another 47% once a year

40% Savings or cash value products

43% Living benefits/ morbidity products

40% COLI products

KPIs used for product development and monitoring are predominantly topline – premium, face amount, number of policies

Respondents' Most Important KPIs for PD and to Monitor Sales Performance