



**For Immediate Release**

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**= Event Report =**

**AIG Japan Event in Tokyo Brings the All Blacks together with School Children and Fans**

*Event featured rugby lessons by All Blacks players and a discussion with special guests ex-martial artist*

*Nobuhiko Takada and Shotaro Onishi, former player of the Japan National Rugby Team.*

**TOKYO, December 1, 2016** - AIG Japan Holdings KK (AIG Japan) hosted an event in Tokyo to give local school children and fans the opportunity to meet visiting members of the New Zealand All Blacks Rugby Team at a special outdoor venue in the Marunouchi district near Tokyo Station. AIG is the Major Global Sponsor and Official Insurance Partner of New Zealand Rugby and the All Blacks.



Participants learn All Blacks stretching exercises



The All Blacks with Nobuhiko Takada, Shotaro Onishi, AIG Japan President and CEO Robert Noddin and school children

The event to promote AIG Japan's ACTIVE CARE concept – a group wide commitment to delivering a total customer experience which helps customers mitigate risk instead of just dealing with the consequences of adverse events – was held in association with New Zealand Rugby and the Japan Rugby Football Union.

Almost 130 rugby fans and local school children participated in the event where they learned All Blacks style stretching exercises to reduce the risk of injury, as well as how to tackle safely.

Participants then had the opportunity to score a try against the All Blacks players.

Special guest and former martial artist, Nobuhiko Takada, spoke to the All Blacks about rugby and how to prevent injuries.

AIG Japan is changing the way insurance is done in Japan with Active Care, and views the role of the insurance company as one of actively caring for customers before, during and after all of life's milestones. AIG Japan continues to disrupt the insurance industry in Japan by leveraging AIG's global knowledge and experience and combining with innovative ideas to better identify and mitigate risk.

The event in Tokyo showcased the concept of Active Care with the hope that all participants will be able to continue to enjoy an active lifestyle and sporting activities with a deeper understanding of the how to prevent injuries and other risks.

**Event Details:**

Date: Thursday, Dec 1, 2016  
Place: Special outdoor venue on Gyoko Street near Tokyo Station in the Marunouchi, Tokyo.  
Participants: 130 members of public including 80 students from Ochanomizu Elementary School  
Guests: Nobuhiko Takada, ex-martial artist and TV personality  
Shotaro Onishi, former player for the Japan National Rugby Team  
Content: Tackle lessons, try scoring drills and ‘Active Care’ stretching with the All Blacks



Talk show with the All Blacks, Nobuhiko Takada and Shotaro Onishi



The All Blacks present a jersey to Nobuhiko Takada



The All Blacks teaching local children how to tackle



President and CEO Robert L. Noddin and one of the school children



Children receive souvenir gifts from the All Blacks



The All Blacks with (from left to right) Nobuhiko Takada, AIG Japan President and CEO Robert Noddin, Mr. Aiba of the Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho, and Shotaro Onishi

## **Comments from participants:**

### **Jerome Kaino, All Blacks**

“I’m thankful to our partner AIG for giving us such a wonderful opportunity to interact with our fans in Japan. I hope the kids enjoyed themselves and learned something about how to play the game safely and free from injury. I’m looking forward to seeing future generations of players from Japan becoming good rivals for the All Blacks.”

### **Nobuhiko Takada, ex-martial artist**

“The All Blacks are truly champions among champions. They are very powerful and impressive, but in addition to that, they really understand the importance of preparation. This approach is what keeps them at the top of their game.”

### **Shotaro Ohnishi, formerly of the Japan National Rugby Team**

“I’m sure meeting the world’s greatest team has sparked an interest in rugby for the kids and that makes me very happy. AIG has always done a lot to spread rugby in this country and this event today was another example of that.”

### **Robert Noddin, President and CEO, AIG Japan**

“It’s always a pleasure to have the All Blacks with us and I’m glad we had the opportunity to introduce them to some of the great rugby fans here in Japan. The All Blacks are a great example of how actively working to reduce risks can keep you performing like a champion. This is exactly what we are trying to show people with Active Care.”

## **About AIG and New Zealand Rugby:**

AIG has maintained a sponsorship agreement with New Zealand Rugby (NZR) since 2012. Since then the two partners have carried out joint rugby events capturing international attention across 64 countries and 9 cities (including Tokyo) working together to spread the word of rugby around the world. The partnership agreement was renewed in November 2016 and extends AIG’s position as the Major Global Sponsor and Official Insurance Partner of New Zealand Rugby and the All Blacks for a further six years. The company will continue to directly sponsor the All Blacks, the All Blacks Sevens, the Maori All Blacks, the Black Ferns, the New Zealand Black Ferns Sevens and New Zealand Under 20 teams.

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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, mortgage insurance and other financial services to customers in more than 100 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 common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

AIG Japan Holdings oversees AIG's Japan operation and provides business management services as the insurance holding company to AIG companies in Japan, including those owned by AIG Japan Holdings and other AIG subsidiaries.

In Japan, AIG offers services today through companies including AIU Insurance Company Ltd, Fuji Fire and Marine Insurance Co., Ltd., American Home Assurance Company Ltd., AIG Fuji Life Insurance Co., Ltd., JI Accident & Fire Insurance Co., Ltd., AIG Fuji Insurance Services KK and Techmark Japan KK. For additional information, please visit our website at <http://www.AIG.com>.