



For Immediate Release

Contact: David Heath (Regional Marketing)

+81-3-6848-8776

heath.david@aig.co.jp

AIG and the New Zealand All Blacks Tackle Tokyo in Original Online Film

World's Leading Rugby Team Shows How AIG Tackles Risk on the Streets of Tokyo

TOKYO, March 31, 2017 - AIG Japan Holdings KK (AIG Japan) today released an original online film, '#TackleTheRisk', featuring the New Zealand All Blacks putting their world champion rugby skills to good use on the busy streets of Tokyo. AIG enlisted the help of All Blacks players to film #TackleTheRisk in Tokyo to promote AIG Japan's ACTIVE CARE concept of helping customers to understand and mitigate risk. The film can be viewed online on AIG Japan's YouTube, Facebook, and Twitter pages. AIG is the Major Global Sponsor and Official Insurance Partner of New Zealand Rugby and the All Blacks.



The All Blacks in Tokyo's famous Shinjuku district



A tackle from the film

In the film, #TackleTheRisk, nine All Blacks players appear in various locations around Tokyo and tackle people as they go about their day. In one scene, veteran All Blacks player Jerome Kaino runs toward a high school student as she walks near Shinjuku train station and tackles her to the ground. Other scenes show the All Blacks tackling other citizens in day to day situations including a bicycle messenger on his way to a delivery, a businessman exchanging business cards, and a mascot handing out leaflets on the street.

As the film progresses we see that the All Blacks players were tackling people to save them from imminent danger, much to the relief of all involved. The film highlights the unexpected risks present in everyday life and represents AIG Japan's concept of ACTIVE CARE, a group-wide commitment to helping customers understand and mitigate risk instead of just dealing with the consequences of adverse events.

Viewers can watch the All Blacks and their world class tackles in uniquely Tokyo settings on YouTube, Facebook, and Twitter.

YouTube: www.youtube.com/watch?v=nVzzhq5whWE

Facebook: @AIGInsuranceJapan www.facebook.com/AIGInsuranceJapan

Twitter: @AIGjapan twitter.com/aigjapan

All Blacks Players featured in AIG's #TackleTheRisk film:

Jerome Kaino, Brodie Retallick, Tawera Kerr-Barlow, Steven Luatua, Codie Taylor, Anton Lienert-Brown, Liam Squire, Scott Barrett, Damian McKenzie

AIG continues to disrupt the insurance industry in Japan by leveraging AIG's global knowledge and experience and combining it with innovative ideas to better identify and mitigate risk.

#TackleTheRisk : AIG and the All Blacks vs Everyday Risk

AIG's online film #TackleTheRisk shows the New Zealand All Blacks tackling the risks people face in everyday life:

1) High School Student and Smartphone



All Blacks veteran Jerome Kaino tackles a high school student who is paying too much attention to her smartphone and saves her from a traffic accident. The Tokyo Fire Department reports that approximately 20% of all people who need an ambulance after accidents related to smartphone use are injured severely enough to require hospitalization for further treatment.

2) Bicycle Messenger



All Black Liam Squire tackles a bicycle messenger racing at full speed to save him from a traffic accident. The Tokyo Metropolitan Police Department reports that cyclists were involved in 32.1% of the 32,412 traffic accidents documented in Tokyo in 2016.

3) Mascot and Falling Object



All Black Anton Lienert-Brown tackles a mascot handing out leaflets on a busy Tokyo street to save him from falling objects. With densely populated metropolitan areas, regular earthquakes and typhoons, falling objects are a real risk to be aware of in Japan.

Filming #TackleTheRisk

At the end of November, 2016, Japanese social media started to light up with reported sightings of the All Blacks on the streets of Tokyo. Lucky commuters rushing to work in the morning spotted the players running through Tokyo's famous Shibuya Crossing. Other fans were treated to scenes of the players passing a ball around in Shinjuku and appearing in other spots around the city over two days of filming.



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. AIG continues 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.

#

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 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., AIG Fuji Life Insurance Co., 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