

CO-OP Kyosai — Born from and shaped by the needs of co-op members —

Co-suke, CO-OP Kyosai
Official Character



Toshiaki Wada

Introduction of Co-ops in Japan

- Member co-ops are in every prefecture in Japan.
- Household-subscription rate of community-based retail co-ops 39%.
- The number of community-based retail co-ops member reached 23 million.
- Non-members' use is prohibited by law. People have to be a member to use CO-OP Kyosai and other co-op services.



Supermarkets



Weekly Delivery Service

 **CO-OP kyosai**

Established by consumers in pursuit of enriched livelihoods, co-ops achieved considerable growth, driven by member participation and activities and co-op products born from members' voiced needs.

1960s – the postwar restoration and ensuing high economic growth – Skyrocketed prices, pollution, and harmful additives became a serious issue. In response, consumers, primarily mothers who wished to protect the health, safety and security of their families, spoke up, prompting us to develop products based on their input.

1971
Unbleached wheat flour with no unnecessary artificial additives



1981 CO · OP Mix Carrot Juice

Developed to meet the preferences of mothers for their carrot-averse youngsters. Hugely popular item to this day!



In FY 2021, products worth a total of **3 trillion yen** were supplied by co-op stores and delivery services nationwide.

CO-OP Kyosai born from and shaped by the voiced needs of co-op members.

Retail



Healthcare



Welfare



Insurance



■ Member co-ops across Japan not only offer safe and reliable food and daily necessities, but also engage in diverse businesses essential to their members' daily lives, such as the provision of **medical care and welfare services.**

■ **University co-ops** that became members of CO-OP Kyosai in October 2022 offer a wide variety of services, including **career support and mental health care, as well as operate stores and cafeterias on campus.**

■ It is precisely because Co-ops nationwide are involved in a wide range of activities, we can accept applications for CO-OP Kyosai products via readily accessible co-op delivery services and stores, while also collecting **frank feedback** from members.

CO-OP Kyosai born from and shaped by the voiced needs of co-op members.

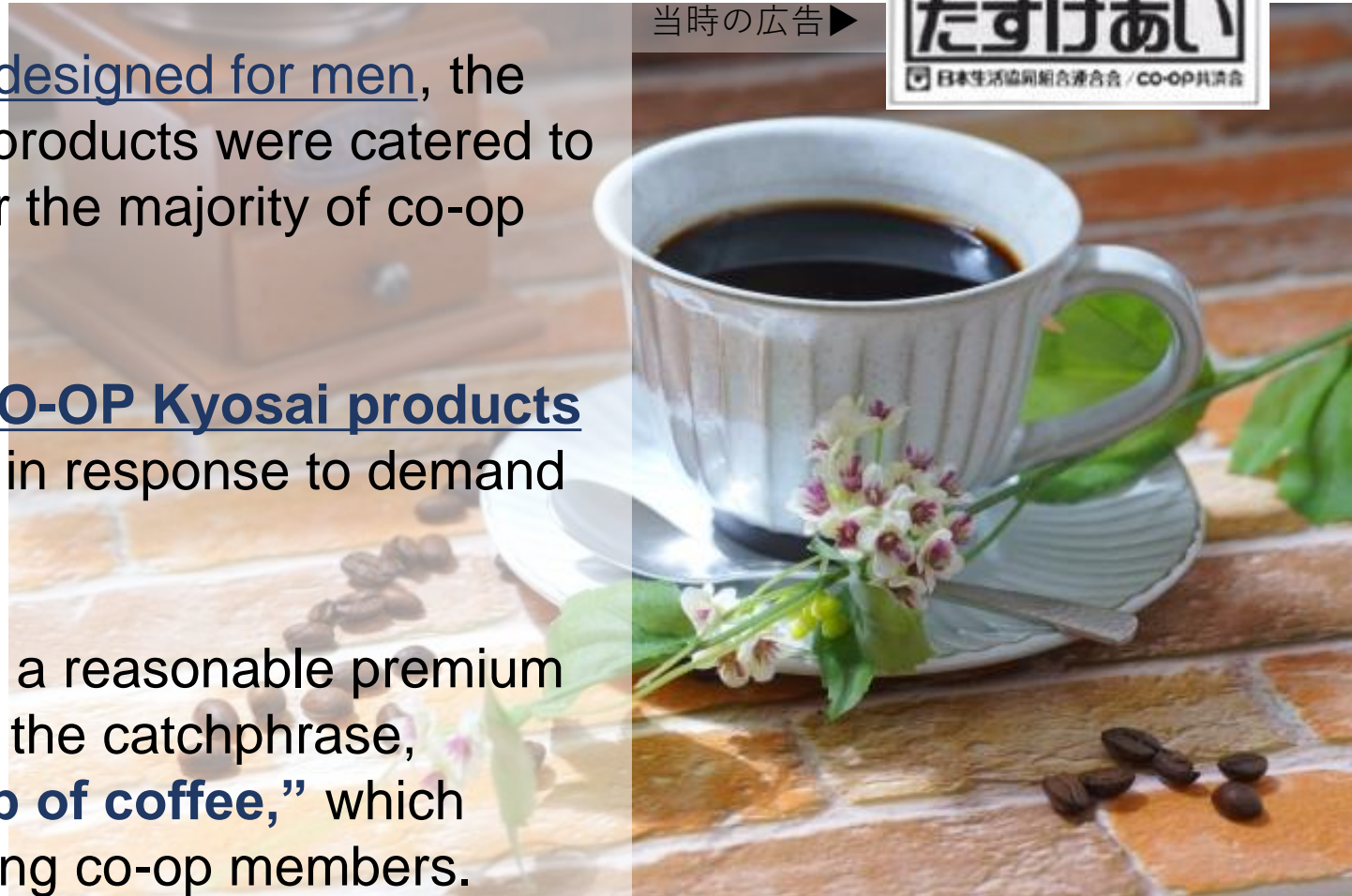
CO-OP Kyosai *Tasukeai*, Term Life and Medical Insurance, launched in 1984 -started as relief money among Co-op members-

1970~80s...

Life insurance products were generally designed for men, the likely heads of households. Hardly any products were catered to the needs of women, who accounted for the majority of co-op members.

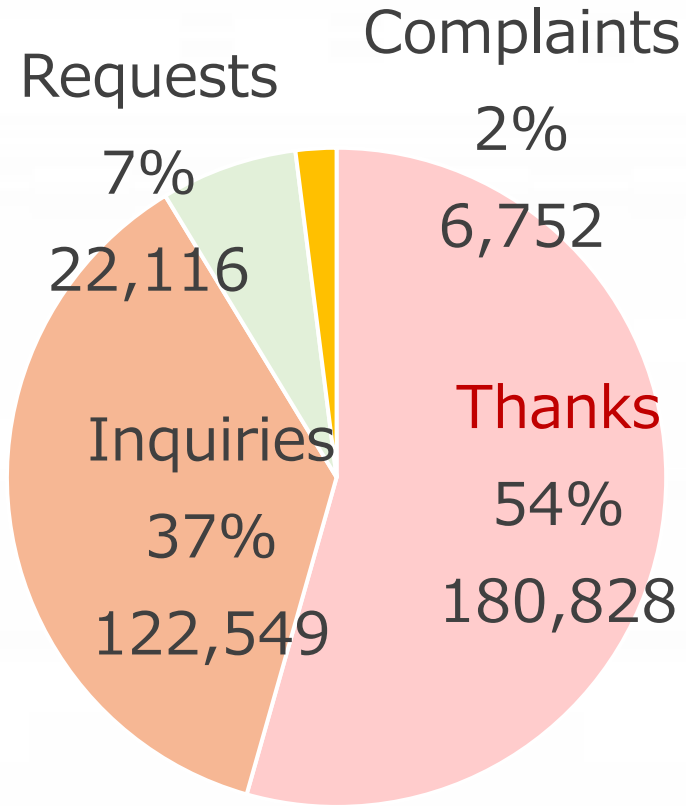
It was under such circumstances that CO-OP Kyosai products for women and children were created in response to demand from members.

The initial product, which was offered at a reasonable premium of 400 yen a month, was promoted with the catchphrase, **“Mutual support for the price of a cup of coffee,”** which resulted in the product catching on among co-op members.



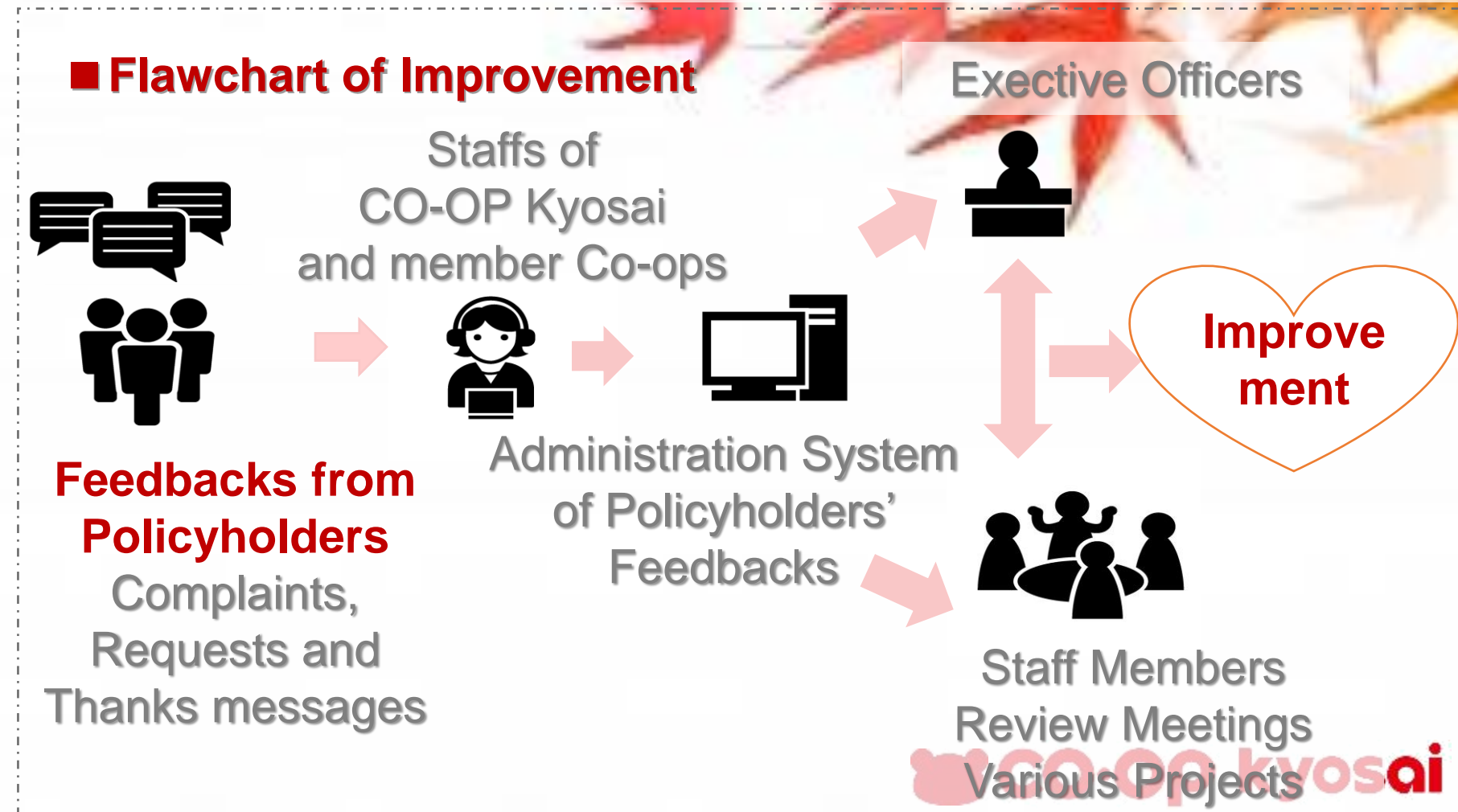
Engagement

Number of Feedbacks from Policyholders in FY2021



Utilizing feedbacks from policyholders which amount about 300 thousand a year

- ◆ Thanks messages amount about **180 thousand** a year.
- ◆ CO-OP Kyosai has continuously improved products and services referring feedbacks from policyholders.



Engagement

Launching Women's Course to offer far-reaching coverage for female-specific diseases

Member's Voice!



I want an insurance product which can cover diseases common among women



Released the CO-OP Insurance *Tasukeai* Women's Course in 1998 to address medical insurance needs for female-specific diseases.

To address hospitalization and surgery needs for diseases and injuries common in females, we started offering optional coverage for hospitalization payment which is for diseases common in females.

In the 1990s, a revision was made to the national health insurance system that resulted in increased out-of-pocket medical expenses, which boosted demand for health coverage for homemakers.

We offer coverage for malignant neoplasms specific to females and diseases related to pregnancy and childbirth.

Engagement

Coverage for children with preexisting medical conditions was advocated by co-op staff, which led to the development of the J1900 yen Course.

Staff's Voice!



Make a insurance product with tolerant requirements for children who have chronicle diseases!

Noting that many members fell short of the eligibility requirements for CO-OP Kyosai products, co-op delivery staff advocated for the rules to be eased, which eventually became a nationwide drive among co-op staff and members, leading to a revision to the eligibility conditions.

CO-OP Insurance Tasukeai J1900 yen Course.

Solely through a disclosure as to “whether they are currently hospitalized” and “whether a doctor has recommended hospitalization and/or surgery within the coming year”, ailing children become eligible **for the same level of coverage as those with nothing to disclose.**

Regardless of the policyholders' health condition, **the coverage can be extended until the age of 85** by applying for a renewal or transition upon maturity.



Engagement

Whole life/medical insurance products were released to address members' concerns over longevity.

Member's Voice!



We want **whole life insurance** that provided coverage beyond the age of 85 **to prepare for extended longevity.**



To provide a sense of Security for whole life to members, CO- OP Kyosai developed Whole Life Insurance Zuttoai

• Successfully designed products to **keep premiums as low as possible.**

- Reflecting **the aging population**, the average age of co-op members is over 50.
- Out of growing concerns over future interruptions in their life/medical insurance coverage, co-op members voiced their desire for lifelong coverage.



Engagement —What we promises co-op members—

“I am grateful that procedures can now be conveniently conducted online. Hospital visits for a minor injury are also covered, which was truly helpful when I suffered an unexpected injury.”

“We received more than we had expected in our claim for my son’s broken leg. This, we realized, was because the rule concerning the number of days of fixation device attachment had been revised, which was very helpful.”

“I used a chat service when I had some questions about a claim. I was grateful for the prompt reply, as making a phone call was difficult for me with a toddler.”

“Another big earthquake hit. There was little visible damage to our house, but almost all our tableware had broken into pieces and most of our home appliances had to be replaced. We felt depressed, but were encouraged by a postcard we received from CO-OP Kyosai. By merely sending them a few photos, we thankfully received some condolence money.”

“I was able to swiftly enroll for coverage by making an online application instead of sending in a paper application.”



2021年度JCSI (日本版顧客満足度指数)
調査結果 生命保険部門

Engagement –What we promises future co-op members –

- For university student co-op members
- Number of members: 680,000 (as of Sep. 2021) *23% of all students in Japan

Student Comprehensive Mutual Insurance is coverage specific to university students

- Coverage from the first day of hospital visits due to an accident
- Coverage of education expenses after the death of the primary wage earner
- Coverage of early mental health care expenses
- Lump-sum payment for stalking victims.



Partnership



CO-OP
kyosai

- ✓ Offer security to more younger adults.
- ✓ Encourage younger adults to join cooperative associations, co-ops and kyosai.

In 1981 Launched by National Federation of University Co-operative Associations (NFUCA)

In 2010 Started to run by University Co-operatives Mutual Aid Federation(UNCMAF)

In Oct., 2022 CO-OP Kyosai succeeded the insurance business.

Students that do not have their own university co-op (150 million students) are now eligible to apply for the Student Comprehensive Mutual Insurance. Students can be continuously ensured even after their graduation with “New Working Adult Course” until at the age of 30. We will expand the circle of younger policyholders.



Seriously committed to achieving the SDGs

Life-Planning Activities

Grants to Promote Mutual Support in Communities

Support for Para-Snow sports

Support for Microinsurance

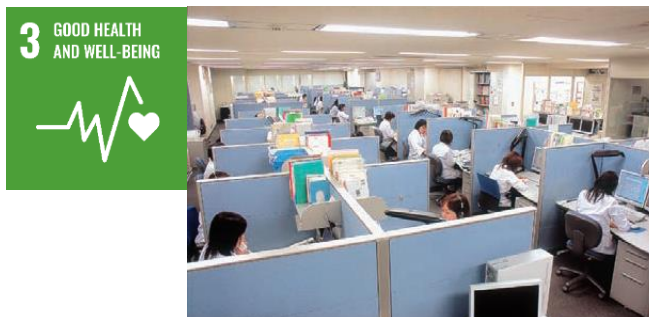


Support for Victims of Disasters

Support for Safe School Commuting

Call Center for Health Consultation

Health Improvement Activities



CO-OP Kyosai will continue to cooperate with local co-ops nationwide, listen to what their members have to say, and contribute to them and their local communities.

