



ORIX Life Receives Easy to Understand Information Award at UCDA Awards 2019 for its Explanatory Videos and Forms

- Understandability of videos explaining claims procedures and documents scores high rating -

TOKYO, Japan - November 1, 2019 - ORIX Life Insurance Corporation (“ORIX Life”) announced today that it has been awarded an Easy to Understand Information Award in the Life Insurance Category at the Universal Communication Design Association-sponsored UCDA Awards 2019 for its explanatory videos and forms in relation to procedures for claiming benefits.

In June 2017, ORIX Life established a Customer-oriented Business Operations Policy and it works to enhance its services that cater for customers’ needs. As part of those efforts, ORIX Life provides personalized videos*¹ to give individual guidance to customers when claiming benefits on the required documents and how to complete them according to the content of the customers’ requests, and it has endeavored to make the documents easier to read and easier to understand.

As a result, the personalized videos and documents for claiming benefits were rated highly at the UCDA Awards 2019 for their ease of understanding and degree of perfection, as well as the appropriateness of the relationship between the videos and the forms and making the content of procedures easy for customers to understand.

ORIX Life will continue providing services that cater for customers’ needs as well as striving to be an insurance company that is trusted by customers.

Reasons for Award

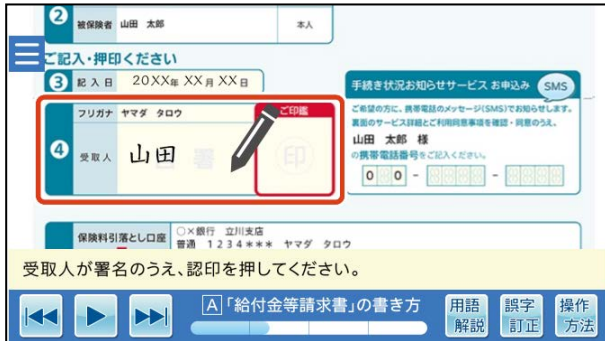
- ✓ The relationship between the personalized videos and the forms is appropriate, and tasks are easy to understand
- ✓ Current progress in procedures is shown in the progress bar and chapters, and procedures for claiming benefits are easy to understand
- ✓ There is a high degree of perfection in the organization of information in the forms, and images are easy to understand through highlighting with fewer number of colors.

UCDA Awards



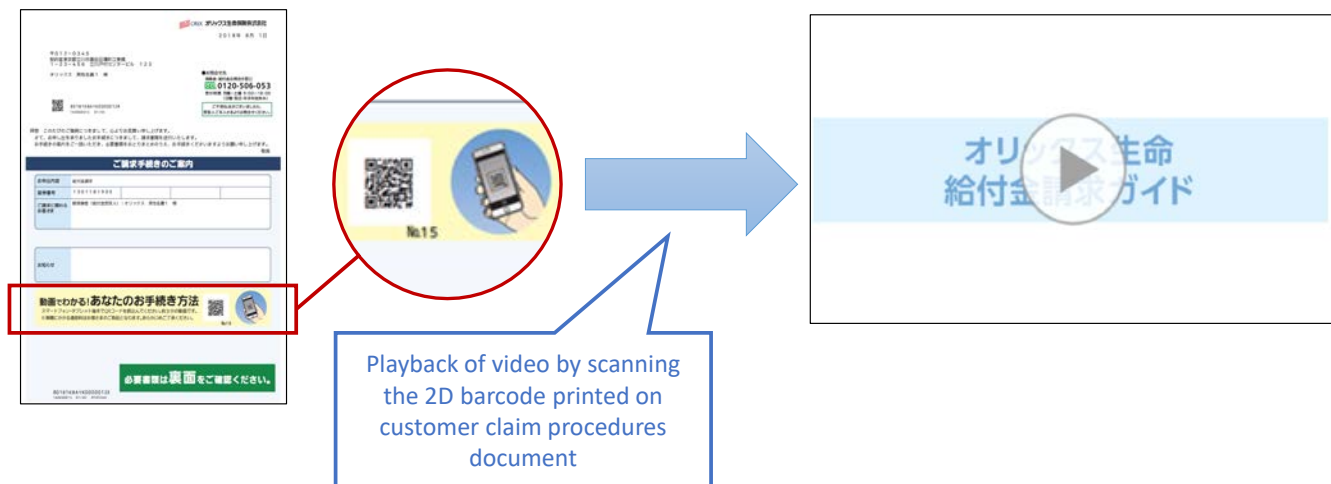
The UCDA Awards recognize superior examples of communication and design in a variety of information issued to consumers by corporations, organizations and government through objective evaluation from third party consumers and experts based on criteria including “easy to look at, easy to understand, and understandability in communicating information.”

Features of Personalized Videos



- ✓ Personalized videos are provided to each customer
- ✓ Videos are organized in an easy to understand way to show places for inserting information in documents and content of information to be inserted
- ✓ Progress in procedures is shown through progress bars and chapters

Example of document with 2D barcode (Notice of claim procedures)



Features of Forms



- ✓ The types and number of colors adopted make the forms easy to read even for elderly users
- ✓ The layout and color schemes make the sections to be filled in eye-catching

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About ORIX:

ORIX Corporation (TSE: 8591; NYSE: IX) is a financial services group which provides innovative products and services to its customers by constantly pursuing new businesses.

Established in 1964, from its start in the leasing business, ORIX has advanced into neighboring fields and at present has expanded into lending, investment, life insurance, banking, asset management, automobile related, real estate and environment and energy related businesses. Since entering Hong Kong in 1971, ORIX has spread its businesses globally by establishing locations in 37 countries and regions across the world.

Going forward, ORIX intends to utilize its strengths and expertise, which generate new value, to establish an independent ORIX business model that continues to evolve perpetually. In this way, ORIX will engage in business activities that instill vitality in its companies and workforce, and thereby contribute to society. For more details, please visit our website: <https://www.orix.co.jp/grp/en/>

(As of March 31, 2019)

Caution Concerning Forward Looking Statements:

These documents May contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results that differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under “Risk Factors” in the Company’s annual report on Form 20-F filed with the United States Securities and Exchange Commission and under “(4) Risk Factors” of the “1. Summary of Consolidated Financial Results” of the “Consolidated Financial Results April 1, 2018 – March 31, 2019.”