



## **ORIX Life Launches “Keep Up” Income Coverage Insurance with Affordable Premiums Based on Health and Smoking Status**

TOKYO, Japan – April 10, 2025 – ORIX Life Insurance Corporation (“ORIX Life”) announced today that it will update<sup>\*1</sup> its Keep income coverage insurance (“Keep”) and launch Keep Up income coverage insurance (“Keep Up”) on June 2, 2025. Besides offering more affordable premiums than ever before based on the customer's health status and other factors, coverage for physical disability and long-term care can now be added to existing death benefits, allowing customers to prepare for the risk of being unable to work.

The previous Keep product was well received by many customers for providing insurance for death and severe disability based on the concept of being simple and easy to understand and providing reasonable coverage at affordable prices.

The new Keep Up product retains the same basic concept as before, but with premiums set at a more detailed level based on the insured person's body mass index (BMI), blood pressure, smoking status, and other factors. As a result, it is now possible to obtain reasonable coverage with premiums that are even more affordable than before based on health and smoking status.

In addition, coverage for physical disability and long-term care has been enhanced, enabling Keep Up to offer not only death benefits, but also respond to the needs of the working generation for coverage during their lifetime. For long-term care, a lump-sum payment is made for those who are classified as requiring support level 2 or higher<sup>\*2</sup>, which can be used for treatment and other costs to prevent the worsening of their condition.

As people are working for longer due to extended retirement ages and other factors related to the 100-year life, approximately 70% of households are concerned about their ability to cover living expenses if the head of the household becomes unable to work<sup>\*3</sup>. This product was developed with the aim of providing strong support for customers' lives if they become unable to work by adding coverage for physical disability and long-term care.

ORIX Life has been working to enhance its first-sector insurance, such as death insurance, and expand its product lineup in recent years in order to better serve its customers as a life insurance company. It will continue to provide products with coverage and premiums at a standard that satisfies customers as it aims to remain an insurance company that is chosen by many customers.

<sup>\*1</sup> Keep income coverage insurance will no longer be sold as of June 1, 2025.

<sup>\*2</sup> When the income coverage disability and long-term care lump-sum benefit rider is added.

<sup>\*3</sup> Source: “2024 National Field Survey on Life Insurance” by the Japan Institute of Life Insurance

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**About ORIX Group:**

ORIX Group (ORIX Corporation TSE: 8591; NYSE: IX) was established in 1964 and has grown from its roots in leasing in Japan to become a global, diverse, and unique corporate group. Today, it is active around the world in financing and investment, life insurance, banking, asset management, real estate, concession, environment and energy, automobile-related services, industrial/ICT equipment, ships and aircraft. Since expanding outside of Japan in 1971, ORIX Group has grown its business globally and now operates in around 30 countries and regions across the world with approximately 34,000 people. ORIX Group unites globally around its Purpose: “Finding Paths. Making Impact.” combining diverse expertise and innovative thinking to help our world develop in a sustainable way.

For more details, please visit our website: <https://www.orix.co.jp/grp/en/>

(As of September 30, 2024)

**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, 2023 – March 31, 2024” furnished on Form 6-K.