Presentation Notes for the Virtual Investor Conference



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FORWARD-LOOKING INFORMATION

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" to encourage companies to provide prospective information, so long as those informational statements are identified as forward-looking and are accompanied by meaningful cautionary statements identifying important factors that could cause actual results to differ materially from those included in the forward-looking statements. We desire to take advantage of these provisions. This report contains cautionary statements identifying important factors that could cause actual results to differ materially from those projected herein, and in any other statements made by Company officials in communications with the financial community and contained in documents filed with the Securities and Exchange Commission (SEC).

Forward-looking statements are not based on historical information and relate to future operations, strategies, financial results or other developments. Furthermore, forward-looking information is subject to numerous assumptions, risks and uncertainties. In particular, statements containing words such as "expect," "anticipate," "believe," "goal," "objective," "may," "should," "estimate," "intends," "projects," "will," "assumes," "potential," "target", "outlook" or similar words as well as specific projections of future results, generally qualify as forward-looking. Aflac undertakes no obligation to update such forward-looking statements. We caution readers that the following factors, in addition to other factors mentioned from time to time, could cause actual results to differ materially from those contemplated by the forward-looking statements: difficult conditions in global capital markets and the economy; exposure to significant interest rate risk; concentration of business in Japan; foreign currency fluctuations in the yen/dollar exchange rate; failure to execute or implement the conversion of the Japan branch conversion to a legal subsidiary ; limited availability of acceptable yen-denominated investments; deviations in actual experience from pricing and reserving assumptions; ability to continue to develop and implement improvements in information technology systems; governmental actions for the purpose of stabilizing the financial markets; interruption in telecommunication, information technology and other operational systems, or a failure to maintain the security, confidentiality or privacy of sensitive data residing on such systems; ongoing changes in our industry; failure to comply with restrictions on patient privacy and information security; extensive regulation and changes in law or regulation by governmental authorities; defaults and credit downgrades of our investments; ability to attract and retain qualified sales associates and employees; decline in creditworthiness of other financial institutions; subsidiaries' ability to pay dividends to Aflac Incorporated; decreases in our financial strength or debt ratings; inherent limitations to risk management policies and procedures; concentration of our investments in any particular single-issuer or sector; differing judgments applied to investment valuations; ability to effectively manage key executive succession; significant valuation judgments in determination of amount of impairments taken on our investments; catastrophic events including, but not necessarily limited to, epidemics, pandemics, tornadoes, hurricanes, earthquakes, tsunamis, acts of terrorism and damage incidental to such events; changes in U.S. and/or Japanese accounting standards; loss of consumer trust resulting from events external to our operations; increased expenses and reduced profitability resulting from changes in assumptions for pension and other postretirement benefit plans; level and outcome of litigation; failure of internal controls or corporate governance policies and procedures; and other risks and uncertainties described from time to time in Aflac Incorporated's filings with the SEC.

Aflac®

Forward-Looking Statements and Non-GAAP Financial Measures

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Non-U.S. GAAP Financial Measures and Reconciliations

In this presentation, Aflac Incorporated presents certain financial information that is not calculated in accordance with generally accepted accounting principles in the U.S. ("U.S. GAAP"). These "non-U.S. GAAP financial measures" are meant to be supplemental to the U.S. GAAP measures that Aflac Incorporated presents. Refer to slides "Reconciliation of Net Earnings to Operating Earnings," "Reconciliation of Net Earnings Per Diluted Share to Operating Earnings Per Diluted Share," "2017 Annual Operating EPS Scenarios" and the Appendix for definitions of these measures and a reconciliation of the non-U.S. GAAP financial measures used in this presentation to the most directly comparable GAAP measures, or an explanation of why such a reconciliation is not provided.

NYSE: AFL

Aflac's Strategy



Protecting Against:
- Rising out-of-pocket medical expenses, co-pays and deductibles

Reaching Customers at:
- At the worksite
- Through agents and brokers
- Partnerships

Insuring:
- More than 50 million people and growing

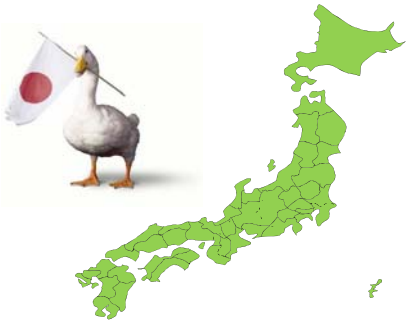
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Aflac's Unique Supplemental Products

- Offer protection based on qualifying events
- Pay cash benefits directly to insureds
- Fixed benefits; not subject to inflation

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Aflac Japan



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Competitive Advantage: Attractive Products

Cancer	Product revisions every 3-4 years
Medical	Timely response to customer needs
Income Support Insurance	Develop new markets in the third sector
First Sector	Focus on sales of profitable **protection**-type products

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Competitive Advantage: Broad Distribution

Category	Channel	Details
Core	Traditional Channel	• Vital for Aflac Japan sales, with approximately 12,000 agencies
Strategic Partners	Japan Post	• Over 20,000 post offices nationwide selling Aflac cancer insurance products • Kampo (Japan Post Insurance Co., Ltd.) offers Aflac cancer insurance products through its 76 branches
	Dai-ichi Life	• Nearly 40,000 Dai-Ichi Life sales representatives offer Aflac cancer insurance products
	Daido Life	• Selling cancer insurance products in SME association market
	Banks	• Aflac Japan was represented at 372 banks, nearly 90% of the total banks in Japan as of the end of 2016

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Promotion Strategy

Corporate icon



Product icons

Cancer (DAYS)





Medical (EVER)







Income Support



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Aflac Japan Selected Performance Metrics

(Nine Months Ended September 30, In Yen)

	2017	2016
Third sector sales (in billions)	¥ 65.4	¥ 62.3
Net premium (in trillions)	1.1	1.1
Operating revenue (in trillions)	¥ 1.3	¥ 1.3
Benefit ratio to premium	71.3%	72.1%
Expense ratio to revenue	19.0	18.6
Pretax profit margin	20.4	20.3
Premium persistency	94.7%	95.1%

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The Need for Supplemental Insurance

- Aging population
- Declining birthrate
- Financial strain on national health care system
- Approximately 1/3 of patients had nearly 20,000 yen of daily out-of-pocket expenses

Source: Japan Institute of Life Insurance; 2016

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Aflac U.S.



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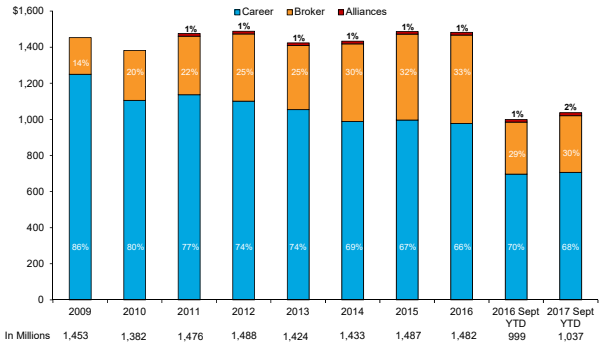
Aflac U.S. Product Line

- Cancer
- Accident
- Short-Term Disability
- Critical Illness
- Hospital Indemnity
- Dental
- Vision
- Life (Term, Whole)

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Aflac US Distribution Mix

(New AP in millions)



	2009	2010	2011	2012	2013	2014	2015	2016	2016 Sept YTD	2017 Sept YTD
In Millions	1,453	1,382	1,476	1,488	1,424	1,433	1,487	1,482	999	1,037
% Δ YoY	(6.4)%	(4.9)%	6.8%	0.8%	(4.3)%	0.7%	3.7%	(0.3)%	0.9%	3.8%

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Aflac U.S. Branding



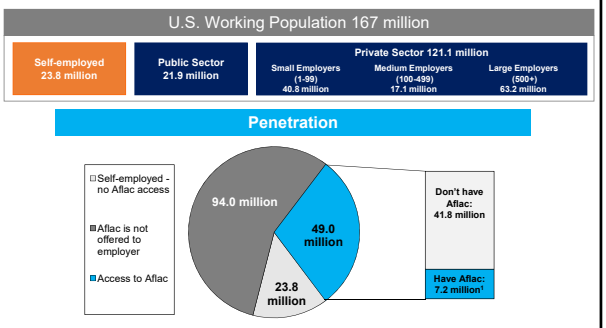
Aflac U.S. Performance

(Nine Months Ended September 30)

	2017 Results	2016 Results
New sales (millions)	$1,037	$ 999
Net premium (millions)	4,172	4,093
Operating revenues (millions)	$4,714	$4,624
Benefit ratio to premium	51.7%	52.5%
Expense ratio to revenue	34.0	33.0
Pretax profit margin	20.3	20.5
Premium persistency	77.7%	76.9%

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Aflac's Tremendous Growth Opportunity in the U.S.



[1] Aflac policy and certificate holders as of Dec. 31, 2014
Source: U.S. Census Bureau; Bureau of Labor Statistics

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Consolidated Financial Performance and Capital Management

Effect of Foreign Currency on Operating Results[1]

(Nine Months Ended September 30, 2017)

	As Reported	Ex. Yen[2]
Net Premium income[3]	(3.4)%	(2.1)%
Net Investment income[4]	(4.4)	(2.8)
Total Benefits and expenses	(3.7)	(2.3)
Operating earnings	(0.9)	0.7
Operating earnings per diluted share	2.8	4.3

[1] Operating earnings and operating earnings per diluted share are non-U.S. GAAP measures. Refer to the appendix.
[2] Amounts excluding currency changes were determined using the same yen/dollar exchange rate for the current period as the comparable period in the prior year.
[3] Net of reinsurance.
[4] Less amortized hedge costs on foreign investments

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Strong Capital Profile
(Year Ended Dec 31)

	2014	2015	2016
Aflac RBC ratio	945%	933%	894%
Aflac Japan SMR	857%	828%	945%

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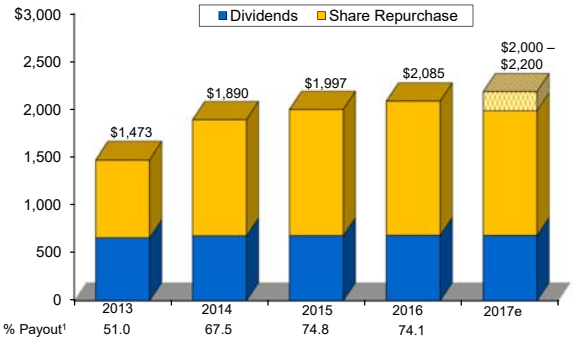
Reconciliation of Net Earnings Per Diluted Share to Operating Earnings Per Diluted Share
(Nine months ended September 30)

	2017	2016	% Inc.
Net earnings per diluted share	$5.05	$4.59	10.0%
Items impacting net earnings:			
Realized investment (gains) losses:			
Securities transactions and impairments	(.08)	(.07)	
Certain derivative and foreign currency (gains) losses[1]	.22	.79	
Other and non-recurring (income) loss[1]	.09	—	
Income tax (benefit) expense on items excluded from operating earnings*	(.08)	(.25)	
Operating earnings per diluted share	$5.20	$5.06	2.8%
Current period foreign currency Impact[2]	.08	N/A	
Operating earnings per diluted share excluding current period foreign currency Impact[3]	$5.28	$5.06	4.3%

[1] To conform to current year presentation, prior year amounts have been revised to reflect the change in methodology of classifying the amortized hedge costs related to foreign currency denominated investments as a component of operating earnings. Foreign currency gains (losses) for all periods have been reclassified from other income (loss) to derivative and foreign currency gains (losses) for consistency with current period presentation.
[2] Prior period foreign currency impact effect reflected as "N/A" to isolate change for current period only.
[3] Amounts excluding current period foreign currency impact are non-GAAP financial measures and are computed using the average yen/dollar exchange rate for the comparable prior year period which eliminates dollar-based fluctuations driven solely from currency rate changes.
Amounts may not foot due to rounding.

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Capital Plan: Returning Capital to Shareholders
(In Millions)



[1] Dividends and share repurchase as percentage of operating earnings. Operating earnings is a non-U.S. GAAP financial measure. See "Definitions of Non-U.S. GAAP Financial Measures" for more information on this measure.

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Operating EPS[1] Objectives

- For 2017, we expect operating earnings per diluted share of $6.75 - $6.95, assuming the same average yen/dollar exchange rate as 2016
- For 2018, we expect operating earnings per diluted share of $6.65 - $6.95, assuming a yen/dollar exchange rate of 112

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[1] A non-U.S. GAAP financial measure. See "2017 Annual Operating EPS Scenarios" for more information on this measure.

2017 Annual Operating EPS[1] Scenarios[2]

Weighted-Average Yen/Dollar Exchange Rate	Operating Earnings Per Diluted Share	Foreign Currency Impact
100	$ 7.10 - 7.30	$ .35
105	6.89 - 7.09	.14
108.70[3]	6.75 - 6.95	—
110	6.71 - 6.91	(.04)
115	6.53 - 6.73	(.22)
120	6.37 - 6.57	(.38)

[1] A non-GAAP financial measure, operating earnings per share (basic or dilutive) are the operating earnings for the period divided by the weighted average outstanding shares (basic or dilutive) for the period presented in 2017 and 2016.In reliance on the "unreasonable efforts" exception in Item 10(e)(1)(i)(B) of SEC Regulation S-K, a quantitative reconciliation to the most comparable GAAP measure is not provided for this financial measure. Forward-looking information with regard to the most comparable GAAP financial measure, earnings per share, is not available without unreasonable effort. This is due to the unpredictable and uncontrollable nature of these reconciling items, which would require an unreasonable effort to forecast and we believe would result in such a broad range of projected values that would not be meaningful to investors. For this reason, we believe that the probable significance of such information is low.
[2] Table recasts all quarters to the average exchange rate.
[3] Actual 2016 weighted-average exchange rate

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Driving Shareholder Value

Aflac Japan

- *Innovate third sector products*
- *Expect first sector sales to continue to decline in 2017*

Aflac U.S.

- *Leverage brand and distribution model*
- *Invest in enhanced customer experience and efficiencies*

Financial

- *Balance stable operating EPS[1] with investment in the business model*
- *Fourth quarter 2017 dividend increase marks 35th consecutive year of increases*
- *Target $1.3 - $1.5 billion of share repurchase in 2017*

[1] Operating EPS is a non-U.S. GAAP financial measure. See "Definitions of Non-U.S. GAAP Financial Measures" for more information on this measure.

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Appendix

Definitions of Non-U.S. GAAP Financial Measures

Aflac defines the non-U.S. GAAP measures included in this presentation as follows:

- Operating earnings includes interest cash flows associated with notes payable and amortized hedge costs related to foreign currency denominated investments, but excludes certain items that cannot be predicted or that are outside of management's control, such as realized investment gains and losses from securities transactions, impairments, change in loan loss reserves and certain derivative and foreign currency activities; nonrecurring items; and other non-operating income (loss) from net earnings. Nonrecurring and other non-operating items consist of infrequent events and activity not associated with the normal course of the Company's insurance operations and do not reflect Aflac's underlying business.

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Definitions of Non-U.S. GAAP Financial Measures

- Operating earnings per share (basic or dilutive) are the operating earnings for the period divided by the weighted average outstanding shares (basic or dilutive) for the period presented.
- Amortized hedge costs represent costs incurred in using foreign currency forward contracts to hedge the foreign exchange risk of a portion of the U.S. dollar-denominated assets in our Japan segment investment portfolio. These amortized hedge costs are derived from the difference between the foreign currency spot rate at time of trade inception and the contractual foreign currency forward rate, recognized on a straight line basis over the term of the hedge. There is no comparable U.S. GAAP financial measure for amortized hedge costs.

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Reconciliation of Net Earnings to Operating Earnings

(Nine months ended September 30)

	2017	2016	% Inc.
Net earnings	$2,021	$1,908	5.9%
Items impacting net earnings:			
Realized investment (gains) losses:			
Securities transactions and impairments	(33)	(29)	
Certain derivative and foreign currency (gains) losses[1]	90	327	
Other and non-recurring (income) loss[1]	38	—	
Income tax (benefit) expense on items excluded from operating earnings[1]	(33)	(104)	
Operating earnings	$2,083	$2,101	(0.9)%
Current period foreign currency Impact[2]	31	N/A	
Operating earnings excluding current period foreign currency Impact[3]	$2,114	$2,101	0.6%

[1] To conform to current year presentation, prior year amounts have been revised to reflect the change in methodology of classifying the amortized hedge costs related to foreign currency denominated investments as a component of operating earnings. Foreign currency gains (losses) for all periods have been reclassified from other income (loss) to derivative and foreign currency gains (losses) for consistency with current period presentation.
[2] Prior period foreign currency impact effect reflected as "N/A" to isolate change for current period only.
[3] Amounts excluding current period foreign currency impact are non-GAAP financial measures and are computed using the average yen/dollar exchange rate for the comparable prior year period which eliminates dollar-based fluctuations driven solely from currency rate changes.
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