

## Profile

Meiji Life was founded in 1881 as Japan's first modern life insurance company to bring insurance and financial services to individuals, families and businesses. Since that time, the Company has grown into one of the world's leading life insurance companies.

Today, Meiji Life's 34,437 employees including sales personnel serve its customers through a worldwide network that encompasses its headquarters in Tokyo, 81 regional offices, 19 group marketing offices and 1,052 agency offices in Japan. Overseas offices include subsidiaries and affiliates in 9 cities around the world. At the end of fiscal 2002, Meiji Life had ¥167 trillion (US\$1,391 billion) worth of life insurance in force and total assets of ¥16,243 billion (US\$135 billion).

Meiji Life agreed upon and signed a definitive merger agreement on May 29, 2003 regarding the merger with The Yasuda Mutual Life Insurance Company scheduled for January 1, 2004. The planned name of the new company is Meiji Yasuda Life Insurance Company.

## Principles of Business Integration

The basic principles and guidelines for the business integration are as follows:

- (1) Both Companies will conduct businesses to serve the best interests of their policyholders based on the inherent mission of a mutual life insurance company.
- (2) Both Companies will integrate their businesses based on the spirit of mutual respect and cooperation, while paying utmost homage to each Company's tradition and history as the founders of life insurance business in Japan, and advanced product development ability, and will leverage existing strengths such as solid management style.
- (3) Both Companies will create a unified corporate culture, which will promote and encourage every officer and employee to attain personal growth and development, and also to acquire professional skills and expertise.
- (4) Both Companies will establish a solid management foundation, including human resources, while leveraging and further developing the competitive advantages of each Company.

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The merger is subject to approval from the regulatory authorities.