



Ken-ichi Sekiguchi
Chairman of the Board

Kenji Matsuo
President

Meiji Yasuda Life Insurance Company

Management Philosophy

As a pioneer in the life insurance industry, we commit ourselves to being a company that works to the spirit of mutual aid and endeavor to become a “Company that Values its Customers,” provides them with high quality comprehensive insurance services, in which life insurance plays a core role, and delivers assured ease of mind and wealth.

Meiji Yasuda Life Insurance Company (Meiji Yasuda Life) was inaugurated on January 1, 2004, in an historic merger between two of Japan’s major life insurers, Meiji Life Insurance Company and The Yasuda Mutual Life Insurance Company. These two companies, both established in the 1880s and with over 120 years of history and tradition to uphold, integrated their “pioneering spirits” to form a rejuvenated and innovative life insurance company.

Today, Meiji Yasuda Life’s 39,776 employees including sales personnel serve its customers through a worldwide network that encompasses its headquarters in Tokyo, 95 regional offices, 25 group marketing offices and 1,314 agency offices in Japan. Overseas offices include subsidiaries and affiliates in 8 cities around the world. At the end of fiscal 2006, Meiji Yasuda Life had ¥244,122 billion (US \$2,067 billion) worth of life insurance in force and total assets of ¥26,797 billion (US\$226 billion).

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