

# Meiji Yasuda Life Insurance Company

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## 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 founded on July 9, 1881 as Japan's first life insurance company. Today, Meiji Yasuda Life's 31,752 sales personnel (MY Life Plan Advisors) provide services that satisfy customers through a nationwide network. Meiji Yasuda Life has established a position as market leader in the group life insurance sector, where we meet the diverse needs of customers. More than 40,000 employees (including sales personnel) constantly strive to provide optimal products and high-quality services through the headquarters in Tokyo, 92 regional offices, 25 group marketing offices, and 1,217 agency offices in accordance with the management philosophy. Overseas, we maintain subsidiaries and offices in eight cities around the world. At the end of fiscal 2008 Meiji Yasuda Life had life insurance in force of ¥224,140 billion (US\$2,281 billion) and total assets of ¥23,903 billion (US\$243 billion).



Ken-ichi Sekiguchi  
Chairman of the Board

Kenji Matsuo  
President