

## TOPICS Development and Expansion of Overseas Life Insurance Business

Amid the Japanese life insurance market expected to contract over the medium to long term, Meiji Yasuda Life endeavors to strengthen its overseas life insurance business from the perspective of diversifying our business portfolio and ensuring medium- to long-term growth. At the same time, we substantially reinforce our ability to offer products and services to our customers in the domestic life insurance market and enhance our earning capacity.

To this end, during fiscal 2010, Meiji Yasuda Life concluded capital and business alliances with three overseas insurance companies. We are planning to continue developing our overseas life insurance business further, particularly in emerging markets in Asia, Central and Eastern Europe.

### Fiscal 2010 highlights

#### Europe

In November 2010, Meiji Yasuda Life formed a capital and business alliance with Talanx, a major insurance company in Germany. Going forward, we are planning to exploit joint business opportunities in the increasingly globalized insurance markets to pursue sustainable growth for both of our companies.



Business alliance: Talanx AG

#### Asia

In November 2010, Meiji Yasuda Life became the first Japanese life insurance company to enter the Indonesian market, concluding a capital and business alliance with an Indonesian company, Avryst Assurance. Also in Asia, we invested in a Chinese life insurance company, now Haier Meiji Yasuda Life,\* in December 2010. In addition, we reached an agreement on a business alliance to manage Haier Meiji Yasuda Life with The Haier Group, the major shareholder of the life insurance company and China's largest manufacturer of household appliances.

As part of our respective agreements, we are taking steps to promote the business expansion of both Avryst Assurance and Haier Meiji Yasuda Life by means of collaboration. Those measures include placing some of our officers and employees in these companies and providing support in a variety of business fields.



Business alliance: PT Avryst Assurance



Business alliance: Haier Meiji Yasuda Life Insurance Co., Ltd.

\*The company's name was changed upon completion of the equity interest transfer.

### Overseas Network

