

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 founded on July 9, 1881, as Japan’s first life insurance company. Today, Meiji Yasuda Life’s 29,284 sales personnel* 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 38,000 employees (including sales personnel) constantly strive to provide optimal products and high-quality services through the headquarters in Tokyo, 74 regional offices, 18 group marketing departments, and 980 agency offices** in accordance with the management philosophy. Overseas, we maintain subsidiaries, an affiliate and offices in nine cities** around the world. At the end of fiscal 2011, Meiji Yasuda Life had life insurance in force of ¥210,721 billion (US\$2,563 billion) and total assets of ¥29,664 billion (US\$360 billion).

* As of March 31, 2012

** As of April 1, 2012



Kenji Matsuo
President

Ken-ichi Sekiguchi
Chairman of the Board

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