

Meiji Yasuda New Development Plan

In January 2006, we formulated the Meiji Yasuda Revitalization Plan and pursued the restoration of customer trust for two years and three months. Upon success, we launched the three-year Meiji Yasuda Challenge Plan in April 2008 to achieve stable growth through enhanced customer satisfaction. In April 2011, we proceeded with the three-year Meiji Yasuda New Development Plan. This consists of the Medium-Term Business Plan and the MOT Project—Phase III, which is designed to establish a basis for the continual improvement of customer satisfaction. The Meiji Yasuda New Development Plan is based on “promoting Corporate Social Responsibility (CSR) management, including strict compliance” and “thoroughly pursuing enhanced customer satisfaction.” We seek to improve the quality indicators of our policies, solidify our operating foundation for higher performance and respond accurately to changes transforming the market structure as we aim for steady growth over the long term.

Status of the Medium-Term Business Plan

Achieve Stable Growth in Domestic Life Insurance Business

In our sales personnel channel, we have been striving to achieve greater customer satisfaction through the ongoing reform efforts putting emphasis on this channel as a key sales channel. We accelerated such efforts, promoting optimization of our consulting services and development of training programs tailored to the needs of each sales member. In October 2011, we released four new riders including the “Whole Life Annuity Rider with Disability Income Benefit.” Responding to customer needs, this provides

separate coverage for income protection and survivor support in the event of serious illness, injury or death.

To diversify our sales channels in the Bancassurance channel, we added a fixed annuity with level premiums, as well as other products to the OTC lineup, and strengthened sales support to stabilize transaction volume. We revised the assumed rate of return on single premium whole life insurance in light of current market interest rates. We are also expanding our shops to meet diverse customer needs.

In addition, we are exhaustively reviewing existing services and application processes while working through the administrative service reforms to drastically improve quality from the customer’s point of view.

Step-by-Step Strategic Improvement Leads to the Meiji Yasuda New Development Plan



