

Initiatives for Reconstruction Following the Great East Japan Earthquake

To facilitate reconstruction, we are paying insurance claims promptly and reliably, and providing direct support to the devastated areas. We will continuously work to ensure policyholders in these areas receive payments as well as follow-up support.

Prompt and Reliable Payment

On the day the earthquake struck, we immediately established the “Disaster Response Headquarters” chaired by the president. On March 13, 2011, two days after the earthquake, we decided and announced that full payment of disaster death insurance claims would be made with preferential treatment for those in the devastated areas. An advance team was swiftly dispatched from the head office to reconstruct operating bases in the affected areas, facilitating the early resumption of operations in order to be responsive to our customers without further delay.

Through our “*Omimai-Houmon* (visiting)” activities, we confirmed the safety of policyholders and supported them with insurance claim applications. We were able to confirm more than 99.9% of the 611,065 policies held by individual policyholders and all of the 4,412 policies held by corporate policyholders in the devastated areas. In addition to these results, we utilized information provided by the Life Insurance Association of Japan (the Center for Searching for Life Insurance Contracts in Disaster Areas) as well as local police authorities to make contact. As of March 31, 2012, insurance payments made to these policyholders amounted to ¥15.6 billion.



“*Omimai-Houmon* (visiting)” activities

Supporting the Devastated Areas

“*Fureai* Concerts” at Local Special-needs Schools

In September 2011, “*Fureai* Concerts,” featuring Shigeki Torizuka of the famous pop band “The Wild Ones,” were held at six special-needs schools in Iwate, Miyagi and Fukushima prefectures. These concerts are scheduled to be held again in the three devastated prefectures during fiscal 2012.

East Japan Reconstruction Charity Events

In May 2011, a charity concert was held, featuring performers including

Shigeki Torizuka. Proceeds were donated to the Tokyo YMCA to help provide for its activities supporting reconstruction.



Charity concert

“*Ashinaga* Charity & Walking” for Earthquake Orphans

Charity walk events were held from October to December 2011 at our nationwide bases, with over 30,000 staff, including officers, participating. Donations were made through the *Ashinaga Ikuei-Kai* NPO to support children who were orphaned by the earthquake, particularly with their schooling and mental health care.

Other Reconstruction Support Activities

- A ¥100 million donation
- Health promotion activities by Meiji Yasuda Life Foundation of Health and Welfare including “*Magokoro* Health Check”
- Food exhibitions featuring products made in the devastated areas
- Baseball classes with professional players