

# Business Activities

## Individual Insurance Marketing

In our distribution channel of agency (MY life plan advisors), we strive to gain policyholders' understanding about the value of our face-to-face after-sales service while enhancing our distinctive strengths in this channel to differentiate ourselves from competitors. In doing so, we aim to reinforce our sales and service network, thereby boosting sales of level premium protection-type products in third-sector insurance such as medical and nursing care insurance.

We released "Best Style," a new product capable of providing comprehensive protection in June 2014. Unlike conventional insurance products, "Best Style" boasts a broader variety of coverage options as well as greater flexibility in coverage revision after enrollment. Augmenting the lineup of third-sector insurance, we also expanded the scope of medical insurance coverage supplementing the government's universal health insurance coverage to include not only hospitalization expenses but also post-hospitalization treatment expenses, ahead of other insurers. Moreover, we reduced minimum premium amount limits for individual annuity "Nenkin Hitosuji" in October 2014, so that our annuity products can be more accessible to young customers. In December 2014, we released "Nenkin Kakehashi," a new individual annuity boasting greater flexibility in setting payment and waiting periods to accommodate the growing need for wealth building and inheritance planning solutions among middle-aged and older customers.

In addition, we revised our in-house system for administrating sales personnel in August 2014. We also implemented education and training programs finely tuned to the individual's sales capability and length of service while establishing a new facility that provides a place for joint training sessions in urban metro-

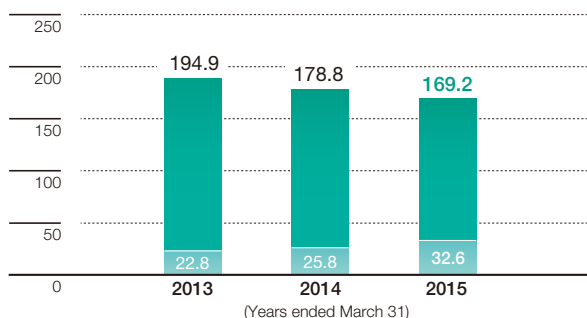
politan areas. In these ways, we reinforced our human resource development structure, aiming to secure a strong workforce of 30,000 sales personnel.

In April 2015, we established the Meiji Yasuda Relationship Associate (MYRA), a new sales channel maintained by newly recruited sales personnel, targeting markets in urban areas. In this channel, we will leverage such expertise as our shop operation know-how, thereby achieving greater competitiveness and a more robust customer service structure.

To increase our contact points with customers, we sponsor events and campaigns employing partner contracts with J. League and hold various seminars while installing a new proposal application in the "Meister Mobile" tablet terminals equipped with advanced mobile communication functions to help sales personnel quickly reconfirm customers' requests regarding coverage. By doing so, we stepped up our efforts to enhance the effectiveness of our conversational consulting.

■ Annualized New Premiums  
(individual life insurance and individual annuities)

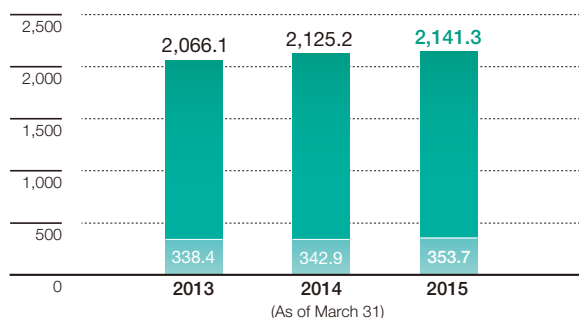
(Billions of Yen)



■ Medical insurance, living benefits and others

■ Annualized Premiums in Force  
(individual life insurance and individual annuities)

(Billions of Yen)



■ Medical insurance, living benefits and others

## Group Insurance Marketing

In group term life insurance, we strove to increase the number of insured persons by soliciting enrollment in tandem with our corporate policyholders while introducing new group credit life insurance products. We endeavored to boost sales of third-sector insurance by proposing the introduction of insurance and new riders to potential corporate customers, and by actively soliciting new enrollment at corporate policyholders.

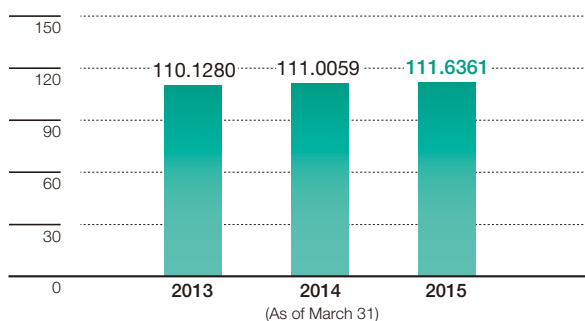
In addition, we are working to enhance customer satisfaction through the proposal of value-added-services designed for our existing customers who have signed group life insurance policies.

As for group pensions, we strove to maintain and increase the balance of general account assets with an eye to adapting to continued ultra-low interest rates while giving due consider-

ation to sudden interest rate fluctuations and other risks. With the aim of accommodating the diversifying asset management needs of our customers, we also managed assets in separate accounts and brokered products of our subsidiary engaging in investment advisory and consulting services.

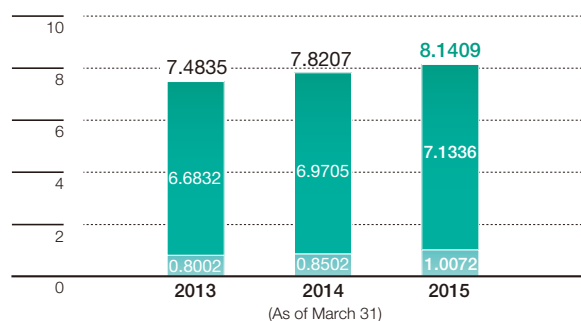
### Life Insurance in Force (group life insurance)

(Trillions of Yen)



### Group Pension Assets held by the Meiji Yasuda Life Group\*

(Trillions of Yen)



■ Meiji Yasuda Life  
■ Meiji Yasuda Asset Management

\* Group pension assets held by Meiji Yasuda Asset Management include net assets of investment trust managed for defined contribution pension plans and are presented based on their fair values.

## General Agent Marketing

As for our mainstay single premium products sold through the Bancassurance channel at banks and other financial institutions, we provide whole life insurance tailored to the needs of lifetime coverage, inheritance planning and stable wealth building while accommodating diverse customer needs for fixed amount and variable annuities. In December 2014, we revised whole life insurance in order to better adapt to changes in the interest rate environment and other external factors. In the same month, we released a novel whole life insurance, with beneficiaries being eligible to receive fixed amount annuities. In addition, we purposely set limits on sales of single premium whole life insurance at each financial institution, as we did in the previous fiscal year, aiming to secure responsiveness to interest rate risk.

Also, we increased the number of our outlets through financial institutions to sell level premium insurance, especially, fixed-amount

annuities and nursing care whole life insurance, while meticulously providing such financial institutions with sales support.

To provide after-sales services to policyholders who signed our policies through the Bancassurance channel at financial institutions, we focused on maintaining direct contacts with our customers via communication centers, along with maintaining customer relations in collaboration with these financial institutions.

We are striving to secure a greater number of corporate agencies and tax accountant agencies and facilitate collaboration with these agencies, thereby cultivating new markets in the field of group insurance. At the same time, we are providing nonlife insurance agencies with training and other assistance. In March 2015, we expanded our product lineup by releasing a new increasing term life insurance for corporate customers.

# Business Activities

## Asset Management

We have implemented asset management activities centered on the surplus management type of asset liability management (ALM) while controlling interest rate risk. In doing so, we strove to maintain returns at high levels.

We reshuffled our domestic bond portfolio to make it more resilient to rising interest rates by selling domestic bonds that had been held as available-for-sale securities. At the same time, we purchased super-long-term domestic bonds as policy-reserve-matching bonds. Since the execution of additional monetary easing by Bank of Japan in October 2014, we have

flexibly adjusted our asset allocations to adapt to the ultra-low interest rate environment. Specifically, we abstained from the purchase of domestic bonds while purchasing more foreign bonds in light of the gap between domestic and overseas interest rates and trends in foreign exchange rates.

To support the Japan Revitalization Strategy led by the government, we invested in such growth fields as healthcare and energy. Also, we worked to enhance profitability by investing indirectly through funds in overseas corporate bonds and stocks.

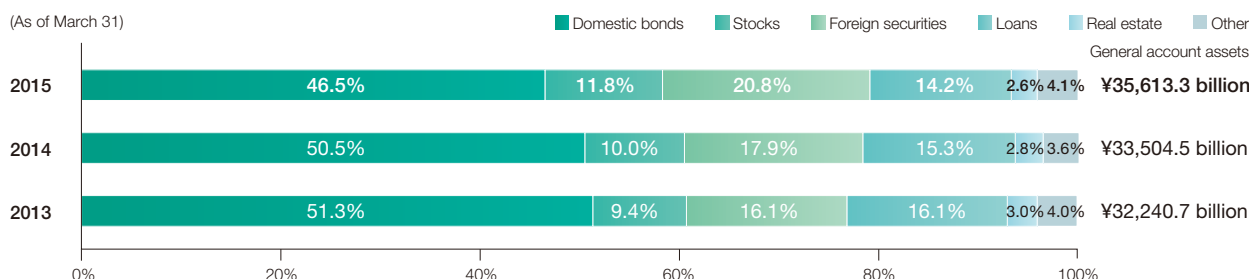
## Overview of Asset Management Results

We aim to promote asset management centered on ALM and to secure steady profit over the long term. To that end, we allocated the majority of our asset portfolio to domestic bonds and loans that provide stable profit while increasing the proportion of foreign bonds to counter persistently low domestic interest rates throughout the fiscal year. We maintained a policy of abstaining from increasing stocks and real estate held, as these assets are prone to price fluctuation risk.

General account assets as of March 31, 2015 stood at ¥35,613.3 billion, up ¥2,108.7 billion compared with March 31, 2014. Detailed year-on-year comparisons by asset type follow.

Domestic bonds declined ¥338.8 billion reflecting the policy of abstaining from purchases with an eye to the low interest rate environment, as well as decreases due to sale and redemption of such bonds. Value of stocks held increased ¥861.1 billion in step with a rise in stock prices. Foreign securities rose ¥1,417.2 billion as we purchased mainly foreign bonds in light of trends in foreign exchange rates and the gap between domestic and overseas interest rates. Loans decreased ¥84.5 billion. This was mainly attributable to decreases from major repayments during the fiscal year, which exceeded the increase due to lending. Real estate holdings declined ¥21.0 billion due to property sales and depreciation.

### The Status of Allocation of Assets



## Proceeds from Investment

Investment income grew 2.1% year on year to ¥945.3 billion due to an increase in interest, dividends and other income. On the other hand, investment expenses fell 12.8% year on year to ¥95.8 billion, due to a decrease in losses on sales of securities. As a result, proceeds from investment climbed 4.1% year on year to ¥849.4 billion.

Investment return on base profit and overall investment return rose year on year to 2.64% and 2.72%, respectively, compared with the previous fiscal year, thanks to increases in interest, dividends and other income as well as gains on redemption of securities.

### Rate of Return

Years ended March 31,	2013	2014	2015
<b>Investment Return on Base Profit =</b> (proceeds from investment in base profit – provision for interest on dividend reserves)/policy reserves in general account	2.33%	2.54%	2.64%
<b>Investment Return =</b> net investment income/average daily balance of general account assets	2.33%	2.71%	2.72%

## Pursuing High-Quality Administrative Service

In the individual insurance field, we are continuously pursuing Administrative Service Reforms, exhaustively reviewing such service from the customer's point of view. Typically, life insurance policies required cash payment of the first premium. However, from fiscal 2014 onward, whenever our existing policyholders sign "Best Style" through policy conversion, we accept the appropriation of dividends, policy reserves, refunds or other benefits that they are eligible for, thereby transferring such benefits as the first premium. In this way, we eliminated the customer inconvenience of paying by cash. We also promoted the use of electronic forms in policy maintenance procedures while stepping up face-to-face counseling by sales personnel to assist with such procedures. These are a few examples of our efforts to make these procedures simple and easy to understand. In addition, we are working to simplify insurance claim and benefit application procedures, speeding up the payment of such claims and benefits and helping policyholders check for policies with eligibility for death or maturity benefits that would otherwise be left unnoticed. With an eye to securing responsiveness to the needs of the elderly, we reviewed our in-house rule for handling administrative services while establishing "MY Anshin Family Registration Scheme." This system aims to prevent disruption of communications with older policyholders by registering their family members as secondary contacts. In these ways, we ensure that our notifications reach them and every eligible claim they have is applied for and paid.

In April 2014, we launched Underwriting Service Reforms. Exhaustively reviewing our underwriting services, we are stepping up the underwriting of third-sector insurance and other policies for middle-aged or older customers and introducing electronic forms for new policies to enhance our underwriting service capability, with the aim of delivering our life insurance services to a broader customer base.

In the field of group insurance, since April 2014 we initiated Group Insurance Administrative Service Reforms aimed at further enhancing customer convenience and satisfaction. For example, as part of our efforts aimed at enhancing the efficiency and quality of policyholder services for corporate customers, we opened a website dedicated to such services in March 2015, posting policy terms and conditions, as well as application forms that can be downloaded at anytime. To ensure that every eligible claim is paid in an even more prompt manner, we relaxed administrative rules related to application procedures while continuously developing a sophisticated system for administrating the payment of insurance claims and benefits.

We strove to enhance the convenience of elderly customers by simplifying application procedures necessary for the receipt of whole life annuities and improved the readability of notifications that have been sent to detail the content of life insurance policies right after enrollment or to provide a summary of annuity policies. Simultaneously, we reconfirmed the validity of elderly customers' contact information while encouraging the registration of family members as secondary contacts.

# Reinforcing Our Operating Base through Overseas Expansion



### Poland

In 2012, we acquired shares of two major Polish insurers TU Europa S.A. and TUIR Warta S.A. jointly with our alliance partner Talanx AG, a well known German insurer, thereby making these two companies our affiliates. By doing so, we became the first Japanese insurer to enter the Polish insurance market.

### China

In 2010, forward-looking capital investment led to a Chinese life insurance company becoming our affiliate and subsequently renamed Founder Meiji Yasuda Life Insurance Co., Ltd. We endeavor to expand business at this joint venture with the other two shareholders, namely, Peking University Founder Group Co., Ltd. (created by Peking University) and Haier Group (a leading Chinese manufacturer of consumer electronics and home appliances).

In March 2015, this company established a regional office in Beijing, one of China's major economic powerhouses. Utilizing a robust network of medical institutions run by Peking University Founder Group Co., Ltd. in Beijing, Founder Meiji Yasuda Life Insurance markets medical insurance policies entailing eligibility for second opinions and other services at these institutions. In these ways, we aim to differentiate ourselves from competitors while expanding our business operations.



Opening ceremony of Founder Meiji Yasuda Life Insurance's Beijing regional office



In line with growth strategy set forth in the Meiji Yasuda NEXT Challenge Program launched in April 2014, we are proactively engaged in the overseas insurance business to secure greater future profit opportunities.

Specifically, we are working toward medium- to long-term profit expansion for our six existing affiliates and subsidiary spanning five countries, with the aim of securing a growth path for the entire Group. Moreover, in pursuit of further global growth, we will promote new investment with consideration given to the development stage of each country and geographical diversification.

(As of March 2015)

Pacific Guardian Life Insurance Company, Limited (Honolulu, U.S.A.)

Made subsidiary in fiscal 1975



PT Avrist Assurance (Jakarta, Indonesia)

Made affiliate in fiscal 2012



## Indonesia

In 2010, we invested in Indonesian life insurer PT Avrist Assurance, becoming the first Japanese life insurance company to expand into Indonesia. Since then, we gradually stepped up investment, increasing our shareholdings in Avrist to make it our affiliate and promote business collaboration. Efforts are now under way to enhance its corporate value by sharing our know-how through such projects as the joint development of educational endowment insurance aimed at expanding the customer base.



A press conference aimed at presenting a newly developed educational endowment insurance (PT Avrist Assurance)

## Overview of the Overseas Insurance Business



## The United States

In 1976, we acquired a majority equity stake in Pacific Guardian Life Insurance Company, Limited (PGL) headquartered in Hawaii. By doing so, we became the first Japanese life insurer to participate in the management of a life insurance company in the United States. In 1985, we went on to increase the proportion of our equity stake in PGL to 100%, making it our wholly-owned subsidiary. PGL provides life insurance tailored for the needs of customers in local communities, mainly in Hawaii and the west coast.



## Thailand

In 2013, we invested in Thai Life Insurance Public Company Limited, a major life insurer in Thailand, and thus made it our affiliate. Along with a track record that extends more than 70 years since its founding, Thai Life boasts significant brand recognition as an insurer run by Thai people for Thai people.

This company strives to establish a business structure capable of continuing the provision of customer services even if it should be struck by natural disasters or other emergencies. Thanks to these efforts, in 2014 Thai Life Insurance Public Company Limited became the first life insurer in Thailand to be certified under the ISO22301 international standard for business continuity.



A certificate granting ceremony (Thai Life Insurance Public Company Limited)

# Governance and Compliance

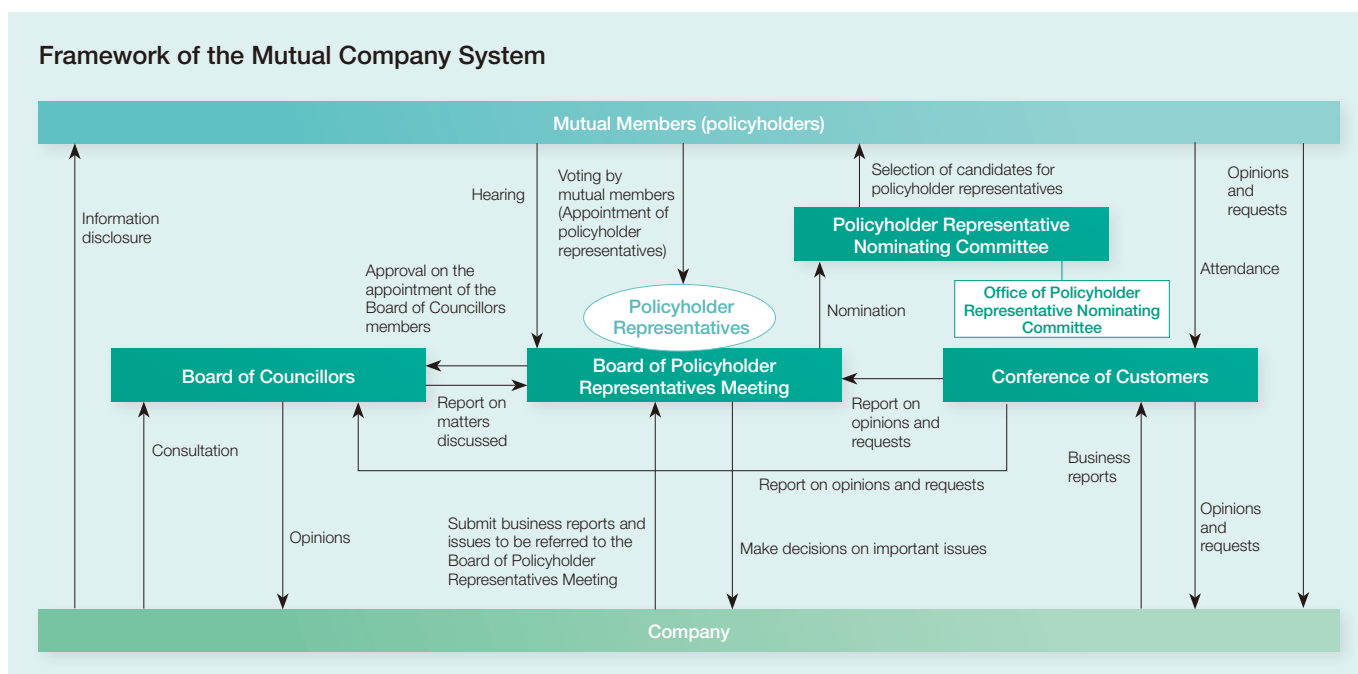
## Operation of Mutual Company

### Framework of the Mutual Company System

Although a life insurance company can be established as either a “stock company” or a “mutual company,” Meiji Yasuda Life was founded as a mutual company in accordance with Japan’s Insurance Business Act.

A mutual company is an incorporated body in which those who enroll in its insurance policies also become “mutual members” (excluding those who enroll only in policies without dividends). These members own the mutual company, just as shareholders own a stock company. As of March 31, 2015, Meiji Yasuda Life’s mutual members numbered approximately 6.6 million.

Since Meiji Yasuda Life operates in the form of a mutual company, it is committed to placing the utmost emphasis on the interests of its policyholders. In addition to the Board of Policyholder Representatives Meeting, Meiji Yasuda Life maintains the Policyholder Representative Nominating Committee and the Board of Councillors, as well as the Conference of Customers to enhance the operation of its governance system to ensure that policyholders’ opinions and requests are better reflected in the Company’s management.



### Board of Policyholder Representatives Meeting

In order to operate the Company in the way that directly reflects every member’s opinion, it is necessary to hold a “General Meeting of Policyholders.” In reality, however, inviting roughly 6.6 million policyholders nationwide to attend a single meeting is simply impossible.

Meiji Yasuda Life therefore has the Board of Policyholder Representatives Meeting, which consists of representatives selected from policyholders in accordance with the Insurance Business Act. As the highest decision making body of the Company, the Board of Policyholder Representatives Meeting reviews reports on financial results and deliberates on the appropriation of surplus and the appointment of directors, before making decisions on these and other important management issues.

### Policyholder Representatives

In line with its Articles of Incorporation, Meiji Yasuda Life has set the number of policyholder representatives at 222. Of these, 120 representatives are selected from all 47 prefectures throughout Japan. While using a proportional representation system based on the number of policyholders residing in each prefecture, the Company selects a minimum of one representative from every prefecture. An additional 80 representatives are selected irrespective of where they reside. These measures are designed to ensure that representatives reflect the diverse demographic base of our mutual members, including people from every region and age group, as well as various occupations. Furthermore, the Company appoints 22 representatives

from policyholders who voluntarily apply to become candidates. As such, Meiji Yasuda Life maintains diverse and transparent processes for the selection of its policyholder representatives.

In light of the primary role of policyholder representatives, who attend the Board of Policyholder Representatives Meeting

and engage in practical discussions involving question and answer sessions, we believe the size of this body is appropriate to reflect the consensus of all policyholders and supervise management from diverse perspectives.

## Policyholder Representative Nominating Committee

The Policyholder Representative Nominating Committee consists of members selected from policyholders and appointed by the Board of Policyholder Representatives Meeting. The number of committee members is limited to 10 or less.

In addition, Meiji Yasuda Life maintains a support team to

assist the Policyholder Representative Nominating Committee. With the aim of securing a transparent selection process that is independent of management, the Company consigns supervision of this team to an outside individual who is not an employee of the Company.

## Board of Councillors

The Board of Councillors serves as an advisory body to management and is in charge of addressing policyholders' opinions and requests that are deemed important management issues, as well as other significant matters of concern. The board meets three times a year, and matters discussed at these meetings are reported to the Board of Policyholder Representatives Meeting.

The members of the Board of Councillors are appointed from policyholders or academic experts upon the approval of the Board of Policyholder Representatives Meeting. The number of such members is limited to 20 or less in accordance with the Company's Articles of Incorporation.

## Conference of Customers

Ahead of other insurers in Japan, in 1973 Meiji Yasuda Life began holding an annual Conference of Customers on a nationwide basis. Some 85 regional offices across Japan held these meetings from January to March 2015, with a total of 1,986 policyholders attending.

The conference provided briefings on the operating results for the first half of the fiscal year (April 1 to September 30, 2014), Meiji Yasuda Life's customer services tailored for the elderly, and the Company's social and community contribution activities in tandem with J. League. In addition, a total of 6,873 opinions and requests were submitted by attendees. This input is very important for us.

These opinions and requests are reported to the Board of Policyholder Representatives Meeting and the Board of Councillors. In addition, whenever we receive opinions identifying issues in need of improvement, the department in charge of addressing the particular issue considers options and implements improvement measures, while the Customer Satisfaction Promotion Committee, an advisory body to the Management Council, follows up to verify the status of implementation.

Policyholder representatives who attend the Conference of Customers are asked to make suggestions at the Board of Policyholder Representatives Meeting to reflect the policyhold-

ers' opinions and requests submitted at the conference. Moreover, we select a certain number of policyholder representatives from the attendees of the conference. These are some of the ways the Board of Policyholder Representatives Meeting and the Conference of Customers complement each other.

To notify our members of the application procedures to attend the upcoming Conference of Customers during the fiscal year ending March 31, 2016, we will display posters at regional offices and other business bases, as well as making this information available via our website, prior to holding the conference. Related information is also available to policyholders upon inquiry at the nearest Meiji Yasuda Life regional office or business base.



Conference of Customers



# Governance and Compliance

## Management Structure

Meiji Yasuda Life has adopted the “Company-with-Committees” system (currently known as the Company with Three Committees system) to strengthen its corporate governance and increase transparency. The Board of Directors consists of 11 elected directors, including six outside directors who make up the majority. The Company also maintains Nominating, Audit, and Compensation committees, with the majority of each committee comprised of outside directors. Moreover, Meiji Yasuda Life has designated executive officers in charge of business execution, thereby ensuring clear institutional separation between management supervision and executive functions. In these ways, the Company secures a transparent management structure capable of ensuring solid oversight.

### Board of Directors

The Board of Directors reaches decisions on important management issues while supervising business execution undertaken by directors and executive officers. In addition, the Outside Directors Council is in place, with all the outside directors serving as members to deliberate key management matters.

#### Nominating Committee

▶ The Nominating Committee determines proposals related to the election and dismissal of directors. These are submitted to the Board of Policyholder Representatives Meeting.

○ Yoshihide Munekuni\*  
Seiichi Ochiai\*  
Teruo Kise\*  
Nobuya Suzuki  
Akio Negishi

#### Audit Committee

▶ The Audit Committee audits the business execution of directors and executive officers, and prepares audit reports. It also submits recommendations to the Board of Policyholder Representatives Meeting on the election and dismissal of accounting auditors.

○ Seiichi Ochiai\*  
Teruo Kise\*  
Miyako Suda\*  
Keiko Kitamura\*  
Kenji Kojo

#### Compensation Committee

▶ The Compensation Committee formulates the overall policy on remuneration for individual directors and executive officers, and thereby determines the content of remuneration for individual directors and executive officers.

○ Shigehiko Hattori\*  
Yoshihide Munekuni\*  
Miyako Suda\*  
Nobuya Suzuki  
Akio Negishi

○ Committee Chairperson  
\* Outside Director

# Governance and Compliance

## Internal Control System

### Development and Enhancement of the Internal Control System

Meiji Yasuda Life established the Basic Policies for the Internal Control System that guides its initiatives to develop and maintain sophisticated internal controls. Moreover, the Company set up the Internal Control Committee, an advisory body to the Management Council with the aim of deliberating various matters related to internal controls from across-the-board perspectives.

Although it operates as a mutual company, Meiji Yasuda Life voluntarily adopts internal control and financial reporting systems as well as related in-house rules that are mandatory for all domestically listed companies, thereby enhancing the reliability of its financial reporting. At the close of its full-year financial results, the Company evaluates the status of its internal controls to confirm whether or not significant problems requiring disclosure were identified. Based on this evaluation, the Company prepares internal control reports. These reports

are audited by our external auditors, who then issue an internal control auditing report.

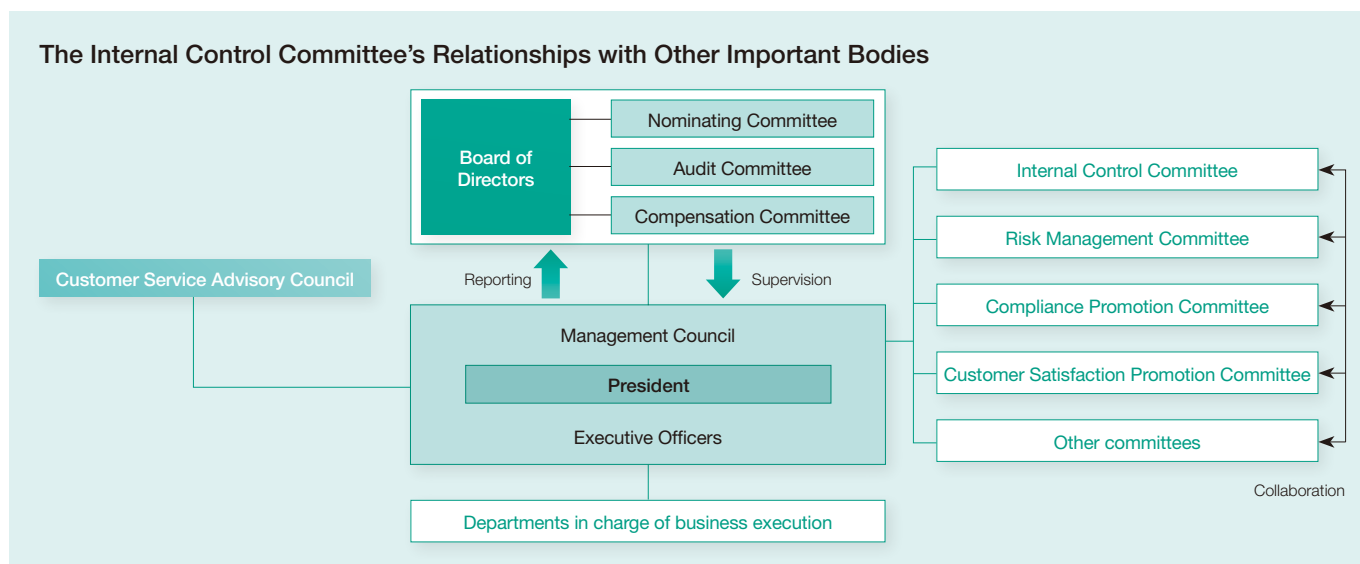
To develop a robust internal control structure, we also assigned internal control managers throughout the organization. These internal control managers spearhead internal control self-assessments performed by each business unit, checking their operations in light of the appropriateness of internal controls to confirm whether legal requirements are met and business risk is managed. In addition, our internal control structure comprises systems for providing instructions and conducting verification in ways best suited to each department, including headquarters and regional offices. Within this structure, the Company also pursues other internal control activities, such as executing rigorous follow-up self-assessments, thereby ensuring the appropriateness of its business operations.

### Reinforcing Our Internal Audit Structure

The Company's Internal Audit Department operates under the direct control of the President and is independent from business execution or any other department. It performs internal audits and evaluates and assesses whether business activities are appropriately conducted, thus providing recommendations that address issues and problems needing improvement while implementing follow-up audits to secure soundness of operations. The results of the internal audits and the status of follow-up audits are promptly reported to the Board of Directors.

Our internal audits for the fiscal year ended March 31, 2015 were assessed by a third party audit firm, which evaluated the quality of our audit results based on the International Standards for the Professional Practice of Internal Auditing set forth by the Institute of Internal Auditors. These assessments concluded that our audits deserve a "Generally Conforms" rating, which represents the highest degree of conformity to the standards.

### The Internal Control Committee's Relationships with Other Important Bodies



### Our Basic Policies for the Internal Control System

In concert with the enforcement of the Company Act in May 2006, Japan's Insurance Business Act has been revised, making it mandatory for insurers to resolve related policies at their board of directors meetings. Accordingly, Meiji Yasuda Life has established basic policies governing such matters as its Audit Committee support structure, as well as systems to ensure the appropriateness of operations through legal compliance and risk management.

# Governance and Compliance

## Risk Management Structure

### Basic Policy and Risk Management Structure

#### Basic Recognition, Risk Management Policies and Rules

Meiji Yasuda Life recognizes the importance of ensuring sound management and faithfully fulfilling contractual obligations over the long term to achieving its goal of being “a company placing utmost value on our customers.” Accordingly, we view risk management as one of the most crucial elements of business management. Our Board of Directors, Management Council and various risk management-related committees set risk management policies and rules.

#### Risk Management Structure

The department in charge of overall risk management (the Risk Management Control Department) develops and promotes the overall risk management system, integrating our risk management structure. It monitors and supervises risk management at each of the individual departments in charge of risk control and provides them with expert advice.

Aiming to ensure regular monitoring and appropriate control of various risks, we have also established the Risk Management Committee, which advises the Management Council and works to advance our risk management structure.

To enhance the effectiveness of our risk management, the Internal Audit Department undertakes internal audits, while the Audit Committee and the External Auditor carry out inspections. In these ways, we examine the appropriateness and efficacy of risk management functions, as well as the risk management system.

#### Management Structure for Enterprise Risk and Category-Specific Risk

As for enterprise risk, we aim to perceive and manage various risks arising in our business in a comprehensive and integrated manner. In category-specific risk, we identify, categorize, aggregate and examine individual risks on a quantitative or qualitative basis, addressing each in the manner best suited to the characteristics of the particular risk, with results reported regularly to the Risk Management Committee and other risk management bodies.

Anticipating changes in our business environment and regulatory trends, we are introducing more precise and sophisticated risk measurement methods and examining capital allocation based on the risk weighting, thereby progressively enhancing the enterprise risk management system.

We also adopt Asset Liability Management (ALM), a method used for enterprise risk management with the aim of appropriately allocating assets and liabilities. Category-specific risk associated with ALM is managed in a comprehensive manner and is regularly reported to the ALM Sub-committee. Moreover, we are developing an ALM structure aimed at securing the effectiveness of risk management processes.

As for category-specific risk, the Risk Management Control Department is in charge of overall risk management and the body placed above three tiers of risk management departments. The Risk Management Control Department oversees and supervises each of the individual departments in charge of risk control to ensure that such risk is appropriately controlled. The individual departments in charge of risk control suggest measures for improvement and provide specialized advice to the departments in charge of risk management through monitoring and analysis of risk management conditions in these departments. The departments in charge of risk management are responsible for identifying potential risks for the business unit or category they supervise and developing appropriate risk management systems. The Risk Management Sub-committees, placed under the Risk Management Committee, conduct specialized risk management responding to the characteristics of each category of risk.

#### Management Structure for Unit-Specific Risk

Besides category-specific risk management, our structure manages business unit-specific risk.

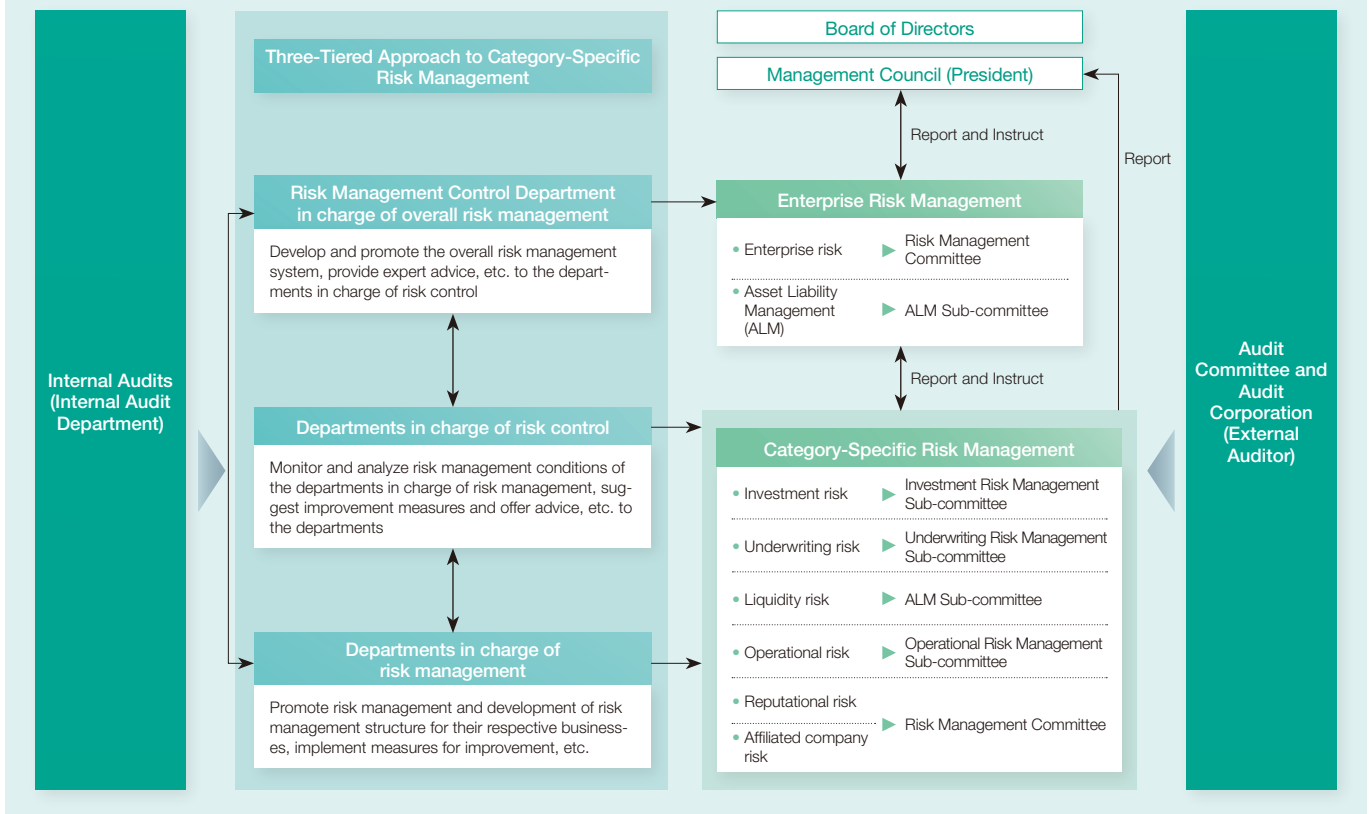
While the department in charge of overall risk management (the Risk Management Control Department) oversees overall business unit-specific risk management, risk management managers and staff are appointed in each business unit of our headquarters departments, group marketing departments and regional offices to check and confirm the status of operational risk management, consider ways to mitigate risks, prevent potential risk, and to avoid recurrences of past issues.

Especially, each headquarters department formulates a risk management action plan upon recognition of the fundamental risks involved. These departments document every business process, comprehensively identify risks related to operations, develop measures against the risks and implement systems for such measures. Moreover, upon careful examination of the overall magnitude of risk, these departments constantly monitor the status of countermeasures being implemented to control risks related to critical operations. In these and other ways, we are striving to enhance the effectiveness of our risk management.

## Stress Test

Although the Value at Risk (VaR) method is used to measure the maximum foreseeable loss due to enterprise risk, stress tests are regularly performed to simulate conditions that exceed normal forecasts and cannot be assessed with Value at Risk. These stress tests extend to events such as drastic economic deterioration and major disasters including earthquake. Through stress tests, we multilaterally analyze such factors as assumed impact on assets and liabilities and level of increase in insurance payments. Test results are regularly reported to the Risk Management Committee, Management Council and Board of Directors. The results are utilized to discuss management strategies and measures for strengthening the financial foundation.

### Overview of the Risk Management Structure



# Governance and Compliance

## Promoting Compliance

In line with its Basic Code of Compliance, Meiji Yasuda Life defines compliance as “acting with fairness and integrity, not only by complying with laws and in-house rules, but also through the exercise of common sense.” We recognize that every officer and employee of the Group must practice compliance to achieve management’s goal of becoming a life insurer capable of providing each customer with inspiring experience that makes an impression. With this in mind, we are implementing the following initiatives to promote compliance.

### Thoroughly Disseminating Our Philosophy on Compliance

Our “Code of Conduct” defines our basic compliance policies and standards, setting forth rules governing the behavior and actions of each member of the Meiji Yasuda Life Group to ensure we fulfill our customers’ expectations and gain their trust.

The “Meiji Yasuda Sales and Service Policy” lays out our motto of enhancing after-sales service and meticulously accommodating the needs of the elderly as well as the rule of providing detailed product explanations, and other matters such as severing relationships with antisocial forces and responding appropriately to money laundering and other financial crimes. By doing so, it aims to ensure compliance throughout our business operations, including the solicitation of insurance, with the aim of maintaining the trust of customers.

Moreover, to ensure that every officer and employee practices compliance to build closer relationships with customers, “Our Pledge” sets out commitments to maintain proper bearing and a strong moral compass, as well as to act appropriately with sincerity in fulfilling work responsibilities.

To ensure that we never lose sight of the significance of compliance, every member of the Group carries a card bearing the “Code of Conduct,” “Meiji Yasuda Sales and Service Policy,” and “Our Pledge” so that each of us will always remain faithful to our customers. In these ways, we are striving to instill deep-seated awareness toward compliance.

### Compliance Promotion Structure

To develop a sophisticated compliance promotion structure, we have put the Compliance Control Department in place to carry out integrated management of compliance issues throughout the Meiji Yasuda Life Group, including subsidiaries and affiliates.

Also, we established the Financial Crime Prevention Office under the Compliance Control Department, thereby building a centralized structure. This enables us to implement more robust countermeasures against the threat of antisocial forces as well as money laundering, insider trading and other financial crimes through the integration of related in-house functions.

In cooperation with compliance managers and persons in charge of compliance at each business section, the Compliance Control Department also implements preemptive measures such as compliance education while dealing with compliance issues when improprieties are identified. If fraudu-

lent behavior occurs, it is reported to the Compliance Control Department through the compliance managers and persons in charge of compliance at the departments in question. We also have a “Compliance Hotline,” a “Human Rights Hotline” and a “Corporate Ethics Hotline” to enable people discovering such behavior to report it directly.

The “Compliance Promotion Committee” pursues compliance on a comprehensive basis. It plans and develops compliance systems throughout the Meiji Yasuda Life Group. Moreover, the Customer Service Advisory Council is put in place, with external specialists serving as some of the council members. This council deliberates such important matters as the development and improvement of compliance systems aimed at protecting customers’ interest while reporting these matters to the Management Council.

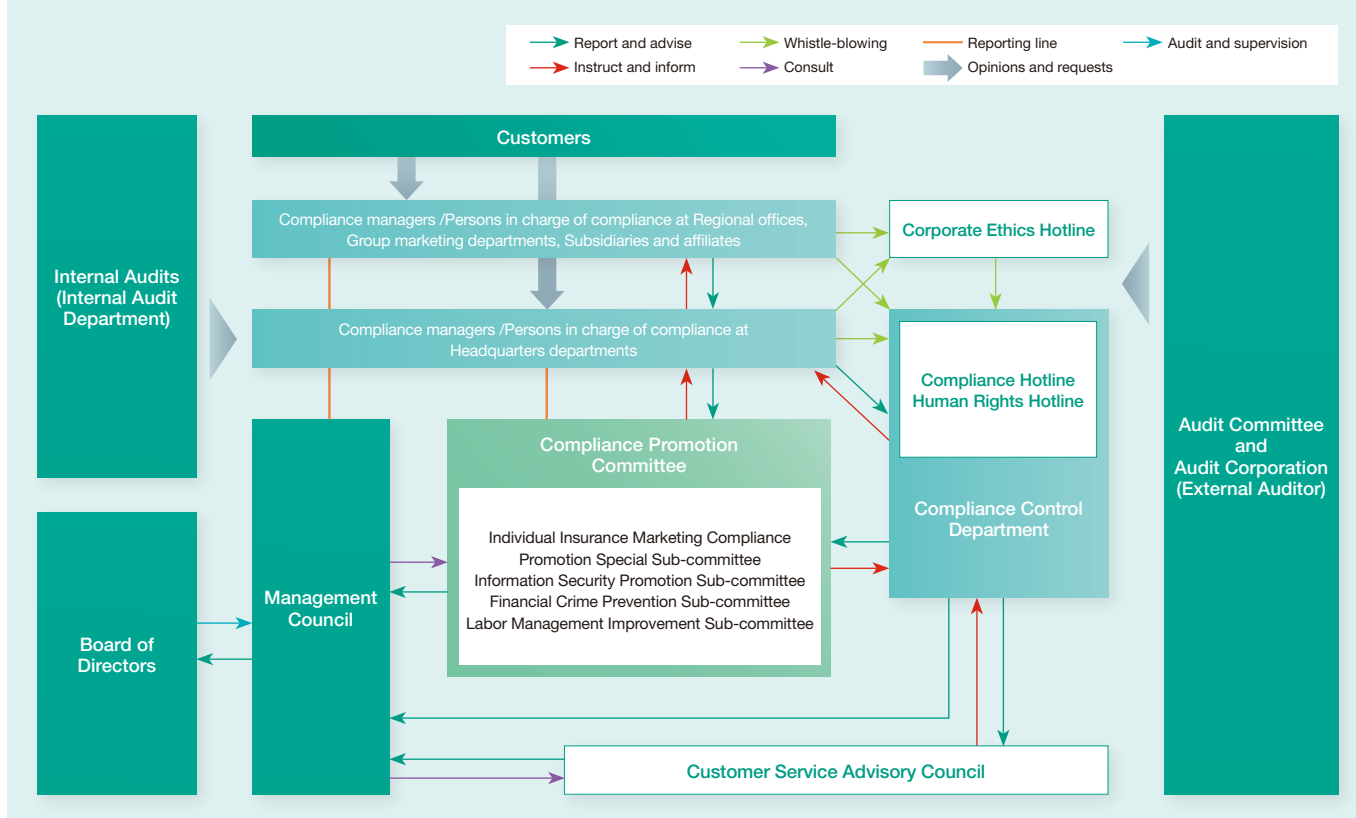
### Initiatives to Promote Robust Compliance

Every fiscal year, we draw up a “Compliance Practice Plan” setting forth concrete action plans aimed at promoting compliance. In line with the Companywide action plan, headquarters and regional offices, as well as group marketing departments, each formulate their own specific action plans to address indi-

vidual issues confronting them and thereby work to ensure compliance in a proactive manner. The Compliance Promotion Committee and other bodies report the status of these action plans to the Board of Directors.



## Overview of Compliance Promotion Structure



## Countermeasures against the Threat of Antisocial Forces and Financial Crimes

Meiji Yasuda Life places utmost value on its customers and aims to become a company that is trusted by every customer as well as society as a whole. Therefore, Meiji Yasuda Life recognizes that for the Company to fulfill its responsibility as a corporate citizen, severing ties with antisocial forces and implementing robust countermeasures against such financial crimes as money laundering and insider trading is an essential management task.

In line with this recognition, our “Code of Conduct” sets forth policies of severing any relationships with antisocial forces, preventing our business transactions from being exploited as a vehicle for money laundering and other financial crimes, and

abstaining from conducting any unfair transactions such as insider trading. In addition, we formulated “Basic Rules for Business Execution,” which lays out more concrete guidelines designed to embody the spirit of the “Code of Conduct.” Specifically, these rules oblige employees to decisively refuse unlawful requests from antisocial forces and to collaborate with related departments to handle the issues on an organizational basis. In addition, the provision of monetary and other benefits to such forces is strictly prohibited by these rules. The rules also urge employees to pay close attention to avoid engaging with members of antisocial forces in the course of the sale of insurance, the execution of investment and the procurement of goods.

## Protection of Personal Information

Meiji Yasuda Life established its “Basic Policies for the Protection of Personal Information” and has disclosed these policies through such media as its corporate website.

In line with the aforementioned policies, the Company strives to develop a robust information management system, ensuring that information is protected on every stage of its life-cycle, from acquisition to disposal of information, while strictly controlling the handling of its information by subcontractors.

# Governance and Compliance

## Stewardship Initiatives

### Our Initiatives Related to Principles for Responsible Institutional Investors (Japan's Stewardship Code)

In May 2014, Meiji Yasuda Life declared its acceptance of the Principles for Responsible Institutional Investors (Japan's Stewardship Code) and, subsequently in August, disclosed its "Policies for Fulfilling Our Stewardship Responsibilities." These policies are intended to guide our initiatives to encourage investees to enhance their corporate value and achieve sustainable growth through dialogue and the exercise of our voting rights. At the same time, the Company revised the "Approach to the Exercise of Voting Rights."

In October 2014, we established the Responsible Investment Promotion Committee, which serves as an advisory

body to the Management Council and regularly verifies the appropriateness of dialogue with investees and the exercise of voting rights through the monitoring of the status of these activities.

Guided by the aforementioned policies, we will step up our efforts to fulfill our responsibilities as an institutional investor by encouraging our investees to maximize their corporate value through dialogue and other activities. In addition, we regularly announce the latest status of such activities on our corporate website.



<http://www.meijiyasuda.co.jp/profile/csr/governance/> (Japanese only)

### Policies for Fulfilling Our Stewardship Responsibilities

#### 1. Purpose

These policies aim to stipulate basic matters concerning Meiji Yasuda Life's efforts to fulfill its stewardship responsibilities while clarifying the Company's commitment to act appropriately as a responsible institutional investor.

#### 2. Fundamental Concept

From the stance of a medium- to long-term perspective, the Company recognizes that securing investment profits while controlling risk is essential to fulfill its obligation to its customers. Therefore, the Company's fundamental concept for stock investment is to yield stable returns over the medium to long term in step with growth in each investee's corporate value.

In doing so, Meiji Yasuda Life engages in dialogue with investees to encourage them to maximize their corporate value, thereby fulfilling its responsibilities as an institutional investor.

#### 3. Concrete Initiatives

##### (1) Assessing the latest status of investees

We will monitor developments at our investees to continue dialogue and appropriately exercise our voting rights.

##### (2) Dialogue

From the stance of a medium- to long-term perspective, we will engage in dialogue with the Company's investees with regard to their initiatives to achieve sustainable growth and corporate governance.

##### (3) Exercise of voting rights

We will undertake the appropriate exercise of voting rights in accordance with the Company's in-house rules and the following concepts.

- Our basic stance on the exercise of voting rights is to respect the uniqueness of each investee's management approach and corporate governance system. However, with regard to companies that have problems in their structures and ineffective functions in relation to initiatives to enhance the interests of shareholders or in relation to their corporate governance, we encourage the investee to enhance corporate value and the interests of shareholders from a medium- to long-term perspective by proactively engaging in dialogue and by undertaking the appropriate exercise of voting rights.

- With regard to proposals submitted to the shareholders meetings, we will carefully examine each proposal. If we determine a proposal may be problematic from the perspective of securing the investee's corporate governance functions or it may pose a negative impact on the interests of shareholders, we will make a suggestion or take action as a shareholder.

- We provide details of our stance on the exercise of voting rights in "Our Initiatives Related to the Exercise of Voting Rights for General Account Assets" ([http://www.meijiyasuda.co.jp/profile/csr/governance/pdf/vote\\_approach.pdf](http://www.meijiyasuda.co.jp/profile/csr/governance/pdf/vote_approach.pdf)) and "Our Initiatives Related to the Exercise of Voting Rights for Separate Account Assets" ([http://www.meijiyasuda.co.jp/profile/csr/governance/pdf/separate\\_account.pdf](http://www.meijiyasuda.co.jp/profile/csr/governance/pdf/separate_account.pdf))

##### (4) Periodic reporting

We will periodically disclose the status of the implementation of these policies.

##### (5) Initiatives aimed at better fulfilling our stewardship responsibilities

The "Responsible Investment Promotion Committee," an advisory body to the Management Council, monitors the status of dialogue with investees and the exercise of voting rights, thereby verifying the appropriateness of these activities in a periodic manner. Based on the results of this verification, we will review our "Policies for Fulfilling Our Stewardship Responsibilities," "Our Initiatives Related to the Exercise of Voting Rights for General Account Assets" and "Our Initiatives Related to the Exercise of Voting Rights for Separate Account Assets" as necessary. Through these initiatives, we will develop and enhance our structure to better fulfill our stewardship responsibilities into the future.

##### (6) Management of conflicts of interest

In cases where a conflict of interest emerges in the course of the implementation of our stewardship initiatives, we put the utmost value on the interest of our customers. To prevent the interest of our customers from being unjustly damaged, we appropriately manage our stewardship initiatives in line with the "Policies for Managing Conflicts of Interest," (<http://www.meijiyasuda.co.jp/reciprocity/index.html>) which are intended to prevent a conflict of interest in all aspects of the Company's business operations.

\* Japanese only

# Governance and Compliance

## IT Governance

### Developing a Solid IT Governance Structure

Striving to become a company that places utmost value on its customers, Meiji Yasuda Life proactively works to develop various business processes, including those supported by Information Technology (IT).

Specifically, the Company operates its IT systems in accordance with the established in-house rules while developing a solid IT governance structure aimed at helping achieve its management strategies. In these ways, the Company aims to maximize the effectiveness of its IT-related investment.

To constantly provide high-quality products and services tailored to customer needs, we prioritize development projects for our IT systems based on their potential contribution to management performance as well as their investment efficiency. At the same time, we manage such development projects with an eye to realizing the optimal combination of system resources while implementing thoroughgoing risk mitigation measures, thereby building a business process of superior quality.

### IT Systems Developed in Relation to Management Performance Targets

Management performance targets	IT systems developed during the fiscal year ended March 31, 2015
Individual Insurance Marketing Annualized premiums in force	Those related to "Best Style" and "Medical Style"
Total customer satisfaction from customer satisfaction surveys	Those aimed at supporting "Ease of Mind Service Activities Program" and optimizing general notification menu and content

### Business Continuity at the Time of Major Disasters and Other Emergencies

Meiji Yasuda Life has built its system infrastructure within computer centers that are located in areas with firm ground. Moreover, these facilities boast vibration-damping and earthquake-resistant structures, with backup power generation equipment installed at each center.

To fulfill our longstanding obligations set forth in insurance policies, we also develop Business Continuity Plans (BCPs)

aimed at preventing the disruption of our core operations, such as the payment of insurance claims and benefits, during the time of emergencies. If a major natural disaster or similar event were to strike our main computer centers, we would launch backup systems installed in the Kansai area in accordance with our BCPs and thereby continue core operations.

### Initiatives to Protect Customer Information

As we are entrusted with the handling of personal and other important information of our customers, we continuously reinforce our measures to prevent information leakage, ensuring that tablet terminals used by MY life plan advisors retain no customer information, switching over our PCs to "dataless" workstations, restricting the use of electronic recording media and executing the encryption of data transmitted to external

entities via network and electronic recording media. Moreover, our Information Systems Department acquired ISMS\* certification, striving to realize an even higher security level in its information management activities.

\* A certification under the ISMS conformity assessment scheme aimed at helping domestic corporations establish solid information security management systems, with third-party certification bodies conducting evaluation based on the ISO 27001 standard that, in turn, gives certification holders credibility among overseas counterparts.

# Governance and Compliance

## Our Initiatives to Strengthen Corporate Governance

Meiji Yasuda Life operates as a mutual company in which policyholders<sup>\*1</sup> act as mutual members and, therefore, is striving to better reflect policyholders' intentions in its operations. As it aims to become a company that is open to society, Meiji Yasuda Life has worked to strengthen corporate governance and enhance management transparency by, for example, selecting some policyholder representatives from voluntary candidates, shifting to the Company with Three Committees system and developing an internal control system.

In June 2015, the Corporate Governance Code took effect for all domestically listed companies. Although this regulation is not directly applied to mutual companies, Meiji Yasuda Life recognizes that the code comprises important principles for realizing effective corporate governance. The Company therefore believes that complying with the Corporate Governance Code will be a key to achieving sus-

tainable growth in its business operations and corporate value, as well as securing its ability to ensure the payment of insurance claims and benefits, which will, in turn, help its customers enjoy peace of mind and affluent lives.

In line with the spirit of the Corporate Governance Code, Meiji Yasuda Life established and announced its Corporate Governance Guidelines, with the aim of developing a more sophisticated corporate governance structure through such initiatives as facilitating proactive information disclosure and stepping up dialogue with policyholders.

The Company constantly discloses and updates the status of its corporate governance structure and its initiatives aimed at strengthening this structure through a "Corporate Governance Report"<sup>\*2</sup> posted on its corporate website.

<sup>\*1</sup> Excluding those who enroll only in policies without dividends

<sup>\*2</sup> Japanese only

### Corporate Governance Guidelines

As a pioneer in the life insurance industry, we commit ourselves to being a company that works to the spirit of mutual aid. We endeavor to become "a company placing utmost value on our customers," providing them with high-quality, comprehensive insurance services, in which life insurance plays a core role, as we deliver assured ease of mind and wealth. Guided by this management philosophy, we will practice the following fundamental concepts in our effort to strengthen the Company's corporate governance structure.

#### ● Our Fundamental Concepts regarding Corporate Governance

▶ We recognize that providing customers with lifelong protection is a life insurers' essential mission. More specifically, in light of the unique characteristics of life insurance policies whose duration may extend to the ultra-long term, we believe that establishing a sophisticated corporate governance structure, capable of better supporting our mutual company system, is of primary importance to ensure the payment of insurance claims and benefits, as well as to help our customers enjoy peace of mind and affluent lives.

▶ We recognize that our relationships with various stakeholders (including customers, employees and communities) are indispensable to achieving sustainable corporate growth. We therefore strive to build appropriate and robust relationships with each stakeholder.

▶ We regularly review these guidelines to promote our initiatives to strengthen corporate governance. By doing so, we improve our corporate governance structure, maintain the soundness of our operations and secure the ability to make prompt decisions aimed at realizing sustainable growth in business operations as well as corporate value.

## I. General Provision

**1. A Company Placing Utmost Value on Customers** In line with its management philosophy, we commit ourselves to being a company that places utmost value on its customers. With this in mind, we give due consideration to the characteristics of the mutual company system and strive to enhance customer satisfaction by appropriately reflecting customer feedback in the Company's operations. Specifically, we collect and analyze customer requests and opinions, including those communicated as secondhand information.

**2. Information Disclosure and Transparency** In line with our corporate vision of becoming a company that is always open to its customers and society, we appropriately disclose our corporate information as required by the law, and further, proactively disclose other management information that can be deemed beneficial to our customers and other stakeholders from the perspective of securing the transparency and fairness of management decisions, or that otherwise upholds the effectiveness of corporate governance.

**3. Internal Controls** We recognize that a sophisticated internal control system constitutes a key factor to winning the trust of our customers and other stakeholders. In line with this recognition, we established and announced the Basic Policies for the Internal Control System. Putting these policies into practice, we continuously strengthen our internal auditing systems and enhance our compliance and risk management structures.

## II. Management Structure

**4. Board of Policyholder Representatives Meeting** We strive to ensure that the intentions of our mutual members are better reflected in management through the operation of the Board of Policyholder Representatives Meeting, which consists of policyholder representatives selected from among mutual members and serves as the highest decision-making body of the Company.

**5. Selection of Voluntary Candidates for Policyholder Representatives** We continuously work to diversify the selection process for policyholder representatives by, for example, choosing some representatives from the voluntary candidates.

**6. Provision of Information to Policyholder Representatives** We promptly provide policyholder representatives with information that may help them reach appropriate decisions at the Board of Policyholder Representatives Meeting.

**7. Company with Three Committees** We have adopted a Company with Three Committees system based on recognition that this system is best suited for our goal of accelerating decision making and enhancing management efficiency. Under this system, we secure a clear separation between functions for the supervision and execution of business operations, with the Nominating, Audit and Compensation committees being put in place. In principle, we delegate the execution of business operations to executive officers, except for matters to be referred to the Board of Directors in accordance with the law.

**8. Composition of Outside Directors** We appoint a sufficient number of outside directors to ensure they comprise the majority of directors (currently, six out of 11 directors) and ensure these directors represent diverse backgrounds. With an eye to securing the effectiveness and consistency of management supervision by outside directors, we limit their term of service to eight years in principle. In these ways, we reinforce the overall function of the Board of Directors to ensure more robust supervision of management.

**9. Board of Directors** To realize our management philosophy, our Board of Directors supervises management and makes decisions on basic policies for business operations while engaging in constructive discussions on concrete strategies and plans aimed at supporting appropriate business execution.

**10. Role of Directors** Fully aware of their obligation to loyally perform their fiduciary duties with due care and prudence, our directors strive to secure the effectiveness of the Board of Directors' function for management supervision, in addition to maintaining appropriate and robust relationships with stakeholders. To this end, they engage in thoroughgoing discussions at Board meetings and require the Company to provide necessary information, thereby fulfilling their roles and duties in an effective matter.

**11. Role of Outside Directors** Our outside directors bring an objective perspective and employ their diverse standpoints to supervise management in terms of the appropriateness of business execution. At the same time, they contribute their expertise and provide advice aimed at helping the Company achieve sustainable growth in business operations and in corporate value. As they have independent positions from the Company, they also work to ensure that opinions voiced by policyholders and other stakeholders are better reflected in decisions made at the Board meetings.

**12. Outside Directors Council** Having established the Nominating, Audit and Compensation committees in accordance with the law, we also put the Outside Directors Council in place to secure robust communication among outside directors and to facilitate the exchange of opinions between outside directors and the Chairman of the Board, President, relevant directors and executive officers with regard to important management issues.

**13. Roles of Executive Officers** Our executive officers work to maintain the Company's financial soundness and secure sustainable growth in business operations and corporate value within the scope of their authorities delegated by the Board of Directors with regard to business execution. They also strive to nurture human resources to lead the Company's future operations.

**14. Medium-Term Business Plan** As we aim to accomplish the Medium-Term Business Plan, we make sure that the progress under this plan is appropriately evaluated and reported to the Board of Directors. In cases where a target set forth in the plan has been missed, we thoroughly analyze the causes, reflect these in formulating future plans, and provide sufficient explanation to our mutual members (policyholders).

**15. Training of Directors and Executive Officers** Our directors and executive officers strive to realize their maximum potential, and the Company provides them with necessary opportunities to develop their competencies.

## III. Relationships with Policyholders and Other Stakeholders

**16. Structure to Maintain Dialogue with Mutual Members (Policyholders)** We work to maintain favorable relationships and smooth communications with our mutual members (policyholders) through the Board of Policyholder Representatives Meeting, Reporting Meetings for Policyholder Representatives, the Conference of Customers and other opportunities aimed at facilitating dialogue.

**17. CSR** We recognize that to grow sustainably in tandem with society, it is essential to win the trust and understanding of our policyholders and other stakeholders. With this in mind, our CSR Management Declaration guides and empowers our social contribution and environmental protection activities, which aim at better accommodating the needs of local society.



# Our Community Contribution Activities through Meiji Yasuda J. League

## Signing a Title Partner Contract with J. League

The Japan Professional Football League (J. League) aims to cultivate Japan's sporting culture through the operation of sports clubs rooted in community. Fully embracing this objective, Meiji Yasuda Life signed a title partner contract with J. League in January 2015. Under the slogan "supporters across-the-board," Meiji Yasuda Life contributes to the vitalization of local society and the sound upbringing of

children by assisting J. League and local football clubs. Since the commencement of the Meiji Yasuda Life J. League 2015 season in March, our employees have been flocking to the stadiums. By the end of June, nearly 68,000 Meiji Yasuda employees (cumulative total) had attended games to cheer for member club players alongside local fans.



(From the left) Mr. Norihiro Yamagishi from MONTEUDIO YAMAGATA; Mr. Mitsuru Murai, Chairman of J. League; Mr. Akio Negishi, President of Meiji Yasuda Life; and Mr. Yuki Abe from URAWA RED DIAMONDS

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## Signing Sponsorship Contracts with Each Football Club Operating under J. League

To strengthen relationships with our customers as well as J. League fans and supporters, we signed sponsorship deals with all 52 member clubs of the J. League through our business bases nationwide, including three marketing headquarters and 73 regional offices.



Presentation of a "Supporter Declaration" by Nagoya Marketing Headquarters

## Holding Football Clinics for Elementary School Students at Locations Nationwide

In the fiscal year ended March 31, 2015, we were able to hold football clinics for elementary school students on 83 occasions in areas throughout Japan, thanks to the generous cooperation of J. League and the clubs operating under it. A total of around 12,000 children and their parents

participated in the clinics. Plans call for holding various events including football clinics with J. League and football clubs in the fiscal year ending March 31, 2016.



Football clinic held by Koriyama Regional Office



Football clinic held by Shikoku Nishi Regional Office

## Helping Create a Society where Children and the Elderly Can Rest Assured— A Community Safety Initiative Supported by Our Regional Offices Nationwide

In addition to their ongoing activities to protect the lives and safety of children, in September 2014 our regional offices nationwide began an initiative aimed at supporting elderly people living in their neighborhoods, with sales personnel checking on the homes of seniors in the course of customer visits. Whenever they recognize unusual signs (such as the same laundry hanging outside over several days or uncollected letters and newspapers overflowing from the mailbox), they notify local municipal authorities, thereby helping to prevent the elderly from experiencing unexpected incidents.



# Our Social Contribution and Environmental Protection Activities

Remaining true to the spirit of mutual assistance, which led to our founding as a mutual company, we are implementing social contribution and environmental protection activities aimed at better accommodating the needs of society on a local level.

In particular, we have been active in supporting the sound upbringing of children. Having named such activities the “*Kodomo-no Ashita Ouen* (Support the Future of Children) Project,” we are assisting the development of future generations in a comprehensive manner.



## Initiatives Aimed at Contributing to Communities and the Sound Upbringing of Children

### Community Safety Initiative

In September 2014, we launched community-based initiatives in which sales personnel check on children and elderly people living in the neighborhood in the course of their customer visit activities. Whenever they recognize something unusual, they report to police stations or local governments, thereby preventing unexpected incidents from occurring. In this way, we are contributing to the safety of local communities.



### Presenting Yellow Patches

Our longstanding traffic safety campaign of presenting Yellow Patches to new elementary school children has now been in service for more than half a century. Each Yellow Patch confers insurance protection against traffic-related injuries while helping drivers better spot the children, thereby protecting them from accidents. Since 1965, we have presented approximately 62,220,000 children with these patches.

Note: This activity is conducted in tandem with Mizuho Financial Group, Inc., Sompo Japan Nipponkoa Insurance Inc. and The Dai-ichi Life Insurance Company, Limited.



### Local Safety Map Making Classes

Since 2008, we have provided children with educational programs aimed at imparting knowledge on how to avoid dangerous places through lectures, field work and map making. With Dr. Nobuo Komiya (a professor at Risscho University) serving as a lecturer, we host these map making classes at our regional offices nationwide while providing it upon request as a special class at elementary schools throughout Japan.



### Hello! Baby Scholarship Program

To support students who aim to become midwives, Meiji Yasuda Life launched a scholarship program in 2010 in tandem with the Japanese Midwives' Association. The overall budget for this program is determined by the number of “child insurance” policies we have in force. In this way, we are collaborating and contributing to safe childbirth in which every expecting mother can rest assured.



## Creative Education through Music

### *Fureai* Concerts

Since 1984, we have been sponsoring the *Fureai* Concerts featuring Shigeki Torizuka of the famous pop group “The Wild Ones,” to give children with disabilities a chance to interact with live music. The concerts were held at 136 special-needs schools around Japan over the past 31 years.



### Love & Peace Charity Concert and Classes in Playing Music of the “Future”

Aiming to nurture a rich aesthetic sense by providing children with opportunities to become more familiar with music, we have since 2009 been sponsoring the “Love & Peace Charity Concert,” performed by the famous composer Shigeaki Saegusa across Japan, as well as “Classes in Playing Music of the ‘Future’” at elementary schools and junior high schools.



## Supporting Orphans with Their Pursuit of Education

### *Ashinaga* Charity & Philanthropy Walk

In Japanese, *Ashinaga* means “Daddy-Long-Legs,” a fitting name for this activity in which Meiji Yasuda Life employees take part. This walking event and the related charitable fund raising campaign raise money to support orphans with their schooling and mental healthcare. In 2014, the number of employees and their families who participated in this activity totaled approximately 38,000.



## Raising Environmental Awareness among the General Public

### Seaside Eco-Handcraft Workshop

Some of the Company’s employees engage in voluntary cleanup activities along the seashore together with children and customers living in the neighborhood. PET bottles, sea-shells and other objects collected through cleanup activities are then used to create artwork, with the aim of expanding awareness of the importance of environmental protection efforts. Since 2007, these initiatives have been undertaken in areas throughout Japan under the title of “Seaside Eco-Handcraft Workshop.”



# Our Social Contribution and Environmental Protection Activities

## Entering into a Title Partner Contract with J. League

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## Initiatives Undertaken by Our Foundations

### ● Meiji Yasuda Life Foundation of Health and Welfare

Established in June 1962, this unique foundation is capable of undertaking research on physical fitness, developing wellness programs and conducting surveys on the status of the general public's health as a single organization. Moreover, the foundation provides young researchers with subsidies, with the aim of making contributions to society as a whole.

### ● Meiji Yasuda Mental Health Foundation

Since its inception in March 1965, this foundation has contributed to society by supporting the sound upbringing of children. More specifically, it provides counseling aimed at assisting parents who raise children with autism and other developmental disorders, helps address psychological problems that confront children, sponsors training programs to nurture mental healthcare specialists, and subsidizes research projects in this field, thereby pursuing its goal of bringing benefits to the general public.

### ● The Meiji Yasuda Cultural Foundation

Established in June 1991, this foundation fosters young human resources in the field of classical music while helping to maintain rich cultural traditions, including nurturing successors, to ensure the preservation of these traditions.

### ● Meiji Yasuda Institute of Life and Wellness, Inc.

Founded in July 1991, the institute is engaged in survey, research, training and consulting services aimed at promoting wellness in an aging society. Specifically, it addresses problems confronting the elderly, such as nursing care, as well as such matters as medical policies, the operation of medical institutions, healthcare and medical issues in general, social welfare issues including disabilities and child raising, life planning, pension plans, consumer awareness and businesses' employee benefit plans.

## Implementing Companywide Energy-Saving Countermeasures

We set a medium-term target for the reduction of greenhouse gas (CO<sub>2</sub>) emitted from our headquarters building, introducing a variety of energy-saving equipment and enhancing the energy efficiency of the building's facilities.

As the Company owns a number of its business facilities, as well as buildings as investments throughout Japan, Meiji Yasuda Life strives to better reduce the total energy consumption of these buildings and enhance the efficiency of their energy use. For example, we systematically upgrade equipment such as air-conditioning systems while promoting policies to reduce energy use in

consultation with our building tenants. As for our own business facilities, we introduced energy-saving equipment including highly-efficient lighting devices with the aim of reducing energy consumption both in summer and winter seasons. In addition, as of March 31, 2015, we completed the installation of the Building Energy Management System (BEMS) and initiated the centralized management of energy consumption, which will better position Meiji Yasuda Life to enhance overall energy efficiency and reduce energy use during peak demand hours.