

Our History

Meiji Yasuda Life Insurance Company was inaugurated through the merger of the two oldest life insurers in Japan, namely, Meiji Life Insurance Company and The Yasuda Mutual Life Insurance Company.

History of Meiji Life Insurance Company

In 1881, Taizo Abe, a former student of Yukichi Fukuzawa, established Meiji Life Insurance Limited Company in tandem with Heigoro Shoda and other early pioneers of the Mitsubishi conglomerate. Meiji Life was the first company in Japan to provide a modern-day life insurance service, in which premiums were determined based on expected mortality rates and other actuarial factors.

History of The Yasuda Mutual Life Insurance Company

In 1880, Zenjiro Yasuda founded “Kyosai Gohyakumei-Sha,” a mutual aid company supported by 500 contributors. In the beginning, this organization adopted “assessment insurance,” a system that obliges a limited number of contributors to equally bear the cost of insurance claims paid, with the aim of providing an easy-to-understand insurance system.

To improve its service, in 1894 Kyosai Gohyakumei-Sha reorganized into “Kyosai Seimei Hoken Goshi Gaisya,” a modern-day life insurance mutual aid company, thus laying the foundation for the development of The Yasuda Mutual Life Insurance Company.

History of Meiji Yasuda Life Insurance Company

2004

January 1

- Meiji Yasuda Life Insurance Company was inaugurated through the merger of Meiji Life Insurance Company and The Yasuda Mutual Life Insurance Company

January

- Launched “Life Account L.A. Double” to commemorate the Company’s inauguration

August

- Meiji Yasuda Life Building was completed in Marunouchi, Tokyo

2005

April

- Meiji Yasuda General Insurance Co., Ltd. was inaugurated through the merger of Meiji General Insurance Co., Ltd. and The Yasuda General Insurance Company Ltd.

2006

July

- Meiji Yasuda Life began utilizing self-nominees, who voluntarily apply, in the selection of its policyholder representatives while adopting the “Company-with-Committees” system

September

- Launched “Everybody,” a single premium special whole life insurance

2009

June

- Launched “Ashita no Mikata” hospitalization insurance

2010

June

- Launched “Iryohi Link Series,” a lineup of riders providing coverage for medical expenses

November

- Formed a business alliance with Talanx AG (Germany)
- Formed a business alliance with PT Avrist Assurance (Indonesia)

December

- Formed a business alliance with Haier Group (China)

2012

March

- Acquired the majority of shares in private nursing home operator Sunvenus Tachikawa Company Limited, thereby initiating the operation of nursing care facilities

June

- Acquired 27% of shares in TU Europa S.A. (Poland)

July

- Acquired 30% of shares in TUiR Warta S.A. (Poland)

2013

July

- Formed a strategic partnership with Thai Life Insurance Public Company Limited (Thailand)

September

- Introduced “Meister Mobile” tablet terminals

2014

June

- Launched “Best Style”

2015

January

- Signed a title partner contract with the Japan Professional Football League (J. League)

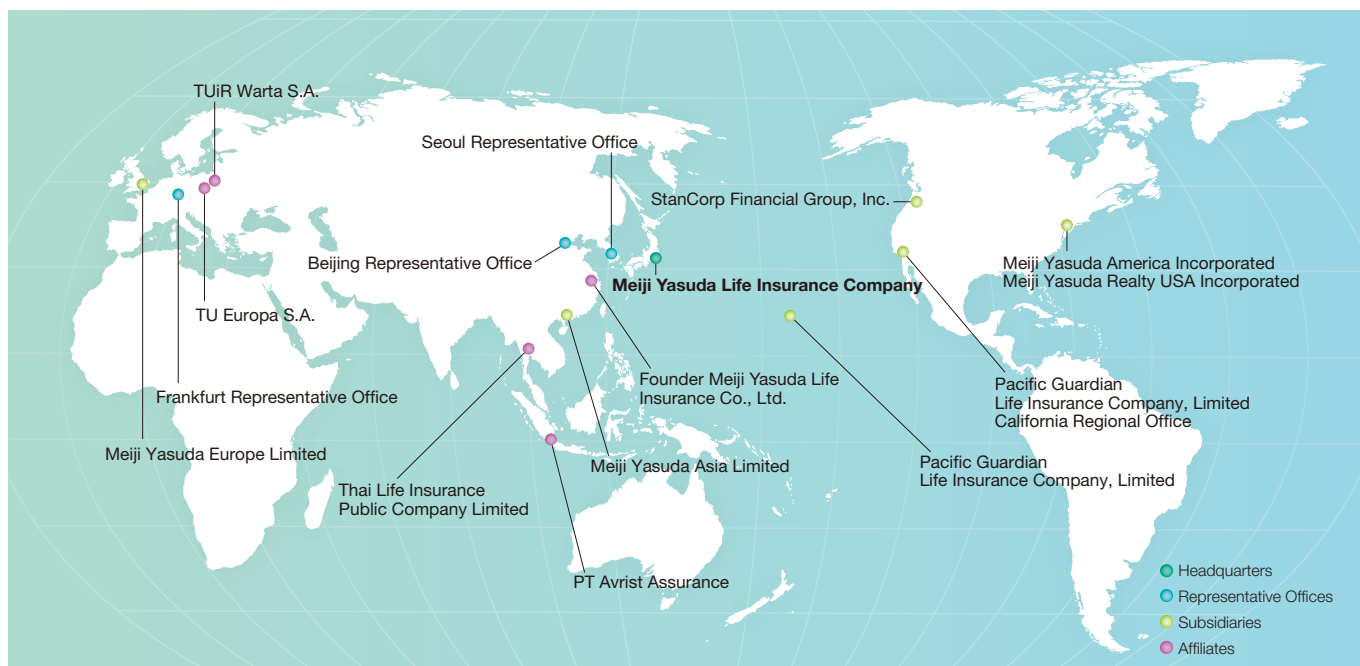
2016

March

- Acquired StanCorp Financial Group, Inc. (the United States) and made it a wholly-owned subsidiary

International Directory

(As of March 31, 2016)



Headquarters

- **Meiji Yasuda Life Insurance Company**
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100-0005, Japan
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Representative Offices

- **Meiji Yasuda Life Insurance Company Frankfurt Representative Office**
Goethestrasse 7, 60313 Frankfurt am Main, Germany
Phone:+49-69-748000 Fax:+49-69-748021
- **Meiji Yasuda Life Insurance Company Seoul Representative Office**
The Seoul Shinmun Daily (Korea Press Center) Bldg.,
9th Floor, 124 Sejong-daero, Jung-gu,
Seoul 100-745, Korea
Phone:+82-2-723-9111 Fax:+82-2-723-6489
- **Meiji Yasuda Life Insurance Company Beijing Representative Office**
Room 6003, 6th Floor, Changfugong Office Building,
26 Jianguomen Wai Avenue, Chaoyang District,
Beijing 100022, China
Phone:+86-10-6513-9815 Fax:+86-10-6513-9818

Subsidiaries

- **Pacific Guardian Life Insurance Company, Limited**
1440 Kapiolani Boulevard, Suite 1700, Honolulu, Hawaii
96814, U.S.A.
Phone:+1-808-955-2236 Fax:+1-808-942-1290
- **StanCorp Financial Group, Inc.**
1100 SW Sixth Avenue, Portland, Oregon 97204, U.S.A.
Phone:+1-971-321-7000 Fax:+1-971-321-7540
- **Meiji Yasuda America Incorporated**
Meiji Yasuda Realty USA Incorporated
780 Third Avenue, 42nd Floor, New York,
New York 10017, U.S.A.
Phone:+1-212-332-4900 Fax:+1-212-332-4960
- **Meiji Yasuda Europe Limited**
125 Finsbury Pavement, London EC2A 1NQ, U.K.
Phone:+44-20-7448-8800 Fax:+44-20-7448-8819
- **Pacific Guardian Life Insurance Company, Limited California Regional Office**
18545 S. Western Avenue Gardena,
California 90248, U.S.A.
Phone:+1-714-784-7301 Fax:+1-310-538-8327
- **Meiji Yasuda Asia Limited**
Unit 2, 18/F., Tower 1, Admiralty Centre,
18 Harcourt Road, Admiralty, Hong Kong, China
Phone:+852-2524-7021 Fax:+852-2868-4419

Affiliates

- **Founder Meiji Yasuda Life Insurance Co., Ltd.**
21F, Building A, Oriental Financial Plaza 1168 Century
Avenue, Pudong New District, Shanghai 200122, China
- **PT Avrist Assurance**
Gedung Bank Panin Senayan Lt. 3, 7, 8
Jl. Jenderal Sudirman, Jakarta 10270, Indonesia
- **TU Europa S.A.**
62 Gwiaździsta Street, 53-413 Wrocław, Poland
- **TUIR Warta S.A.**
Chmielna Street 85/87, 00-805 Warsaw, Poland
- **Thai Life Insurance Public Company Limited**
123 Ratchadapisek Road, Din Daeng, Bangkok, 10400,
Thailand