

Business Activities

Main Initiatives in the Fiscal Year Ended March 31, 2018

Individual Insurance Marketing

In individual insurance marketing, we have identified four priority fields, namely, “third-sector insurance,” “products for seniors and retirees,” “women-oriented products and services,” and “investment-type products” as we have seen significant growth potential in these product categories. With this in mind, we have striven to expand sales volume for third-sector insurance, such as medical and nursing care insurance, and protection-type products while endeavoring to increase the number of our customers.

As for products, in April 2017 we released two nonlife insurance products to expand the lineup of “Simple Insurance Series Light! By Meiji Yasuda Life” (hereinafter “Light! Series”) that was introduced in October 2016 to attract younger customers. These new products are “Meiji Yasuda Life *Otegaru Jitensya*” bicycle insurance and “Meiji Yasuda Life *Omamori Kazai*” household property insurance. Light! Series continued to garner extremely favorable reviews and sold over 650,000 policies (as of March 31, 2018).

In August 2017, we released “U.S. dollar-denominated endowment insurance with a single lump-sum premium,” a new investment-type product designed to withstand the prolonged low interest rate environment in Japan. Furthermore, we released “Whole life medical insurance for people age 50 or older” in December 2017, aiming to satisfy specific medical coverage needs

of customers who have started to consider how to lead fulfilling lives after retirement.

To enhance our sales and service structure, we have endeavored to reinforce our pool of sales personnel in terms of quality and quantity. For example, in August 2017 we reviewed our systems for the treatment and evaluation of sales personnel. We have made it a rule to offer more stable compensation to sales personnel who steadily carry out after-sales service. In addition, compensation was upwardly revised for highly efficient sales personnel who successfully win customers with long duration policies. Moreover, we enhanced the content of our introductory educational programs for new hires and also added more trainers. We have thus reinforced our education and training structure for sales personnel.

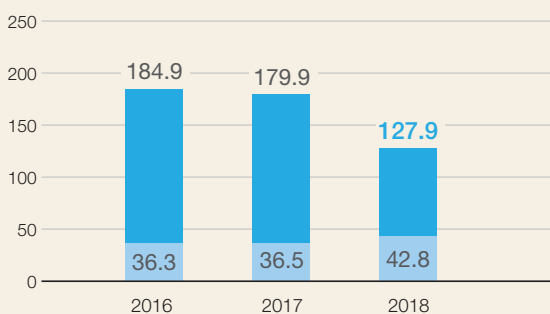
To secure new contact points with customers, we stepped up market development efforts by, for example, effectively employing digital marketing methods in web-based promotional campaigns and co-hosting events with J. League’s partner companies and other external corporations.

As a result, the number of customers as of March 31, 2018 (distribution channel of agency) rose 139,000 year on year to 6,940,000, representing a second consecutive annual increase.

Annualized New Premiums

(individual life insurance and individual annuities)

(Billions of Yen)

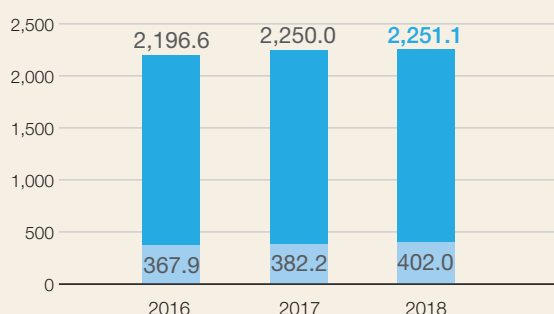


■ Medical insurance, living benefits and others

Annualized Premiums in Force

(individual life insurance and individual annuities)

(Billions of Yen)



■ Medical insurance, living benefits and others

Group Insurance Marketing

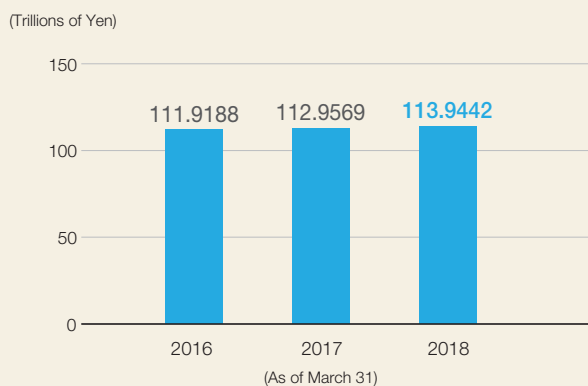
In group life insurance, we focused on making proposals to improve employee benefit programs while also endeavoring to increase transactions with corporate and group customers. To this end, we encouraged group life insurance customers to consider enrollment in “group credit life insurance with rider for protection against cancer” released in April 2017. Consequently, group life insurance in force totaled ¥113.9 trillion, achieving the eighth consecutive annual growth. In October 2017, we launched the “MY Health Promotion Assistance Program,” a service aimed at offering comprehensive assistance to health promotion initiatives undertaken by our corporate and group customers.

As for group pensions, we have succeeded in raising the value of assets under management thanks to highly favorable customer

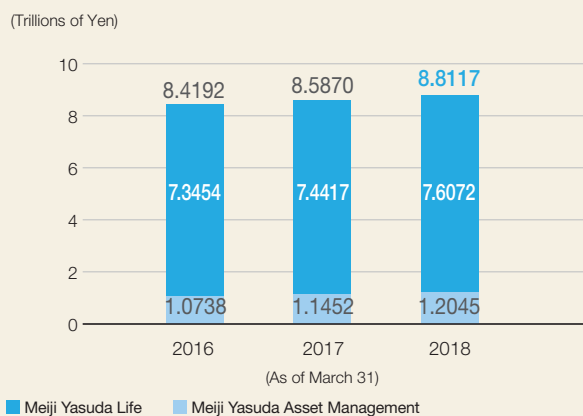
reviews on separate account products that have been released in April 2017 and are backed by a new asset management plan equipped with robust risk control. We also strove to accurately meet customers’ asset management needs via consulting activities, thereby promoting products of our subsidiary that engages in investment advisory and consulting through our brokerage service.

In addition, efforts are now under way to increase contact with customers by leveraging the customer base we have gained through group insurance marketing. For example, our sales personnel ask existing corporate customers for approval of office visits to their subsidiaries and affiliates while holding promotional events at their worksites to increase sales opportunities.

Life Insurance in Force (group life insurance)



Group Pension Assets held by the Meiji Yasuda Life Group*



* 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

In the Bancassurance channel at banks and other financial institutions, we marketed such products as single premium whole life insurance to meet asset management needs among middle-aged or older individuals and affluent customers.

Moreover, in August 2017 we released “Everybody Plus,” a single premium whole life insurance denominated in foreign currencies. This product is specifically developed to exploit gaps between

interest rates in Japan and those in the United States and Australia to counter the prolonged low interest rate environment in Japan.

In February 2018, we also released “Term life insurance with disability coverage and income protection” for group customers, with the aim of satisfying a broad range of coverage needs among business owners.

Business Activities

Asset Management

We have implemented asset management activities centered on the surplus management type of asset liability management (ALM) while adopting an investment approach effectively tailored to the ultra-low interest rate environment and other market factors.

In the fiscal year ended March 31, 2018, we invested in Japanese government bonds (JGBs) whenever domestic interest rates rose. In the fourth quarter of said fiscal year, we also engaged in investment activities centered on foreign bonds to seize opportunities arising from rises in overseas interest rates while giving due consideration to trends in foreign exchange rates, as well as the gap between domestic and overseas interest rates. As such, we strove to maintain optimal asset allocation consistent with the present market environment.

With the aim of broadening our investment income potential, we stepped up credit investment and financing as part of our initiatives to upgrade and diversify our asset management methodologies and enhance our governance and risk management structure for

asset management.

From the viewpoint of contributing to social and economic sustainability, we also promoted sustainable investment and financing.

In addition, we identified a “basic portfolio” for Meiji Yasuda Life to estimate future changes in assets and liabilities on a fair-value basis and assess the risk-return profile of the entire Company. This was one example of our efforts to promote the adoption of cutting-edge business management methodologies employing enterprise risk management (ERM).

Based on its “Policies for Fulfilling Our Stewardship Responsibilities,” Meiji Yasuda Life is engaging in such stewardship initiatives as dialogue with investees and the exercise of its voting rights. By doing so, we are helping our investees secure greater corporate value, which will, in turn, allow us to steadily enjoy long-term returns as a shareholder.

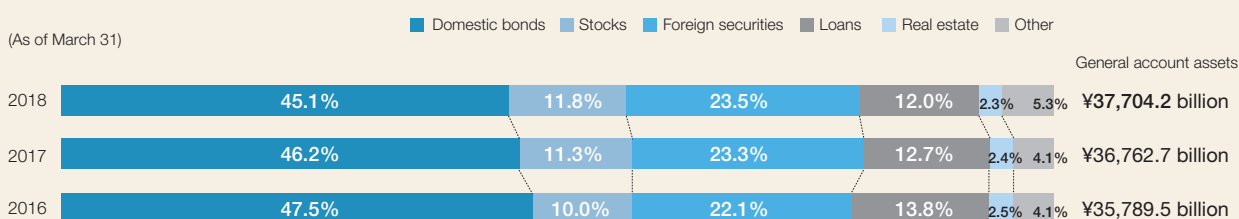
Overview of Asset Management Results

With constant focus being placed on asset management centered on ALM, we worked to maintain optimal asset allocation consistent with the present market environment, giving due consideration to the gap between domestic and overseas interest rates, as well as trends in foreign exchange rates. By doing so, we strove to maintain a higher level of profitability despite the ongoing ultra-low interest rate environment in Japan. Specifically, we engaged in investment activities centered on foreign bonds. With the aim of expanding profitability, we also stepped up investment in credit assets, such as corporate bonds issued by domestic and overseas businesses.

General account assets as of March 31, 2018 stood at ¥37,704.2 billion, up ¥941.5 billion compared with March 31, 2017. Detailed year-on-year comparisons by asset type follow.

Domestic bonds grew ¥47.6 billion, reflecting our policy of purchasing JGBs whenever domestic interest rates rise and investing in corporate bonds issued by domestic businesses. The value of stocks held increased ¥322.1 billion due to such factors as rising stock prices. Foreign securities rose ¥263.7 billion due mainly to the purchase of foreign bonds. Loans decreased ¥174.6 billion. This was attributable to decreases from repayments during the fiscal year, which exceeded the increase due to lending. Real estate holdings declined ¥9.5 billion due mainly to depreciation.

The Status of Allocation of Assets



Proceeds from Investment

Investment income increased to ¥852.7 billion, up 6.6% compared with the previous fiscal year, due mainly to increases in interest, dividends and other income. On the other hand, investment expenses grew to ¥207.2 billion, up 20.5% compared with the previous fiscal year, due mainly to an increase in losses on

derivative financial instruments. As a result, proceeds from investment rose to ¥645.4 billion, up 2.7% compared with last year's figure. Investment return on base profit and overall investment return grew year on year to 2.65% and 1.91%, respectively, compared with the previous fiscal year.

Rate of Return

Years ended March 31,	2016	2017	2018
Investment Return on Base Profit = (proceeds from investment in base profit – provision for interest on dividend reserves)/policy reserves in general account	2.60%	2.52%	2.65%
Investment Return = net investment income/average daily balance of general account assets	1.99%	1.89%	1.91%

Pursuing High-Quality Administrative Service

In the individual insurance field, we promoted paperless procedures for enrollment in new policies and policy maintenance by utilizing the "Meister Mobile" tablet terminals. The use of these terminals also helped decrease time spent for completing various procedures. Through these and other efforts, we strove to enhance customer convenience in our procedures and the quality of face-to-face after-sales services. As a result, the customer satisfaction rating (the proportion of "Satisfied" in customer satisfaction surveys) in the fiscal year ended March 31, 2018 with regard to our procedures stood at 57.1%, up 6.5 percentage points year on year.

In addition, efforts are now under way to upgrade our structure for after-sales services to ensure its responsiveness to evolving customer needs in a rapidly aging society. For example, we promoted our "MY Anshin Family Registration Scheme" that registers secondary contacts other than policyholders. We also carried out the "MY Longevity Policy Checking Scheme," engaging in proactive policy checking activities. In doing so, we swiftly processed applications filed by policyholders for claim payment and other procedures.

Moreover, we instituted "MY Assist+ System" aimed at assisting customers who have physical difficulties in completing application procedures due to such factors as age-related vision deterioration or hearing impairment. We have put this scheme in place since April 2018.

In the field of group insurance, we expanded functions of "MY Hojin Portal," a web-based administrative service platform for the individuals in charge of insurance policies at group customers, to reduce workload placed on these individuals. We also revised application forms for the payment of insurance claims and benefits to make them easier to understand in a way that incorporates customer feedback. Furthermore, we implemented a group insurance version of the "MY Longevity Policy Checking Scheme." We have thus spared no effort to help customers identify and apply for eligible claims and assist them in filing applications for other procedures.

Profitability

Base Profit of the Group and Base Profit of the Company Both Hit a Record High for the Fiscal Year Ended March 31, 2018

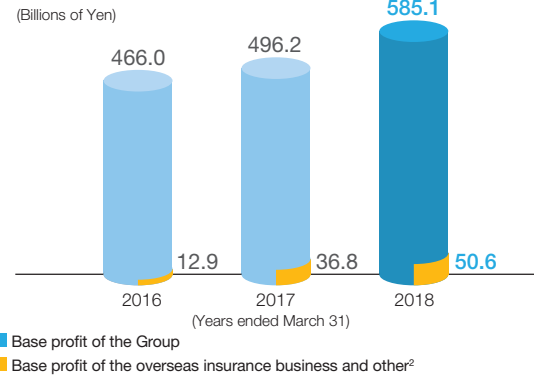
Consolidated Operating Results

Base Profit of the Group¹

¥585.1 billion

Base profit of the Group grew 17.9% year on year to ¥585.1 billion, reaching a record high since the inauguration of Meiji Yasuda Life. This was mainly due to increases in interest, dividends and other income.

Base Profit of the Group

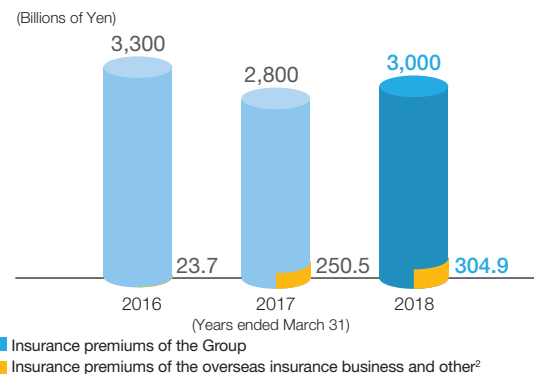


Insurance Premiums of the Group³

¥3,024.3 billion

Insurance premiums of the Group increased 5.5% year on year to ¥3,024.3 billion. This was mainly attributable to an increase in insurance premiums and other of the Company and growing contributions from StanCorp Financial Group, Inc.

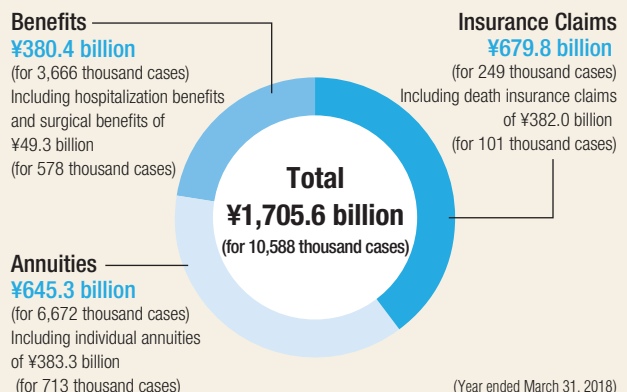
Insurance Premiums of the Group



Insurance Claims, Annuities and Benefits on Policies Paid

¥1,705.6 billion

During the fiscal year ended March 31, 2018, the total of insurance claims, annuities and benefits on policies paid stood at ¥1,705.6 billion, approximately ¥4.6 billion per day. Going forward, Meiji Yasuda Life will continue to make sure that these payments are promptly and accurately carried out. By doing this, we will continue to provide reliable insurance service that brings our customers peace of mind.



Non-Consolidated Operating Results

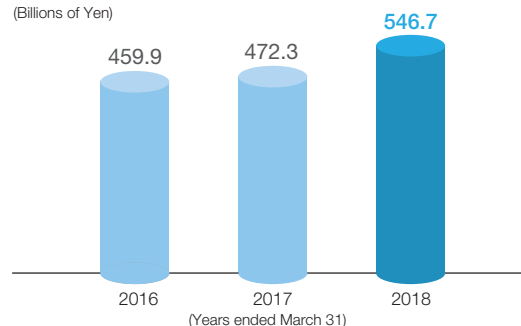
Base Profit⁴

¥546.7 billion

Base profit of the Company rose 15.7% year on year to ¥546.7 billion, hitting a record high since the inauguration of Meiji Yasuda Life.

Base Profit

(Billions of Yen)



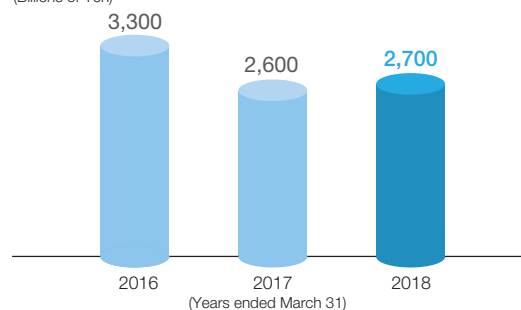
Insurance Premiums and Other⁵

¥2,719.4 billion

Insurance premiums and other of the Company increased 4.0% year on year to ¥2,719.4 billion.

Insurance Premiums and Other

(Billions of Yen)



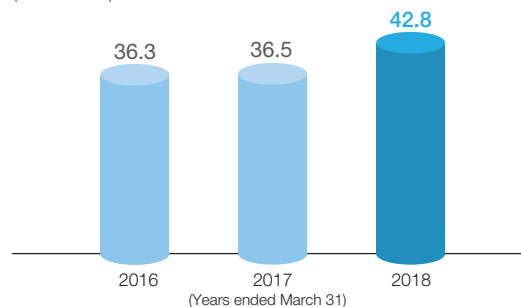
Annualized New Premiums⁶ (third-sector insurance)

¥42.8 billion

Annualized new premiums of the Company (third-sector insurance) climbed 17.2% year on year to ¥42.8 billion.

Annualized New Premiums (third-sector insurance)

(Billions of Yen)



1. Base profit of the Group represents the total of base profit recorded by Meiji Yasuda Life ("base profit of the Company"; see 4. below) and income before income taxes posted by consolidated subsidiaries as well as equity-method affiliates (capital gains and losses are deducted from income before income taxes; as for equity-method affiliates, income before income taxes is commensurate with the proportion of equity held by the Company; intra-group transactions are eliminated from the base profit figure). Base profit of StanCorp is calculated without taking into account the amortization of expenses in relation to acquiring the policies in force.

2. Base profit of the Group's insurance business excluding the Company's domestic life insurance business.

3. Insurance premiums and other recorded on the consolidated statement of income.

4. Base profit of the Company is identified as an indicator of annualized earnings from Meiji Yasuda Life's mainstay insurance operations. This consists of gains and losses from life insurance business, such as insurance premiums and other, insurance claims and business expenses, as well as gains and losses attributable to asset management activities, including interest, dividends and other income.

5. Insurance premiums and other represent gains from insurance premiums paid by policyholders and proceeds from reinsurance refunds.

6. A performance indicator that represents the annualized total of insurance premiums paid for new policies to obtain coverage under such insurance products as medical insurance and living benefits as well as benefits subject to premium payment waiver.

Financial Soundness

Maintaining Superior Soundness through Coordinated Efforts to Strengthen the Financial Base

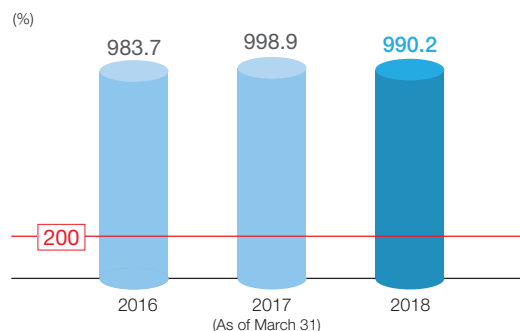
Consolidated Solvency Margin Ratio

990.2 %

One of several regulatory indicators displaying the soundness of insurers, the solvency margin ratio is presented to determine whether or not the insurer has sufficient claims-paying ability capable of withstanding the occurrence of such events as a collapse of stock prices that goes beyond usually predictable risk. When an insurer fails to maintain its solvency margin ratio at 200% or greater, such insurer is subject to a business improvement order and other administrative orders issued by a supervisory authority.

Our consolidated solvency margin ratio stood at 990.2%, maintaining the indicator at a high level.

Consolidated Solvency Margin Ratio

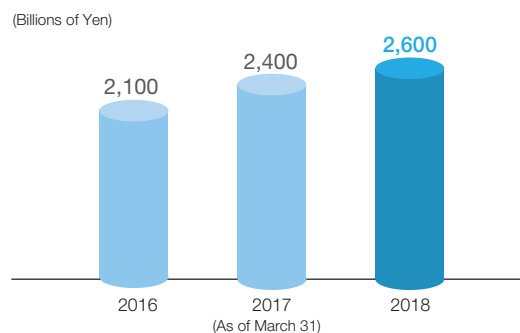


On-Balance Sheet Capital (Non-consolidated basis)

¥2,651.1 billion

Meiji Yasuda Life has defined on-balance sheet capital as the total amount of specified internal reserves and externally financed capital. The Company is steadily strengthening its capital, thereby securing preparedness to various risks.

On-Balance Sheet Capital

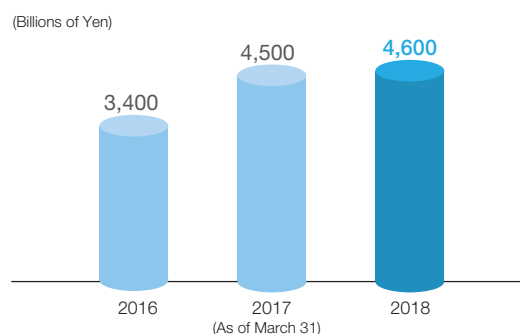


European Embedded Value (EEV)

¥4,647.1 billion

EEV is an indicator that shows the corporate value of insurance companies. On a consolidated basis, our EEV amounted to ¥4,647.1 billion.

European Embedded Value (EEV)



Ratings(Non-consolidated basis)

Ratings represent a ranking of businesses or other entities on the basis of such factors as their profitability and financial standing. After making comprehensive assessment of these factors from various perspectives, rating agencies provide ratings, using easily understandable letter-code designations. Meiji Yasuda Life consistently earns high ratings from these agencies. (As of May 1, 2018)

Notes:

1. Insurance claims-paying ability and insurance claims-paying ability rating represent an agency's evaluation of the likelihood that a particular insurer will be able to fulfill its outstanding insurance obligations based on existing policies. An insurance financial strength rating represents an agency's evaluation of a particular insurer's ability to pay preferred liabilities stipulated in insurance policies without delay. An insurer financial strength rating represents an agency's evaluation of a particular insurer's financial position, which secures its ability to pay claims and benefits in accordance with conditions set forth in policies.
2. The ratings presented at the right were provided upon the request of Meiji Yasuda Life.
3. The abovementioned agencies are registered as credit rating agencies certified by Japan's Financial Services Agency.
4. The ratings are presented with no intention of encouraging the enrollment, surrender or extension of individual insurance policies.
5. These ratings simply represent the agencies' evaluation as of the date stated above. Therefore, they could be changed, suspended or withdrawn in the future.

Rating and Investment Information (R&I)

Insurance claims-paying ability

AA-

Japan Credit Rating Agency (JCR)

Insurance claims-paying ability rating

AA-

Moody's

Insurance financial strength rating

A1

Standard & Poor's (S&P)

Insurer financial strength rating

A

Significantly Boosting the Return of Surplus to Our Policyholders Compared with the Previous Fiscal Year

As a mutual company, Meiji Yasuda Life is striving to maintain the stream of policyholder dividends over the medium to long term, with the aim of mitigating burdens placed on policyholders who pay insurance premiums.

In light of financial results for the fiscal year ended March 31, 2018, Meiji Yasuda Life reviewed the rate of dividends on certain individual life insurance and individual annuities, thereby deciding to raise the rate of dividends linked to mortality profit for policies with death coverage. This decision was made by taking into account such factors as an improvement in the mortality rate.

Raising the rate of dividends for a second consecutive year, the Company will significantly boost the return of surplus to policyholders compared with the previous fiscal year.

Provision for Policyholders' Dividend Reserves

(Billions of Yen)

