

“Wellness for All Project” and “Community Vitalization Project”

Overview

As Japanese society anticipates the imminent age of centenarians, we have identified “The most accessible, industry-leading life insurer capable of ‘Wellness for People, Vitality for Communities’” as our vision toward 2030 in line with MY Mutual Way 2030, a new 10-year plan. To achieve this, we will continue the “Wellness for All Project,” which was launched in April 2019, while initiating the “Community Vitalization Project,” an across-the-board project, in the fiscal year ending March 31, 2021.

Through the promotion of these projects, we will extend ongoing health improvement assistance while helping create flourishing communities, with the aim of contributing to the realization of United Nations

Sustainable Development Goals (SDGs) and the resolution of issues regional communities are now confronting.

In the fiscal year ending March 31, 2021, we will also promote the “Local Aid Campaign with J” by utilizing a special cooperation agreement that we have signed with J.League as we collaborate with J.League in an increasing range of fields. The COVID-19 pandemic has hit regional communities and economies hard. Aware of growing calls for companies to help society recover, we will thus strengthen our focus on these initiatives to help regional communities regain their previous vitality.



Wellness for All Project

Having launched the “Wellness for All Project” in April 2019, we have been delivering products, services and campaigns aimed at providing customers, local communities and fellow workers (Meiji Yasuda Life employees) with ongoing assistance to their health improvement efforts. As for products, we released “Best Style Health Cash Back” designed to assist health improvement and, as of March 2020, we have sold approximately 400,000 policies in one year. We also released yet another product designed to assist health improvement, namely, “Dementia Care MCI Plus,” which supports policyholder efforts to prevent the development of dementia. As for services, we continued to deliver the “MY Wellness Activity Report” service to provide customers with such insights as disease risk predictions formulated based on individual health conditions while offering around-the-clock phone-based counseling and specialist doctor referrals. We have also made advanced health examinations available to our customers at lower prices. In addition, we hosted “Personal Health Check,” “Meiji Yasuda Life J.League Walking Campaign” and other events in regions across Japan to provide health improvement assistance. In the fiscal year ended March 31, 2020, the total number of those who attended these events amounted to approximately 470,000. These initiatives also helped a growing number of Meiji Yasuda Life

employees experience improvement in their health checkup results thanks to their proactive engagement in health improvement efforts.

From the fiscal year ending March 31, 2021, we will develop and deliver new products and services capable of providing coverage for the prevention of serious symptoms. By doing so, we will upgrade the content of our products and services designed to support health improvement efforts ranging from early detection and treatment of diseases while enhancing our structure to provide as many customers as possible with life insurance that offers greater value in terms of its capabilities to assist health improvement efforts. In these ways, we will step up our contribution to the prolongation of healthy life expectancy and establish the No. 1 brand as a company supporting “Wellness for People.”

In addition, we will otherwise help customers and local community members with health issues they are currently confronting by hosting online events (to help counter the spread of COVID-19) and enhancing the content of health improvement campaigns. Moreover, we will develop a more robust R&D structure capable of compiling and analyzing a broad range of health data, and creating products and services designed to deliver new value.



“Stay Healthy Together”

Today, the maintenance of healthy life expectancy has become a matter of growing public interest. In fact, staying healthy is more important than ever before for people who want to enjoy their lives.

However, solitary efforts to improve health are often said to be hard to continue.

We hope to promote wellness activities that are fun and easy to continue. That is why Meiji Yasuda Life launched the “Wellness for All Project.” In line with the project objectives, our sales personnel (e.g. MY life plan advisors) help customers continue efforts to maintain and improve their health conditions via face-to-face after-sales services.

In the course of these services, we inform customers of upcoming J.League-collaboration campaigns, which offer opportunities for them to casually engage in physical exercise, and the latest schedule for health check events.

Furthermore, we provide them with health improvement advice via the “MY Wellness Activity Report” service in light of their health conditions while delivering insurance products designed to reward them based on health checkup results.

Expand our initiatives to support the prevention of serious symptoms

Develop and deliver new products and services capable of providing coverage for the prevention of serious symptoms



Provide opportunities for people to casually engage in physical exercise

Enhance the content of health improvement campaigns to help customers and local community members address health issues they are now confronting

Personal Health Check

Meiji Yasuda Life J.League Walking Campaign

At-Home Wellness Activities (live-streaming)

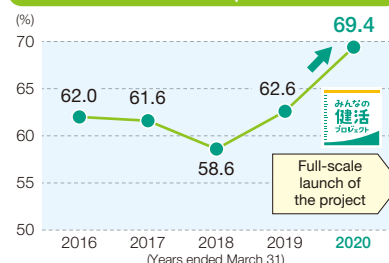
Promote R&D aimed at creating new products and services

Develop a more robust R&D structure capable of compiling and analyzing a broad range of health data, and creating products and services designed to deliver new value

Reference: Status of health improvement among Meiji Yasuda Life employees

A number of Meiji Yasuda Life employees engaged in wellness activities experienced improvement in health conditions.

Percentage of those who experienced year-on-year improvement in health checkup results



Health awareness survey results targeting all employees (fiscal year ended March 31, 2020)

Felt increased awareness in health improvement → **75.8%**

Adopted new habits for health improvement → **70.2%**

Community Vitalization Project

As we aim to cultivate close partnerships with regional communities in which our customers live and help them flourish and gain vitality, we launched the Community Vitalization Project in the fiscal year ending March 31, 2021. Under this project, we will help resolve various community issues while promoting regional vitalization by employing our solid, longstanding relationships with local governments and municipalities; our partnerships with J.League and other locally-rooted sports organizations; and our network of domestic bases and sales channels capable of reaching out to communities nationwide.

Specifically, we will act in collaboration with local governments to assist community residents in their health improvement efforts, support local festivals and otherwise vitalize regional communities. By doing so, we will help create a flourishing community in which people enjoy healthy and abundant lives. We will also continue to host soccer clinics for elementary school students by utilizing sponsorship deals with J.League clubs. Moreover, we will also assist young athletes supported by people of regional communities. In addition to these initiatives aimed at helping raise regional vitality through sports activities, we will take full advantage of our

sales network encompassing regions nationwide to extend our support to local businesses contributing to the sustainability of regional communities. In these ways, we will also help vitalize regional economies.

In the fiscal year ending March 31, 2021, we will implement the “Employee Giving Campaign to Support MY Local Community” —a matching-gift program aimed at filling pressing needs for financial assistance, due to the fallout from the COVID-19 pandemic, among organizations rooted in regional communities where Meiji Yasuda Life employees live, come from or otherwise share a common bond. In line with this program, we will solicit voluntary donations from employees who aspire to give back to their communities, with Meiji Yasuda Life contributing its own matching funds and delivering the combined donation to the recipient.

Also, as part of “Local Aid Campaign with J,” we will open a dedicated website for the project and work in tandem with J clubs to provide web-based content showcasing the appeal of regional communities, including local products, specialties and sightseeing spots.



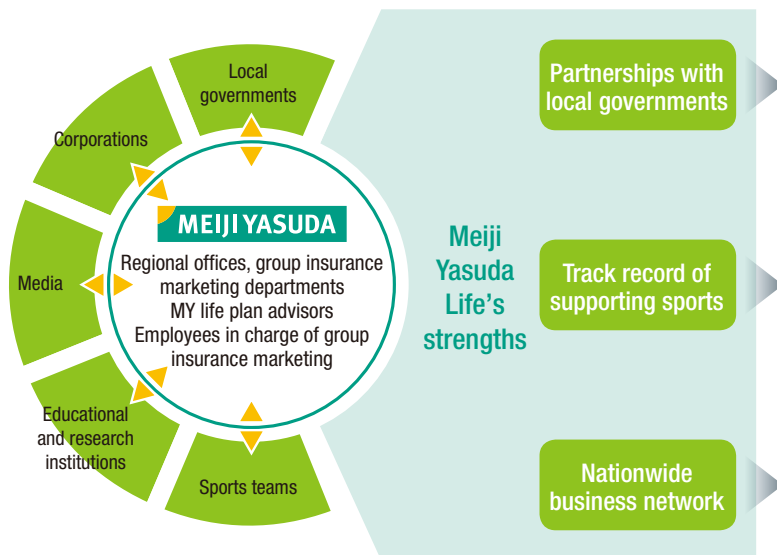
Let us all work together to make our communities flourish!

In regions all around Japan, there are numerous communities unique in their cultural heritage, climate and natural environment. We believe that our initiatives aimed at helping each of these communities flourish will naturally create new energy, raising the vitality of the entire country.

In order for such communities to thrive, they need opportunities and places for people to get together, build a robust regional network and energize regional economies. Under the banner of the Community Vitalization Project, we will therefore strive to help vitalize communities. To this end, we will maintain dialogue, working hand in hand with people in the communities where we operate, with J.League acting as our partner in regions across Japan.

We hope to see more communities that people love and take pride in, and help them flourish even further.

Overview of Initiatives



Acting in collaboration with municipalities, we will contribute to the creation of prosperous communities and, to this end, assist them in holding health improvement seminars and festivals for local residents and otherwise help promote regional vitalization.

We will offer opportunities for people in communities to engage in physical exercise and interact with each other by, for example, extending our ongoing support for home-grown sports teams and athletes, such as J.League clubs and players, and by hosting sports events in which people can casually participate.

Taking full advantage of our network of business bases, including sales and service staff around Japan, we will facilitate the vitalization of regional economies by, for example, helping local businesses play their part in sustainable community development.

Two Major Projects—Contributing to the United Nations SDGs

In the course of the Two Major Projects aimed at assisting health improvement and helping create prosperous regional communities, we aim to address the need to “Prolong healthy life expectancy” and “Vitalize regional communities.” As part of the priority issues identified

as being relevant to the United Nations Sustainable Development Goals (SDGs), we are placing utmost priority on these two issues.

We have also set evaluation indicators for each of the project’s initiatives to assess the quantitative and qualitative progress we have made.

Contribution to the SDGs via the Two Major Projects



Initiatives undertaken by Meiji Yasuda Life

Signing partnership agreements with local governments and other entities

- Signed partnership and other agreements with 98 local governments and municipalities,¹ four regional banks² and four universities² to help them address issues their regional communities are confronting (as of March 31, 2020)
- Host health checkup events aimed at promoting health improvement awareness while co-sponsoring local fairs to support the reconstruction of regions hit by natural disasters and draw public attention to their specialties

1 The number of comprehensive partnership and health improvement partnership agreements

2 Agreements with regional banks and universities include partnership agreements involving specific issues



Signing ceremony for the comprehensive partnership agreement with Shiga Prefectural Government



A promotional fair aimed at drawing public attention to specialties from the Shinshu region

Providing products designed to assist health maintenance and improvement efforts

- Offer “Best Style Health Cash Back” designed to assist health improvement efforts as well as “Dementia Care MCI Plus” designed to support the prevention of dementia

万々を支える、健康を応援する
ベストスタイル
健康キャッシュバック
（5年ごと配当付増資優待制度）

“Best Style Health Cash Back”

認知症
ケア MCIプラス

5年ごと配当付増資優待制度（解約返戻金増額型）（中国）
“Dementia Care MCI Plus”

Sponsoring Meiji Yasuda Life Golf Tournament

- Host golf tournaments in regions across Japan
- A cumulative total of 6,417 players participated in the 120 preliminary rounds sponsored by our regional offices, the 15 regional tournaments and one grand final



A Meiji Yasuda Life Golf Tournament game

Delivering the MY Wellness Activity Report service

- Employ medical big data encompassing approximately 1 million people and provide customers with such insights as predictions on future hospitalization risks based on their health checkup results and the comprehensive analysis of each customer’s health to suggest a comparable reference point, e.g. “your health is that of a 31-year old”



MY Wellness Activity Report

Sponsoring Meiji Yasuda Life Futsal Festa

- Host futsal tournaments for non-professional adult players by acting in collaboration with J.League and J clubs as well as other J.League partner companies
- A cumulative total of 6,748 players participated in the 65 preliminary rounds sponsored by our regional offices, the nine regional tournaments and one grand final



Players competing at a Futsal Festa

Hosting “Personal Health Check” events

- Offer regional offices and other facilities as venues for simplified checkups, such as blood tests, while encouraging attendees to undergo checkups at medical institutions as necessary
- These events were held 180 times in locations nationwide during the fiscal year ended March 31, 2020



Collaborating medical practitioner and a participant in a “Personal Health Check” event

Disseminating Information via a Dedicated Project Website

- Work in tandem with J clubs to let the general public know about the unique features of regional communities and the attractiveness of their specialties and sightseeing hotspots