

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.

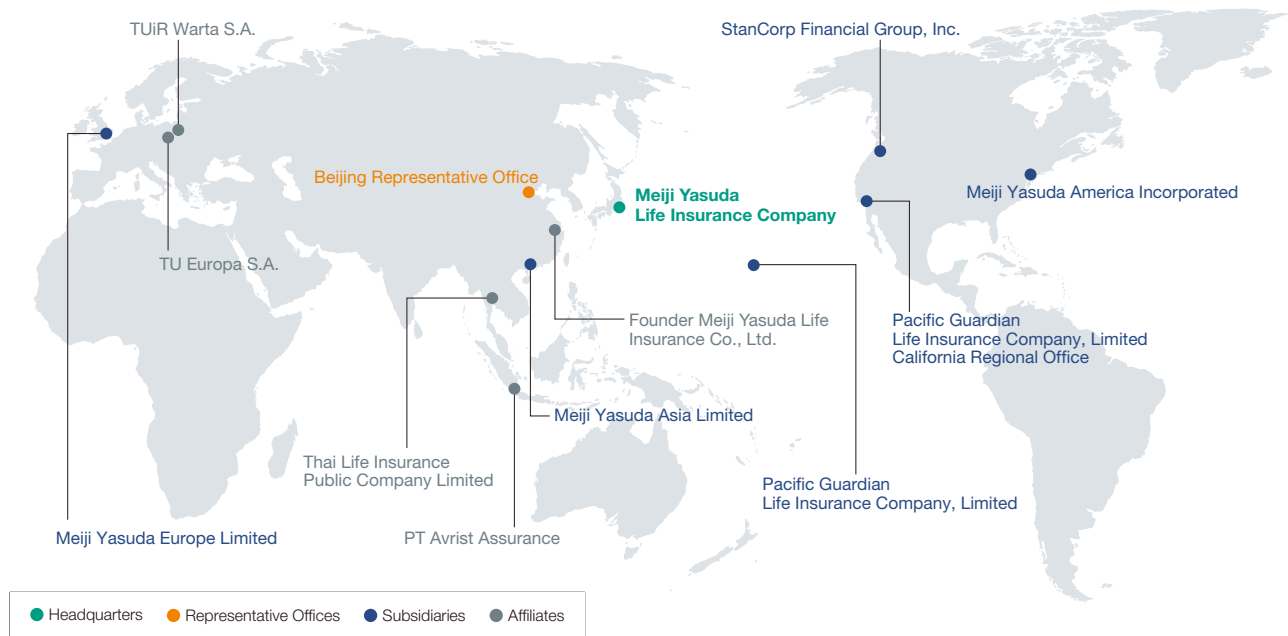
History of The Yasuda Mutual Life Insurance Company

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
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 “ <i>Ashita no Mikata</i> ” hospitalization insurance
2010	June	• Launched “ <i>Iryohi Link Series</i> ,” 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 J.League
2016	March	• Acquired StanCorp Financial Group, Inc. (the United States) and made it a wholly-owned subsidiary
2017	April	• Established a new corporate philosophy, the “Meiji Yasuda Philosophy”
2018	April	• “MY Assist+ System,” launched
2019	April	• The “Wellness for All Project,” launched
		• “Best Style Health Cash Back,” released
2020	April	• The “Community Vitalization Project,” launched



Headquarters

- **Meiji Yasuda Life Insurance Company**
 1-1, Marunouchi 2-chome, Chiyoda-ku, Tokyo 100-0005, Japan
 Phone:+81-3-3283-8293 Fax:+81-3-3215-8123

Representative Office

- **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**
 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**
 879 West 190th Street, Suite 1020, 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.**
 85/87 Chmielna Street, 00-805 Warsaw, Poland
- **Thai Life Insurance Public Company Limited**
 123 Ratchadapisek Road, Din Daeng, Bangkok, 10400, Thailand