

[Unofficial translation]

Financial Results for the Six Months Ended September 30, 2016 (Summary)

**November 24, 2016
Meiji Yasuda Life Insurance Company**

1. Summary for the 1st Half of Fiscal 2016

- As of the 1st half of FY2016, ordinary income and net surplus decreased under the ongoing ultra-low interest rate as the Bank of Japan maintained the negative interest rate policy and severe business environment due to the significant yen appreciation affected by “Brexit”.
- Gains and losses from life insurance business progressed as planned except the impact of the investment environment including exchange rates.
- Insurance premiums and other progressed as planned. To control risk in response to the rise of domestic interest rates and maintain financial soundness, lowered the assumed interest rates and partially suspended sales of single premium products, and also controlled group pensions underwriting.
- In the agency distribution channel, insurance premiums of level premium products increased and annualized new premiums exceeded the level of the corresponding period of the previous year.
- Base profit decreased from the corresponding period of the previous year due to the decrease in interest surplus in accordance with the yen appreciation whereas the level was above the plan.
- Solvency margin ratio continued to show superior financial soundness although lower than the end of FY2015 due to the changes in market environment.
- Revised downward the FY2016 business outlook of insurance premiums and other based on the further control of the sales volume of single premium products from the viewpoint of interest rate rise risk and financial soundness, whereas made no revision to the base profit.

2. Results of the Meiji Yasuda Group

- Insurance premiums of the Group decreased by 19.6% year-on-year due to the impact of Meiji Yasuda Life's (non-consolidated) results ①
- Base profit of the Group limited the decrease to 10.3% in spite of the severe investment environment and secured ¥200 billion ②
- Consolidated solvency margin ratio stood at 940.0% and maintained superior financial soundness ③

○ Results of the Group

(billions of yen)

	FY2016 1H		FY2015 1H
		Change	
Insurance premiums of the Group ^{*1}	① 1,467.8	-19.6%	1,824.6
Base profit of the Group ^{*2 *3}	② 219.2	-10.3%	244.5

○ Results of the Company (non-consolidated)

(billions of yen)

	FY2016 1H		FY2015 1H
		Change	
Insurance premiums and other	1,376.3	-24.0%	1,812.1
Base profit	209.8	-13.6%	242.8

(%)

	End of FY2016 1H		End of FY2015
		Change	
Consolidated solvency margin ratio	③ 940.0	-43.7 ^{pts}	983.7

(%)

	End of FY2016 1H		End of FY2015
		Change	
Solvency margin ratio	883.5	-55.0 ^{pts}	938.5

^{*1} Insurance premiums of the Group is "Insurance premiums and other" in the Consolidated Statements of Income.

^{*2} Base profit of the Group is the total of Base profit of Meiji Yasuda Life and pretax profit of the consolidated subsidiaries and affiliates, which capital gains/losses are deducted (for affiliates shares of affiliates accounted for under the equity method), and internal group transactions of the Group is partially eliminated. Business results of StanCorp are added up before deducting amortization expenses of the value of in-force business and others effected by purchase accounting.

^{*3} Business results of StanCorp are added up corresponding to its 4 months result from March (the acquisition month) to June, 2016.

3. Insurance Premiums and Other

○ Insurance premiums and other ¥1,376.3 billion (a year-on-year decrease by 24.0%) ①

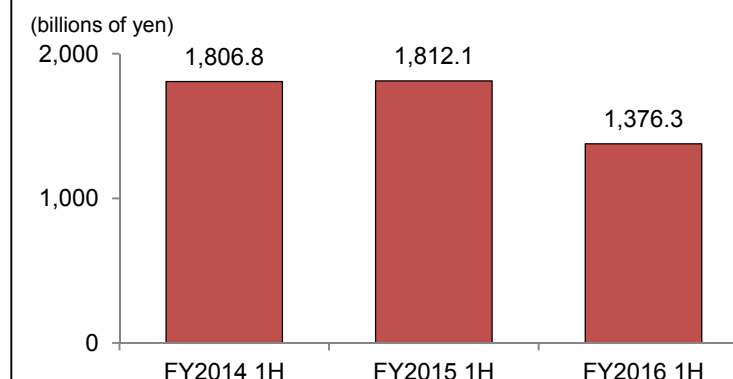
- Due to the ultra-low interest rate environment, lowered the assumed interest rates and partially suspended sales of the single premium products, and also controlled group pensions underwriting. Insurance premiums and other progressed as planned.
- In the agency distribution channel, insurance premiums of level premium products increased by 6.1% year-on-year and progressed steadily. ②

○ Breakdown of Insurance premiums and other

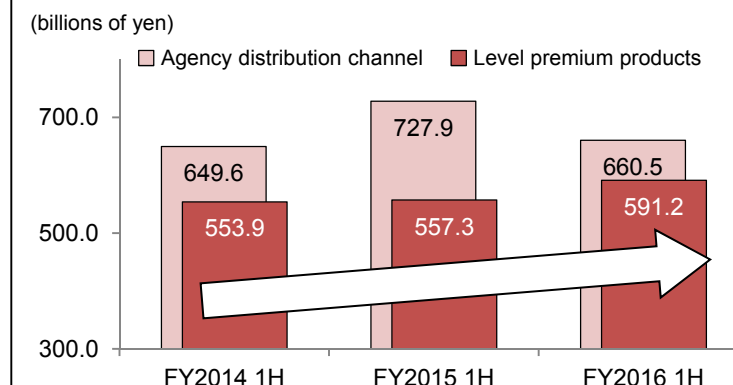
	FY2016 1H	Change	FY2015 1H
Insurance premiums and other	① 1,376.3	-24.0%	1,812.1
Individual life insurance and annuities	876.5	-27.3%	1,205.7
Agency distribution channel	660.5	-9.3%	727.9
Level premium products	② 591.2	+6.1%	557.3
Bancassurance channel	189.4	-57.8%	448.8
Group life insurance	154.5	+1.4%	152.4
Group pensions	326.8	-24.9%	435.2

(billions of yen)

① Insurance premiums and other



② Agency distribution channel



4. Annualized Premiums and Life Insurance in Force

○ Annualized new premiums ¥82.4 billion (a year-on-year decrease by 14.7%) ①

- In the agency distribution channel, annualized new premiums increased compared with the corresponding period of the previous year and continued to increase due to “Best Style”, the comprehensive protection product, and other protection type insurance products. ②
- Especially annualized new premiums in the third-sector insurance increased greatly by 12.1% year-on-year. ③

○ Annualized premiums from business in force ¥2,219.8 billion (1.1% increase compared with the end of FY2015) ④

- Achieved net increase for eight consecutive years (1st half of FY basis) due to the improvement of quality indicators of policies.

○ Group life insurance in force maintained the top share in the domestic market ⑤

○ Annualized new premiums (individual life insurance and annuities)

	FY2016 1H		Change	(billions of yen)	
				FY2015 1H	
Annualized new premiums	①	82.4	-14.7%	96.7	
Agency distribution channel	②	61.4	+0.2%	61.2	
Bancassurance channel		19.5	-42.3%	33.9	
Third-sector insurance*1	③	19.7	+12.1%	17.6	

*1 Third-sector insurance includes benefits related to medical insurance, living benefits and premium payment waiver.

○ Annualized premiums from business in force (individual life insurance and annuities)

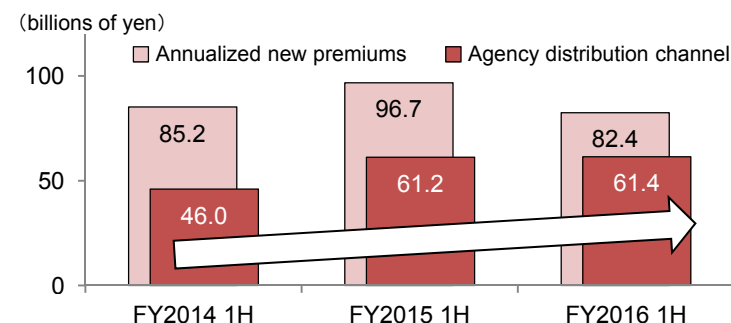
	End of FY2016 1H		Change	(billions of yen)	
				End of FY2015	
Annualized premiums	④	2,219.8	+1.1%	2,196.6	
Agency distribution channel		1,574.1	+1.0%	1,557.8	
Bancassurance channel		601.6	+1.1%	595.1	

○ Life insurance in force (group life insurance and group pensions)

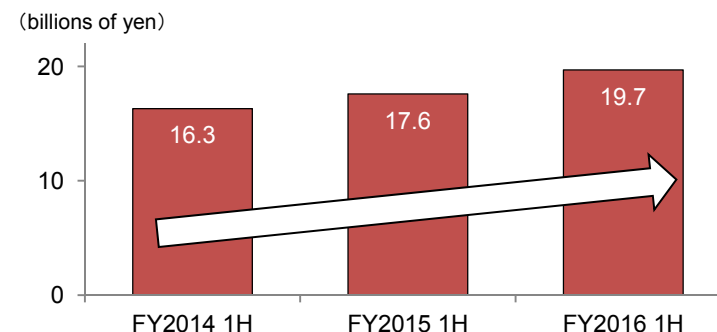
	End of FY2016 1H		Change	(billions of yen)	
				End of FY2015	
Group life insurance	⑤	111,726.2	-0.2%	111,918.8	
Group pensions		7,390.4	+0.6%	7,345.4	
(Domestic Group)*2		8,468.5	+0.6%	8,419.2	

*2 The sum of Meiji Yasuda Life (non-consolidated) and Meiji Yasuda Asset Management Company.

①, ② Annualized new premiums



③ Annualized new premiums (Third-sector insurance)



5. Quality Indicators of Policies (Surrender, Lapse and Partial Surrender Rate and Total Persistency Rate)

- Quality indicators remain favorable and are reflected by the Company's successful efforts of the proactive "After-Sales-Service" such as the face-to-face "Periodic Checkup Visit" aiming to check the contract information and whether there are policies eligible for claims
- Surrender, lapse and partial surrender rate 1.86% (a year-on-year improvement by 0.06 pts) ①
- 13th and 25th month-total persistency rates both improved from the corresponding period of the previous year and maintained high level ②

○ Surrender, lapse and partial surrender rate *1 (individual life insurance and annuities)

	FY2016 1H		FY2015 1H
		Change	
Surrender, lapse and partial surrender rate	1.86	-0.06 ^{pts}	1.92

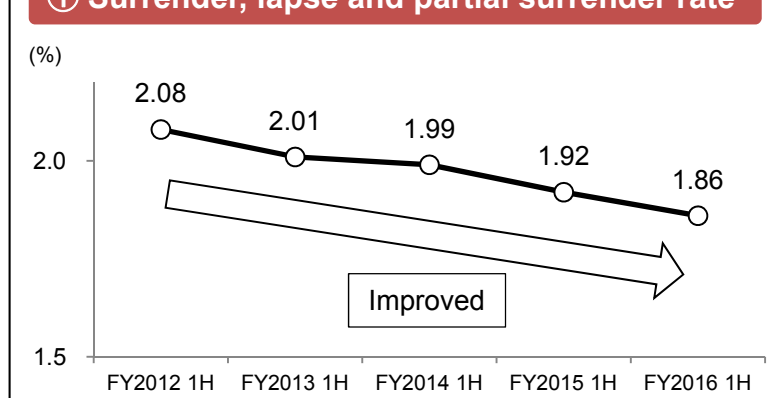
*1 Surrender, lapse and partial surrender rate represents the proportion of surrendered, lapsed and partial surrendered policies to policies in force at the beginning of the fiscal year. The rate is calculated based on annualized premiums from business in force.

○ Total persistency rate *2 (individual life insurance and annuities)

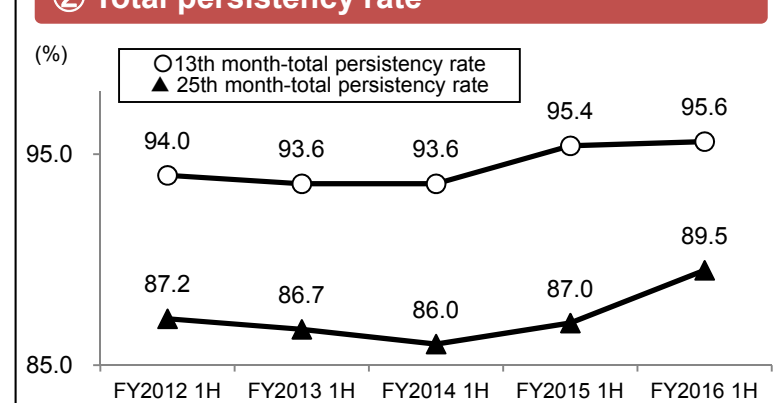
	FY2016 1H		FY2015 1H
		Change	
13th month-total persistency rate	95.6	+0.2 ^{pts}	95.4
25th month-total persistency rate	89.5	+2.5 ^{pts}	87.0

*2 The calculation of total persistency rate is based on the amount of policies in force.

① Surrender, lapse and partial surrender rate



② Total persistency rate



6. Net Investment Income

○ Net investment income (General account) ¥234.9 billion (a year-on-year decrease by ¥87.7 billion)

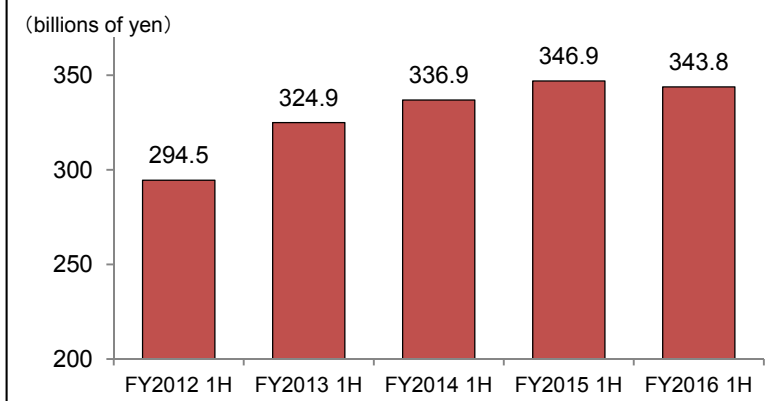
- Despite the continued ultra-low interest rate and high-volatility environment, interest, dividends and other income maintained nearly the same level of the corresponding period of the previous year due to the effective asset allocation with an eye to market conditions and by adopting more sophisticated and diverse asset management methodologies. ①
- Net investment income (General account) was lower than the previous corresponding period due to the decrease of gains on redemption of securities in foreign bonds and the increase of losses on valuation of securities in accordance with yen appreciation. ②

○ Net investment income

	FY2016 1H	Change	FY2015 1H
General account			
Investment income	381.9	(26.4)	408.3
Interest, dividends and other income	① 343.8	(3.1)	346.9
Gains on sales of securities	8.4	1.0	7.4
Gains on redemption of securities	28.9	(24.9)	53.8
Investment expenses	146.9	61.2	85.6
Losses on sales of securities	26.7	24.8	1.8
Losses on valuation of securities	63.2	55.4	7.7
Losses on derivative financial instruments	34.4	(26.6)	61.0
Net investment income (General account)	② 234.9	(87.7)	322.6
Net investment income (total)	219.9	(74.9)	294.9

(billions of yen)

① Interest, dividends and other income



<Reference> Investment environment for the 1st Half of FY2016

	End of FY2016 1H	Change	End of FY2015 1H	End of FY2015
TOPIX	1,322.78	-88.38	1,411.16	1,347.20
Nikkei 225 (yen)	16,449.84	-938.31	17,388.15	16,758.67
10-year JGBs (%)	-0.085	-0.435	0.350	-0.050
Yen / Dollar exchange rate	101.12	-18.84	119.96	112.68
Yen / Euro exchange rate	113.36	-21.61	134.97	127.70

7. Base Profit

○ Base profit ¥209.8 billion (a year-on-year decrease by ¥32.9 billion) ①

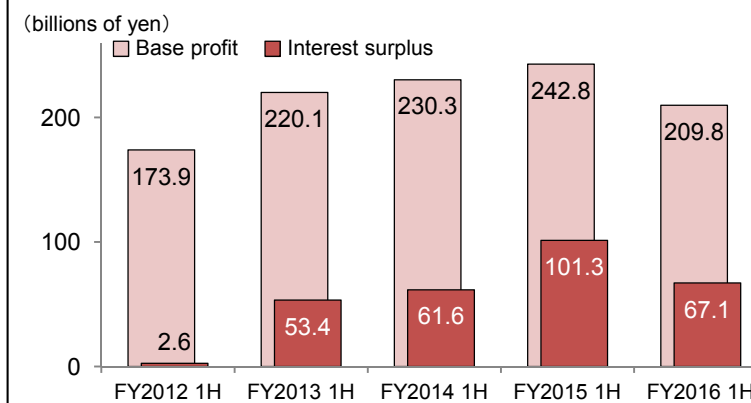
- Although mortality profit and expense profit slightly increased from the corresponding period of the previous year, base profit decreased due to the decrease of interest surplus (a year-on-year decrease by ¥34.1 billion). However, the base profit level was above the plan. ② ③

○ Base profit and others

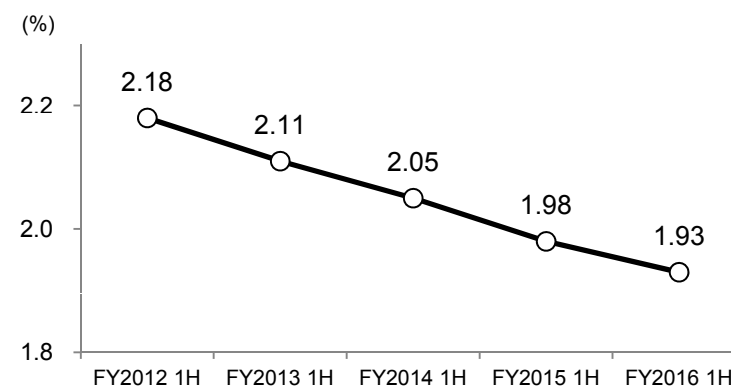
	FY2016 1H		Change	FY2015 1H
Base profit (A)	①	209.8	(32.9)	242.8
Interest surplus	②	67.1	(34.1)	101.3
Mortality profit	③	139.8	0.4	139.3
Expense profit		2.8	0.7	2.1
Capital gains / losses (B)		(116.1)	(53.0)	(63.0)
Temporary gains / losses (C)*		(20.7)	2.8	(23.5)
Ordinary profit (A+B+C)		72.9	(83.2)	156.2

* Including provision for / reversal of contingency reserves and provision for policy reserves and other reserves.

① Base profit and ② Interest surplus



② Average assumed interest rate



8. Solvency Margin Ratio, Real Net Assets and Internal Reserves

○ Solvency margin ratio 883.5% (55.0 pts decrease compared with the end of FY2015) ①

Although solvency margin ratio decreased compared with the end of FY2015 due to the decrease of net unrealized gains on available-for-sale securities, the ratio continued to show superior financial soundness. The Company raised an additional foundation funds in August amounting to ¥100 billion in order to enhance its equity.

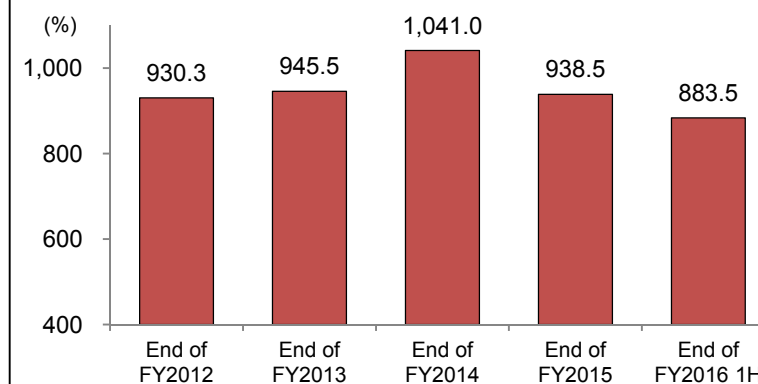
○ Internal reserves ¥2,318.2 billion (¥28.6 billion increase compared with the end of FY2015) ②

○ Solvency margin ratio

	End of FY2016 1H		Change	End of FY2015
Solvency margin ratio*1	①	883.5	-55.0pts	938.5
Total solvency margin (A)		6,385.1	(420.2)	6,805.4
Total risk (B)		1,445.3	(4.8)	1,450.2

*1 Solvency margin ratio = $(A)/(1/2 \times (B)) \times 100$

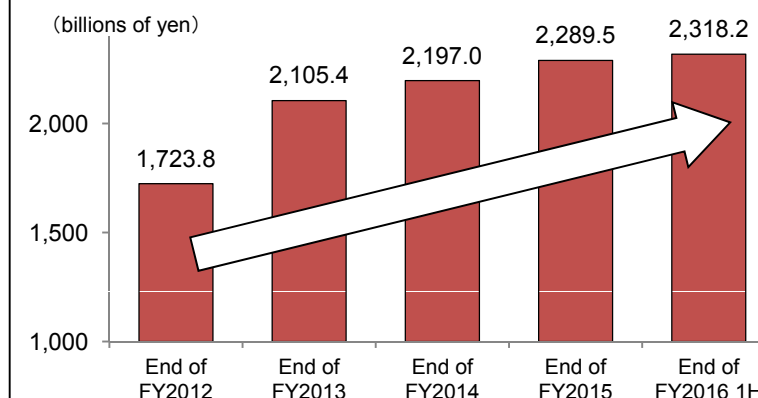
① Solvency margin ratio



○ Real net assets

	End of FY2016 1H		Change	End of FY2015
Real net assets		9,131.1	(384.4)	9,515.6
Proportion in General account assets		25.7	-0.9pts	26.6

② Internal reserves



○ Internal reserves*2

	End of FY2016 1H		Change	End of FY2015
Internal reserves	②	2,318.2	28.6	2,289.5

*2 Internal reserves include foundation funds, reserve for redemption of foundation funds, reserve for fund redemption, fund for price fluctuation allowance, reserve for business infrastructure, contingency reserves and reserve for price fluctuation.

9. Unrealized gains and Breakeven Points

○ Unrealized gains ¥5,824.8 billion (¥345.9 billion decrease compared with the end of FY2015) ①

- Decreased compared with the end of FY2015 due to the appreciation of yen and drop of stock prices.

○ Breakeven Points (Nikkei 225) Approximately ¥8,200 ②

○ Unrealized gains in General account investment assets (billions of yen)

	End of FY2016 1H	Change	End of FY2015
Unrealized gains in General account ①	5,824.8	(345.9)	6,170.7
Securities with market price*	5,537.7	(282.7)	5,820.4
Domestic bonds	3,279.1	118.1	3,161.0
Domestic stocks	1,738.1	(49.6)	1,787.7
Foreign securities	482.0	(346.6)	828.7

* Including securities that are deemed appropriate to handle under the Financial Instruments and Exchange Act.

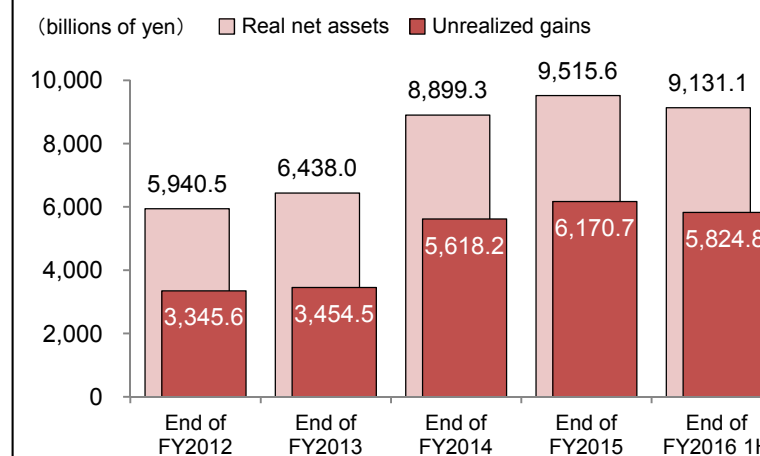
○ Breakeven Points

Breakeven Points indicate the level of Nikkei 225/TOPIX at which unrealized gains and losses cancel out on domestic stocks held if the Company's portfolio and the market indices fully correlate.

	End of FY2016 1H*	End of FY2015
Nikkei 225 ②	Approx. 8,200yen	Approx. 8,100yen
TOPIX	Approx. 650 ^{pts}	Approx. 650 ^{pts}

*The approximate breakeven points are ¥8,400 for Nikkei 225 and 670 pts for TOPIX as calculated based on the historical correlation coefficient between the Company's portfolio and stock market indices.

① Unrealized gains



10. European Embedded Value

○ Corporate Value (EEV) ¥5,232.9 billion (¥173.0 billion increase compared with the end of FY2015)

- Due to the sales of new policy and improvement of quality indicators of policies in the agency distribution channel, progressing steadily towards the Medium-Term Business Plan target. ①

○ European Embedded Value (EEV) ¥3,328.0 billion (¥73.3 billion decrease compared with the end of FY2015)

- Although the value of in-force business increased due to the favorable sales of “Best Style”, adjusted net worth decreased due to the decrease of unrealized gains of assets denominated in foreign currencies affected by the appreciation of yen. EEV slightly decreased compared with the end of FY2015.
- Includes EEV of StanCorp from the end of FY2015 along with the acquisition.

○ Corporate Value (EEV)*1

	End of FY2016 1H	Change	End of FY2015
Corporate value (EEV)	① 5,232.9	173.0	5,059.9

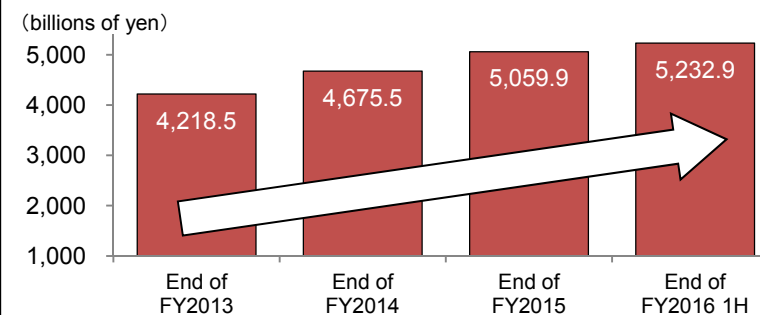
*1 Corporate value (EEV) is Meiji Yasuda Life's Medium-Term Business Plan management performance targets, based on the market condition as of the end of FY2013. Thus different from the European Embedded Value (EEV) in the table below.

○ European Embedded Value (EEV)*2

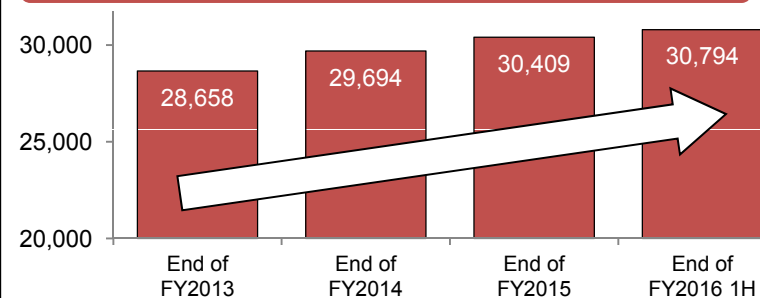
	End of FY2016 1H	Change	End of FY2015
EEV	3,328.0	(73.3)	3,401.4
Meiji Yasuda Life	3,566.5	(78.0)	3,644.5
StanCorp	364.2	4.7	359.4

*2 For details, please refer to “Disclosure of European Embedded Value as of September 30, 2016” released on November 24, 2016.

① Corporate value (EEV) (FY2016 target : 5,300 billion yen)



<Reference> Number of sales personnel (FY2016 target : 30,000)



11. FY2016 Business Outlook

○ Ordinary income and net surplus are projected to decrease in FY2016

- Revised downward the business outlook of insurance premiums and other from the time of the announcement of FY2015 financial results, based on the further control of the sales volume of single premium products from the viewpoint of interest rate rise risk and financial soundness. ①
- Base profit remains the same from the time of the announcement of FY2015 financial results.

○ Non-Consolidated Business Outlook

	At the time of FY2016 1H financial report (revision)	At the time of FY2015 financial report
Insurance premiums and other	① Approx. 2,460.0 billion yen	Approx. 2,620.0 billion yen

	At the time of FY2015 financial report
Base profit	Approx. 430.0 billion yen
Corporate value (EEV)*1	Approx. 5,300.0 billion yen

*1 Calculated once a year and have not changed

<Reference>

FY2015 (Actual)
3,357.8 billion yen

FY2015 (Actual)
459.9 billion yen
5,059.9 billion yen

<Reference> Meiji Yasuda Group Business Outlook

	At the time of FY2015 financial report
Insurance premiums of the Group*2	decrease
Base profit of the Group*3	flat

<Reference>

FY2015 (Actual)
3,381.6 billion yen
466.0 billion yen

*2 Insurance premiums of the Group is "Insurance premiums and other" in the Consolidated Statements of Income. Group Business Outlook for FY2016 includes insurance premiums of StanCorp.

*3 Base profit of the Group is the total of Base profit of Meiji Yasuda Life and pretax profit, which capital gains/losses of the consolidated subsidiaries and affiliates are deducted (for affiliates shares of affiliates accounted for under the equity method), and internal group transactions of the Group is partially eliminated. Outlook of the base profit of the Group for FY2016 includes profits of StanCorp, and is calculated before deducting amortization expenses of the value of in-force business and others effected by purchase accounting.

(Reference) Statements of Income

○ Non-consolidated Statements of Income (Summary)

	FY2016		FY2015
	1H	Change	1H
Ordinary income (A)	1,819.9	-19.5%	2,260.5
Insurance premiums and other	1,376.3	-24.0%	1,812.1
Investment income	381.9	-6.5%	408.3
Ordinary expenses (B)	1,746.9	-17.0%	2,104.3
Benefits and other payments※	1,086.6	-7.4%	1,173.3
Provision for policy reserves and other reserves	242.5	-55.0%	539.2
Investment expenses	161.9	+42.7%	113.4
Operating expenses	178.9	-3.6%	185.6
Ordinary profit (A-B)	72.9	-53.3%	156.2
Base profit	209.8	-13.6%	242.8
Extraordinary gains / losses	53.8	—	(13.8)
Income taxes	13.6	-8.1%	14.9
Net surplus	113.1	-11.2%	127.4

(billions of yen)

○ Consolidated Statements of Income (Summary)

	FY2016	
	1H	
Ordinary income (A)	1,939.7	
Insurance premiums and other	1,467.8	
Investment income	399.9	
Ordinary expenses (B)	1,870.4	
Benefits and other payments	1,151.7	
Provision for policy reserves and other reserves	243.9	
Investment expenses	171.0	
Operating expenses	213.0	
Ordinary profit (A-B)	69.3	
Base profit		
Extraordinary gains / losses	53.9	
Income taxes	15.5	
Net surplus attributable to the Parent Company	107.3	

(billions of yen)

※ Breakdown of Benefits and Other Payments

	FY2016		FY2015
	1H	Change	1H
Benefits and other payments	1,086.6	-7.4%	1,173.3
Claims and benefit payments	477.6	-3.4%	494.3
Annuity payments	317.8	-7.0%	341.5
Surrender benefits and other refunds	288.2	-13.8%	334.2

(billions of yen)

(Reference) Balance Sheet

○ Non-consolidated Balance Sheet (Summary)

(billions of yen)

	End of FY2016 1H	Change	End of FY2015
Total assets	36,336.0	(240.6)	36,576.6
Cash, deposit and call loans	677.8	266.4	411.4
Securities	29,163.3	(372.6)	29,535.9
Loans	4,851.0	(98.8)	4,949.8
Tangible fixed assets	888.5	(4.1)	892.7
Intangible fixed assets	72.2	(0.5)	72.8
Total liabilities	32,925.8	45.6	32,880.1
Policy reserves and other reserves	31,717.2	305.2	31,412.0
Policy reserves	31,303.4	242.4	31,060.9
Bonds payable	238.3	—	238.3
Other liabilities	243.6	(103.7)	347.4
Reserve for price fluctuation	466.5	(55.1)	521.6
Total net assets	3,410.2	(286.2)	3,696.5
Foundation funds and reserve for redemption of foundation funds	830.0	100.0	730.0
Surplus	414.8	(104.7)	519.5
Net unrealized gains on available-for-sale securities	1,995.7	(292.2)	2,288.0

○ Consolidated Balance Sheet (Summary)

(billions of yen)

	End of FY2016 1H
Total assets	38,661.1
Cash, deposit and call loans	811.6
Securities	30,120.2
Loans	5,484.6
Tangible fixed assets	923.4
Intangible fixed assets	471.7
Total liabilities	35,372.6
Policy reserves and other reserves	33,914.5
Policy reserves	32,957.8
Bonds payable	288.1
Other liabilities	351.4
Reserve for price fluctuation	466.9
Total net assets	3,288.4
Foundation funds and reserve for redemption of foundation funds	830.0
Surplus	395.3
Net unrealized gains on available-for-sale securities	2,017.2

※ Total assets amounted ¥36,336.0 billion (0.7% decrease compared with the end of FY2015). Main components are securities ¥29,163.3 billion (1.3% decrease compared with the end of FY2015) and loans ¥4,851.0 billion (2.0% decrease compared with the end of FY2015). Total liabilities amounted ¥32,925.8 billion (0.1% increase compared with the end of FY2015). Most of the liabilities are policy reserves and other reserves ¥31,717.2 billion (1.0% increase compared with the end of FY2015). Total net assets amounted ¥3,410.2 billion (7.7% decrease compared with the end of FY2015). Foundation funds and reserve for redemption of foundation funds amounted ¥830.0 billion (13.7% increase compared with the end of FY2015) and net unrealized gains on available-for-sale securities amounted ¥1,995.7 billion (12.8% decrease compared with the end of FY2015).

TOPICS① “Simple Insurance Series Light! By Meiji Yasuda Life”

◆Purpose to launch “Simple Insurance Series Light ! By Meiji Yasuda Life”

Viewing the increase of uninsured primarily among the younger generation and the diversified insurance needs along with the increase of one-person households and female workers, the Company launched a new series of insurance products in October 2016 with features of offering accessible “simple” “small amount” “easy-to-understand” insurance products to customers in their twenties or thirties.

◆3 product lineups with features of “simple” “small amount” “easy-to-understand”

○“Meiji Yasuda Life *Jibun no Tumitate*”

(Non-participating wealth accumulation insurance with accidental death coverage)

- Easily accessible wealth accumulation insurance with insurance claims upon maturity.
- Maturity rate is 103.0%, surrender rate is always 100.0% or over.
- More than 68,000 policies has been sold during almost one month after released on October 2nd.

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○“Meiji Yasuda Life *Hitokuchi Syuushin*”

(Single premium special whole life insurance with periodic (every five years) and surplus dividends)

- Easily accessible whole life insurance with lifelong coverage over the customer's lifetime.
- Start with 500,000 yen as the basic unit or 1,000,000 yen as 2 units.

明治安田生命

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○“Meiji Yasuda Life *Tumitate Gakushi*”

(Meiji Yasuda Life Wealth Accumulation Educational Endowment; non-participating child insurance)

- Well received by customers since released in August 2015, included in the “Simple Insurance Series Light! By Meiji Yasuda Life”.
- The attractive rate of return allows policyholders to effectively build funds for their child's education.

明治安田生命

つみたて



◆Initiatives to increase the recognition of “Simple Insurance Series Light! By Meiji Yasuda Life”

Launched web advertising using dedicated mascot to appeal to more customers based on that customers proactively collect information from the website in the process of purchasing insurance product.



かんたん保険シリーズ

ライト!

By 明治安田生命

※Note: In no way does this description constitute an offer to sell insurance or a solicitation of an offer to enroll in any insurance policy.
For details on the Company's insurance products, please refer to the corresponding product pamphlets (Japanese only).

TOPICS② After-Sales Service Tailored for the Elderly

◇“MY Longevity Policy Checking Scheme”

- The Company launched “MY Longevity Policy Checking Scheme” to offer solid, lifelong protection in April 2015.
- This unique scheme covers all policyholders who reach the milestone ages celebrated in Japan of 77 (*Kiju*), 90 (*Sotuju*), 99 (*Hakuju*), 108 (*Chaju*) and 111 (*Koju*) to check whether they have policies eligible for claims that they need to apply for and reconfirm their latest contact information.
- The Company’s original checking scheme in addition to periodic visit and other activities mainly by MY life plan advisors
- 87,700 policyholders out of approximately 90,000 policyholders (96.9%) were checked during FY2015 and approximately 2,300 applications were carried out.

◇“MY Anshin Family Registration Scheme”

- Given Japan’s rapidly aging demographics and devastating disasters, the scheme that registering a policyholder’s secondary contact to confirm their latest whereabouts and swiftly reestablish communication, in case contact becomes difficult to establish.
- Through the above mentioned “MY Longevity Policy Checking Scheme”, there were also cases where necessary procedures, such as address change and insurance claim, were carried out using this scheme.
- Approximately 1,280,000 policies, consisting mainly of the elderly policyholders, subscribed for this registration scheme as of September 30, 2016.

この夏、故郷のご家族と会いましたか?

90歳、99歳、108歳、111歳のお客さまへの
はがきや電話や訪問による確認結果
99.6%

明治安田生命

私たちは、90歳以上では99.6%のお客さまのご契約を確認しました。

MY長寿ご契約点検制度
長寿の節目を迎えられるお客さまに、保険金等のご請求やご連絡先変更の有無を確認し、その後のお手続きまでしっかりサポートします。

77歳(喜寿)	90歳(寿)	99歳(百寿)	108歳(長寿)	111歳(百十一)
はがきや電話による確認	はがきや電話や訪問による確認	はがきや電話や訪問による確認	はがきや電話や訪問による確認	はがきや電話や訪問による確認

2016年3月までの1年間で、対象のお客さま約9万人のうち、90歳以上では99.6%、77歳以上では96.9%の方々に、保険金等のご請求やご連絡先変更の有無を確認いたしました。

その結果、「僕の保険加入を知らなかった」、「気持ちの整理がつかず先延ばしにしていた」などの理由でご請求がなかった370件の保険金・給付金の手続きを当社からご案内することができました。

超高齢社会の我が国において、確かなお支払いのため、これからもお客さまと真摯に向き合っていきます。

アフターフォローで、保険を変えます。

◎この広告に関するお問い合わせ先：ご意見・ご感想 コミュニケーションセンター ☎0120-662-332 月曜～金曜 9:00～18:00/土曜 9:00～17:00(いずれも祝日・年末年始を除く)

TOPICS③ Meiji Yasuda Life J. League

◇Meiji Yasuda Life J. League entered second year in 2016 season

- In January 2015, the Company entered into a title partner contract with J. League to support its objective of cultivating Japan's sporting culture through the operation of sports clubs rooted in community.
- The Company signed sponsorship contract with all 53 clubs* of Meiji Yasuda Life J. League through 78 regional offices nationwide in 2016 season, following previous season.
- During 2016 season, our employees went to the stadiums to watch a game with local fans and approximately 210,000 spectators watched games to cheer for local football clubs by early November.

* In areas where J. League clubs are not active, signed sponsorship contract with football clubs belonging to such associations as the Japan Football League (JFL).



◇Holding Collaborative Events, such as Football Clinics for Elementary School Students Nationwide

- During 2016 season, the Company provided regional customers with over 600 events by the end of October throughout Japan with the cooperation of J. League and local football clubs.
- 137 football clinics for elementary school students were held by the end of October. A total of approximately 11,000 children and their parents had participated in the clinics.

◇Contributing to the vitalization of local society through assisting J. League and other local football clubs

- Strengthened the partnership with each club through gathering cheering messages from companies and a donation campaign.
- To raise consciousness for J. League and local clubs, displayed "J. League Ranking Board" in the office and also provided the board to partnered companies and sponsored companies which sympathized with the initiatives.



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