Our 10-Year Plan "MY Mutual Way 2030"

10-year plan

MY Mutual Way 2030

We launched 10-Year Plan "MY Mutual Way 2030", in April 2020, with a renewed focus on securing responsiveness to flexibly adapt to longterm change in the business environment and pursuing customeroriented business operations that transcend time. These endeavors will be accomplished via the full utilization of our strength as a mutual company supported by policyholders acting as mutual members.

Under this 10-year plan, we are taking on the challenge of becoming the best life insurer of choice from customers in local communities as well as the industry's leading company based on the further enhancement of our customer-oriented business approach.

Moreover, we have identified "The most accessible, industryleading life insurer capable of 'Wellness for People, Vitality for Communities'" as our ideal with regard to what Meiji Yasuda must look like in 10 years (2030) upon fully accomplishing this challenge.

The most accessible, industry-leading life insurer capable of "Wellness for People, Vitality for Communities" Fundamental approach for business management Constant upgrading of customer-oriented business operations in line with the changing times

Improvement in social value

The best life insurer of choice from customers in local communities



The industry's leading company

Improvement in

economic value

Meiji Yasuda NEXT Challenge Program

MY INNOVATION 2020 Meiji Yasuda three-year program



MYイノベーション 2020 明治安田生命 3カ年プログラム

Mutual Way2030

2017

2020

2020

2021

2024

2027

Special After-Sales Service Program "Always by Your

MY Mutual Way Phase I

MY Mutual Way Phase II

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2030