

Our 10-Year Plan “MY Mutual Way 2030”

10-year plan

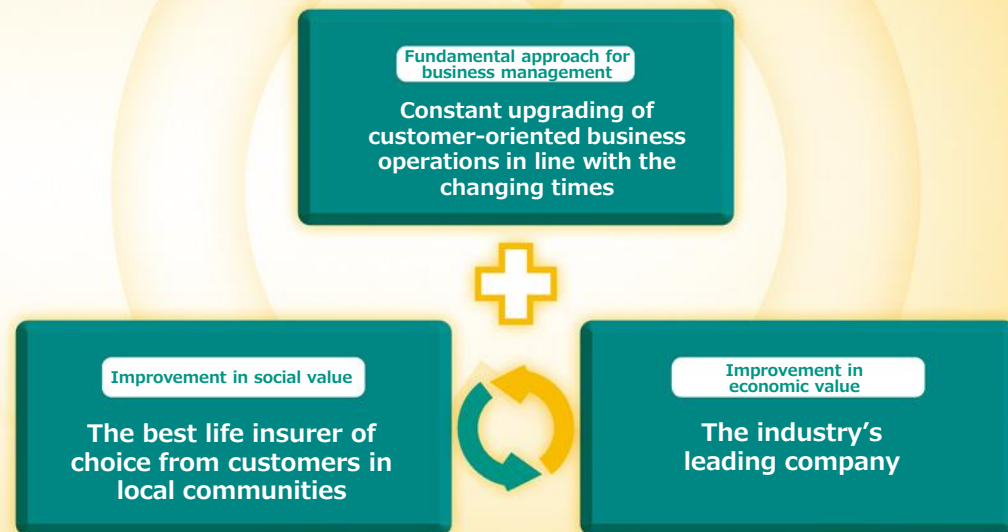
MY Mutual Way 2030

We launched 10-Year Plan “MY Mutual Way 2030”, in April 2020, with a renewed focus on securing responsiveness to flexibly adapt to long-term change in the business environment and pursuing customer-oriented 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, industry-leading 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”



Meiji Yasuda NEXT
Challenge Program

MY INNOVATION 2020 Meiji
Yasuda three-year program

