

March 2, 2017
Meiji Yasuda Life Insurance Company

**Announcement of Organizational Changes, Changes in Executive Personnel and Changes in Responsibilities of Executive Personnel
(as of April 1, 2017)**

Meiji Yasuda Life Insurance Company (President: Akio Negishi) hereby announces organizational changes, changes in its executive personnel and changes in the responsibilities of its executive personnel that will be implemented on April 1, 2017.

Note: This document is a translation from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

Organizational Changes

Main focus

Implemented organizational changes with the aim to strengthen the promotion of the new Medium-Term Business Plan in the fiscal year 2017 in which the new Medium-Term Business Plan starts.

Main Changes in the Headquarters

1. Initiatives to Promote “Customer-focused Business Operations”

With the aim to strengthen the promotion of the “Customer-focused Business Operations” Initiatives to enhance our approach for customer-focus, newly established Customer Focused Service Development Office in the Customer Relations Department.

2. Initiatives to Promote Brand Strategies

Newly established Branding Strategy Development Office in the Corporate Communications Department with the aim to strengthen the promotion of brand strategies.

3. Initiatives to Enhance and Diversify Asset Management

Newly established Credit Investment Department with the aim to acquire extra profit through the enhancement and diversification of asset management.

4. Initiatives to Achieve Great Innovation

Newly established System Development Office in the Information Systems Department with the aim to strengthen the research and development of advanced technologies. Also changed the name of Innovation Project Office to Innovation Research Office.

5. Initiatives to Strengthen the Sales and Service Approach in Domestic Life Insurance Business

- (1) In line with the fundamental review of MY life plan advisors (sales personnel) structure, newly established Agency Human Resources Management in the Agency Department with the aim to strengthen the cultivation system of the agency managers who serve as the leader.
- (2) Newly established Group Market Support Group in the Group Market Planning & Research Department with the aim to strengthen the development system of support measures to group marketing. Newly established Corporate Marketing Division and Public Marketing Division according to the character of each corporate and group with the aim to strengthen the sales support system to the corporate market.

6. Initiatives to Strengthen the Administrative Operation System

Newly established Policy Administration Department with the aim to strengthen the administrative operation system as well as the response to the enquiry of Regional Offices and Agency Offices.

7. Initiatives to Strengthen the Preparation for the Adoption of the International Financial Reporting Standards

Newly established Accounting Office in the Profit Management & Actuarial Department with the aim to strengthen the preparation for the adoption of the International Financial Reporting Standards and related accounting matters.

Changes in Executive Personnel

Note: "New Title" and "Former Title" indicate titles that have changed. As such, the new title represents titles indicated in "New Title" and in "No Change/Current Title" (if applicable), while the current title represents titles indicated in "Former Title" and in "No Change/Current Title" (if applicable).

1. Changes in Executive Officers and Operating Officers

New Title	Former Title	No Change/Current Title	Name
Senior Managing Executive Officer	Managing Executive Officer		Masao Aratani
Senior Managing Executive Officer	Managing Executive Officer		Shinya Makino
Senior Managing Executive Officer	Managing Executive Officer		Tetsuo Maejima
Managing Executive Officer	Operating Officer: General Manager, Human Resources Department		Hideki Nagashima
Managing Executive Officer	Operating Officer: General Manager, Group Insurance Administration Department		Shinji Nakatani
Managing Operating Officer	Operating Officer	Chief General Manager, Metropolitan Marketing Headquarters	Kazuhiko Umakoshi
Executive Officer	Operating Officer: General Manager, Affiliated Companies Department		Tsuyoshi Mizuno
Operating Officer	Associate Officer	General Manager, Corporate Market Development Department	Masanao Kawamura

New Title	Former Title	No Change/Current Title	Name
Operating Officer	Associate Officer	General Manager, Agency Department	Masahiro Koyama
Operating Officer: General Manager, Human Resources Department	General Manager, General Agent Channel Department		Toshiyuki Sumiyoshi
Operating Officer		General Manager, Profit Management & Actuarial Department	Yasushi Ueda

Note: Please refer to Appendix 1 for the reason of the appointment of the Executive Officers and Operating Officers.

2. Retirees in Executive Officers and Operating Officers

New Title	Former Title	No Change/Current Title	Name
Retire	Senior Managing Executive Officer		Takashi Ito
Retire	Senior Managing Executive Officer		Kikuo Asano
Retire	Senior Managing Executive Officer		Tatsuo Ogoshi
Retire	Operating Officer: General Manager, Tachikawa Regional Office		Satomi Matsumura

Notes:

1. Mr. Takashi Ito will be appointed as Chairman of MYJ Co., Ltd. on April 1, 2017.
2. Mr. Kikuo Asano will be appointed as President of Meiji Yasuda Real Estate Management Company Limited on April 1, 2017.
3. Mr. Ogoshi Tatsuo will be appointed as Advisor on April 1, 2017.

3. Changes and Retirees in Associate Officers

New Title	Former Title	No Change/Current Title	Name
Associate Officer		General Manager, Corporation & Worksite Market Development	Ryosuke Nishikawa
Associate Officer: General Manager, General Agent Channel Department	General Manager, Koriyama Regional Office		Akihisa Matsuda
Associate Officer: General Manager, Gunma Regional Office	General Manager, Saitama Regional Office		Kazuhisa Koide
Associate Officer		General Manager, Fukuoka Regional Office	Kenji Soejima
Retire	Associate Officer: General Manager, MYRA Development		Yoshiaki Yamaguchi
Retire	Associate Officer: Responsible for the matters relevant to ERM		Kenichi Kaji

Note: Mr. Yoshiaki Yamaguchi will be appointed as Representative Director, President of Meiji Yasuda Insurance Service Company, Limited on April 1, 2017.

Changes in Responsibilities of Executive Officers and Operating Officers

Note: "New Title" and "Former Title" indicate titles that have changed. As such, the new title represents titles indicated in "New Title" and in "No Change/Current Title" (if applicable), while the current title represents titles indicated in "Former Title" and in "No Change/Current Title" (if applicable).

(as of April 1, 2017)

New Title	Former Title	No Change/Current Title	Name
(Credit Investment Department)	(International Business Department)	Deputy President: Chief Executive, Investment Division (Investment Planning & Research Department, Corporate Finance Department, Securities Investment Department, Separate Account Investment Department, Real Estate Investment Department, Credit Analysis & Investment Risk Management Department, Investment Administration Department, Secretarial Department)	Toshihiko Yamashita
Chief Executive, Public Marketing Division (Public Market Development Department)	Chief Executive, Group Marketing Division (Corporate Market Development Department, Public Market Development Department, Group Service Support Department)	Senior Managing Executive Officer	Akio Sakai
(Group Market Planning & Research Department)	(Affiliated Companies Department)	Senior Managing Executive Officer (Marketing Planning & Research Department, Field Personnel Department)	Tadashi Onishi
Senior Managing Executive Officer (International Business Department)	Managing Executive Officer	(Corporate Communications Department, Corporate Planning Department, Research Department)	Masao Aratani
Senior Managing Executive Officer (Policy Administration Department)	Managing Executive Officer	(Profit Management & Actuarial Department, Information Systems Department)	Shinya Makino

New Title	Former Title	No Change/Current Title	Name
Senior Managing Executive Officer: Chief Executive, Corporate Marketing Division	Managing Executive Officer (Legal Affairs Department)	(Corporate Market Development Department)	Tetsuo Maejima
Chief Executive, General Agent Marketing Division (General Agent Channel Department)	(Underwriting Department, Group Insurance Administration Department, Group Pension Administration Department)	Managing Executive Officer	Masahiko Sagara
(Credit Investment Department)		Managing Executive Officer (Corporate Finance Department, Investment Administration Department)	Takashi Kikugawa
Chief Executive, Individual Insurance Marketing Division (Agency Department)	(Corporate Finance Development Department, Policy Service Department, Claims Administration Department)	Managing Executive Officer	Yasuyuki Ayai
Managing Executive Officer (Affiliated Companies Department, Risk Management Control Department, Legal Affairs Department)	Operating Officer: General Manager, Human Resources Department		Hideki Nagashima
Managing Executive Officer (Underwriting Department, Group Insurance Administration Department, Group Pension Administration Department)	Operating Officer: General Manager, Group Insurance Administration Department		Shinji Nakatani

New Title	Former Title	No Change/Current Title	Name
Managing Operating Officer	Operating Officer	Chief General Manager, Metropolitan Marketing Headquarters	Kazuhiko Umakoshi
Executive Officer (Policy Service Department, Claims Administration Department, General Affairs Department)	Operating Officer: General Manager, Affiliated Companies Department		Tsuyoshi Mizuno
Operating Officer	Associate Officer	General Manager, Corporate Market Development Department	Masanao Kawamura
Operating Officer	Associate Officer	General Manager, Agency Department	Masahiro Koyama
Operating Officer: General Manager, Human Resources Department	General Manager, General Agent Channel Department		Toshiyuki Sumiyoshi
Operating Officer		General Manager, Profit Management & Actuarial Department	Yasushi Ueda

Note: Please refer to Appendix 2 for the Responsibilities of Executive Officers and Operating Officers.

1. Basic principle for the appointment of the executive officers and the operating officers

- The appointment was made by taking account of continuous business expansion and the activation of the organization through the hiring of next generation human resources with a view of steadily pursuing our strategies for medium- and long-term growth.
- In the appointment, priority is placed on their possession of social credibility, as well as their knowledge and experience and internal / external assessment that assure corporate management will be executed in an appropriate, fair and efficient manner.

2. Basic principle for the appointment of the new operating officers effective 1 April, 2017

- Strive to further invigorate sales force through the collaboration of individual, group and general agent marketing channels, as well as strengthening advisor channel.
- Appointed diverse and appropriate human resources aiming to contribute to the stable and sound improvement of medium- and long-term corporate value by implementing growth strategies, operating base strategy and brand strategy in line with the next Medium-Term Business Plan.
- In addition, the newly appointed members are expected to demonstrate their capabilities in maximizing the organization’s performance based on their managerial experiences, multifaceted assessment as well as assessment result based on the Company’s human resource criteria.

Name	Reason
Masanao Kawamura	Appointed as the operating officer based on his significant business experience especially in enhancing productivity of the corporate marketing channel as well as his leadership in strengthening collaboration with individual insurance marketing division. Expected to demonstrate capabilities in the reinforcement of the unity of corporate marketing channel as well as the cooperation among related departments.
Masahiro Koyama	Appointed as the operating officer based on his significant business experience especially in his leadership in the business development of the individual insurance marketing division as well as the expanding of sales personnel workforce. Expected to demonstrate capabilities in the reinforcement of the unity of distribution channel of agency as well as the cooperation among related departments.
Toshiyuki Sumiyoshi	Appointed as the operating officer based on his significant business experience especially in strengthening relations with general agent as well as reinforcing development of corporate customers. Expected to play the leading role in the “Human Resource Reform” including the realization of work engagement through sustainable human resource development.
Yasushi Ueda	Appointed as the operating officer based on his significant business experience especially in budget control, upgrading of profit verification as well as the introduction of strategic pricing. Expected to play the leading role in securing long term, stable profit based on ERM as well as maintaining and upgrading of the financial soundness.

3. Basic principle for the appointment of the senior managing executive officers, managing executive officers and executive officers effective 1 April, 2017

- (1) In appointing the senior managing executive officers and managing executive officers, priority is placed on their capabilities in planning overall business strategy and in assisting the president through their achievements.
- (2) In appointing the executive officers, priority is placed on below points:
- Strive to further invigorate sales force through the collaboration of individual, group and general agent marketing channels, as well as strengthening advisor channel.
 - Appointed diverse and appropriate human resources aiming to contribute to the stable and sound improvement of medium- and long-term corporate value by implementing growth strategies, operating base strategy and brand strategy in line with the next Medium-Term Business Plan.
 - In addition, the newly appointed members are expected to demonstrate their capabilities in maximizing the organization's performance based on their managerial experiences as operating officer and others, multifaceted assessment as well as assessment result based on the Company's human resource criteria.

Name	Reason
Masao Aratani	Appointed as the senior managing executive officer based on his significant business experience especially in the formulation of next Medium-Term Business Plan, leadership in brand strategy as well as enhancement of corporate governance. Expected to play the leading role in promoting next Medium-Term Business Plan as well as carrying out various reforms to enhance corporate value through the reinforcement of brand strategy.
Shinya Makino	Appointed as the senior managing executive officer based on his significant business experience especially in profit management based on economic value as well as his leadership in IT strategy. Expected to play the leading role in enhancing pricing strategy, business and investment efficiency and IT governance, in addition to enhance administrative support function.
Tetsuo Maejima	Appointed as the senior managing executive officer based on his significant business experience especially in group marketing development and cultivation as well as strengthening collaboration with individual insurance marketing division. Expected to play the leading role in strengthening and enhancing corporate marketing channel through promoting the growth strategy in the corporate marketing division and establishing collaboration with other departments.
Hideki Nagashima	Appointed as the managing executive officer based on his significant business experience especially in promoting reforms to enhance corporate value, diversity management and "Work Style Reforms". Expected to play the leading role in strengthening group governance and enhancing ERM.

Name	Reason
Shinji Nakatani	Appointed as the managing executive officer based on his significant business experience especially in promoting administrative efficiency and high quality as well as promoting female advancement. Expected to play the leading role in further enhancement of the policy administration of individual insurance, group insurance and group pension as well as female advancement.
Tsuyoshi Mizuno	Appointed as the executive officer based on his significant business experience especially in developing operating policy and enhancing corporate governance of domestic subsidiaries, affiliates and others. Expected to play the leading role in the realization of innovation as the result of claim payment and policy management enhancement through “Administrative Service Reforms” as well as “General Affairs and Infrastructural Management Reforms”.

4. Reason for the appointment of the managing operating officer effective 1 April, 2017

In appointing the managing operating officer, priority is placed on their capabilities in assisting the president through their business operation.

Name	Reason
Kazuhiko Umakoshi	Appointed as the managing operating officer based on his significant business experience especially in reinforcing and developing worksite market as well as promoting small- and medium-sized corporations development channel. Expected to play the leading role in the development and cultivation of worksite marketing and small- and medium-sized corporation marketing as well as further reinforcing Basic Education & Training Center.

Responsibilities of Executive Officers and Operating Officers

(as of April 1, 2017)

Name	Title	Responsibilities
Nobuya Suzuki	Representative Executive Officer	Internal Audit Department
Toshihiko Yamashita	Deputy President	«Chief Executive, Investment Division» Investment Planning & Research Department, Corporate Finance Department*, Credit Investment Department*, Securities Investment Department, Separate Account Investment Department, Real Estate Investment Department, Credit Analysis & Investment Risk Management Department*, Investment Administration Department*, Secretarial Department
Masahiro Ifuku	Deputy President	Credit Analysis & Investment Risk Management Department, Product Development Department, Human Resources Department
Akio Sakai	Senior Managing Executive Officer	«Chief Executive, Public Marketing Division» Public Market Development Department
Tadashi Onishi	Senior Managing Executive Officer	Marketing Planning & Research Department, Field Personnel Department, Group Market Planning & Research Department
Masao Aratani	Senior Managing Executive Officer	International Business Department*, Corporate Communications Department, Corporate Planning Department, Research Department
Shinya Makino	Senior Managing Executive Officer	Policy Administration Department, Profit Management & Actuarial Department, Information Systems Department
Tetsuo Maejima	Senior Managing Executive Officer	«Chief Executive, Corporate Marketing Division» Corporate Market Development Department

Name	Title	Responsibilities
Masahiko Sagara	Managing Executive Officer	«Chief Executive, General Agent Marketing Division» General Agent Channel Department
Takashi Kikugawa	Managing Executive Officer	Corporate Finance Department, Credit Investment Department, Investment Administration Department
Yasuyuki Ayai	Managing Executive Officer	«Chief Executive, Individual Insurance Marketing Division» Agency Department
Teruki Umezaki	Managing Executive Officer	Customer Service Planning & Administration Department, Customer Relations Department, Compliance Control Department
Kazunori Yamauchi	Managing Executive Officer	International Business Department
Hideki Nagashima	Managing Executive Officer	Affiliated Companies Department, Risk Management Control Department, Legal Affairs Department
Shinji Nakatani	Managing Executive Officer	Underwriting Department, Group Insurance Administration Department, Group Pension Administration Department
Takashi Tsunematsu	Managing Operating Officer	【Chief General Manager, Central Tokyo Marketing Headquarters】
Kazuhiko Umakoshi	Managing Operating Officer	【Chief General Manager, Metropolitan Marketing Headquarters】
Tsuyoshi Mizuno	Executive Officer	Policy Service Department, Claims Administration Department, General Affairs Department
Michihiko Hayashi	Operating Officer	【Chief General Manager, Osaka Marketing Headquarters】
Yoshiro Shimizu	Operating Officer	【Chief General Manager, Fukuoka Marketing Headquarters】

Name	Title	Responsibilities
Hideki Yamaguchi	Operating Officer	【Chief General Manager, Nagoya Marketing Headquarters】
Shiro Kishimoto	Operating Officer	〔General Manager, Compliance Control Department〕
Koichi Nagao	Operating Officer	〔General Manager, Group Market Planning & Research Department〕
Atsushi Nakamura	Operating Officer	〔General Manager, Corporate Planning Department〕
Masanao Kawamura	Operating Officer	〔General Manager, Corporate Market Development Department〕
Masahiro Koyama	Operating Officer	〔General Manager, Agency Department〕
Toshiyuki Sumiyoshi	Operating Officer	〔General Manager, Human Resources Department〕
Yasushi Ueda	Operating Officer	〔General Manager, Profit Management & Actuarial Department〕

(*)This mark indicates that no authority to approve individual matters is held at these Departments.