

March 2, 2018
Meiji Yasuda Life Insurance Company

Announcement of Changes in Executive Personnel and Changes in Responsibilities of Executive Personnel (as of April 1, 2018)

Meiji Yasuda Life Insurance Company (President: Akio Negishi) hereby announces changes in its executive personnel and changes in the responsibilities of its executive personnel that will be implemented on April 1, 2018.

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.

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
Managing Executive Officer	Operating Officer: General Manager, Group Market Planning & Research Department		Koichi Nagao
Managing Executive Officer	Operating Officer: General Manager, Corporate Planning Department		Atsushi Nakamura
Executive Officer	Operating Officer: General Manager, Corporate Market Development Department		Masanao Kawamura
Executive Officer	Operating Officer: General Manager, Profit Management & Actuarial Department		Yasushi Ueda
Managing Operating Officer	Operating Officer	Chief General Manager, Osaka Marketing Headquarters	Michihiko Hayashi
Managing Operating Officer	Operating Officer	Chief General Manager, Fukuoka Marketing Headquarters	Yoshiro Shimizu
Managing Operating Officer	Operating Officer	Chief General Manager, Nagoya Marketing Headquarters	Hideki Yamaguchi
Chief General Manager, East Metropolitan Marketing Headquarters	General Manager, Compliance Control Department	Operating Officer	Shiro Kishimoto

New Title	Former Title	No Change/Current Title	Name
Operating Officer: General Manager, 1st Public Sector Marketing Department	Associate Officer: General Manager, Public Market Development Department		Masanori Takano
Operating Officer: Chief General Manager, West Metropolitan Marketing Headquarters	Associate Officer: General Manager, Hiroshima Regional Office		Norio Shimizugashira
Operating Officer	Associate Officer	Responsible for the matters relevant to StanCorp	Minoru Wakabayashi
Operating Officer		General Manager, Investment Planning & Research Department	Motohiko Sato
Operating Officer		General Manger, Risk Management Control Department	Kenji Fukui

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		Akio Sakai
Retire	Senior Managing Executive Officer		Tetsuo Maejima
Retire	Executive Officer		Tsuyoshi Mizuno

Retire	Managing Operating Officer: Chief General Manager, Metropolitan Marketing Headquarters		Kazuhiko Umakoshi
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Notes:

1. Mr. Akio Sakai will be appointed as President of Meiji Yasuda General Insurance Co., Ltd. on April 1, 2018.
2. Mr. Tetsuo Maejima will be appointed as Chairman of Meiji Yasuda System Technology Company Limited on April 1, 2018.
3. Mr. Tsuyoshi Mizuno will be appointed as President of Meiji Yasuda Trading Company, Limited on April 1, 2018.
4. Mr. Kazuhiko Umakoshi will be appointed as Chairman of Meiji Yasuda Life Planning Center Company, Limited on April 1, 2018.

3. Changes and Retirees in Associate Officers

New Title	Former Title	No Change/Current Title	Name
Associate Officer		General Manager, Koriyama Regional Office	Nobuhiro Nakamura
Associate Officer: General Manager, Corporate Market Development	General Manager, 4th Corporate Marketing Department		Takashi Moriguchi
Associate Officer		General Manager, Sapporo Regional Office	Hiromasa Okada
(Retire)	Associate Officer: General Manager, Corporate Communications Department		Masaaki Ishida
(Retire)	Associate Officer: General Manager, 1st Public Sector Marketing Department		Akira Yamaguchi
Councillor	General Manager, Secretarial Department		Seiichiro Utsubo

Note: Mr. Akira Yamaguchi will be appointed as Senior Managing Director of Meiji Yasuda General Insurance Co., Ltd. on April 1, 2018.

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, 2018)

New Title	Former Title	No Change/Current Title	Name
(Corporate Communications Department (Branding Strategy Development))	(Field Personnel Department)	Senior Managing Executive Officer (Marketing Planning & Research Department, Group Market Planning & Research Department)	Tadashi Onishi
(Real Estate Investment Department, International Business Planning Department)	(International Business Department, Corporate planning department)	Senior Managing Executive Officer (Corporate Communications Department, Research Department)	Masao Aratani
(Claims Administration Department)	(Profit Management & Actuarial Department)	Senior Managing Executive Officer (Policy Administration Department, Information Systems Department)	Shinya Makino
(International Business Planning Department, International Business Development Department)	(International Business Department)	Managing Executive Officer	Kazunori Yamauchi
(Information Systems Department (System Security Management))		Managing Executive Officer (Affiliated Companies Department, Risk Management Control Department, Legal Affairs Department)	Hideki Nagashima
Chief Executive, Public Marketing Division (Public Market Development)	(Underwriting Department, Group Insurance Administration Department, Group Pension Administration Department)	Managing Executive Officer	Shinji Nakatani

New Title	Former Title	No Change/Current Title	Name
<p>Managing Executive Officer</p> <p>(Underwriting Department, Group Insurance Administration Department, Group Pension Administration Department)</p>	<p>Operating Officer: General Manager, Group Market Planning & Research Department</p>		Koichi Nagao
<p>Managing Executive Officer</p> <p>(Field Personnel Department, General Affairs Department, Corporate Planning Department)</p>	<p>Operating Officer: General Manager, Corporate Planning Department</p>		Atsushi Nakamura
<p>Executive Officer: Chief Executive, Corporate Market Division</p> <p>(Corporate Market Development Department)</p>	<p>Operating Officer: General Manager, Corporate Market Development Department</p>		Masanao Kawamura
<p>Executive Officer</p> <p>(Policy Service Development, Profit Management & Actuarial Department)</p>	<p>Operating Officer: General Manager, Profit Management & Actuarial Department</p>		Yasushi Ueda
<p>Managing Operating Officer</p>	<p>Operating Officer</p>	<p>Chief General Manager, Osaka Marketing Headquarters</p>	Michihiko Hayashi
<p>Managing Operating Officer</p>	<p>Operating Officer</p>	<p>Chief General Manager, Fukuoka Marketing Headquarters</p>	Yoshiro Shimizu

New Title	Former Title	No Change/Current Title	Name
Managing Operating Officer	Operating Officer	Chief General Manager, Nagoya Marketing Headquarters	Hideki Yamaguchi
Chief General Manager, East Metropolitan Marketing Headquarters	General Manager, Compliance Control Department	Operating Officer	Shiro Kishimoto
Operating Officer: General Manager, 1st Public Sector Marketing Department	Associate Officer: General Manager, Public Market Development Department		Masanori Takano
Operating Officer: Chief General Manager, West Metropolitan Marketing Headquarters	Associate Officer: General Manager, Hiroshima Regional Office		Norio Shimizugashira
Operating Officer	Associate Officer	Responsible for the matters relevant to StanCorp	Minoru Wakabayashi
Operating Officer		General Manager, Investment Planning & Research Department	Motohiko Sato
Operating Officer		General Manger, Risk Management Control Department	Kenji Fukui

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 is made by taking account of continuous business expansion and the activation of the organization through generation change and the rejuvenation 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, experience and internal / external assessment that assure corporate management will be executed in an appropriate, fair and efficient manner.

2. Basic principle and reasons for the appointment of the managing executive officers and executive officers effective April 1, 2018

- (1) In appointing the managing executive officers, priority is placed on their capabilities in assisting the president through participating in overall business operations in addition to their proven track records.
- (2) In appointing the executive officers, priority is placed on their capabilities in assisting the president through participating in overall business operations in addition to their proven track records serving as operating officers.

Name	Reason for Appointment and Expected Role
Koichi Nagao	Appointed as the managing executive officer based on his significant business experience especially in contribution to maintain the top share of policies in-force of group life insurance as well as the formulation and development of medium-term sales strategies. Expected to play the leading role in the enhancement of policy administration associated with individual insurance, group insurance and group pension.
Atsushi Nakamura	Appointed as the managing executive officer based on his significant business experience especially in contribution to the achievement of previous Medium-Term Business Plan, formulation of Meiji Yasuda Philosophy, formulation and development of the Medium-Term Business Plan. Expected to play the leading role in the sustainable growth of distribution channel of agency, development of the Medium-Term Business Plan and the formulation of the next Medium-Term Business Plan.
Masanao Kawamura	Appointed as the executive officer based on his significant business experience in contribution to the collaboration of corporate marketing and individual insurance marketing as well as the enhancement of policy value in each marketing channel. Expected to play the leading role in the enhancement of cooperation framework with individual insurance marketing, reinforcement of control of corporate marketing.

Name	Reason for Appointment and Expected Role
Yasushi Ueda	Appointed as the executive officer based on his significant business experience especially in the formulation of the Medium-Term Business Plan, reinforcement of profit management framework, as well as the formulation and introduction of pricing strategy. Expected to play the leading role in the enhancement of profit management framework through enhancing of policy management, developing pricing strategy as well as upgrading group investment efficiency.

3. Basic principle and reasons for the appointment of the managing operating officers effective April 1, 2018

In appointing the managing operating officers, priority is placed on their capabilities in assisting the president through their business operations in addition to their proven track records serving as operating officers.

Name	Reason for Appointment and Expected Role
Michihiko Hayashi	Appointed as the managing operating officer based on his significant business experience especially in Osaka Marketing Headquarters performance and enhancement of the efficiency of worksite market performance by reviewing the sales personnel in charge. Expected to play the leading role in the development and cultivation of worksite marketing and small and medium-sized corporation marketing for increasing regional market share in Osaka.
Yoshiro Shimizu	Appointed as the managing operating officer based on his significant business experience especially in Fukuoka Marketing Headquarters performance, worksite market performance, administrative services and internal control. Expected to play the leading role in the development and cultivation of worksite marketing and small and medium-sized corporation marketing for increasing regional market share in Fukuoka.
Hideki Yamaguchi	Appointed as the managing operating officer based on his significant business experience especially in Nagoya Marketing Headquarters performance, worksite market performance, administrative services, internal control and human resources cultivation. Expected to play the leading role in the development and cultivation of worksite marketing and small and medium-sized corporation marketing for increasing regional market share in Nagoya.

4. Basic principle and reasons for the appointment of the new operating officers effective April 1, 2018

- Aimed at striving to further invigorate sales force through the collaboration of individual, group and general agent marketing channels, as well as strengthening distribution channel of agency.
- 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 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 of the Succession Plan.

Name	Reason for Appointment and Expected Role
Masanori Takano	Appointed as the operating officer based on his significant business experience especially in maintaining the top share in policies in-force of group life insurance and strengthening collaboration between individual insurance marketing and group insurance marketing. Expected to demonstrate capabilities in increasing customers in public sector as well as the enhancement of the collaboration between individual insurance marketing channel and group insurance marketing channel.
Norio Shimizugashira	Appointed as the operating officer based on his significant business experience serving as a general manager in large and important regional offices. Expected to play the leading role in the development and cultivation of worksite marketing and small and medium-sized corporation marketing for increasing regional market share in the West Metropolitan market.
Minoru Wakabayashi	Appointed as the operating officer based on his significant business experience especially in establishing governance framework as well as realizing subsidiary operation with synergistic effects while serving as the dispatched director to StanCorp. Expected to play the leading role in achieving sustainable growth in StanCorp.
Motohiko Sato	Appointed as the operating officer based on his significant business experience especially in improving the soundness of asset and profitability of asset management as well as the formulation and development of Medium-Term Business Plan in Investment Division. Expected to play the leading role in further enhancing asset management framework.
Kenji Fukui	Appointed as the operating officer based on his significant business experience especially in upgrading / establishing ERM framework. Expected to play the leading role in improving the efficiency of governance based on ERM as well as enhancing group risk management framework.

Responsibilities of Executive Officers and Operating Officers

(as of April 1, 2018)

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
Tadashi Onishi	Senior Managing Executive Officer	Marketing Planning & Research Department, Group Market Planning & Research Department, Corporate Communications Department (Branding Strategy Development)
Masao Aratani	Senior Managing Executive Officer	Real Estate Investment Department, International Business Planning Department*, Corporate Communications Department, Research Department
Shinya Makino	Senior Managing Executive Officer	Policy Administration Department, Claims Administration Department, Information Systems Department
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

Name	Title	Responsibilities
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 Planning Department, International Business Development Department
Hideki Nagashima	Managing Executive Officer	Information Systems Department (System Security Management), Affiliated Companies Department, Risk Management Control Department, Legal Affairs Department
Shinji Nakatani	Managing Executive Officer	《Chief Executive, Public Marketing Division》 Public Market Development Department
Koichi Nagao	Managing Executive Officer	Underwriting Department, Group Insurance Administration Department, Group Pension Administration Department
Atsushi Nakamura	Managing Executive Officer	Field Personnel Department, General Affairs Department, Corporate Planning Department
Masanao Kawamura	Executive Officer	《Chief Executive, Corporate Marketing Division》 Corporate Market Development Department
Yasushi Ueda	Executive Officer	Policy Service Development, Profit Management & Actuarial Department
Takashi Tsunematsu	Managing Operating Officer	【Chief General Manager, Central Tokyo Marketing Headquarters】
Michihiko Hayashi	Managing Operating Officer	【Chief General Manager, Osaka Marketing Headquarters】

Name	Title	Responsibilities
Yoshiro Shimizu	Managing Operating Officer	【Chief General Manager, Fukuoka Marketing Headquarters】
Hideki Yamaguchi	Managing Operating Officer	【Chief General Manager, Nagoya Marketing Headquarters】
Shiro Kishimoto	Operating Officer	【Chief General Manager, East Metropolitan Marketing Headquarters】
Masahiro Koyama	Operating Officer	〔General Manager, Agency Department〕
Toshiyuki Sumiyoshi	Operating Officer	〔General Manager, Human Resources Department〕
Masanori Takano	Operating Officer	〔General Manager, 1st Public Sector Marketing Department〕
Norio Shimizugashira	Operating Officer	【Chief General Manager, West Metropolitan Marketing Headquarters】
Minoru Wakabayashi	Operating Officer	〔Responsible for the matters relevant to StanCorp〕
Motohiko Sato	Operating Officer	〔General Manager, Investment Planning & Research Department〕
Kenji Fukui	Operating Officer	〔General Manager, Risk Management Control Department〕

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