

October 11, 2024

**Meiji Yasuda launched ESG Scoring Service**  
**-Supporting local enterprises’ initiatives to achieve SDGs-**

Meiji Yasuda Life Insurance Company (Hideki Nagashima, President and Group CEO) launched "ESG Scoring Service" for local enterprises by using "RIMM", an ESG scoring tool developed by a Singapore-based startup RIMM Sustainability Pte Ltd., as part of a collaborative effort based on a business alliance with SDG Impact Japan Co., Ltd. \*1.

Our ESG Scoring Service generates a unique ESG Scoring Report, which allows local enterprises to understand the scores and recommendations of their efforts in various ESG areas, backed by the functions installed in RIMM. In addition, we will expand our service to support enterprises that want to strengthen their ESG initiatives based on their ESG score, by introducing solution providers.

As part of the "Community Vitalization Project"\*2 aimed at promoting regional revitalization, we aim to contribute to a sustainable society by supporting enterprises’ efforts to achieve the SDGs by providing this service to enterprises that support local communities \*3.

We will continue to expand our range of services, including health & productivity management and SDG initiatives, in order to support the sustainable growth of enterprises that support local communities.

<p><b>Corresponding SDGs</b></p>	
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(\*1) Please refer to the "Announcement of capital and business alliance with SDG Impact Japan" released on January 31, 2022. ([https://www.meijiyasuda.co.jp/english/newsroom/pdf/20220131\\_01.pdf](https://www.meijiyasuda.co.jp/english/newsroom/pdf/20220131_01.pdf))

(\*2) Project details are available at:  
<https://www.meijiyasuda.co.jp/assets/pdf/english/sustainability/CommunityVitalizationProject.pdf>

(\*3) Started in May 2024 in limited areas, including Tokyo, Saitama, Chiba, Kanagawa, Aichi and Osaka, targeting enterprises with 100 to 1,000 employees (Target areas may be expanded in the future).

## Overview of Meiji Yasuda's ESG Scoring Service

### 1

#### Background of the service

SDGs require companies to contribute to the realization of a sustainable society through their core business activities. The use of SDGs in corporate management is said to have a positive effect on companies as a result <sup>\*4</sup>. More than 50% of enterprises are proactive in achieving the SDGs, and 70% of these enterprises have realized the benefits of SDG initiatives, such as "improving corporate image" <sup>\*5</sup>.

While the smaller the size of the enterprise, the more it is pointed out that "lack of know-how" and "Lack of human and financial resources" are the obstacles to promoting SDGs <sup>\*6</sup>. We have started providing this service as we hope to support enterprises to achieve SDGs and draw out their policies and strategies.

(\*4) Ministry of the Environment's Sustainable Development Goals (SDGs) Utilization Guide

(\*5) (\*6) Teikoku Databank Co., Ltd., "Survey on Corporate Awareness of SDGs" (July 2023)

### 2

#### Overview of Meiji Yasuda's ESG Scoring Service

We provide our unique ESG Scoring Report that presents the ESG scores and recommendations to achieve the SDGs by requesting enterprises to respond to optimized questions on key ESG items that should be addressed by each industry. In addition, we will enhance our service to support enterprises that want to strengthen their ESG initiatives based on their ESG score, by introducing solution providers.

#### Three Steps of ESG Scoring Services

<b>(Step1) Application</b>	A user is requested to provide basic information for ESG scoring, e.g. industry to which the user belongs.
<b>(Step2) Response to Questionnaire</b>	The user is requested to respond to questionnaire on ESG set by industry (50 to 70 questions).
<b>(Step3) Scoring Report</b>	The user receives an ESG Scoring Report that includes the score and recommendations on key ESG items based on the responses provided.

We are promoting the "Community Vitalization Project," which aims to contribute to the vitalize regional communities by providing "social connections" as a bridge between local communities and linking local residents with local resources and communities.

Our "ESG Scoring Service" is an initiative to contribute to the "sustainable growth of the companies and other organizations that support local communities" under this project. The service was launched in May 2024 in limited areas, including Tokyo, Saitama, Chiba, Kanagawa, Aichi and Osaka, targeting enterprises with 100 to 1,000 employees (Target areas may be expanded in the future).

**【User's Voices of Meiji Yasuda's ESG Scoring Service】**

Consumer service industry/Number of employees: approx. 800

I feel that nowadays a company is evaluated by its efforts for SDGs which lead to securing high-quality human resources as well as achieving high business performance. We learned a lot from the ESG Scoring Service, that enables us to grasp our position and challenges in light of competitors within the same industry, and to strengthen our efforts toward SDGs.

ESG scoring tool "RIMM" used for this service has been developed by RIMM Sustainability Pte Ltd, a Singapore-based AI-powered sustainable technology provider. It optimizes questions in all areas of ESG in each industry in accordance with international standards such as TCFD while it allows users to understand their status of ESG initiatives, to compare them with competitors, and then to create analytical reports.

Approximately 2,500 users, mainly in Asia and Europe, have already installed this system. Recognized for their achievements, RIMM Sustainability Pte Ltd. was selected for ESG Fintech100 in fiscal 2023 and received the Singapore Apex Corporate Sustainability Award 2023. Meiji Yasuda's ESG Scoring Service utilizes ESG scoring function of "RIMM" (Japanese version) customized for Japanese companies. This was developed by RIMM Japan Co., Ltd. a company established by SDG Impact Japan Co., Ltd. and RIMM Sustainability Pte Ltd.

### **[Comment from Mr. Ravi Chidambaram, Creator of "RIMM", ESG Scoring tool]**



My vision and purpose for RIMM was to promote "sustainability for all" by developing an easy to use and affordable software to help smaller companies begin their sustainability journey. My view was that small companies faced the same challenges as big companies in adopting sustainability competencies but did not have the manpower or financial resources to do so. The RIMM My CSO platform was really intended to solve this issue. After all, the world can only become more sustainable if ALL companies, big and small, participate!

### **[Profile]**

Born in Republic of India, Mr. Ravi Chidambaram completed his graduate studies at the University of Pennsylvania in the United States. With over 30 years of experience as an investment banker and over 20 years of experience as a global entrepreneur, he has led the establishment of a number of enterprises, including RIMM Sustainability Pte Ltd. He is passionate about converting various businesses into sustainable. He also holds a professorship in sustainability areas at multiple universities, including Yale-NUS College (a liberal art college jointly founded by Yale University and Singapore National University). He is the Founder of RIMM Sustainability Pte Ltd.

### **[Company profile of RIMM Sustainability Pte Ltd.]**

Company	RIMM Sustainability Pte Ltd.
Business description	Developing and selling of the myCSO, an ESG scoring tool
Date of incorporation	March 19th, 2020
Head Office	1 Syed Alwi Road Number 4-02, Song Lin Building Singapore, 207628 Singapore
Representative	Ravi Chidambaram, CEO
Official website	<a href="https://rimm.io/">https://rimm.io/</a>

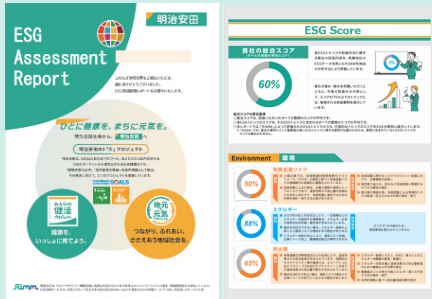
### **[Company profile of RIMM Japan Corporation]**

Company	RIMM Japan Co., Ltd.
Business description	Developing and selling the Japanese version of RIMM
Date of incorporation	September 17th, 2021
Head Office	17-1, Toranomon 1-chome, Minato-ku, Tokyo
Representatives	Masashi Yamashita, Chairman of the Board Ravi Chidambaram, President and Representative Director
Official website	<a href="https://www.rimm-japan.com/">https://www.rimm-japan.com/</a>

# Overview of Meiji Yasuda's "ESG Scoring Service"

\* Planned for future development

## Meiji Yasuda's "ESG Scoring Service"



Identify important ESG items for each industry and provide a report with scores and recommendations for each ESG item by answering optimized questions.

### Matching Service with Solution Providers \*

- Introduction to solution providers specialized in relevant ESG fields for enterprises that want to strengthen their initiatives in SDGs.

### Support for improving external recognition \*

- Support for applying to the local government's registration and certification system
- Introduction to "Sustainable Business Certification System"

### Status of SDGs Implementation

No plan to work on SDGs

Uncertain how to approach SDGs

Want to strengthen current initiatives

Want to strengthen PR of initiatives on SDGs

### Overview of "Sustainable Business Certification System"

- The SDGs certification system for companies established by the Japan Sustainable Business Institute
- Evaluated and certified based on 25 check items including climate change, health management and human rights
- Rated in three levels: Bronze, Silver, and Gold.
- The certification cost starts from JPY 100,000
- About 100 companies are expected to be certified in 2024



Companies operating under required rules (laws, regulations, guidelines, etc)



Companies that are developing their activities by implementing more effective measures and achieving certain results



Pioneering companies that are deepening their activities, such as working towards solving problems

# [Appendix] Overview of Support for Problem Solving

## Health Management field



### Health Management Certification Support Service

Help companies' various efforts to achieve "Health and Productivity Management" and to obtain certification as an "Excellent Health and Productivity Management Corporation"



Provide practical support for activities that form the foundation of health management, such as making health declarations and setting goals.

#### Support planning with various types of content!

Support various activities that form the foundation of health management promotion, such as creating reports to understand specific health issues and planning formats.

#### Explain clearly the process for obtaining certification in guidebook.

Using our original guidebook, simply and clearly explain the steps and tasks for introducing health management, setting goals, and obtaining certification.

#### Hold health seminars and health promotion events.

Hold health seminars and health promotion events (such as Veggie Check measurement sessions) to improve employees' health awareness and literacy.

#### Provide flyers and other materials to encourage health check-ups and prevent passive smoking.

Content such as recommendation sheets to improve health check-up rates and flyers to prevent passive smoking.

#### Support efforts to maintain and improve women's health.

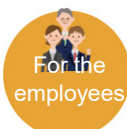
Assist in holding seminars and other events to deepen knowledge and understanding of women's unique health issues.

#### Provide posters and flyers to help improve eating habits and raise awareness about the dangers of smoking.

These materials can be used to promote better eating habits and encourage employees to quit smoking.



Support the person in charge of promoting efforts to maintain and improve employee health.



Provide various content and information that are useful for health consultations and health management.

## Other fields



### Decarbonization Support Service

Provide services to simplify the calculation of emissions based on the GHG Protocol and to visualize GHG emissions. Also offer various support menus for the calculation. Companies can get consultations on various issues related to emissions.



### Cybersecurity Protection Service

Offer various services to help companies and organizations deal with external cyber attacks, such as targeted email training services and quick scan services.



### Support for Obtaining ISO Certification

As support for obtaining ISO 14001 (Environmental Management System) certification, JMA can provide training with dispatched instructors. The content can be customized according to the company's situation.



### Career Education Service for Women

Offer training services to support the development of future female leaders for companies facing challenges in "raising awareness of female managers" and "improving the motivation of female employees."



### BCP Support Service

Introduce a free webinar that explains the key points for creating an "Initial Response Manual" as the first step in a Business Continuity Plan (BCP). Also offer a service to check the safety of employees and their families in case of a disaster.



### Support for Promoting Sustainability

Provide support for creating and building strategies that link business with the SDGs. Also offer training for different levels such as management and new employees, as well as theme-based training. Additionally, JMA can help with creating materials for internal study sessions and other requests.