

July 17, 2026

Meiji Yasuda's "Easy Access to Insurance for Everyone" initiative won "Insurance Asia Awards 2026"!

Meiji Yasuda Life Insurance Company (Hideki Nagashima, President and Group CEO) has been selected for the "Insurance Inclusion Initiative of the Year" at the "Insurance Asia Awards 2026", which recognizes innovative initiatives, products and solutions in the insurance industry across Asia.

We believe that this award recognizes Meiji Yasuda's "Easy Access to Insurance for Everyone" initiative, which aims to ensure that diverse customers—including elderly customers, people with disabilities, LGBTQ individuals, and foreign nationals—are not excluded from insurance. The initiative was highly evaluated for providing multi-faceted support across both face-to-face and non-face-to-face situations through a combination of people, tools, and systems, tailored to customers' individual circumstances and needs.

Looking ahead, we will continue to improve our service quality and contribute to the creation of a sustainable and enriched society full of hope through shared value creation with our customers.

1. About the "Insurance Asia Awards"

The Insurance Asia Awards recognize insurance companies across Asia that deliver innovative initiatives, products and solutions, as well as outstanding individual initiatives. The award category "Insurance Inclusion Initiative of the Year"



received by Meiji Yasuda recognizes innovative projects that contribute to fostering an inclusive society in which a broader diversity of people can be protected through insurance.

2. About "Easy Access to Insurance for Everyone"

We have implemented endeavors to increase customer convenience such as procedures optimized for our customers' personal traits (including elderly customers, people with disabilities, LGBTQ individuals, and foreign nationals), in order to achieve our corporate vision as "A long-respected life insurance company that cares about people first."

We identified "Ensure equal access to financial services" as one of our priority issues to promote sustainability management. In addition, we have positioned financial inclusion as an "endeavor to solve the procedural inconveniences of our customers and to enable them to acquire contracts and carry out maintenance management with peace of mind, leaving no one behind." We will thus continue to promote "Easy Access to Insurance for Everyone."

3. Examples of initiatives under “Easy Access to Insurance for Everyone”

Initiatives for elderly customers:

● Installation of telephone hearing aid device “Sound Arch”

We have installed a device called “Sound Arch” that converts the caller’s voice into clearer, easier-to-hear sound for people who have difficulty hearing over the phone, at our Communication Center, and we use it during calls.



● Support by Administrative Service Concierges

Administrative Service Concierges, who have specialized knowledge of administrative services, visit customers with MY Link Coordinators (sales personnel) to help with procedures (e.g., benefit claims) and introduce services.

Initiatives for people with disabilities:

● Introduction of a website browsing assistance tool “FACIL’iti,”

We have introduced a website browsing assistance tool “FACIL’iti,” which enables personalized website configurations to suit each user’s needs and adapts the website display according to the user’s various conditions. This allows users such as those with cataracts or color vision diversity, or those who may experience operational challenges such as hand tremors, to use the site comfortably.

▪ Display for users with cataracts



Adjust font size and contrast

▪ Display for users with weakened vision or hand tremors



Enlarges font size, adjusts spacing between buttons, and expands clickable areas

Initiatives for LGBTQ customers:

● A dedicated contact for LGBTQ customers

Many LGBTQ customers have concerns such as “hesitating to contact an insurance company out of fear of being outed”^{*1} or other negative consequences. Aware of these issues, we established a dedicated contact and assigned well-trained staff who have completed external training programs. They have robust knowledge of issues that LGBTQ individuals may confront—including those related to sexual orientation and gender identity—and understand how LGBTQ individuals may feel about these issues and what support they may need.

^{*1} Outing refers to the act of revealing someone’s sexual orientation or gender identity to others without their consent.