

Expand the scope of value to be delivered

Achieve better health together



We will assist customers and residents of regional communities in their proactive health improvement efforts ("Wellness Activity") by meticulously accommodating their differing needs and encouraging them to join us in health promotion campaigns and events.

We aim to help improve people's QOL and prolong healthy life expectancy by encouraging them to undergo **health checkups and cancer checkups**, as well as to strive to **prevent diseases**, through the provision of products, services and campaigns & events.

- A cycle of health improvement through "Kenshin" health and cancer checkups as well as illness prevention measures



Concept

- We will strive to raise the ratio of people who undergo "Kenshin" health checkups and cancer checkups to periodically confirm their health status and detect diseases, and we will assist them in their illness prevention efforts through products, services and campaigns & events.

Products	We provide insurance products designed to assist policyholders in their health improvement efforts and, to this end, encourage them to undergo periodic "Kenshin" health and cancer checkups.
Services	We offer information and services that include the prediction of future disease risks and otherwise contribute to illness prevention and health improvement.
Campaigns & events	We strive to provide people with insights regarding illness prevention and health improvement, and encourage them to change their behavior by, for example, holding events nationwide while disseminating information regarding such events.

- We will help customers improve their QOL and prolong their healthy life expectancy through a cycle of health improvement via health and cancer checkups as well as illness prevention measures.

Details of initiatives

With regard to "Best Style with Health Cash Back," an insurance product designed to refund a portion of premiums based on annual health checkup results, we upgraded the classification of health checkup results from three categories to five categories to enable policyholders to feel more tangible benefits of their health improvement efforts. This will enable eligible policyholders to receive refunds equivalent to up to 110% of their monthly premiums. In these and other ways, we strive to develop and deliver insurance products aimed at assisting policyholders to undergo "Kenshin" health and cancer checkups.

As for services, we deliver the "MY Wellness Activity Report" service, which includes providing customers with a comparable reference point indicating their comprehensive health status and illness risk prediction based on checkup results they have submitted. We will continue to provide customers with helpful services and information to assist them in their illness prevention and health improvement efforts.

In January 2025, we released "Best Style with Health Cash Back Cardiovascular Disease Prevention Pro." This product is designed to deliver new value to customers by combining "protection" and "services" in a way that can respond to the characteristics of cardiovascular diseases as well as changes in the policyholder's health conditions, starting from the prevention of serious symptoms.

In terms of campaigns & events, we host "Meiji Yasuda's Health Checkups," which allow participants to casually assess their health status via the use of cutting-edge measurement equipment. In addition to hosting these and other events across the country, we promote the "QOL Health Checkups Meiji Yasuda x Hirosaki University," through which participants can quickly undergo examinations of their overall health status and receive results immediately. We are thus striving to enhance the content of campaigns & events aimed at encouraging customers to change their behavior.

Achievements under the Wellness for All Project

Products designed to support customer's "Wellness Activity"^{*4}
The cumulative number of policies sold:

1,711 thousand ^{*5}

The cumulative amount of premiums refunded under Health Support Cash Back:

26.6 billion yen ^{*5}

The ratio of individuals whose health awareness has grown stronger over the past year^{*6}:

73.5 %

The number of individuals who participated in health promotion events:

2.15 million ^{*7}



A health promotion event held at a roadside station

Policyholders of "Best Style with Health Cash Back"
(Based on a FY2025 survey on policyholder health awareness)

^{*4} Scope: "Best Style with Health Cash Back," "Dementia Insurance for Your Future," "Dementia Insurance for Your Future: MCI Plus," "Dementia Care," "Dementia Care MCI Plus" and "Cardiovascular Disease Prevention Pro"

^{*5} Cumulative total as of March 31, 2025

^{*6} Includes individuals whose health awareness has always been high

^{*7} The figure pertains to results for the period from April 2024 to March 2025.