



Capital and Business Partnership with PT Avrist Assurance (Indonesia)

Meiji Yasuda Life Insurance Company becomes the first Japanese Insurance Company to enter the Indonesian Life Insurance Market

Tokyo: 8 November 2010: Meiji Yasuda Life Insurance Company (hereafter referred to as Meiji Yasuda) is pleased to announce that we have agreed to acquire a 5% stake in “PT Avrist Assurance (hereafter referred to as Avrist)”. Simultaneously, Meiji Yasuda reached an agreement with Avrist to enter into a broad ranging strategic alliance. As a result, Meiji Yasuda will be the first Japanese Life Insurer to invest in an Indonesian Life Insurance Company.

In addition to strengthening our solid business base in the Japanese domestic insurance industry, Meiji Yasuda has been researching how to enhance its overseas insurance market involvement to further encourage the group’s sustainable growth and the diversification of our business portfolio. Located in the world’s fourth largest country with a population of approximately 240 million people, the Indonesian Life Insurance market has realized continued growth based on a sustained economic rise in recent years. This growth is also expected to undergo significant development in the future. Meiji Yasuda’s participation in and business alliance with Avrist will compliment our sustained growth in the increasingly globalized insurance market space.

As a long-term strategic partner, Meiji Yasuda, will strengthen our efforts to achieve business growth together with Avrist through a broad range of business collaborations, including the secondment of a commissioner to Avrist’s Board of Commissioners and staff to main business areas. In the future, Meiji Yasuda will consider increasing its stake according to the overall development of the market and in relation to business growth.

In 1976, Meiji Yasuda acquired Pacific Guardian Life (US), becoming the first entrant of a Japanese life insurer into the US life insurance industry. Utilizing its more than 30 years of operational experience outside of Japan and providing an avenue for enriching our overseas expertise, Meiji Yasuda has sought to and will continue to strengthen and expand its overseas business, including a strategic alliance with Talanx AG announced recently.

The capital and business partnership are outlined on the following pages.

1. Outline of PT Avrist Assurance (Avrist)

Avrist provides a broad range of products (individual and group insurance) and services to over one million customers in Indonesia through a number of distribution channels, such as agents, bancassurance and others. Established in 1975, Avrist has grown substantially and is now one of the leading life insurance companies in Indonesia with 43 sales offices, over 4,000 agents, 500 employees and total assets worth approximately JPY91 billion (at September 30, 2010).

Company name	PT Avrist Assurance	
History	1975 established as PT Asuransi Jiwa Ikrar Abadi 1984 renamed as PT Asuransi AIA Indonesia following AIA's purchase of a 60% stake 2009 renamed as PT Avrist Assurance following exit of AIA	
Domicile of Head Office	Jakarta, Indonesia	
Number of employee	500 (at September 30, 2010)	
Number of point of sales	43 (at September 30, 2010)	
Issued & Paid-up capital	IDR4,500 million (approx. JPY 45 million)	
Key Financial Information	Premium Income (FY2009)	IDR1,434 billion (approx. JPY 14 billion)
	Net Income (FY2009)	IDR138 billion (approx. JPY 1 billion)
	Total Asset (at December 31, 2009)	IDR7,431billion (approx. JPY 73 billion)

2. Outline of Business Cooperation

Meiji Yasuda will work closely with Avrist to grow its business through strategic collaboration, including:

1. Secondment of one commissioner to Avrist's Board of Commissioners ("Komisaris*1")
2. Joint marketing efforts in the Employee Benefit market
3. Secondment of staff to main business areas

In addition, Meiji Yasuda aims to acquire know-how of the management of insurance business in Asia (excluding Japan) that Avrist developed through its history, including the previous joint-venture with AIA. Specifically, Meiji Yasuda seeks knowledge and experience regarding the methodology for managing distribution channels (ex. agents, bancassurance and group insurance) suitable to the local business environment; and regarding unique insurance products and services, such as takaful*2. Furthermore, Meiji Yasuda will seek greater staff development to enhance its knowledge of the local insurance market.

*1 Komisaris: Originating from "Commisaris" in the Netherland's Commercial Law, Komisaris is statutory requirement for all limited liability companies established under Indonesian Company Law. Its main duties are the supervision of and provision of advice to the Board of Directors for good company management.

*2 Takaful is an insurance concept grounded in Islamic law. Indonesia has the world's largest Muslim population, totalling more than 200 million people.

3. Outline of Investment

Issuing Company	PT Avrist Assurance
Share of Participation	5% (225 shares)
Timing of Investment	November, 2010