



Joint Venture Life Insurance Company in China announces changes in name and equity interest

Founder Group, a Chinese business group parented by Peking University, to take part in management, quest for further growth

Tokyo: 7 May 2012: Meiji Yasuda Life Insurance Company (Japan)(hereafter referred to as “Meiji Yasuda Life”) has announced today that its Chinese foreign joint venture company Haier Meiji Yasuda Life Insurance Company Limited (hereafter referred to as Haier Meiji Yasuda Life), will welcome Peking University Founder Group Company Limited (hereafter referred to Founder Group) as a stakeholder. Together, Founder Group, Haier Group and Meiji Yasuda Life will now join forces to continue to grow the joint venture life insurance company and its business throughout China.

Following approval from the Chinese Insurance Regulatory Commission on 23 April 2012, Haier Group will transfer 51% of their 70.76% equity stake in Haier Meiji Yasuda Life to Founder Group. As a result, the joint venture will change its name to Founder Meiji Yasuda Life Insurance Company Limited (hereafter referred to as Founder Meiji Yasuda Life) as well as undergo a stake reconfiguration with Meiji Yasuda Life, Founder Group and Haier Group to hold equity interests of 29.24%, 51% and 19.76% respectively. Meiji Yasuda Life’s equity interest will remain unchanged.

Established in 1986, Founder Group represents a business group of seven listed companies and 30 subsidiaries and joint ventures that focus on IT, medical and financial businesses operating throughout China. It is controlled by its parent organization, Peking University, one of China’s finest national universities and renowned for turning out many talented people.

Since partnering with Haier Group in December 2010, Meiji Yasuda Life has blended its extensive experience and expertise in the life insurance industry through director and employee secondments with Haier Group’s highly recognized brand image as China’s largest consumer electronics company aiming to expand Haier Meiji Yasuda Life’s operations. Furthermore, through Founder Group’s extensive experience in the financial sector such as securities business, and together with its nationwide network with medical institutions we will accelerate the growth of the joint venture life insurance company.

With considerable scale amongst China’s more than 1.3 billion people, its life insurance market has grown significantly in recent years and is expected to continue to do so into the future. In addition to maintaining and enhancing its strong business base in Japan, Meiji Yasuda Life will continue to strengthen and promote its presence in overseas markets in order to realize

sustainable growth into the future.

Details of the joint venture life insurance company and the equity interest transfer are outlined on the following pages.

1. Outline of the joint venture life insurance companies after the equity interest transfer

Established in 2002, Founder Meiji Yasuda Life is a life insurance company headquartered in Shanghai. The insurer provides a broad range of individual and group insurance products distributed through the five branches and 16 sales and service locations that cover one city and four provinces in China.

The company name change is subject to the completion of registration processes with relevant Chinese government authorities.

Company Name	Founder Meiji Yasuda Life Insurance Company Limited
Established	November 2002
Domicile of Head Office	Shanghai, People's Republic of China(PRC)
Number of Employees	427 [at 31 December 2011]
Operating Areas	Shanghai, Sichuan, Shandong (including Qingdao), Jiangsu, Hubei ※Total population in operating area is approximately 340 million.
Current Registered Capital	RMB 1180 million (approx. JPY 14.5 billion) [at 31 December 2011]
Equity Interest after the Planned Capital Transfer	Founder Group :51.00% Meiji Yasuda Life :29.24% Haier Group :19.76%
Total asset	RMB 2.1 billion (approx. JPY 25.8 billion) [at 31 December 2011]
Premium Income	RMB 472.0 million (approx. JPY 5.8 billion) [FY 2011] (Year -on-year increase of 16.7%)

※Currency converted at RMB1 to JPY 12.3 [=exchange rate at end of December 2011]

2. Outline of Peking University Founder Group Company Limited

Company Name	Peking University Founder Group Company Limited
Established	1986
Domicile of Head Office	Peking, People's Republic of China(PRC)
Number of Employees	Approx. 30,000
Representative	Wei Xin (Chairman of the Board)
Equity Interest	Peking University 70% Management 30%
Total asset	RMB 65.1 billion (approx. JPY 800.6 billion) [FY 2011]
Total income	RMB 57.1 billion (approx. JPY 702.1 billion) [FY 2011]
Business	IT, Healthcare/Medical (Hospitals), Real-estate, Financial (Securities etc.), Products
Subsidiaries	7 listed companies in the group (Shanghai, Shenzhen, Hong Kong, Malaysia) 30 other subsidiaries and joint venture companies

※Currency converted at RMB1 to JPY 12.3 [=exchange rate at end of December 2011]