

March 4, 2014
Meiji Yasuda Life Insurance Company

Announcement of Changes in Executive Personnel and Changes in Responsibilities of Executive Personnel (as of April 1, 2014)

Meiji Yasuda Life Insurance Company (President: Akio Negishi) hereby announces changes in its executive personnel and changes in the responsibilities of its executive personnel that will be implemented on April 1, 2014.

Changes in Executive Personnel

Note: "New Title" and "Former Title" indicate titles that have changed. As such, the new title represents titles indicated in "New Title" and in "No Change/Current Title" (if applicable), while the current title represents titles indicated in "Former Title" and in "No Change/Current Title" (if applicable).

1. Changes in Executive Officers

New Title	Former Title	No Change/Current Title	Name
Deputy President	Senior Managing Executive Officer: Chief Executive, Group Marketing		Kiyotaka Fuke
Deputy President	Senior Managing Executive Officer		Ichiro Wakasa
Senior Managing Executive Officer	Managing Executive Officer		Hiroshi Tokuoka
Senior Managing Executive Officer	Managing Executive Officer	Chief General Manager, Tokyo Marketing Headquarters	Katsunari Maeda
Senior Managing Executive Officer	Managing Executive Officer	Chief Executive, Investment	Toshihiko Yamashita
Senior Managing Executive Officer: Chief Executive, Individual Insurance Marketing	Managing Executive Officer: Chief General Manager, Nagoya Marketing Headquarters		Takashi Ito
Managing Executive Officer: Chief Executive, Group Marketing	Executive Officer: Chief General Manager, Osaka Marketing Headquarters		Akio Sakai
Managing Executive Officer	Executive Officer: General Manager, Group Market Planning & Research Department		Masahiko Sagara

New Title	Former Title	No Change/Current Title	Name
Managing Executive Officer	Executive Officer		Shigeru Kawamoto
Managing Executive Officer: Chief General Manager, Nagoya Marketing Headquarters	Executive Officer: General Manager, Fukuoka Regional Office		Kazuhito Nakakuma
Managing Executive Officer	Executive Officer: General Manager, Human Resources Department		Tadashi Onishi
Executive Officer: General Manager, Agency Department	Associate Officer: General Manager, Sapporo Regional Office		Takashi Tsunematsu
Executive Officer	Associate Officer	General Manager, Corporate Market Development Department	Tetsuo Maejima
Executive Officer: Chief General Manager, Osaka Marketing Headquarters	General Manager, Agency Department		Takashi Kikugawa
Executive Officer		General Manager, General Agent Channel Department	Yasuyuki Ayai
Executive Officer: General Manager, Human Resources Department	General Manager, Research		Teruki Umezaki

2. Retirees in Executive Officers

New Title	Former Title	No Change/Current Title	Name
Retire	Deputy President	Director	Yoshinori Ozaki
Retire	Senior Managing Executive Officer: Chief Executive, Individual Insurance Marketing		Koichiro Takahashi
Retire	Senior Managing Executive Officer: Chief Executive, General Agent Marketing		Hirotooshi Endo
Retire	Managing Executive Officer		Masahiro Kijima
Retire	Executive Officer: General Manager, Auditing Department		Kenji Kojo

Note:

1. Mr. Koichiro Takahashi will be appointed as President of MYJ Co., Ltd. on April 1, 2014.
2. Mr. Hirotooshi Endo will be appointed as President of Meiji Yasuda General Insurance Co., Ltd. on April 1, 2014.
3. Mr. Masahiro Kijima will be appointed as Deputy President of Meiji Yasuda Real Estate Management Company Limited on April 1, 2014.
4. Mr. Kenji Kojo will be appointed as Standing Advisor on April 1, 2014.

3. Changes and Retirees in Associate Officers

New Title	Former Title	No Change/Current Title	Name
General Manager, Kyoto Regional Office	General Manager, Yokohama Regional Office	Associate Officer	Yoshiro Shimizu
Associate Officer		General Manager, Marunouchi Regional Office	Yoshiaki Yamaguchi
Associate Officer: General Manager, Chiyoda Regional Office	General Manager, Marketing Planning & Research Department		So Ishikawa
Associate Officer		General Manager, Public Market Development Department	Akira Yamaguchi
Associate Officer: General Manager, Fukuoka Regional Office	General Manager, Field Education Department		Hideki Yamaguchi
Retire	Associate Officer: General Manager, Mito Regional Office		Kenji Takeda
Retire	Associate Officer: General Manager, Kyoto Regional Office		Yugo Hatada

Note:

1. Mr. Kenji Takeda will be appointed as Senior Managing Director of MY Sougou Kikaku Co., Ltd. on April 1, 2014.
2. Mr. Yugo Hatada will be appointed as President of Aoyama Diamond Hall on April 1, 2014.

Changes in Responsibilities of Executive Personnel

Note: "New Title" and "Former Title" indicate titles that have changed. As such, the new title represents titles indicated in "New Title" and in "No Change/Current Title" (if applicable), while the current title represents titles indicated in "Former Title" and in "No Change/Current Title" (if applicable).

(as of April 1, 2014)

New Title	Former Title	No Change/Current Title	Name
<p>(International Business Department, Compliance Control Department)</p>	<p>(Corporate Communications Department, International Business Department (responsible for the matters relevant to Talanx))</p>	<p>Director, Deputy President (Secretarial Department, Corporate Planning Department)</p>	Hiroaki Tonooka
<p>Deputy President (Corporate Finance Department, Group Pension Administration Department, Human Resources Department)</p>	<p>Senior Managing Executive Officer: Chief Executive, Group Marketing (Corporate Market Development Department, Public Market Development Department, Group Service Support Department)</p>		Kiyotaka Fuke
<p>Deputy President</p>	<p>Senior Managing Executive Officer (Marketing Planning & Research Department, Product Development Department)</p>	<p>(Affiliated Companies Department)</p>	Ichiro Wakasa
<p>(International Business Department (responsible for the matters relevant to Pacific Guardian Life Insurance Co., Ltd., Founder Meiji Yasuda Life Insurance Co., Ltd., PT Avrist Assurance and Thai Life Insurance PCL) (shared responsibility))</p>	<p>(International Business Department)</p>	<p>Senior Managing Executive Officer (Legal Affairs Department)</p>	Yasushi Wada
<p>Senior Managing Executive Officer (Investment Administration Department)</p>	<p>Managing Executive Officer (Human Resources Department)</p>	<p>(Policy Service Department, Information Systems Department)</p>	Hiroshi Tokuoka

New Title	Former Title	No Change/Current Title	Name
Senior Managing Executive Officer	Managing Executive Officer	Chief General Manager, Tokyo Marketing Headquarters	Katsunari Maeda
Senior Managing Executive Officer	Managing Executive Officer	Chief Executive, Investment (Investment Planning & Research Department, Corporate Finance Department, Securities Investment Department, Separate Account Investment Department, Real Estate Investment Department, Credit Analysis & Investment Risk Management Department, Investment Administration Department, Corporate Market Development Department (responsible for the matters relevant to Pension Consulting Office) (shared responsibility))	Toshihiko Yamashita
Senior Managing Executive Officer: Chief Executive, Individual Insurance Marketing (Agency Department, Field Education Department)	Managing Executive Officer: Chief General Manager, Nagoya Marketing Headquarters		Takashi Ito
Chief Executive, General Agent Marketing (General Agent Channel Department)	(Underwriting Department, Medical Department, Group Insurance Administration Department)	Managing Executive Officer	Tatsuo Ogoshi
	(Investment Administration Department)	Managing Executive Officer (Corporate Market Development Department, Claims Administration Department)	Hiromasa Suzuki
(Product Development Department)		Managing Executive Officer (Group Market Planning & Research Department, Risk Management Control Department)	Kikuo Asano

New Title	Former Title	No Change/Current Title	Name
<p>Managing Executive Officer: Chief Executive, Group Marketing</p> <p>(Corporate Market Development Department, Public Market Development Department, Group Service Support Department)</p>	<p>Executive Officer: Chief General Manager, Osaka Marketing Headquarters</p>		Akio Sakai
<p>Managing Executive Officer</p> <p>(Underwriting Department, Medical Department, Group Insurance Administration Department)</p>	<p>Executive Officer: General Manager, Group Market Planning & Research Department</p>		Masahiko Sagara
<p>Managing Executive Officer</p>	<p>Executive Officer</p>	<p>(Customer Service Planning & Administration Department, General Affairs Department, Customer Relations Department)</p>	Shigeru Kawamoto
<p>Managing Executive Officer: Chief General Manager, Nagoya Marketing Headquarters</p>	<p>Executive Officer: General Manager, Fukuoka Regional Office</p>		Kazuhito Nakakuma
<p>Managing Executive Officer</p> <p>(Marketing Planning & Research Department, Field Personnel Department)</p>	<p>Executive Officer: General Manager, Human Resources Department</p>		Tadashi Onishi
<p>(Corporate Finance Development Department, Corporate Communications Department, Research Department)</p>	<p>General Manager, Investment Planning & Research Department</p>	<p>Executive Officer</p>	Masao Aratani

New Title	Former Title	No Change/Current Title	Name
Executive Officer: General Manager, Agency Department	Associate Officer: General Manager, Sapporo Regional Office		Takashi Tsunematsu
Executive Officer	Associate Officer	General Manager, Corporate Market Development Department	Tetsuo Maejima
Executive Officer: Chief General Manager, Osaka Marketing Headquarters	General Manager, Agency Department		Takashi Kikugawa
Executive Officer		General Manager, General Agent Channel Department	Yasuyuki Ayai
Executive Officer: General Manager, Human Resources Department	General Manager, Research		Teruki Umezaki

Responsibilities of Executive Personnel

(as of April 1, 2014)

Name	Title	Responsibilities of Executive Personnel
Nobuya Suzuki	Representative Executive Officer	Internal Audit Department
Hiroaki Tonooka	Deputy President	International Business Department, Secretarial Department, Corporate Planning Department, Compliance Control Department
Kiyotaka Fuke	Deputy President	Corporate Finance Department, Group Pension Administration Department, Human Resources Department
Ichiro Wakasa	Deputy President	Affiliated Companies Department
Yasushi Wada	Senior Managing Executive Officer	Legal Affairs Department, International Business Department (responsible for the matters relevant to Pacific Guardian Life Insurance Co., Ltd., Founder Meiji Yasuda Life Insurance Co., Ltd., PT Avrist Assurance and Thai Life Insurance PCL) (shared responsibility)
Hiroshi Tokuoka	Senior Managing Executive Officer	Investment Administration Department, Policy Service Department, Information Systems Department
Katsunari Maeda	Senior Managing Executive Officer	【Chief General Manager, Tokyo Marketing Headquarters】
Toshihiko Yamashita	Senior Managing Executive Officer	«Chief Executive, Investment» Investment Planning & Research Department, Corporate Finance Department*, Securities Investment Department, Separate Account Investment Department, Real Estate Investment Department, Credit Analysis & Investment Risk Management Department*, Investment Administration Department*, Corporate Market Development Department (responsible for the matters relevant to Pension Consulting Office) (shared responsibility)
Takashi Ito	Senior Managing Executive Officer	«Chief Executive, Individual Insurance Marketing» Agency Department, Field Education Department

Name	Title	Responsibilities of Executive Personnel
Tatsuo Ogoshi	Managing Executive Officer	«Chief Executive, General Agent Marketing» General Agent Channel Department
Hiromasa Suzuki	Managing Executive Officer	Corporate Market Development Department, Claims Administration Department
Masahiro Ifuku	Managing Executive Officer	Credit Analysis & Investment Risk Management Department, Profit Management & Actuarial Department, Osaka General Affairs Department
Kikuo Asano	Managing Executive Officer	Group Market Planning & Research Department, Product Development Department, Risk Management Control Department
Akio Sakai	Managing Executive Officer	«Chief Executive, Group Marketing» Corporate Market Development Department*, Public Market Development Department, Group Service Support Department
Masahiko Sagara	Managing Executive Officer	Underwriting Department, Medical Department, Group Insurance Administration Department
Shigeru Kawamoto	Managing Executive Officer	Customer Service Planning & Administration Department, General Affairs Department, Customer Relations Department
Kazuhito Nakakuma	Managing Executive Officer	【Chief General Manager, Nagoya Marketing Headquarters】
Tadashi Onishi	Managing Executive Officer	Marketing Planning & Research Department, Field Personnel Department
Masao Aratani	Executive Officer	Corporate Finance Development Department, Corporate Communications Department, Research Department
Shinya Makino	Executive Officer	[General Manager, Product Development Department]
Takashi Tsunematsu	Executive Officer	[General Manager, Agency Department]
Tetsuo Maejima	Executive Officer	[General Manager, Corporate Market Development Department]
Takashi Kikugawa	Executive Officer	【Chief General Manager, Osaka Marketing Headquarters】
Yasuyuki Ayai	Executive Officer	[General Manager, General Agent Channel Department]
Teruki Umezaki	Executive Officer	[General Manager, Human Resources Department]

(*)This mark indicates that no authority to approve individual matters is held at these Departments.