

[Unofficial translation]

March 3, 2015  
Meiji Yasuda Life Insurance Company

## **Announcement of Changes in Executive Personnel and Changes in Responsibilities of Executive Personnel (as of April 1, 2015)**

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, 2015.

[Unofficial translation]

## 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
Senior Managing Executive Officer	Managing Executive Officer		Masahiro Ifuku
Senior Managing Executive Officer	Managing Executive Officer		Kikuo Asano
Managing Executive Officer	Executive Officer		Masao Aratani
Managing Executive Officer	Executive Officer: General Manager, Product Development Department		Shinya Makino
Managing Executive Officer	Executive Officer: General Manager, Corporate Market Development Department		Tetsuo Maejima
Executive Officer: Deputy Chief Executive, Individual Insurance Marketing	Associate Officer: General Manager, Hiroshima Regional Office		Kazuhiko Umakoshi
Executive Officer: General Manager, Tachikawa Regional Office	General Manager, Narita Regional Office		Satomi Matsumura
Executive Officer		General Manager, Sapporo Regional Office	Michihiko Hayashi

[Unofficial translation]

New Title	Former Title	No Change/Current Title	Name
Executive Officer		General Manager, Corporate Planning Department	Hideki Nagashima
Executive Officer		General Manager, Group Insurance Administration Department	Shinji Nakatani
Executive Officer: General Manager, Affiliated Companies Department	General Manager, Information Systems Department		Tsuyoshi Mizuno

Note: Please refer to Appendix 1 for the reason of the appointment of the executive officers.

## 2. Retirees in Executive Officers

New Title	Former Title	No Change/Current Title	Name
Retire	Senior Managing Executive Officer		Yasushi Wada
Retire	Senior Managing Executive Officer		Hiroshi Tokuoka
Retire	Managing Executive Officer		Hiromasa Suzuki

Note:

1. Mr. Yasushi Wada will be appointed as Advisor on April 1, 2015.
2. Mr. Hiroshi Tokuoka will be appointed as President of Meiji Yasuda System Technology Company Limited on April 1, 2015.
3. Mr. Hiromasa Suzuki will be appointed as Deputy President of Meiji Yasuda System Technology Company Limited on April 1, 2015.

[Unofficial translation]

### 3. Changes and Retirees in Associate Officers

New Title	Former Title	No Change/Current Title	Name
General Manager, MYRA Development	General Manager, Marunouchi Regional Office	Associate Officer	Yoshiaki Yamaguchi
Associate Officer: Niigata Regional Office	General Manager, Kurume Regional Office		Junji Inoue
Associate Officer		General Manager, Group Market Planning & Research Department	Masanori Takano
Associate Officer: General Manager, Corporate Market Development Department	General Manager, 4th Corporate Marketing Department		Masanao Kawamura
Associate Officer		General Manager, Utsunomiya Regional Office	Masahiro Koyama
Retire	Associate Officer: Public Market Development, Group Marketing Division		Tadao Hatsuda

Note: Mr. Tadao Hatsuda will be appointed as Senior Managing Director of Meiji Yasuda General Insurance Co., Ltd. on April 1, 2015.

[Unofficial translation]

### 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, 2015)

New Title	Former Title	No Change/Current Title	Name
	( Corporate Planning Department )	Director, Deputy President ( International Business Department, Secretarial Department, Compliance Control Department )	Hiroaki Tonooka
Senior Managing Executive Officer	Managing Executive Officer	( Credit Analysis & Investment Risk Management Department, Profit Management & Actuarial Department, Osaka General Affairs Department )	Masahiro Ifuku
Senior Managing Executive Officer ( General Affairs Department )	Managing Executive Officer ( Product Development Department )	( Group Market Planning & Research Department, Risk Management Control Department )	Kikuo Asano
( Corporate Finance Development Department )	( General Affairs Department )	Managing Executive Officer ( Customer Service Planning & Administration Department, Customer Relations Department )	Shigeru Kawamoto
Managing Executive Officer ( Corporate Planning Department )	Executive Officer ( Corporate Finance Development Department )	( Corporate Communications Department, Research Department )	Masao Aratani
Managing Executive Officer ( Investment Administration Department, Product Development Department, Information Systems Department )	Executive Officer: General Manager, Product Development Department		Shinya Makino

[Unofficial translation]

New Title	Former Title	No Change/Current Title	Name
Managing Executive Officer  ( Corporate Market Development Department, Legal Affairs Department )	Executive Officer: General Manager, Corporate Market Development Department		Tetsuo Maejima
( Policy Service Department, Claims Administration Department )	General Manager, General Agent Channel Department	Executive Officer	Yasuyuki Ayai
Executive Officer: Deputy Chief Executive, Individual Insurance Marketing	Associate Officer: General Manager, Hiroshima Regional Office		Kazuhiko Umakoshi
Executive Officer: General Manager, Tachikawa Regional Office	General Manager, Narita Regional Office		Satomi Matsumura
Executive Officer		General Manager, Sapporo Regional Office	Michihiko Hayashi
Executive Officer		General Manager, Corporate Planning Department	Hideki Nagashima
Executive Officer		General Manager, Group Insurance Administration Department	Shinji Nakatani
Executive Officer: General Manager, Affiliated Companies Department	General Manager, Information Systems Department		Tsuyoshi Mizuno

[Unofficial translation]

**1. Basic principle for the appointment of the executive officers**

- (1) The appointment of the executive officers was made by taking account of continuous business expansion and the activation of the organization through the hiring of next generation human resources with a view of steadily pursuing our strategies for medium and long-term growth.
- (2) In appointing the executive officers, priority is placed on their possession of social credibility, as well as their knowledge and experience in managerial positions and internal / external assessment that assure corporate management will be executed in an appropriate, fair and efficient manner.

**2. Basic principle for the appointment of the new executive officers effective 1 April, 2015**

- (1) Strive to further invigorate the sales force through the collaboration of individual, group and general agent marketing channels, as well as strengthening advisor channel.
- (2) Appointed diverse and appropriate human resources aiming to enhance group governance, promote diversity and administrative service reforms in order to implement our strategies for medium and long-term growth.
- (3) In addition, the newly appointed members are expected to demonstrate management capabilities based on their managerial experiences as well as multifaceted assessment result in line with the medium-term human resource plan, the “Human resource reform” launched in fiscal 2014.

**3. Reason for the appointment of the new executive officers effective 1 April, 2015**

Name	Reason
Kazuhiko Umakoshi	Served as the general manager of key regional offices. Expected to demonstrate capabilities in the leading of further vitalization of the sales force
Satomi Matsumura	Recruited as general staff and transferred to career-track position, formerly the general manager of the head office and the regional office, serves as the role model in exemplifying diversity. Expected to demonstrate capabilities in cultivating markets in key regional offices as well as promoting diversity
Michihiko Hayashi	Served as the general manager of regional offices as well as contributed to the vitalization of advisor channel by leading the revision of personnel system. Expected to demonstrate capabilities in further developing markets in key regional offices
Hideki Nagashima	Led in the formulation of long-term business plan and the new three-year plan, the “Meiji Yasuda next challenge program” launched in April 2014 from the experience of the general manager of regional office. Expected to demonstrate capabilities in drafting next mid-term business plan as well as promoting reforms to raise corporate value
Shinji Nakatani	Led in the corporate marketing administration reform from the experience of the general manager of corporate marketing office. Expected to demonstrate capabilities in accelerating such reform
Tsuyoshi Mizuno	Led in IT strategies while served as the general manager of the regional office and the head office. Expected to demonstrate capabilities in the enhancement of the management and administration of group companies

[Unofficial translation]

**4. Basic principle for the appointment of the senior managing executive officers and the managing executive officers effective 1 April, 2015**

In appointing the senior managing executive officers and the managing executive officers, priority is placed on their capabilities in assisting the president regarding overall business demonstrated through their achievements while serving as the executive officers.

**5. Reason for the appointment of the senior managing executive officers and the managing executive officers effective 1 April, 2015**

Name	Reason
Masahiro Ifuku	Appointed as the senior executive officer based on his capabilities in assisting the president regarding overall business with his extensive experience in the administration division, the individual insurance marketing division and the investment division. Expected to play the leading role in the maintenance and improvement of soundness of the company
Kikuo Asano	Appointed as the senior executive officer based on his capabilities in assisting the president's business execution with his specialized expertise, while serving as the president of the Institute of Actuaries of Japan. Expected to play the leading role particularly in internal control of the company
Masao Aratani	Appointed as the managing executive officer based on his significant business experience especially in the leading of our brand strategy focusing on the value of after-sales services. Expected to play the leading role in the enhancement of corporate value through drafting next mid-term business plan
Shinya Makino	Appointed as the managing executive officer based on his significant business experience especially in the leading of our product strategy including the launch of the new product, "Best style". Expected to play the leading role in product strategy as well as the enhancement of IT governance
Tetsuo Maejima	Appointed as the managing executive officer based on his significant experience in leading the collaboration of retail and corporate marketing. Expected to play the leading role in the collaborations of the sales channels



### Responsibilities of Executive Personnel

(as of April 1, 2015)

Name	Title	Responsibilities of Executive Personnel
Nobuya Suzuki	Representative Executive Officer	Internal Audit Department
Hiroaki Tonooka	Deputy President	International Business Department, Secretarial Department, Compliance Control Department
Kiyotaka Fuke	Deputy President	Corporate Finance Department, Group Pension Administration Department, Human Resources 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
Masahiro Ifuku	Senior Managing Executive Officer	Credit Analysis & Investment Risk Management Department, Profit Management & Actuarial Department, Osaka General Affairs Department
Kikuo Asano	Senior Managing Executive Officer	Group Market Planning & Research Department, General Affairs Department, Risk Management Control Department
Tatsuo Ogoshi	Managing Executive Officer	«Chief Executive, General Agent Marketing» General Agent Channel Department

[Unofficial translation]

Name	Title	Responsibilities of Executive Personnel
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	Corporate Finance Development Department, Customer Service Planning & Administration 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, Affiliated Companies Department
Masao Aratani	Managing Executive Officer	Corporate Communications Department, Corporate Planning Department, Research Department
Shinya Makino	Managing Executive Officer	Investment Administration Department, Product Development Department, Information Systems Department
Tetsuo Maejima	Managing Executive Officer	Corporate Market Development Department, Legal Affairs Department
Takashi Tsunematsu	Executive Officer	〔General Manager, Agency Department〕
Takashi Kikugawa	Executive Officer	【Chief General Manager, Osaka Marketing Headquarters】
Yasuyuki Ayai	Executive Officer	Policy Service Department, Claims Administration Department
Teruki Umezaki	Executive Officer	〔General Manager, Human Resources Department〕
Kazunori Yamauchi	Executive Officer	〔General Manager, International Business Department〕
Kazuhiko Umakoshi	Executive Officer	«Deputy Chief Executive, Individual Insurance Marketing»

[Unofficial translation]

Name	Title	Responsibilities of Executive Personnel
Satomi Matsumura	Executive Officer	[General Manager, Tachikawa Regional Office]
Michihiko Hayashi	Executive Officer	[General Manager, Sapporo Regional Office]
Hideki Nagashima	Executive Officer	[General Manager, Corporate Planning Department]
Shinji Nakatani	Executive Officer	[General Manager, Group Insurance Administration Department]
Tsuyoshi Mizuno	Executive Officer	[General Manager, Affiliated Companies Department]

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