

March 2, 2016  
Meiji Yasuda Life Insurance Company

## **Announcement of Changes in Executive Personnel and Changes in Responsibilities of Executive Personnel (as of April 1, 2016)**

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, 2016.

**Note: This document is a translation from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.**

## 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 and Operating Officers

New Title	Former Title	No Change/Current Title	Name
Deputy President	Senior Managing Executive Officer		Toshihiko Yamashita
Deputy President	Senior Managing Executive Officer		Masahiro Ifuku
Senior Managing Executive Officer	Managing Executive Officer		Tatsuo Ogoshi
Senior Managing Executive Officer	Managing Executive Officer		Akio Sakai
Senior Managing Executive Officer	Managing Executive Officer		Tadashi Onishi
Managing Executive Officer	Executive Officer: Chief General Manager, Osaka Marketing Headquarters		Takashi Kikugawa
Managing Executive Officer	Executive Officer		Yasuyuki Ayai
Managing Executive Officer	Executive Officer: General Manager, Human Resources Department		Teruki Umezaki

New Title	Former Title	No Change/Current Title	Name
Managing Executive Officer	Executive Officer: General Manager, International Business Department		Kazunori Yamauchi
Managing Operating Officer: Chief General Manager, Central Tokyo Marketing Headquarters	Executive Officer: General Manager, Agency Department		Takashi Tsunematsu
Operating Officer: Chief General Manager, Metropolitan Marketing Headquarters	Executive Officer: Deputy Chief Executive, Individual Insurance Marketing		Kazuhiko Umakoshi
Operating Officer	Executive Officer	General Manager, Tachikawa Regional Office	Satomi Matsumura
Operating Officer: Chief General Manager, Osaka Marketing Headquarters	Executive Officer: General Manager, Sapporo Regional Office		Michihiko Hayashi
Operating Officer: General Manager, Human Resources Department	Executive Officer: General Manager, Corporate Planning Department		Hideki Nagashima
Operating Officer	Executive Officer	General Manager, Group Insurance Administration Department	Shinji Nakatani
Operating Officer	Executive Officer	General Manager, Affiliated Companies Department	Tsuyoshi Mizuno
Operating Officer: Chief General Manager, Fukuoka Marketing Headquarters	Associate Officer: General Manager, Kyoto Regional Office		Yoshiro Shimizu

New Title	Former Title	No Change/Current Title	Name
Operating Officer: Chief General Manager, Nagoya Marketing Headquarters	Associate Officer: General Manager, Fukuoka Regional Office		Hideki Yamaguchi
Operating Officer		General Manager, Compliance Control Department	Shiro Kishimoto
Operating Officer: General Manager, Group Market Planning & Research Department	General Manager, Securities Investment Department		Koichi Nagao
Operating Officer: General Manager, Corporate Planning Department	General Manager, Marketing Planning & Research Department		Atsushi Nakamura

Note: Please refer to Appendix 1 for the reason of the appointment of the Executive Officers and Operating Officers.

## 2. Retirees in Executive Officers

New Title	Former Title	No Change/Current Title	Name
Retire	Deputy President	Director	Hiroaki Tonooka
Retire	Deputy President	Director	Kiyotaka Fuke
Retire	Senior Managing Executive Officer: Chief General Manager, Tokyo Marketing Headquarters		Katsunari Maeda
Retire	Managing Executive Officer		Shigeru Kawamoto
Retire	Managing Executive Officer: Chief General Manager, Nagoya Marketing Headquarters		Kazuhito Nakakuma

### Note:

1. Mr. Katsunari Maeda will be appointed as Chairman of the Board of Meiji Yasuda Life Planning Center Company, Limited on April 1, 2016.
2. Mr. Shigeru Kawamoto will be appointed as President of MYJ Co., Ltd. on April 1, 2016.
3. Mr. Kazuhito Nakakuma will be appointed as Standing Advisor on April 1, 2016.

### 3. Changes and Retirees in Associate Officers

New Title	Former Title	No Change/Current Title	Name
General Manager, Agency Department	General Manager, Utsunomiya Regional Office	Associate Officer	Masahiro Koyama
General Manager, Public Market Development Department	General Manager, Group Market Planning & Research Department	Associate Officer	Masanori Takano
Associate Officer		General Manager, Customer Service Planning & Administration Department	Akiyoshi Matsumoto
Associate Officer		General Manager, Corporate Communications Department	Masaaki Ishida
Associate Officer: General Manager, Utsunomiya Regional Office	General Manager, Ofuna Regional Office		Hideaki Kurumaya
Associate Officer: General Manager, Kyoto Regional Office	General Manager, Chiba Regional Office		Yoshiya Kato
Associate Officer		General Manager, Hiroshima Regional Office	Norio Shimizugashira
General Manager, 1st Public Sector Marketing Department	General Manager, Public Market Development Department	Associate Officer	Akira Yamaguchi
Associate Officer: Responsible for the matters relevant to ERM	General Manager, Risk Management Control Department		Kenichi Kaji
Associate Officer: Responsible for the matters relevant to Stancorp Financial Group	General Manager, 4th Corporate Marketing Department		Minoru Wakabayashi

New Title	Former Title	No Change/Current Title	Name
Retire	Associate Officer: General Manager, Chiyoda Regional Office		So Ishikawa
Retire	Associate Officer: General Manager, 1st Corporate Marketing Department		Mikiro Suzuki
Retire	Associate Officer: General Manager, 1st Public Sector Marketing Department		Shin Usami

Note:

1. Mr. So Ishikawa will be appointed as Deputy President of Meiji Yasuda Real Estate Management Company Limited on April 1, 2016.
2. Mr. Mikiro Suzuki will be appointed as President of Diamond Athletics, Ltd. on April 1, 2016.
3. Mr. Shin Usami will be appointed as President of Meiji Yasuda Life Planning Center Company, Limited on April 1, 2016.

## 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, 2016)

New Title	Former Title	No Change/Current Title	Name
<p style="text-align: center;">Deputy President</p> <p style="text-align: center;">( International Business Department, Secretarial Department )</p>	<p style="text-align: center;">Senior Managing Executive Officer</p> <p style="text-align: center;">( Corporate Market Development Department (responsible for the matters relevant to Pension Consulting Office) (shared responsibility) )</p>	<p style="text-align: center;">Chief Executive, Investment</p> <p style="text-align: center;">( Investment Planning &amp; Research Department, Corporate Finance Department, Securities Investment Department, Separate Account Investment Department, Real Estate Investment Department, Credit Analysis &amp; Investment Risk Management Department, Investment Administration Department )</p>	<p style="text-align: center;">Toshihiko Yamashita</p>
<p style="text-align: center;">Deputy President</p> <p style="text-align: center;">( Product Development Department, Human Resources Department )</p>	<p style="text-align: center;">Senior Managing Executive Officer</p> <p style="text-align: center;">( Profit Management &amp; Actuarial Department, Osaka General Affairs Department )</p>	<p style="text-align: center;">( Credit Analysis &amp; Investment Risk Management Department )</p>	<p style="text-align: center;">Masahiro Ifuku</p>
<p style="text-align: center;">Senior Managing Executive Officer</p>	<p style="text-align: center;">Managing Executive Officer</p>	<p style="text-align: center;">Chief Executive, General Agent Marketing</p> <p style="text-align: center;">( General Agent Channel Department )</p>	<p style="text-align: center;">Tatsuo Ogoshi</p>
<p style="text-align: center;">Senior Managing Executive Officer</p>	<p style="text-align: center;">Managing Executive Officer</p>	<p style="text-align: center;">Chief Executive, Group Marketing</p> <p style="text-align: center;">( Corporate Market Development Department, Public Market Development Department, Group Service Support Department )</p>	<p style="text-align: center;">Akio Sakai</p>
<p style="text-align: center;">Senior Managing Executive Officer</p>	<p style="text-align: center;">Managing Executive Officer</p>	<p style="text-align: center;">( Marketing Planning &amp; Research Department, Field Personnel Department, Affiliated Companies Department )</p>	<p style="text-align: center;">Tadashi Onishi</p>

New Title	Former Title	No Change/Current Title	Name
<p>Group Pension Administration Department</p>	<p>Medical Department</p>	<p>Managing Executive Officer</p> <p>Underwriting Department, Group Insurance Administration Department</p>	Masahiko Sagara
<p>Profit Management &amp; Actuarial Department</p>	<p>Investment Administration Department, Product Development Department</p>	<p>Managing Executive Officer</p> <p>Information Systems Department</p>	Shinya Makino
<p>Managing Executive Officer</p> <p>Corporate Finance Department, Investment Administration Department</p>	<p>Executive Officer: Chief General Manager, Osaka Marketing Headquarters</p>		Takashi Kikugawa
<p>Managing Executive Officer</p> <p>Corporate Finance Development Department</p>	<p>Executive Officer</p>	<p>Policy Service Department, Claims Administration Department</p>	Yasuyuki Ayai
<p>Managing Executive Officer</p> <p>Customer Service Planning &amp; Administration Department, Customer Relations Department, Compliance Control Department</p>	<p>Executive Officer: General Manager, Human Resources Department</p>		Teruki Umezaki
<p>Managing Executive Officer</p> <p>International Business Department</p>	<p>Executive Officer: General Manager, International Business Department</p>		Kazunori Yamauchi
<p>Managing Operating Officer: Chief General Manager, Central Tokyo Marketing Headquarters</p>	<p>Executive Officer: General Manager, Agency Department</p>		Takashi Tsunematsu

New Title	Former Title	No Change/Current Title	Name
Operating Officer: Chief General Manager, Metropolitan Marketing Headquarters	Executive Officer: Deputy Chief Executive, Individual Insurance Marketing		Kazuhiko Umakoshi
Operating Officer	Executive Officer	General Manager, Tachikawa Regional Office	Satomi Matsumura
Operating Officer: Chief General Manager, Osaka Marketing Headquarters	Executive Officer: General Manager, Sapporo Regional Office		Michihiko Hayashi
Operating Officer: General Manager, Human Resources Department	Executive Officer: General Manager, Corporate Planning Department		Hideki Nagashima
Operating Officer	Executive Officer	General Manager, Group Insurance Administration Department	Shinji Nakatani
Operating Officer	Executive Officer	General Manager, Affiliated Companies Department	Tsuyoshi Mizuno
Operating Officer: Chief General Manager, Fukuoka Marketing Headquarters	Associate Officer: General Manager, Kyoto Regional Office		Yoshiro Shimizu
Operating Officer: Chief General Manager, Nagoya Marketing Headquarters	Associate Officer: General Manager, Fukuoka Regional Office		Hideki Yamaguchi
Operating Officer		General Manager, Compliance Control Department	Shiro Kishimoto

New Title	Former Title	No Change/Current Title	Name
Operating Officer: General Manager, Group Market Planning & Research Department	General Manager, Securities Investment Department		Koichi Nagao
Operating Officer: General Manager, Corporate Planning Department	General Manager, Marketing Planning & Research Department		Atsushi Nakamura

Note: Please refer to Appendix 2 for the Responsibilities of Executive Personnel.

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

- (1)The appointment of the operating 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 operating 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 operating officers effective 1 April, 2016**

- (1)Strive to further invigorate advisor channel through the collaboration of individual, group and general agent marketing channels, as well as strengthening sales force.
- (2)Appointed diverse and appropriate human resources aiming to enhance group governance 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 operating officers effective 1 April, 2016**

Name	Reason
Yoshiro Shimizu	Appointed as the operating officer based on his significant business experience especially in the key regional offices. Expected to demonstrate capabilities in cultivating corporate and group markets as well as the leading of further vitalization of the sales force
Hideki Yamaguchi	Appointed as the operating officer based on his significant business experience especially in reinforcing our agency training and education structure. Expected to demonstrate capabilities in cultivating corporate and group markets as well as the leading of further vitalization of the sales force
Shiro Kishimoto	Appointed as the operating officer based on his significant business experience especially in enhancing our compliance promotion structure. Expected to demonstrate capabilities in further developing compliance promotion structure and robust compliance culture throughout our group
Koichi Nagao	Appointed as the operating officer based on his significant business experience especially in leading the formulation of our Stewardship initiatives. Expected to demonstrate capabilities in planning sales strategy to cultivate corporate and group markets as well as developing products and services
Atsushi Nakamura	Appointed as the operating officer based on his significant business experience especially in bringing individual insurance marketing to a growth path. Expected to demonstrate capabilities in drafting next mid-term business plan as well as promoting reforms to raise corporate value

Note: Appointment of new operating officer from executive officer is excluded.

**4. Basic principle for the appointment of the senior managing executive officers, managing executive officers and managing operating officer effective 1 April, 2016**

(1) In appointing the senior managing executive officers and managing executive officers, priority is placed on their capabilities in planning overall business strategy and in assisting the president through their achievements.

(2) In appointing the managing operating officer, priority is placed on their capabilities in assisting the president regarding overall business demonstrated through their achievements.

**5. Reason for the appointment of the senior managing executive officers, managing executive officers and managing operating officer effective 1 April, 2016**

Name	Reason
Toshihiko Yamashita	Appointed as the deputy president based on his significant business experience especially in the improvement of financial soundness as well as securing profit. Expected to play the leading role in ensuring medium and long-term growth through enhancing investment management structure and making important management decisions
Masahiro Ifuku	Appointed as the deputy president based on his significant business experience especially in investment management as well as securing profit. Expected to play the leading role in ensuring medium and long-term growth through enhancing the “Human resource reform” and product development structure, in addition to making important management decisions
Tatsuo Ogoshi	Appointed as the senior managing executive officer based on his significant business experience especially in general agent marketing division. Expected to play the leading role in strengthening business relationships with financial institutions, in addition to enhancing general agent channel
Akio Sakai	Appointed as the senior managing executive officer based on his significant business experience especially in cultivating group insurance markets as well as increasing internal cooperation between group marketing and individual insurance marketing division. Expected to play the leading role in strengthening business relationships with our existing customers and enhancing internal relationship structure, in addition to enhancing group marketing channel
Tadashi Onishi	Appointed as the senior managing executive officer based on his significant business experience especially in planning individual insurance marketing strategy and developing internal control structure throughout our group. Expected to play the leading role in innovating our affiliates strategy, in addition to planning individual insurance marketing strategy to ensure medium and long-term growth
Takashi Kikugawa	Appointed as the managing executive officer based on his significant business experience especially in cultivating corporate markets and vitalizing the sales force further. Expected to play the leading role in sophisticating corporate finance structure and planning “Investment administration reform”

Name	Reason
Yasuyuki Ayai	Appointed as the managing executive officer based on his significant business experience especially in reinforcing claim payment and policy administration structure. Expected to play the leading role in further promoting “Administrative Service Reforms” and enhancing corporate finance marketing structure
Teruki Umezaki	Appointed as the managing executive officer based on his significant business experience especially in enhancing “Human Resource Reforms”. Expected to play the leading role in enhancing customer service structure and developing compliance structure throughout our group
Kazunori Yamauchi	Appointed as the managing executive officer based on his significant business experience especially in the acquisition of StanCorp Financial Group, Inc. and enhancing overseas business through securing management structure for our existing affiliates and subsidiaries. Expected to play the leading role in reinforcing operating base through overseas business expansion
Takashi Tsunematsu	Appointed as the managing operating officer based on his significant experience in improving business performance and vitalizing the sales force in individual insurance marketing. Expected to play the leading role in cultivating corporate and group markets as well as leading further vitalization of the sales force in central Tokyo, the most important market

## Responsibilities of Executive and Operating Personnel

(as of April 1, 2016)

Name	Title	Responsibilities of Executive Personnel
Nobuya Suzuki	Representative Executive Officer	Internal Audit Department
Toshihiko Yamashita	Deputy President	«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*, International Business Department*, Secretarial Department
Masahiro Ifuku	Deputy President	Credit Analysis & Investment Risk Management Department, Product Development Department, Human Resources Department
Takashi Ito	Senior Managing Executive Officer	«Chief Executive, Individual Insurance Marketing» Agency Department, Field Education Department
Kikuo Asano	Senior Managing Executive Officer	Group Market Planning & Research Department, General Affairs Department, Risk Management Control Department
Tatsuo Ogoshi	Senior Managing Executive Officer	«Chief Executive, General Agent Marketing» General Agent Channel Department
Akio Sakai	Senior Managing Executive Officer	«Chief Executive, Group Marketing» Corporate Market Development Department*, Public Market Development Department, Group Service Support Department
Tadashi Onishi	Senior Managing Executive Officer	Marketing Planning & Research Department, Field Personnel Department, Affiliated Companies Department
Masahiko Sagara	Managing Executive Officer	Underwriting Department, Group Insurance Administration Department, Group Pension Administration Department

Name	Title	Responsibilities of Executive Personnel
Masao Aratani	Managing Executive Officer	Corporate Communications Department, Corporate Planning Department, Research Department
Shinya Makino	Managing Executive Officer	Profit Management & Actuarial Department, Information Systems Department
Tetsuo Maejima	Managing Executive Officer	Corporate Market Development Department, Legal Affairs Department
Takashi Kikugawa	Managing Executive Officer	Corporate Finance Department, Investment Administration Department
Yasuyuki Ayai	Managing Executive Officer	Corporate Finance Development Department, Policy Service Department, Claims Administration Department
Teruki Umezaki	Managing Executive Officer	Customer Service Planning & Administration Department, Customer Relations Department Compliance Control Department
Kazunori Yamauchi	Managing Executive Officer	International Business Department
Takashi Tsunematsu	Managing Operating Officer	【Chief General Manager, Central Tokyo Marketing Headquarters】
Kazuhiko Umakoshi	Operating Officer	【Chief General Manager, Metropolitan Marketing Headquarters】
Satomi Matsumura	Operating Officer	〔General Manager, Tachikawa Regional Office〕
Michihiko Hayashi	Operating Officer	【Chief General Manager, Osaka Marketing Headquarters】
Hideki Nagashima	Operating Officer	〔General Manager, Human Resources Department〕

Name	Title	Responsibilities of Executive Personnel
Shinji Nakatani	Operating Officer	[General Manager, Group Insurance Administration Department]
Tsuyoshi Mizuno	Operating Officer	[General Manager, Affiliated Companies Department]
Yoshiro Shimizu	Operating Officer	<b>【Chief General Manager, Fukuoka Marketing Headquarters】</b>
Hideki Yamaguchi	Operating Officer	<b>【Chief General Manager, Nagoya Marketing Headquarters】</b>
Shiro Kishimoto	Operating Officer	[General Manager, Compliance Control Department]
Koichi Nagao	Operating Officer	[General Manager, Group Market Planning & Research Department]
Atsushi Nakamura	Operating Officer	[General Manager, Corporate Planning Department]

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