

HISTORY

1902

Tsuneta Yano issues Characteristics of My Company, a pamphlet explaining the merits of a mutual company, and subsequently establishes Japan's first mutual life insurance company, the Dai-ichi Mutual Life Insurance Company.

1938

The Head Office is moved to its current Tokyo location, which served as the General Headquarters of the Allied Powers (GHQ) following World War II.

1967

Dai-ichi's 20-story Oi Head Office, housing the Company's Policy Service departments and Computer Systems Department, is completed.

1970

FALIA, Foundation for the Advancement of Life Insurance Around the World, a consolidation of several related organizations active since 1962, is established to expand Dai-ichi's support for the life insurance business in Asia.

1975

Dai-ichi's first overseas representative office is established in New York to study U.S. insurance, economic, and financial systems as well as to promote international group insurance policies among local subsidiaries of Japanese corporations.

1982

Dai-ichi's first European representative office is established in London.

1990

Dai-ichi's investment in Lincoln National Life Insurance Company marks the first time a Japanese company has participated in capitalizing a leading U.S. insurer.

1993

Dai-ichi completes the DN Tower 21, a new Head Office building in the heart of Tokyo.

1995

Following the Great Hanshin Earthquake in January, Dai-ichi simplifies claims settlement procedures.

1996

Dai-ichi establishes the Dai-ichi Property and Casualty Insurance Co., Ltd.

1997

Dai-ichi establishes Dai-ichi Life Research Institute Inc.

1998

- Dai-ichi establishes Dai-ichi Well Life Support Co., Ltd.
- Dai-ichi enters into the investment trust business as Dai-ichi Life Asset Management Co., Ltd.
- Dai-ichi reaches an agreement on total business cooperation with the Industrial Bank of Japan, Ltd.

1999

- Dai-ichi and the Industrial Bank of Japan Co., Ltd. establish IBJ-DL Financial Technology Co., Ltd.
- Dai-ichi Life Asset Management Co., Ltd., IBJ NW Asset Management Co., Ltd. and IBJ Investment Trust Management Co., Ltd. merge to form DLIBJ Asset Management Co., Ltd. (DIAM).

2000

Dai-ichi enters into an agreement to form a comprehensive business alliance with the Yasuda Fire and Marine Insurance Co., Ltd. and a strategic marketing alliance with American Family Life Assurance Company of Columbus (AFLAC).

2001

Dai-ichi wins the "Japan Quality Award," the first company in the financial and insurance industry to receive this honor.

2002

Marking a century of insurance and investment achievements, Dai-ichi celebrates its 100th Anniversary.

2003

Dai-ichi issues subordinated bonds worth ¥30 billion for public subscription using a securitization scheme.

2004

- Dai-ichi issues U.S. dollar-denominated subordinated bonds in the global capital market.
- Dai-ichi raises additional foundation funds worth ¥60 billion through public offering using a securitization scheme.

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