

[Unofficial Translation]

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President and Representative Director

The Dai-ichi Life Insurance Company, Limited

Code: 8750 (TSE First section)

Embarking on Initiatives to Open New Markets through New Subsidiary

~ To provide new products for agency channel, taking into account diversified customer needs ~

In line with its customer-oriented domestic growth strategy, “By Your Side, For Life – With You Project” (announced on December 17, 2013), The Dai-ichi Life Insurance Company, Limited (the “Company”; President: Koichiro Watanabe) hereby announces that it has decided to embark on initiatives to open a new markets in order to further strengthen its growth strategy.

As customer needs have diversified recently, sales of both protection- and savings-type insurance products through the bancassurance channel have been increasing. Also, there is a trend towards more customers comparing and choosing from a variety of insurance products through outlets such as walk-in insurance shops.

To respond to such customer needs, the Company will provide flexible products and services adapting to changes in society by introducing easy-to-understand product features and simplified procedures. In doing so, the Company will focus on the third sector area, including medical insurance, provide such products through the channels such as the bancassurance channel and walk-in insurance shops, utilize marketing know-how accumulated in our Australian life insurance business and leverage the latest IT technology.

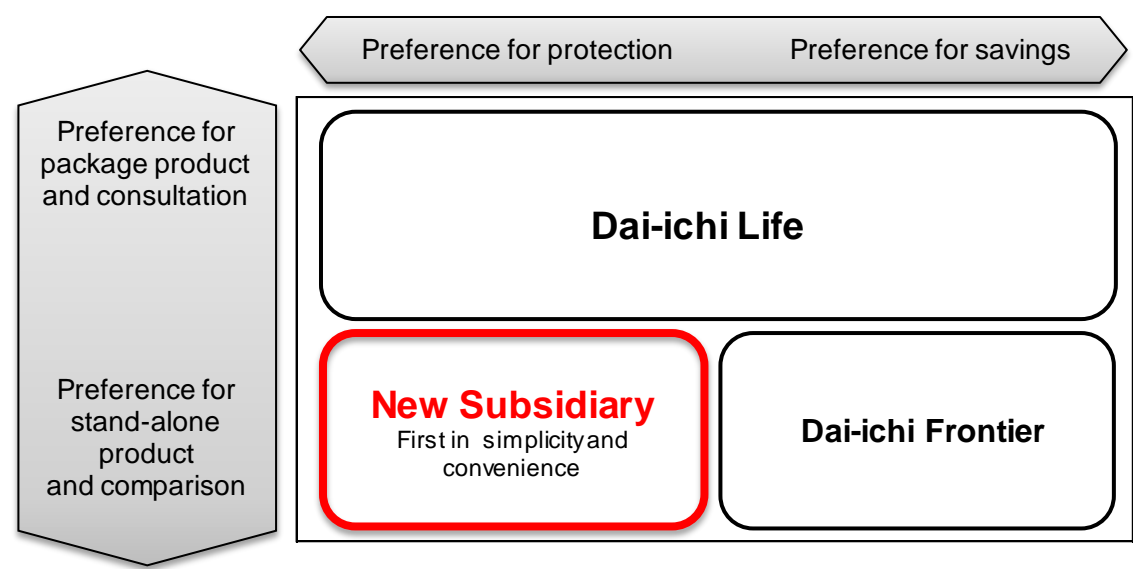
Subject to obtaining relevant regulatory approvals, the Company has reached an agreement with Sampo Japan Insurance Inc. (hereinafter “Sampo Japan”) for the acquisition of its 90% stake in Sampo Japan DIY Life Insurance Co., Ltd. (hereinafter “Sampo Japan DIY Life”) during the first half of the fiscal year ending March 2015. The Company has held its existing 10% stake in Sampo Japan DIY Life since September 2008, which it acquired in an effort to equip itself with multiple distribution channels.

We plan to develop a new administrative and IT infrastructure to support the agency channel and launch new products so that Sampo Japan DIY Life can launch cutting-edge and appropriate insurance products meeting the needs of customers and agents in a flexible manner, with a target to start provision of products and services in the second half or the fiscal year ending March 2016.

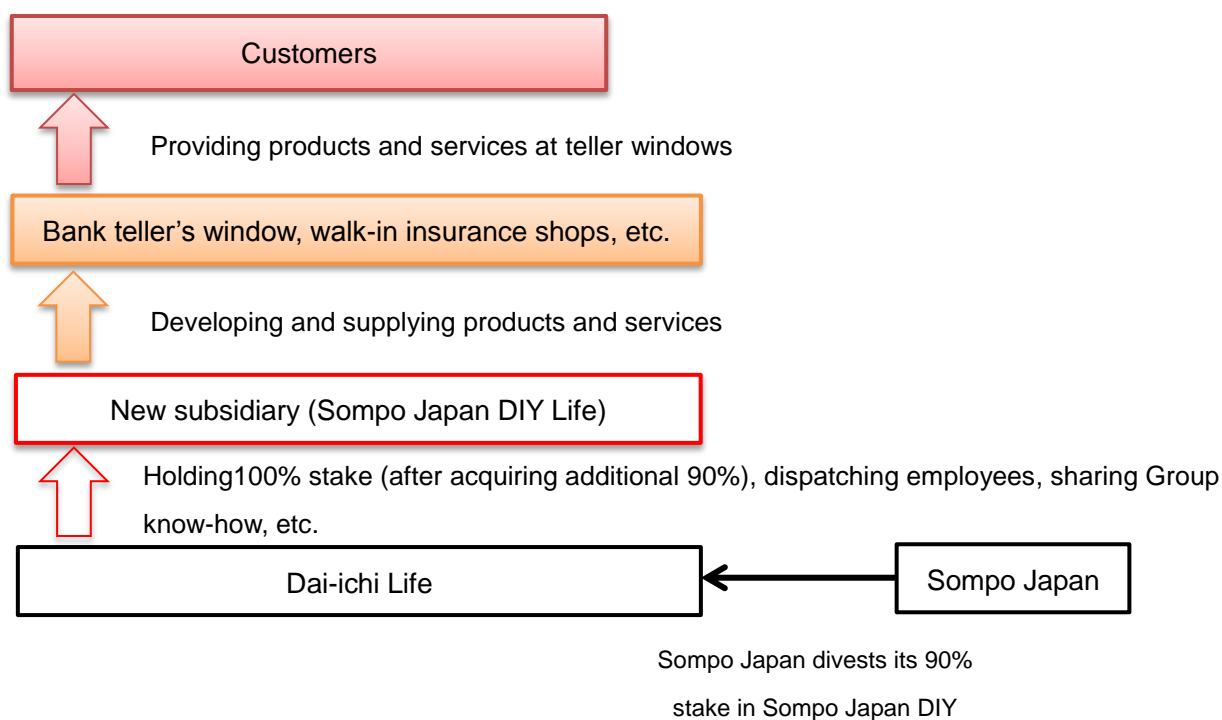
Based on its permanent management philosophy, “Customer First – By Your Side, For Life”, the Company will support each customer’s sound and healthy life and continue striving to jump ahead in order to achieve sustained growth.

Additionally, the Company and Sompo Japan have been taking various initiatives in a wide range of business areas, such as mutually supplying their core insurance products, since a full-scale business alliance between the two companies was agreed in August 2000. We will continue to cooperate with each other to adapt to the ever-changing business environment, elevate our alliance and strive to increase both groups’ profitability and enhance their competitiveness (see “Reference” below).

(Reference) New Subsidiary’s target segment in the life insurance market



(Reference) Business Expansion of New Subsidiary



(Reference) Overview of Sompo Japan DIY Life (as of March 31, 2013)

Name	Sompo Japan DIY Life Insurance Co., Ltd.
Established	April 23, 1999
Location	10-1, Nishi-Shinjuku 6-chome, Shinjuku-ku, Tokyo
Business	Life insurance business
President	Manabu Yamamoto
Number of employees	53
Total Capital	10.1 billion yen
Major stakeholders	Sompo Japan Insurance Inc. (90%) The Dai-ichi Life Insurance Company, Limited (10%)