

We will fulfill our social responsibility through the role of life insurance.

■ Dai-ichi's CSR management

Corporate Social Responsibility (CSR) means that the company needs not only to make a profit but also to conduct business activities, considering the different social dimensions. Dai-ichi believes that the starting point of CSR management is to provide the community with a framework for mutual aid and to contribute to the sustained development of society through the role of life insurance.

Since its establishment, Dai-ichi has employed a "Policyholder First" management policy. Based on this policy, the Company considers society, customers, and employees to be key stakeholders and has adopted three basic management policies: Secure Social Trust, Maximize Customer Satisfaction, and Foster Employee Potential. The CSR approach that Dai-ichi takes seeks to enhance corporate value with the Total Life Plan concept and activities to improve business quality as the driving force for executing the three policies. The Company published the Dai-ichi Life Declaration of Quality Assurance in September 2006 to show its determination to achieve customer-oriented business improvement. The Company positions the steady implementation of the Declaration of Quality Assurance as the core of CSR management and promotes specific initiatives.

■ CSR Management Promotion System

The CSR Promotion Committee, which is chaired by the president, promotes CSR management. Special committees established under the CSR Promotion Committee address key CSR issues to enhance the effectiveness of CSR activities.

CSR management promotion system



■ CSR report

Dai-ichi publishes a CSR Report to communicate its business activities from the perspective of CSR and to enhance its accountability to stakeholders.