

Group Life Insurance

Sales Results of Products and Services for Corporate Clients

Dai-ichi has been offering a range of products and services to corporate clients, including consulting about welfare, pension, and retirement benefit systems, as well as a broad range of information through seminars.

In group insurance, Dai-ichi is proposing its corporate clients general welfare group term life insurance products that support systems for condolence money and retirement benefits at the time of death, and group term life insurance and (group) medical care insurance products, which help employees prepare insurance by themselves.

In the arena of corporate pension plans, sweeping systemic government reforms are underway, including the abolishment of the tax-qualified pension plan scheduled at the end of March 2012. In response, Dai-ichi is proposing the New DB Master Plan II, the system design of which is standardized by fixing the amount of contributions in the defined benefit (DB) system, and the Dai-ichi Life DC Smart Plan, which is designed to operate the corporate defined contribution (DC) plans of multiple companies based on a single pension code in the DC system, in addition to customized pension plans to meet the needs of customers.

A look at the status of group life insurance as of March 31, 2011 shows that the number of organizations with policies in force declined, reflecting surrenders in association with changes in employment systems and revisions to benefit programs. As a result, the sum insured of group insurance policies in force fell by 3.2% from the end of the previous fiscal year, to ¥52,336.6 billion.

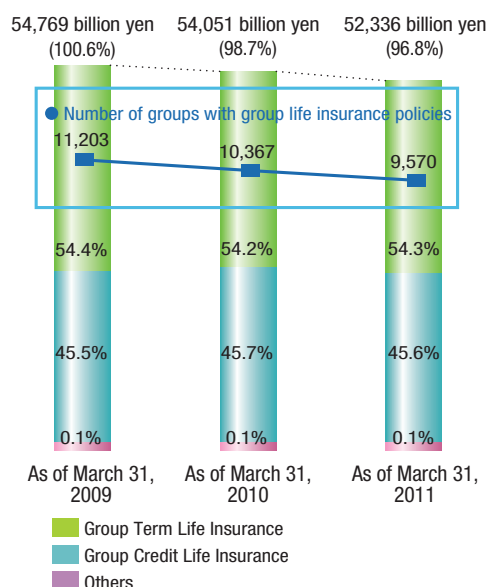
With respect to the group life insurance, the sum insured of group annuity policies in force as of March 31, 2011 fell by 2.4% from the end of the previous fiscal year, to ¥6,041.7 billion, primarily reflecting a decline in the balance of the separate account due to deteriorated financial market conditions.

The balance of group pension assets of DIAM Co., Ltd. decreased by 3.6% from the end of the previous fiscal year, to ¥3,620 billion.

As a result, the balance of group pension assets for the Dai-ichi Life Group overall on March 31, 2011 declined by 2.9% from the end of the previous fiscal year, to ¥9,661.7 billion.

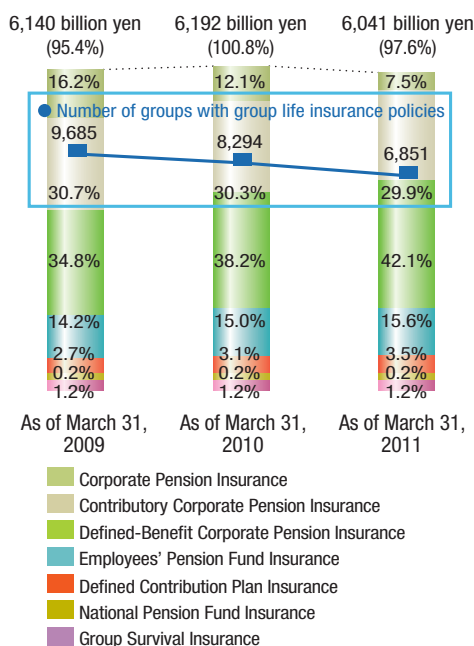
Policies in Force of Group Life Insurance

(Figures in parentheses show the year-on-year comparison.)



Policies in Force of Group Annuities

(Figures in parentheses show the year-on-year comparison.)



*The amount of group annuities is the amount of outstanding policy reserves.