

## Corporate Citizenship Policy and Major Activities in Fiscal 2012

Under its Basic Policy for Corporate Citizenship, Dai-ichi participates in corporate citizenship activities, focusing on promoting health, creating an affluent next-generation society, and preserving the environment. The Company aims to increase the benefits of its activities by periodically reviewing and revising them.

### ■ Promoting Health

#### ● Public Health Award

Dai-ichi established the Public Health Award in 1950 to show our gratitude to and respect for those working to improve public health and hygiene. We have presented the award every year since then through the sponsorship of the Ministry of Health, Labour and Welfare and other organizations. The award commends health-related activities for a wide range of current issues, such as overseas medical activities and efforts to combat lifestyle-related diseases, and 946 organizations and individuals have been honored to date. The award ceremony is held in the fall of each year, and award winners receive an audience with the Emperor and Empress of Japan.



Presentation ceremony for the 64th Public Health Award

#### ● The Cardiovascular Institute

This foundation conducts medical research on various cardiovascular diseases, publishes its research results, and provides advanced specialized medical services at its hospital for the purpose of contributing to the prevention, diagnosis, and treatment of cardiovascular diseases. The foundation will continue to contribute to the development of clinical medicine for cardiovascular diseases.

### ■ Creating an Affluent Next-Generation Society

#### ● Supporting consumer education through the *Life Cycle Game II—Recommending a Total Life Plan*

The *Life Cycle Game II—Recommending a Total Life Plan*, developed by Dai-ichi, is a consumer education program that allows users to learn about various life risks and how to prepare for them, and review insurance policies by playing a *Sugoroku*-style game (*Sugoroku* is the Japanese version of Parcheesi). Dai-ichi uses this game to provide education at schools and other institutions, and offers the game to schools and consumer centers as consumer education materials.



*Life Cycle Game II*

#### ● The Foundation for the Advancement of Life & Insurance Around the world (FALIA)

To help develop the life insurance business, this foundation holds training sessions and seminars for people in the insurance industry in Japan and overseas.

#### ● Initiatives to invite nursery centers to operate using our real estate

As its initial attempt in the industry (Based on a Dai-ichi survey), the Company is working to invite nursery centers to operate using the real estate it owns, in cooperation with JP Holdings Inc. and Poppins Co., Ltd., who run nursery centers.

#### ● General Incorporated Foundation The Dai-ichi Life Foundation

This foundation conducts survey research, makes proposals, and provides aid to realize a healthy and livable society in an aging society with a falling birth rate, for the purpose of helping to create an affluent next-generation society. In April 2013, it began subsidizing newly established nursery centers as a measure to address the many children on the waiting lists of nursery centers, which is a pressing social issue.

\* This foundation was established in April 2013 through the merger of three general incorporated foundations—namely, Toshi No Shikumi To Kurashi Kenkyusho [The Research Institute of City and Life Structures], Chiiki Shakai Kenkyusho [The Research Institute of Local Communities], and Shisei Kenkyusho [The Japan Institute of Human Posture Research].

## ■ Preserving the Environment

### ● Green Environmental Design Award and Green City Award

The Company has been sponsoring the 'Green Environmental Design Award,' which commends and subsidizes excellent works, with the public interest incorporated foundation Organization for Landscape and Urban Green Infrastructure, which publicly seeks greening plans that will contribute to the creation of beautiful local landscapes and an urban environment where people and nature can coexist. Since 2013, the Company has also been participating in the 'Green City Award,' which aims to reward groups showing remarkable results in their efforts to conserve and create a green environment and widely promote urban tree planting. The Company comprehensively supports environmental preservation activities for 'Urban Greenery' by consistently administering these two awards.



The Public Interest Incorporated Foundation Solapuchi Kids' Camp (the 22nd Green Environmental Design Award; the Minister of Land, Infrastructure, Transport and Tourism Prize)

## Initiatives to Protect the Environment

As part of its social responsibility, Dai-ichi is engaged in environmental preservation activities on a routine, ongoing basis for the environmental conservation of local communities, global environmental protection, and the creation of a recycling-conscious society.

### ● Promoting Environmental Management

In its Medium-Term Environmental Effort Plan for FY2011 and FY2012, the Company steadily produced results due to its concerted efforts company-wide, regarding the following initiatives as its top priorities: reducing CO<sub>2</sub> emissions and electricity use, reducing the amount of paper

used, being pro-environment in the area of asset management, and establishing a system to encourage environmental management.

We have launched a Medium-Term Environmental Effort Plan for FY2013 – FY2015 that coincides with the period of our medium-term management plan *Action D: The Group's Collective Challenges for Achieving Further Growth* to further strengthen our environmental management.

### ● Promoting pro-environmental behavior in asset management: Initiatives for environmental finance

As an institutional investor that manages some ¥30 trillion in assets, Dai-ichi is not only working to reduce the environmental burden in its business activities, but is also actively promoting efforts in environmental finance to create a sustainable society. We will continue to promote asset management that strikes a balance between returns and environmental friendliness, including loans and investments in power-generation projects using renewable energy, such as photovoltaic power generation.

### ● Promoting environmentally educational activities: Promotion of the Ecocap Movement

Dai-ichi is participating in the Ecocap Movement\* with local customers at its offices around the nation. This initiative, which began in certain offices and branches in fiscal 2005, has evolved into a special activity that allows Company employees and local customers to learn about the environment and become more environmentally conscious through the efficient use of limited resources.

We had retrieved a cumulative total of approximately 66 million caps as at the end of March 2013, and donated vaccines for approximately 82,500 children through the NPO Ecocap Movement.

\* The Ecocap Movement is a program to help prevent global warming by recycling discarded PET bottle caps and using the income to donate vaccines to children in developing nations.

### Medium-Term Environmental Effort Plan for FY2013 – FY2015

Efforts to Prevent Global Warming (Energy Saving)	Reduction of energy in offices	<ul style="list-style-type: none"> <li>● CO<sub>2</sub> emissions (t-CO<sub>2</sub>) Reducing CO<sub>2</sub> emissions by 6% compared to FY2009</li> <li>● Electricity use (1,000 kwh) Reducing electricity use by 6% compared to FY2009</li> </ul>
Efforts to Build a Recyclable Society (Resource Saving)	Reduction of paper usage	<ul style="list-style-type: none"> <li>● Total use of paper (tons) Reducing the total use of paper by 30% compared to FY2009</li> </ul>
	Reduction of general waste	<ul style="list-style-type: none"> <li>● Reducing general waste by 10% compared to FY2009 in three major offices (Hibiya, Toyosu, and Fuchu)</li> </ul>
	Promotion of green purchases	<ul style="list-style-type: none"> <li>● Percentage of green purchases 80% or more</li> </ul>
Corporate Efforts for Environmental Protection	Promoting pro-environmental behavior in asset management	
	Response to biodiversity conservation	
	Efforts to conserve the environment through supply chains	
Efforts to improve environmental management in response to social demands	Developing pro-environmental behavior as a Group	
	Understanding and disclosing indirect CO <sub>2</sub> emissions	
	Improving the social valuation of our efforts to conserve the environment	
	Further enhancing educational activities for employees	