

Principles of Dai-ichi Life Group

The Group companies will contribute to lives of comfort with peace of mind of people and the development of local communities in their respective regions through providing life insurance and related services by sharing the Group principles (Mission, Vision and Values) we established in August 2013. We will strive to maximize Group value by sharing the Group's strategies with each company, advancing together in the same direction.

Principles of the Dai-ichi Life Group

Mission

Raison d'être of Dai-ichi Life Group

By your side, for life

As part of the Dai-ichi Life Group, all our companies will contribute to lives of comfort with peace of mind of people and development of local communities in respective regions by standing by the side of our customers and their loved ones, for life.

Vision

Medium-term vision

Thinking People First

We will aim to become a company that thinks of people first, more than anyone else, from the following four perspectives, in order to become an insurance group that is the leader in trust and support of its customers.

- First in Quality
- First in Productivity
- First in Vital and Energetic Employees
- First in Growth Potential

Values

Values we emphasize

**Dai-ichi Life Group's
Corporate Action Principles
(DSR Charter)**

The Dai-ichi Life Group will help build a sustainable society by adopting its corporate action principles (DSR Charter) so it can continue to meet the expectations of customers, society, shareholders, investors, and employees.

Rediscovered importance of the role of life insurance

Importance of our concept of Passing On Peace Of Mind rediscovered through the Great East Japan Earthquake

Through the Great East Japan Earthquake, Dai-ichi Life's officers and employees felt anew the weight of life insurance's role of complementing the social security system. Through this experience we learned the importance of "Passing On Peace Of Mind." We rediscovered our mission of delivering invisible and irreplaceable things such as bonds with family and beloved ones, and the bond between us and our customers through the protection function of life insurance, such as payment of insurance claims and benefits. We believe that our concept of "Passing On Peace Of Mind" to customers applies not only in Japan but around the world, and we share the concept globally as the universal mission of employees of the Dai-ichi Life Group.

Group Mission: By your side, for life

Since our foundation in 1902, the Dai-ichi Life Group has always put the customer first. This philosophy continues to guide us as we move forward. We contribute to local communities by passing on peace of mind through providing life insurance and related services. As part of the Dai-ichi Life Group, all our companies will continue to stand by the side of our customers and their loved ones, for life.

Group Vision: Thinking People First

People's lifestyles will continue to vary and change, so we provide easy to understand products and services tailored to these many different ways of life. At Dai-ichi Life Group, we will always be *Thinking People First*.

Thinking People: We take action, considering sincerely people and their lives. It means listening to people and working together with them to build human capital that contributes to happiness. It means a global perspective, constantly taking on new challenges for the future. *Thinking People* means sincerely thinking about people, considering their needs, demands, and lifestyles.

Our philosophy has been *Customer First* since 1902. Dai-ichi Life Group will continue to reform and renew itself to meet the challenges of the times, delivering new value and achieving consistent and sustainable growth.

Group Values: Dai-ichi Life Group's Corporate Action Principles (DSR Charter)

Dai-ichi Life Group's Corporate Action Principles (DSR Charter)

[Customer satisfaction]	We provide high-quality products and services with the intention of standing by the side of our customers for life. Everything we do is designed to exceed our customer's needs and deliver customer satisfaction.
[Communication]	We hold ourselves accountable to our stakeholders and sincerely accept their opinions, reflecting them in our corporate management.
[Compliance]	We set the bar high for ethical standards and maintain full compliance in all our business activities. We respect privacy and fully enforce the protection and management of personal information.
[Respect to human rights]	We respect the culture and customs of every country and region, always operating in a way that contributes to local development. We also respect human rights and proactively operate in a way that reflects this.
[Diversity]	We actively cultivate human resources by ensuring a rewarding work environment in which diversified human resources can play an active role.
[Environmental protection]	We actively engage in environmental protection on a daily basis, recognizing that preserving the global environment is our social responsibility.
[Social contribution]	We head social action programs, growing together with communities as an active corporate citizen.
[Promoting health]	We manage the Company to help improve the health of the people in our local communities. We also promote the mental and physical health of our employees.
[Creating sustainable corporate value]	Based on the eight principles above, we are working to create sustainable corporate value by effectively using our management resources, improving the productivity of our business, and maintaining and strengthening our financial base.