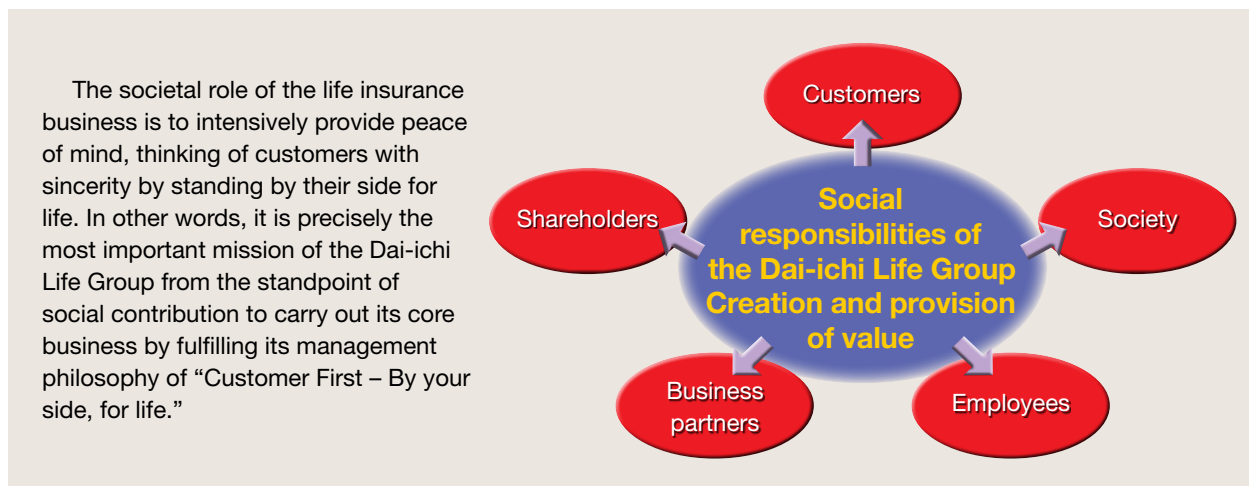


DSR Management

The Company promotes DSR Management, which we have built on our own, as an initiative to uphold our Customer First philosophy that we have inherited since our founding in 1902, improve the quality of our products and services, and continue to improve our management quality.

DSR, which stands for Dai-ichi's Social Responsibility, starts with the D from Dai-ichi Life to express our own management system that extends far beyond the framework of corporate social

responsibility (CSR) in general terms. We aim to provide our stakeholders with value while fulfilling our social responsibilities as a member of society (corporate citizen), through continual improvement of our management quality by complying with a plan-do-check-action (PDCA) cycle in our relationships with society, the environment and our shareholders, investors and employees, including measures we take from the customer's perspective.



Our DSR management initiatives are promoted by the "Committee for Dai-ichi's Social Responsibility Promotion," chaired by the president. Under the committee's umbrella, four special committees are established to address core challenges in DSR Management to increase the effectiveness of each

initiative. Furthermore, as part of efforts to improve management quality through the PDCA cycle, we have set up "Branch DSR Committees" at each of our branch offices, and "Unit Office DSR Committees" at each of our unit offices.

DSR Management Promotion System

