



What is DSR Management?

DSR Management is a management framework for creating value, unique to Dai-ichi Life. Its purpose is to fulfill the Company's social responsibility to all stakeholders through an increase in the corporate value, with the aim of constantly improving its management quality through the PDCA (Plan-Do-Check-Action) cycle for the purpose of pursuing the Group Mission "By your side, for life."

"DSR" stands for Dai-ichi's social responsibility, and it is an expression of our distinct management efforts that extend far beyond the framework of corporate social responsibility (CSR) in general terms.

This effort refers to the guidelines of the Japan Quality Award, which is a system to honor organizations that keep creating value sought by customers through self-innovation by reviewing their management from a customer's point of view. We have been conducting "management quality improvement activities" since 1998 as the core strategy in our management plan to improve our management quality, and received the Japan Quality Award in 2001 for the first time as a financial institution.

Since receiving the award, we have continued our work on improving our management quality, advancing our strategy for "CSR Management." Subsequently, we took another step forward at the time of our demutualization, adopting "DSR Management," which enables us to better reflect Dai-ichi Life-ness in our activities. We will continue to pursue the Group Mission, "By your side, for life," while constantly evolving DSR Management.

Social responsibilities of the Dai-ichi Life Group Creation and provision of value

