

Principles of the Dai-ichi Life Group

The Group companies will contribute to comfortable lives with peace of mind and the development of local communities in their respective regions and countries, providing life insurance and related services by sharing the Group's principles (Mission, Vision and Values).

We will strive to maximize the value of the Group and aim for sustainable growth by sharing the Group's strategies with each company, moving forward together in the same direction.



Mission

Since our foundation in 1902, the Dai-ichi Life Group has always put our customers first. This philosophy continues to guide us as we move forward. We contribute to local communities by passing on peace of mind through the provision of 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.

Vision

We will aim to become a company that thinks of people first, more than anyone else, from the following four perspectives, aspiring to become the most highly regarded life insurance company by customers.

First in Quality

First in Productivity

First in Vital and Energetic
Employees

First in Growth Potential

Values

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.

“DSR” stands for Dai-ichi’s Social Responsibility, “a unique framework for using the PDCA cycle company-wide to continually improve management quality and satisfy our social responsibilities to all stakeholders, while at the same time increasing the corporate value of the Dai-ichi Life Group.

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| 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 capital by ensuring a rewarding work environment in which diversified human capital 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. |
| Create 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. |