



Framework for value creation management unique to the Dai-ichi Life Group ~ DSR Management ~

In 1998, we began “business quality improvement activities” to improve the quality of all operations from the customer’s perspective. In 2001, we received the Japan Quality Award, a first for a financial institution.

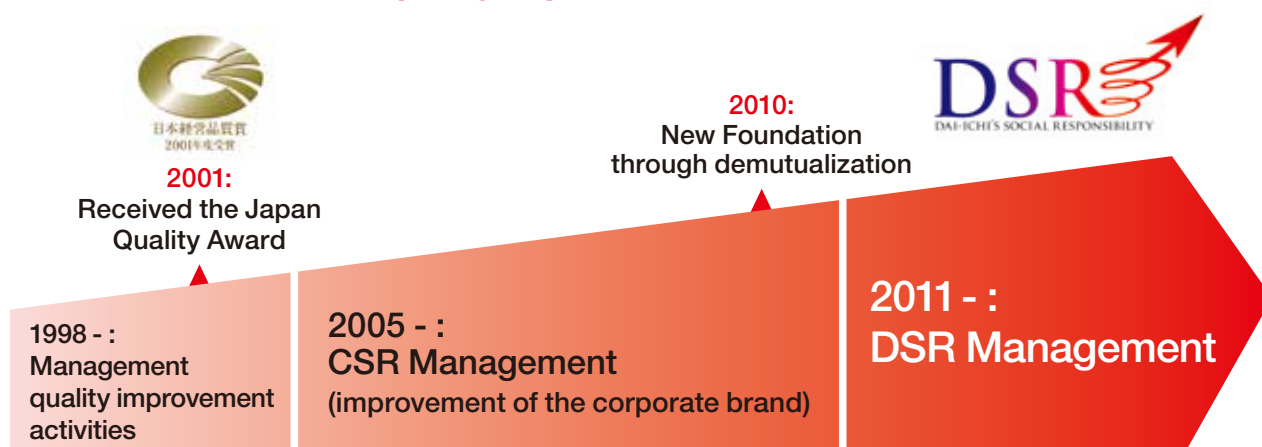
Also after receiving the award, we have continued our work on improving our management quality even when senior management is changed, advancing our strategy for “CSR Management.” Subsequently, we took another step forward at the time of our listing, adopting “DSR Management,” which enables us to better reflect Dai-ichi Life-ness in our activities.

As a result of continuing these activities, Dai-ichi Life has now become an organization in which each employee is able to make relentless efforts with originality and ingenuity every day, with the aim of providing customers with the best products and services that are best for them.

We also make progress in solving problems efficiently by sharing and using successful examples of DSR Management. This has helped the recent acceleration in the growth of the Group.

We will continue to realize sustainable value creation while evolving DSR Management ceaselessly.

Transition of business quality improvement activities



Each employee supports DSR Management.



Sharing and commemorating successful examples of DSR Management (DSR Convention)

