

June 26th, 2012

The Dai-ichi Life Insurance 110th Anniversary Special Event
The Public Opening of MacArthur Memorial Room
< LIMITED PERIOD : JULY 17th ~ JULY 22nd 2012 >

The Dai-ichi Life Insurance Company, Limited (the “Company”; President: Koichiro Watanabe) is approaching the 110th anniversary of its founding in September 2012. As a special event to celebrate its 110th anniversary and to celebrate the 60th anniversary of the derequisition of “Dai-ichi Seimei Kan” (the “DL Building”; currently the DN Tower 21) from General Headquarters of the Allied Powers (the “GHQ”) in July 2012, we are opening the normally closed- to-public MacArthur Memorial Room for a limited period. The details of the event are as follows:

< The Public Opening of MacArthur Memorial Room >

Limited Period : July 17th (Tue) ~ July 22nd (Sun) 2012

Open Hour : 10:30 ~ 15:30

* The number of visitors will be limited to 200 persons per day

During the event, in addition to opening MacArthur Memorial Room, we’ve also prepared historical exhibitions so that you can catch a glimpse of Japan’s development and the Company’s progress after the World War II. We think that it will be a great opportunity for you to experience Japan’s historical moment up close and personal.

Furthermore, due to the limitation in the capacity of the venue and to preserve the condition of the historical documents, we will limit the number of visitors to 200 persons a day.

The Company has been striving to follow “Customer First” principle since its foundation in 1902, and we will keep making even greater efforts to attain sustainable growth in the future.

< The History of MacArthur Memorial Room >

The DL Building, the Company's headquarter building, was requisitioned by the GHQ in September 1945 after the World War II. On its requisition process, the GHQ ordered the Company to leave the building in 72 hours and not to bring anything else other than documents. Although securing a new office building and seeking workers to help with the moving process were not easy tasks, the company managed to finish the moving process three hours before the deadline. After this incident, the Company moved its headquarter to "Dai-ichi Sogo Kan" (the "Sogo Building") in Kyobashi, Chuo-ku, Tokyo. After undergoing second reconstruction, the Sogo Building will be reborn as "Sogo Kan 110 Tower" (the "110 Tower") in July 2012 to celebrate the Company's 110th anniversary. The exterior of this building will resemble the nostalgic first-generation Sogo Building. Additionally, by introducing the latest state-of-the-art seismic-isolation system, the third generation 110 Tower will be able to provide a sense of security for its users. The number "110" signifies the 110th anniversary of the Company and also incorporates our hope and expectation for the next 110 years.

The requisitioned DL Building was a site for numerous crucial events that helped shape postwar Japan, such as the composition of the draft of the current Constitution of Japan.

At that time, General MacArthur used the 6th floor's Presidential Office as his office. As General MacArthur was very scrupulous person and always made a swift decision for every matter, he was said to use a desk without any drawer. Moreover, because of his affection for yachts, the office room is decorated with two yachts drawings painted by an English painter, F.J. Aldridge. We have kept the room intact, including the desk and chair, as it appeared during the GHQ's occupancy period.

After the Treaty of San Francisco was signed, the GHQ moved to Ichigaya in July 7th, 1952 and the DL Building was returned after 6 years and 10 months of requisitioning. The Company then moved its headquarter back from the Sogo Building to the DL Building, and the business operations in the DL Building was commenced on September 1st, 1952.

< MacArthur Memorial Room >

ADDRESS 13-1, Yurakucho 1-chome, Chiyoda-ku, Tokyo, 100-8411
The Dai-ichi Life Insurance Company, Limited



< Access >

- For those who use JR Yurakucho Station:
The venue is 3-minute walk from the central west gate. Go out from the central west gate and then go straight ahead to the Imperial Palace. The venue is in the white building facing the canal. Take the escalator to the counter in the 2nd floor.
- For those who use Subway Yurakucho Station – Yurakucho Line:
Hibiya Station – Toei Mita Line:
Go through the B2 exit. You can find the venue building, right in front of exit.

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