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The Dai-ichi Life Insurance Company, Limited
Code: 8750 (TSE First section)

Acquisition of Online Life Insurance Distribution business in Australia

The Dai-ichi Life Insurance Company, Limited (the “Company”; President: Koichiro Watanabe) hereby announces that TAL Group (TAL Dai-ichi Life Australia Pty Limited, directly owned by the Company, and its subsidiaries) has agreed with NFS Group (National Financial Solutions Pty Ltd and its subsidiaries), an online life insurance comparison business* in which TAL Group already had an approximately 10% stake, to acquire 100% ownership of NFS Group. Through this acquisition, Dai-ichi Life Group will enter into the new market where customers seek, compare and buy life insurance over the internet.

The Australian life insurance market has been steadily growing. In such a market the online life insurance distribution channel has high potential for growth in light of increasing consumer use of the internet and the demand for life insurance products. TAL would like to see this comparison business to grow further. NFS Group started its business in 2004 with its brand name, “Lifebroker”, and established a presence as one of 2 top online life insurance distribution businesses in Australia.

This acquisition is expected to lead to, not only an expansion of TAL’s customer base but also to group-wide synergies as the Dai-ichi Life Group will make use of by sharing the internet customer processes and sales know-how within the group.

The Company will seek to further enhance its overseas life insurance business going forward, pursuing such new opportunities.

*Online comparison businesses provide the product information of several companies on one website, so that customers can compare the products and get an estimation of insurance premiums. The online capability is supplemented with a call center to provide customers with further information and complete the sales process.

<Outline of National Financial Solutions Pty Ltd >

Company name	National Financial Solutions Pty Ltd
Trade name	Lifebroker
Year of establishment	2004
Location of headquarters	Melbourne, Australia
Total asset (consolidated)	28 million AUD (Approx. 2.6 billion JPY) (June 2013)
Amount of shares owned by Dai-ichi Life Group	100%

(Note) The exchange rate is at the end of June, 2013 (1AUD=91.12JPY).

This press release may contain statements that are “forward-looking statements” regarding our intent, belief or current expectations of management with respect to our future results of operations and financial condition. Any such forward-looking statements are not historical facts but instead represent only our belief regarding future events, many of which, by their nature, are inherently uncertain and outside our control. Important factors that could cause actual results to differ from those in specific forward-looking statements include, without limitation, economic and market conditions, consumer sentiment, political events, level and volatility of interest rates, currency exchange rates, security valuations and competitive conditions. Forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ.