

November 25, 2013

Koichiro Watanabe
President and Representative Director
The Dai-ichi Life Insurance Company, Limited
Code: 8750 (TSE First section)

Dai-ichi Life Vietnam has received a prize of “Corporate Social Responsibility Award, at 17th Asia Insurance Industry Awards 2013”

Dai-ichi Life Insurance Company of Vietnam, Limited (“Dai-ichi Life Vietnam”; Chairman of the Member’s Council cum General Director: Takashi Fujii), one of subsidiaries of The Dai-ichi Life Insurance Company, Limited (“the Company”; President: Koichiro Watanabe), has received a prize of “Corporate Social Responsibility Award” at the presentation ceremony of “17th Asia Insurance Industry Awards 2013” held on November 6, 2013 in Singapore.

“Asia Insurance Industry Awards” is the annually-held, largest contest of the Asian insurance industry, organized by Asia Insurance Review, a prestigious insurance magazine in Asia. The 14 categorized prizes are given to the non-life insurance and life insurance companies who have conducted the most significant activities throughout the year.

Dai-ichi Life Vietnam has received the prize for the donation of UV water filtration systems to 24 primary schools via the East Meets West Foundation, an American NGO. This is the first time for any insurance company in Vietnam including non-life insurance companies to be awarded at the ceremony of Asia Insurance Industry Awards.

1. Outline of the prize

- The name of the prize

“Corporate Social Responsibility Award, 17th Asia Insurance Industry Awards 2013”

- Method of screening

The panel of 31 judges, comprising of the heads of the insurance regulators, major insurers and insurance related organizations, holds a vote.

2. Main reasons for receiving the prize

Dai-ichi Life Vietnam donated the UV water filtration systems to 24 primary schools in the rural part of Vietnam via the East Meets West foundation, from October 2011 to November 2012. In the villages in Vietnam the drinking water is not available for over half of the

[Unofficial Translation]

schools due to the difficulty in securing the safe water. The contribution of providing the better educational environment to children who bear the country's future through the provision of clean water is highly valued, which is why Dai-ichi Life Vietnam has been given this award.

In addition, at the same time 250 staffs and financial consultants from Dai-ichi Life Vietnam gave lectures on the importance of hygiene and clean water to primary school pupils. Another reason for receiving the prize, aside from providing the clean water, was the harnessing of volunteering power among staff and agents as well as raising of hygiene awareness through this activity among local communities.

3. Outline of Dai-ichi Life Vietnam

[Name] Dai-ichi Life Insurance Company of Vietnam, Limited

[Type of Business] Life insurance business in Vietnam

[Year of Establishment] January 18 2007

[Total Assets] 3,901,616 Million VND (Approx. 16.38 Billion Yen) (at the end of 2012)

[Head Office] Ho Chi Minh, Vietnam

[Amount of Shares Owned by the Company] 100%

[Market Share/Ranking] 8.0%/4th (at the end of 2012, based on premium income)

* The exchange rate is at the end of December, 2012 (1VND = 0.0042 Yen)