

February 13, 2014

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

Changes to Representative Directors

The Dai-ichi Life Insurance Company, Limited (the “Company”; President: Koichiro Watanabe) hereby announces changes to the representative directors of the Company, to be effective April 1, 2014, as follows:

· Changes (as of April 1, 2014)

Name	Title (Current)	Title (as of April 1, 2014)
Shigeo Tsuyuki	Director, Senior Managing Executive Officer	Representative Director, Deputy President
Norimitsu Horio	Director, Senior Managing Executive Officer	Representative Director, Senior Managing Executive Officer
Hideto Masaki	Representative Director, Deputy President	Director

[Unofficial Translation]

Biography of Newly Appointed Representative Directors

Name	Shigeo Tsuyuki	
Date of Birth	July 12, 1954	
Stock Holdings	15,772	
Education	March 1977	Graduated from Keio University, Faculty of Law
Career History	April 1977	Joined the Dai-ichi Mutual Life Insurance Company (presently the Dai-ichi Life Insurance Company, Limited)
	April 1998	General Manager, Investment Planning Dept.
	April 2003	General Manager, Investment Planning Dept. and Investment Affiliated Enterprises Dept.
	July 2003	Director, General Manager, Investment Planning Dept. and Investment Affiliated Enterprises Dept.
	April 2004	Director, Chief General Manager, Investment Planning and General Manager, Investment Planning Dept.
	July 2004	Executive Officer, Chief General Manager, Investment Planning and General Manager, Investment Planning Dept.
	November 2004	Executive Officer, Chief General Manager, Investment Planning, General Manager, Investment Planning Dept. and Investment Affiliated Enterprises Dept.
	April 2005	Managing Executive Officer, General Manager, Investment Planning Dept.
	April 2006	Managing Executive Officer
	April 2007	Managing Executive Officer, General Manager, Investment Planning Dept.
	October 2007	Managing Executive Officer, General Manager, International Business Management Dept.
	April 2008	Managing Executive Officer
	July 2008	Director, Managing Executive Officer
	April 2011	Director, Senior Managing Executive Officer
	September 2011	Director, Senior Managing Executive Officer and General Manager, Public Sector Relations Dept.
	April 2012	Director, Senior Managing Executive Officer

Name	Norimitsu Horio	
Date of Birth	January 9, 1954	
Stock Holdings	12,420	
Education	March 1978	Graduated from University of International Business and Commerce, Faculty of Business and Commerce
Career History	April 1978	Joined the Dai-ichi Mutual Life Insurance Company (presently the Dai-ichi Life Insurance Company, Limited)
	April 1999	General Manager, Osaka Sales Promotion Dept.
	April 2003	General Manager, Sales Force Planning Dept.
	April 2005	Executive Officer, General Manager, Policy In-force Management Dept. and Sales Force Planning Dept.
	April 2006	Executive Officer, General Manager, Customer Satisfaction Promotion Dept. and Sales Force Planning Dept.
	April 2007	Executive Officer, General Manager, Customer Satisfaction Promotion Dept.
	April 2008	Managing Executive Officer, Chief General Manager, Quality Assurance and General Manager, Quality Management Promotion Dept.
	April 2009	Managing Executive Officer
	April 2013	Senior Managing Executive Officer
	June 2013	Director, Senior Managing Executive Officer

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