

[Unofficial Translation]

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President and Representative Director

The Dai-ichi Life Insurance Company, Limited

Code: 8750 (TSE First section)

TAL Group Becomes Industry Leader of Australian Life Insurance Market

TAL group (TAL Dai-ichi Life Australia Pty Limited (TDA) and its subsidiaries), the wholly owned subsidiary of The Dai-ichi Life Insurance Company, Limited (the “Company”; President: Koichiro Watanabe), achieved AUD 1,878 million (approx. 175.1 billion yen¹) in annualized premiums in force at the end of December 2013, making it the industry leader in the life insurance market (for protection products) in Australia².

Since the Company first invested in 2008, TAL has adopted a multi-distribution channel model to reflect changing consumer behaviors so that it can provide financial protection to customers in ways of their choosing, via advisers, superannuation and directly. As a result, TAL has extended its strong performance, steadily being able to grow its industry ranking, having been at 4th position at the time of the first investment. In recent years in particular, TAL’s high evaluation by independent financial advisors³ has contributed to the strong sales performance.

Along with expecting further profit contribution from TAL, the Company plans to further enhance efforts in the overseas business going forward.

¹ The exchange rate is at the end of December, 2013 (1 AUD = 93.24 yen).

² In Australia annualized premiums are generally used for the market ranking. Based on an Australian life insurance market related media releases, announced on 7th of March by the Australian research firm “Plan for Life” and announced on 19th of March by the Australian research firm “DEXX &R”.

³ For two consecutive years TAL has won the “Risk Provider of the Year” award from the Australian research firm “Core Data”. The award is given to the company with the highest advisor satisfaction ratings of various aspects.