

[Unofficial Translation]

September 29, 2014

Koichiro Watanabe

President and Representative Director

The Dai-ichi Life Insurance Company, Limited

Code: 8750 (TSE First section)

Change of the Name and Location of Head Office of Sompo Japan DIY Life Insurance

Sompo Japan DIY Life Insurance Co., Ltd. (hereinafter “Sompo Japan DIY Life”), a subsidiary of The Dai-ichi Life Insurance Company, Limited (the “Company”; President: Koichiro Watanabe) will change its name on November 25, 2014, subject to relevant regulatory approvals.

This change relates to the acquisition of 100% of Sompo Japan DIY Life by the Company on August 1, 2014. Additionally, Sompo Japan DIY Life will change the location of its head office on November 25, 2014.

■ **New name of Sompo Japan DIY Life: The Neo First Life Insurance Company, Limited**
(abbreviated: Neo First Life)

【 Meaning of the new name 】

“Neo” in Greek implies “New” and “First” in English implies “No.1”.

We believe the security and satisfaction provided by insurance can change, according to changes in social environment surrounding customers and their lifestyle.

With this new company name we imply our aspiration that Neo First Life will not only quickly respond to such changes but also address each customer’s needs in advance and provide them with peace of mind and satisfaction more than ever before.

■ **New location: Osaki Wiz Tower, 11-1, Osaki 2-chome, Shinagawa-ku, Tokyo**

(current location: Nittochi Nishi-shinjuku Building, 10-1, Nishi-shinjuku 6-chome, Shinjuku-ku, Tokyo)

■ **Scheduled date of change: November 25, 2014**

Sompo Japan DIY Life, making a fresh start with a new company name as a Dai-ichi Life Group company, will provide products and services for the satisfaction of customers and contribute to people’s sound and healthy life and the development of society going forward.