News Release

第一生命保険株式会社

〒100-8411 東京都千代田区有楽町 1-13-1 **The Dai-ichi Life Insurance Company, Limited**13-1, Yurakucho 1-chome, Chiyoda-ku,
Tokyo 100-8411, Japan

WWW.dai-ichi-life.co.jp



[Unofficial Translation]

February 24, 2015

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

Changes to Board Members

The Dai-ichi Life Insurance Company, Limited (the "Company"; President: Koichiro Watanabe) hereby announces changes to its board members including the Directors and Executive Officers and appointment of new executive officers as of April 1, 2015.

- 1. Changes of titles, retirement and newly appointment of Directors and Executive Officers
- (1) Changes of Titles (as of April 1, 2015)

Name	Current	As of April 1, 2015
Norimitsu Horio	Representative Director,	Representative Director,
	Senior Managing Executive Officer	Deputy President
Hideo Teramoto	Director,	Director,
	Managing Executive Officer,	Senior Managing Executive Officer,
	Deputy Chief of Group Management	Chief General Manager for Marketing
	Headquarters	Promotion
Takashi Kawashima	Director,	Director,
	Managing Executive Officer	Senior Managing Executive Officer,
		Chief General Manager for DSR
		Management Promotion,
		Deputy Chief of Group Management
		Headquarters

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Name	Current	As of April 1, 2015
Kenji Sakurai	Director,	Director,
	Managing Executive Officer	Senior Managing Executive Officer,
		Chief General Manager for Consulting
		Promotion,
		Chief General Manager for
		Metropolitan Market
Satoru Tsutsumi	Functioning as Senior Managing	Deputy President
	Executive Officer of the Company,	
	President and Representative Director	
	of the Dai-ichi Frontier Life Insurance	
	Co., Ltd.	
Takehide Itonaga	Senior Managing Executive Officer,	Senior Managing Executive Officer
	Chief General Manager for	
	Metropolitan Market	
Hiroshi Kanai	Director,	Functioning as Senior Managing
	Senior Managing Executive Officer	Executive Officer of the Company
Nobuyuki Akimoto	Managing Executive Officer,	Managing Executive Officer,
	Chief General Manager for Eastern	Chief General Manager for Kansai
	Market,	Operations Bureau
	General Manager for Hokkaido Sales	
	Bureau	
Satoru Sato	Managing Executive Officer,	Managing Executive Officer
	Chief of Group IT Business Process	
	Unit,	
	General Manager for IT Business	
	Process Planning Dept.	
Masamitsu Nanbu	Executive Officer,	Managing Executive Officer
	General Manager for Retail	
	Management Dept.	
Seiji Inagaki	Executive Officer,	Managing Executive Officer,
	Chief of Group Management Strategy	Chief of Group Management Strategy
	Unit,	Unit,
	General Manager for Corporate	General Manager for Corporate
	Planning Dept.	Planning Dept.
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Unofficial Translation		
Name	Current	As of April 1, 2015
Masao Taketomi	Executive Officer,	Managing Executive Officer,
	Chief of Group Human Resources Unit,	Chief of Group Human Resources Unit,
	General Manager for Human Resources	General Manager for Human Resources
	Dept.	Dept.
Masahiro Takashima	Executive Officer,	Managing Executive Officer,
	General Manager for Metropolitan	Chief General Manager for Eastern
	Sales Management Dept.	Market,
		General Manager for Hokkaido Sales
		Bureau
Katsuhisa Watanabe	Executive Officer,	Executive Officer
	General Manager for Wholesale	
	Management Dept.	
Hideo Hatanaka	Executive Officer,	Executive Officer
	Chief of Group Risk Management Unit,	
	General Manager for Risk Management	
	Dept.	
Kimihiro Sato	Executive Officer,	Executive Officer,
	General Manager for Kanagawa Sales	Chief General Manager for
	Bureau	Metropolitan Corporate Relations,
		General Manager for Kanagawa Sales
		Bureau

(2) Retiring Officers (as of March 31, 2015)

Name	Current
Hiroshi Kanai (*1)	Director,
	Senior Managing Executive Officer
Satoru Ueno (*2)	Senior Managing Executive Officer
Yoshio Takeyama (*3)	Managing Executive Officer

Note:

- (*1) Hiroshi Kanai will be appointed as President and Representative Director of the Dai-ichi Frontier Life Insurance Co., Ltd. on April 1, 2015.
- (*2) Satoru Ueno will be appointed as Chairman and Representative Director of Nihon Bussan Co., Ltd. on April 1, 2015.
- (*3) Yoshio Takeyama will be appointed as Chairman and Representative Director of the Dai-ichi Life Information Systems Co., Ltd. on April 1, 2015.

(3) Appointment of New Executive Officer (as of April 1, 2015)

Name	Title (as of April 1, 2015)	
Chieko Takahashi	Executive Officer,	
	General Manager for Public Sector Relations Dept.	
Munehiro Uryu	Executive Officer,	
	General Manager for Total Life Planning and Sales Training Dept.	
Hiroshi Shoji	Executive Officer,	
	General Manager for Financial Planning and Actuarial Dept.	
Tatsusaburo Yamamoto	Executive Officer,	
	Chief of Asset Management Business Unit,	
	General Manager for Investment Planning Dept.	
Koichi Oizumi (*1)	Functioning as Executive Officer of the Company	
Junichiro Joyama (*2)	Functioning as Executive Officer of the Company	

Note:

- (*1) Koichi Oizumi will be appointed as President and Representative Director of the Dai-ichi Life Information Systems Co., Ltd. on April 1, 2015.
- (*2) Junichiro Joyama will be appointed as President and Representative Director of Nihon Bussan Co., Ltd. on April 1, 2015.

^{*}Please refer to the page 12 to 17 for a biography of the newly appointed executive officers.

2. Directors, Audit and Supervisory Board Members and Executive Officers as of April 1, 2015

Name	Title
Katsutoshi Saito	Representative Director, Chairman of the Board
Koichiro Watanabe	Representative Director, President
Shigeo Tsuyuki	Representative Director, Deputy President
Norimitsu Horio	Representative Director, Deputy President
Kazuma Ishii	Director, Senior Managing Executive Officer
Tomoyasu Asano	Director, Senior Managing Executive Officer
Hideo Teramoto	Director, Senior Managing Executive Officer
Takashi Kawashima	Director, Senior Managing Executive Officer
Kenji Sakurai	Director, Senior Managing Executive Officer
Morinobu Nagahama	Director, Managing Executive Officer
Haruo Funabashi	Director
Michiko Miyamoto	Director
Atsushi Nagayama	Senior Audit and Supervisory Board Member
Fusakazu Kondo	Senior Audit and Supervisory Board Member
Masasuke Omori	Audit and Supervisory Board Member
Takashi Wachi	Audit and Supervisory Board Member
Tsuneaki Taniguchi	Audit and Supervisory Board Member
Satoru Tsutsumi	Deputy President
Takehide Itonaga	Senior Managing Executive Officer
Akio Tanaka	Managing Executive Officer
Koichi Maruno	Managing Executive Officer
Nobuyuki Akimoto	Managing Executive Officer
Atsushi Takahashi	Managing Executive Officer
Shinichi Aizawa	Managing Executive Officer
Satoru Sato	Managing Executive Officer
Masamitsu Nanbu	Managing Executive Officer
Seiji Inagaki	Managing Executive Officer
Masao Taketomi	Managing Executive Officer
Masahiro Takashima	Managing Executive Officer
Katsuhisa Watanabe	Executive Officer
Hideo Hatanaka	Executive Officer
Kimihiro Sato	Executive Officer
Tetsuya Kikuta	Executive Officer
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Name	Title
Chieko Takahashi	Executive Officer
Munehiro Uryu	Executive Officer
Hiroshi Shoji	Executive Officer
Tatsusaburo Yamamoto	Executive Officer

3. Responsibilities of and delegations to Executive Officers as of April 1, 2015

Name and Title		es ("Supervising" or "In charge of")	Delegations
Shigeo Tsuyuki	Assistant to Pr	resident (International Insurance Business)	Chief General Manager,
(Representative			Asia-Pacific Business
Director,	Supervising	International Business Management Dept. (supervise	
Deputy President)		the matters regarding North America)	
	In charge of	International Business Management Dept. (except for	
		the matters regarding North America)	
Norimitsu Horio	Assistant to Pi	resident (Domestic Insurance Business)	
(Representative			
Director,	Supervising	Retail Management Dept., Sales Personnel Dept.,	
Deputy President)		Sales Office Manager Training Dept., Sales	
		Management Dept., Chubu Sales Management Dept.,	
		Kansai Sales Management Dept.	
	In charge of	Quality Management Promotion Dept., Alliance	1
		Business Promotion Dept., Agency Sales Promotion	
		Dept.	
Kazuma Ishii	Supervising	Profit Management Dept., Financial Planning and	
(Director,		Actuarial Dept.	
Senior Managing	In charge of	Investment Administration Dept., Credit Dept.	
Executive Officer)			
Tomoyasu Asano	Supervising	IT Business Process Planning Dept., Business Process	
(Director,		Planning Dept.	
Senior Managing	In charge of	Product Development and Management Unit,	
Executive Officer)		Investment Trust Service Center, Underwriting and	
		Medical Dept., Policy Service Dept., Claims Dept.	
Hideo Teramoto	Supervising	Sales Force Planning Dept., Total Life Planning and	Chief General Manager,
(Director,		Sales Training Dept.	Marketing Promotion
Senior Managing	In charge of	Government Relations Dept., Marketing Strategy	
Executive Officer)		Dept.	
Takashi Kawashima	Supervising	Corporate Planning Dept.	Chief General Manager
(Director,	In charge of	Dai-ichi's Social Responsibility Promotion Center,	for DSR Management
Senior Managing		Government Relations Dept. (joint oversight with Mr.	Promotion,
Executive Officer)		Teramoto), Public Relations Dept.	Deputy Chief of Group
			Management
			Headquarters
Kenji Sakurai	In charge of	Workplace Sales Force Promotion Dept., Financial	Chief General Manager
(Director,		Planning and Consulting Dept., Customer Service	for Consulting Promotion,
Senior Managing		Dept., Contact Center Control Dept., Metropolitan	Chief General Manager
Executive Officer)		Sales Management Dept.	for Metropolitan Market

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Name and Title	Responsibilities ("Supervising" or "In charge of")		Delegations
Morinobu Nagahama	Supervising	Claims Payment Examination Center, Risk	
(Director,		Management Dept., General Affairs Dept., Affiliated	
Managing		Business Management Dept., Human Resources Dept.	
Executive Officer)	In charge of	Internal Audit Dept., Compliance Control Dept.,	
		Secretarial Dept., Legal Dept.	
Satoru Tsutsumi	Assistant to Pr	resident (Asset Management Business)	
(Deputy President)			
	Supervising	Investment Planning Dept., Fixed Income Investment	
		Dept., Global Fixed Income Investment Dept., Equity	
		Investment Dept.	
	In charge of	Separate Account Management Dept., Loan Dept.,	
		Real Estate Dept.	
Takehide Itonaga	Supervising	Group Life Insurance Business Unit, Group Pension	
(Senior Managing		Business Unit, Group Pension Service Dept.,	
Executive Officer)		Wholesale Management Dept., Corporate Relations	
		Dept. No.1, No.2, No.3 and No.4, International	
		Corporate Relations Dept., Special Sector Relations	
		Dept., Dispersed Sector Relations Dept., Public Sector	
		Relations Dept., Metropolitan Corporate Relations	
		Dept. No.1 and No.2, Kanagawa Sales Bureau,	
		Hokkaido Sales Bureau, West Japan Sales Bureau,	
		East Japan Corporate Relations Dept., Chubu	
		Corporate Relations Dept., Osaka Corporate Relations	
		Dept., Kyoto/Kobe Corporate Relations Dept.	
	In charge of	Corporate Relations Dept. No.5, No.6, No.7 and No.8,	
	&	Financial Institution Relations Dept.	
Akio Tanaka	In charge of	Chubu Sales Management Dept., Chubu Corporate	Chief General Manager,
(Managing Executive		Relations Dept.	Chubu Operations Bureau
Officer)			p
Koichi Maruno	In charge of	Group Pension Business Unit, Group Pension Service	
(Managing Executive		Dept., Corporate Relations Dept. No.1, No.2, No.3	
Officer)		and No.4, International Corporate Relations Dept.,	
		Special Sector Relations Dept.	
Nobuyuki Akimoto	In charge of	Kansai Market Sales Dept., Kansai Sales Management	Chief General Manager,
(Managing Executive	in charge of	Dept., Osaka Corporate Relations Dept., Kyoto/Kobe	Kansai Operations Bureau
Officer)		Corporate Relations Dept., Ryoto/Robe	Kansai Operations Bureau
Atsushi Takahashi	In above of		Chief Coneral Manager
	In charge of	Sales Management Dept., West Japan Sales Bureau	Chief General Manager
(Managing Executive			for Western Market,
Officer)			General Manager for
			West Japan Sales Bureau

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Name and Title	Responsibilities ("Supervising" or "In charge of") Delegations		
Shinichi Aizawa	In charge of	International Business Management Dept. (in charge	Chief General Manager,
(Managing Executive		of the matters regarding North America)	North America
Officer)			
Satoru Sato	In charge of	IT Business Process Planning Dept., Business Process	
(Managing Executive		Planning Dept.	
Officer)			
Masamitsu Nanbu	In charge of	Retail Management Dept., Sales Personnel Dept.,	
(Managing Executive		Sales Office Manager Training Dept.	
Officer)			
Seiji Inagaki	In charge of	Corporate Planning Dept.	Chief of Group
(Managing Executive			Management Strategy
Officer)			Unit,
			General Manager for
			Corporate Planning Dept.
Masao Taketomi	In charge of	Affiliated Business Management Dept., Human	Chief of Group Human
(Managing Executive	C	Resources Dept.	Resources Unit,
Officer)		•	General Manager for
,			Human Resources Dept.
Masahiro Takashima	In charge of	Sales Management Dept. (joint oversight with Mr.	Chief General Manager
(Managing Executive	in charge of	Takahashi), Hokkaido Sales Bureau, East Japan	for Eastern Market,
Officer)		Corporate Relations Dept.	General Manager for
		Corporate relations Bept.	Hokkaido Sales Bureau
Katsuhisa Watanabe	In charge of	Group Life Insurance Business Unit, Wholesale	Tiorkaido Suies Buieda
(Executive Officer)	in charge of	Management Dept., Dispersed Sector Relations Dept.	
Hideo Hatanaka	In charge of	Claims Payment Examination Center, Risk	
	in charge of		
(Executive Officer)	T 1 C	Management Dept., General Affairs Dept.	CI: CC 1M
Kimihiro Sato	In charge of	Tokyo Market Sales Dept., Metropolitan Sales	Chief General Manager
(Executive Officer)		Management Dept. (joint oversight with Mr. Sakurai),	for Metropolitan
		Metropolitan Corporate Relations Dept. No.1 and	Corporate Relations,
		No.2, Kanagawa Sales Bureau	General Manager for
			Kanagawa Sales Bureau
Tetsuya Kikuta	In charge of	Fixed Income Investment Dept., Global Fixed Income	Chief General Manager
(Executive Officer)		Investment Dept., Equity Investment Dept.	for Investment,
			General Manager for
			Equity Investment Dept.
Chieko Takahashi	In charge of	Public Sector Relations Dept.	General Manager, Public
(Executive Officer)			Sector Relations Dept.
Munehiro Uryu	In charge of	Sales Force Planning Dept., Total Life Planning and	General Manager, Total
(F		Sales Training Dept.	Life Planning and Sales
(Executive Officer)		Suics Truming Dept.	Ziio i iaiiiiig ana sares

Name and Title	Responsibilitie	es ("Supervising" or "In charge of")	Delegations
Hiroshi Shoji	In charge of	Profit Management Dept., Financial Planning and	General Manager,
(Executive Officer)		Actuarial Dept.	Financial Planning and
			Actuarial Dept.
Tatsusaburo	In charge of	Investment Planning Dept.	Chief of Asset
Yamamoto			Management Business
(Executive Officer)			Unit,
			General Manager for
			Investment Planning
			Dept.

Note:

- Executive Officers are in charge of parts of branch offices' businesses in accordance with their responsibilities about Branch Office.
- 2. "Deputy President" means to support the President for overall work.
- 3. "Supervising" means that the Executive Officers provide advice or guidance to the other Executive Officers who are in charge of their departments from a total perspective, and support the President.

4. Responsibilities of Group Management Headquarters to Executive Officers as of April 1, 2015

Name and Title	Responsibilities (In charge of)
Shigeo Tsuyuki	International Life Insurance Business Unit (except for matters regarding
(Representative Director, Deputy President)	North America, but joint oversight with Mr. Aizawa, for matters
	regarding North America which relate to the overall group international
	life insurance business strategy)
Kazuma Ishii	Group Accounting Unit
(Director, Senior Managing Executive Officer)	
Tomoyasu Asano	Group IT Business Process Unit
(Directoe, Senior Managing Executive Officer)	
Takashi Kawashima	Group Management Strategy Unit, Group Public Relations Unit
(Director, Senior Managing Executive Officer)	
Morinobu Nagahama	Group Risk Management Unit, Group Compliance Unit, Group General
(Director, Managing Executive Officer)	Affairs Unit, Group Human Resources Unit, Group Internal Audit Unit
Satoru Tsutsumi	Asset Management Business Unit
(Deputy President)	
Shinichi Aizawa	International Life Insurance Business Unit (in charge of the matters
(Managing Executive Officer)	regarding North America)

5. Biography of Newly Appointed Executive Officers

Name	Chieko Takahas	shi
Date of Birth	April 25, 1959	
Education	March 1980	Graduated from Atomi Junior College
Career History	April 1980	Joined the Dai-ichi Mutual Life Insurance Company
		(presently the Dai-ichi Life Insurance Company, Limited)
	April 2011	Staff General Manager, Group Life Insurance Business Unit
	April 2013	General Manager, Corporate Relations Dept. No.4
	April 2014	Special General Manager,
		General Manager for Public Sector Relations Dept.

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Name	Munehiro Uryu	
Date of Birth	August 22, 1961	
Education	March 1986	Graduated from Waseda University,
		School of Commerce
Career History	April 1986	Joined the Dai-ichi Mutual Life Insurance Company
		(presently the Dai-ichi Life Insurance Company, Limited)
	April 2007	General Manager, Western Fukuoka Branch Office
	April 2009	General Manager, Product Development and Management Unit
	April 2013	General Manager, Sapporo Branch Office
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Name	Hiroshi Shoji	
Date of Birth	April 26, 1964	
Education	March 1988	Graduated from Tohoku University,
		Faculty of Science
Career History	April 1988	Joined the Dai-ichi Mutual Life Insurance Company
		(presently the Dai-ichi Life Insurance Company, Limited)
	July 2008	General Manager, Financial Planning and Actuarial Dept.

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Name	Tatsusaburo Y	amamoto	
Date of Birth	July 31, 1964		
Education	March 1988	Graduated from Waseda University,	
		School of Political Science and Economics	
Career History	April 1988	Joined the Dai-ichi Mutual Life Insurance Company	
		(presently the Dai-ichi Life Insurance Company, Limited)	
	April 2009	Deputy General Director of Dai-ichi Life Insurance Company of	
		Vietnam, Limited,	
		Functioning as General Manager of the Company	
	July 2011	Managing Director of Dai-ichi Life International (Asia Pacific)	
		Limited,	
		Staff General Manager for International Business Management	
		Dept.	
	April 2014	Staff General Manager, Investment Planning Dept.	
	June 2014	Chief of Asset Management Business Unit,	
		General Manager for Investment Planning Dept.	

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Name	Koichi Oizumi	
Date of Birth	August 18, 1958	
Education	March 1982	Graduated from Waseda University,
		School of Law
Career History	April 1982	Joined the Dai-ichi Mutual Life Insurance Company
		(presently the Dai-ichi Life Insurance Company, Limited)
	April 2003	Chief General Manager for Insurance System Dept. of the Dai-ichi
		Life Information Systems Co., Ltd.,
		Functioning as General Manager of the Company
	April 2012	Functioning as Special General Manager
	April 2014	Senior General Manager,
		Functioning as Special General Manager
		(presently Director, Senior Managing Executive Officer of the
		Dai-ichi Life Information Systems Co., Ltd.)

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Name	Junichiro Joyama	
Date of Birth	January 7, 1966	
Education	March 1988	Graduated from Kinki University,
		Faculty of Commerce and Economics
Career History	April 1988	Joined the Dai-ichi Mutual Life Insurance Company
		(presently the Dai-ichi Life Insurance Company, Limited)
	April 2006	General Manager, Fuse Branch Office
	April 2009	General Manager, Northern Kyushu Branch Office
	April 2011	General Manager, Maebashi Branch Office
	April 2013	General Manager, Shibuya Branch Office

Investor Contact: Investor Relations Center Corporate Planning Department +81 50 3780 6930

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.