

July 25, 2016

Establishment of Representative Office in Cambodia

The Dai-ichi Life Insurance Company, Limited (“the Company”) - President: Koichiro Watanabe is pleased to announce that it has received the approval from the Ministry of Commerce of Cambodia on July 14th, 2016, for the establishment of a representative office in the country. The Company is the first Japanese life insurer which obtained such an approval.

Cambodia has achieved spectacular growth in recent years (GDP growth rate: 6.9% in 2015^{*}) and its life insurance market has also been greatly expanding. To ride on such expansion, the Company decided to establish a representative office in the capital city of Cambodia, Phnom Penh, in order to conduct research of the Cambodian market.

*Estimates by IMF (IMF-World Economic Outlook Data: April 2016 Edition)

The Company will carry out the studies on entry into the Cambodian market in cooperation with its core function units in the Singapore Regional Headquarters and with support from its group companies in the region such as Dai-ichi Life Vietnam.

Moving forward, Dai-ichi Life Group will continue to create sustainable value by fully utilizing its global trilateral structure which includes Japan, North America and Asia Pacific.

Name of Representative Office	Commercial Representative Office of the Dai-ichi Life Insurance Company, Limited (Phnom Penh)
Office Location	Phnom Penh, Cambodia
Name of Representative	Norimitsu Kawahara
Objectives of Establishment	Conducting market research, etc. in Cambodia
Date of Establishment	July 14th, 2016