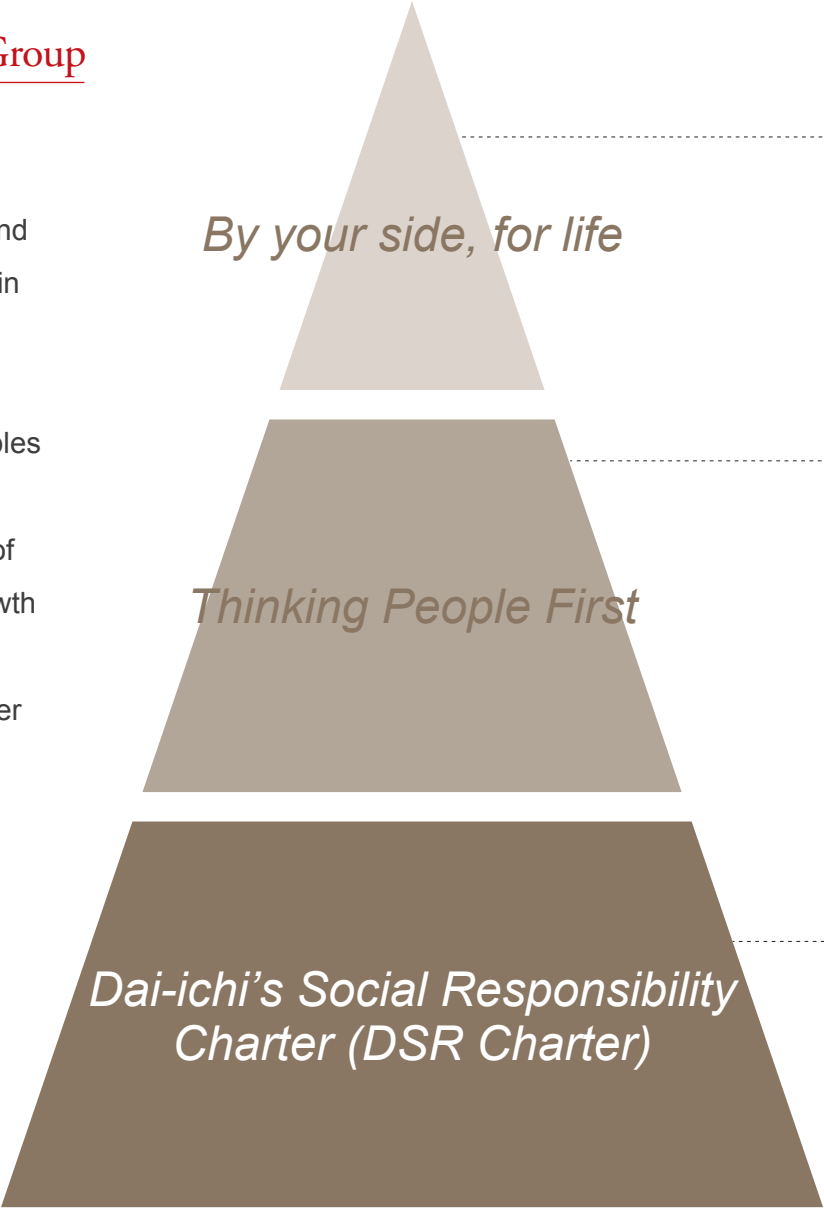


Group Mission, Vision and Values

Principles of the Dai-ichi Life Group

The Group companies contribute to comfortable lives with peace of mind and the development of local communities in their respective regions and countries, providing life insurance and related services by sharing the Group's principles (Mission, Vision and Values).

We strive to maximize the value of the Group and aim for sustainable growth by sharing the Group's strategies with each company, moving forward together in the same direction.



Mission

Since our foundation in 1902, the Dai-ichi Life Group has always put our customers first. This philosophy continues to guide us as we move forward. We contribute to local communities by passing on peace of mind through the provision of life insurance and related services. As part of the Dai-ichi Life Group, all our companies will continue to stand by the side of our customers and their loved ones, for life.

Vision

We aim to be a company that thinks of people first, from the following four perspectives, aspiring to become the most highly regarded life insurance company by customers.

First in Quality	First in Productivity	First in Vital and Energetic Employees	First in Growth Potential
------------------	-----------------------	--	---------------------------

Values

The Dai-ichi Life Group will help build a sustainable society by adopting its corporate action principles "DSR Charter" so it can continue to meet the expectations of customers, society, shareholders, investors, and employees.

"DSR" stands for "Dai-ichi's Social Responsibility," a unique framework for using the PDCA cycle company-wide to continually improve management quality and satisfy our social responsibilities to all stakeholders, while increasing the corporate value of the Dai-ichi Life Group.

DSR Charter		
• Customer satisfaction	• Communication	• Compliance
• Respect for human rights	• Diversity and inclusion	• Environmental protection
• Social contribution	• Promoting health	• Creating sustainable corporate value