

## How can we contribute to people's happiness?

While happiness may differ from person-to-person we believe that leading life in good health and being true to yourself is a common source of happiness. We also believe that protecting one's valuables and preparing for the future so that one can live with peace of mind is an important element of happiness.

# Reimagining happiness

Based on such standpoint, the Dai-ichi Life Group can play a role in making people happy. For over 100 years, the Group has been helping people prepare for and deal with unlikely and unexpected life events. Going forward, we want to contribute even more to the happiness of all by helping them maintain financial security, good health, and stable relationships throughout their lives. We want to stand by our customers in any situation, and make sure that the Group upholds this obligation over next 100 years.

# Our new resolve

Amid the COVID-19 pandemic, many things that had been taken for granted are no longer so. Now individuals and families are concerned about their health and living expenses more than ever. The bonds between people have changed and become fragmented.

Meanwhile, the global environment, on which our future depends, is being damaged day by day.

While staying a step ahead of these trends, all of us in the Dai-ichi Life Group are committed to changing for the better, having reflected on the relationship with our customers following a number of serious incidents of fraud occurred in recent years... the Group's management is shifting its focus from getting results to improving quality. We will explore new ways to support our customers and contribute to their happiness. And also help alleviate people's worries and create a brighter future for everyone. We will continue enhancing connections with all our stakeholders and make progress together in the years ahead.

# “By your side, for life”

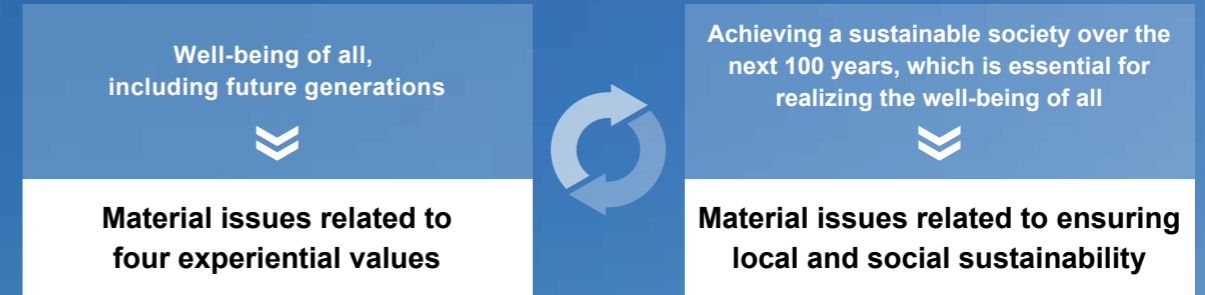
Contributing to the well-being of all and achieving a bright future in harmony with society in Japan and countries and regions around the world.



## Concept Behind the New Vision of Dai-ichi Life Group

In 2022, the Group will celebrate 120 years since its founding. We hope to continue contributing to the well-being of all, including future generations, to enable them to lead healthy and prosperous lives with peace of mind. To this end, we will stand by our customers' side even more than in the past by expanding our business in four domains of experiential values (protection, asset formation/succession, health and medical care and enhancing connections).

Our goal of well-being of all will be achieved first and foremost through a sustainable society. In recent years we have increased our efforts toward material issues related to ensuring local and social sustainability and have made achieving a sustainable society as a core part of our business operations.



# well-being

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