



Partnering with you to build a brighter and more secure future

There are as many lives as there are people in this world.
And there are as many forms of happiness as there are lives.

We want to support people who are trying
to overcome something or take on a challenge
to pursue each person's form of happiness.

We will help build a brighter future
for society, the Earth, and all our stakeholders.

We are committed to opening up
the possibilities of each individual's life
by going beyond the boundaries of life insurance and
by continuously innovating, keeping an eye on the future.

We can do this because the Dai-ichi Life Group has
more than 100 years of a track record
serving as people's lifetime partner.

Come, join us. Into the future.

Dai-ichi Life Group
Principles

Purpose

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Values

We care

We care for our customers,
business partners, employees,
and the communities and environment
in which we operate.

We do what’s right

We strive for excellence and
aspire to enhance the quality of life
for our customers and society.
We do the right thing and take our
responsibilities seriously.

We innovate

We use the diversity of our
global experience to find bold
and agile ways to solve problems
and make a positive difference
throughout our customers’ lives.

Brand Message

By your side, for life

Purpose Story

Redefining the concept of “By your side, for life” for the future

The Dai-ichi Life Group was founded in Japan in 1902 and has since expanded its business globally, including Asia Pacific and North America. In recent years, the Group has broadened its business and value offerings beyond the life insurance business.

Against this backdrop, in FY2024 we revamped our Principles and established our Purpose (the “reason” behind our existence in society) and Values (Values we uphold). As social conditions, people’s behavior patterns, and values change and new social issues evolve, the role the Dai-ichi Life Group must play has expanded into ever more diverse areas.

Co-creation by Group employees

The development of our Purpose and Values was completed with the participation of ca. 1,000 employees from Japan and overseas, who engaged in discussions about the future significance of the Dai-ichi Life Group in society and the values that should be cherished.

(What) What kind of world we want to help create

“A brighter and more secure future”

We support a wide variety of people’s lives through many lines and propositions across the businesses. This includes not only straightforward positive “hope” but also the hopes of people in tough circumstances. We will focus on the future more than ever, take on challenges ahead of the curve and contribute to building a better future for our stakeholders.

“Brighter future” encompasses the spirit of hope and happiness and resonates better in English. “Secure future” is not limited to the meaning of life insurance protection. Security applies to a broader range of businesses (e.g., asset management, retirement, employee benefits), and for people to have a “secure future,” they need to have financial health as well as physical and mental wellbeing.

(How) How we will make such a contribution

“Partnering with you to build a future”

We move ahead as a group with stakeholders, looking ahead to the future and proactively taking on challenges. Through value creation for our customers and other stakeholders, we will build a better future. The words have been chosen thoughtfully and deliberately to capture the meaning:

“Partnering” reflects the collaborative, supportive, and guiding role we play.

“With you” speaks directly to the reader and is broad and inclusive enough to encompass a variety of stakeholders including customers, partners, and employees. “To build a future” captures the spirit of “pioneering.”

Linkages with Core Materiality

In formulating our Purpose, we considered the four Core Materiality of the Group. We aim to realize the world envisioned in our Purpose by addressing solutions to social issues defined in our Core Materiality through our corporate activities.

I. Financial Well-being for All	III. Environmental Leadership
II. Healthy People and Society	IV. Proactive Governance and Engagement

Acting on our Values to achieve our Purpose

Our Values incorporate the values that we have cherished since our founding and express the values and decision-making principles that we wish to further strengthen for the future.

The energy of the Group comes from each and every employee striving to realize our Purpose and demonstrating our Values in their work. We believe this will help us provide value to our customers and other stakeholders and resolve social issues. These efforts will enable us to achieve our mid-term management plan and become a global top-tier insurance group by FY2030. Moving forward, we aim to continue evolving strongly to realize our Purpose.

Click here to view our Purpose Video

