

Presentation of Financial Results for the Year Ended March 2011

May 13, 2011

The Dai-ichi Life Insurance Company, Limited

Financial Results Highlights

- Total amount of claims and benefits to be incurred in relation to the Great East Japan Earthquake is estimated to be 30.5 billion yen. Loss on valuation of securities of 110.4 billion yen was recognized in the 4th quarter as a consequence of stock price declines in aftermath of the earthquake. For the fiscal year, consolidated net profit was 19.1 billion yen.
- The Company successfully implemented action items set out in its mid-term management plan
 - <Reshaping the Core Businesses> Thanks to robust sales of our flagship products, Dai-ichi Life's (non-consolidated) value of new business increased by 6.2% year-on-year. Surrender & lapse rate improved significantly to 4.66%.
 - <Initiatives for Growth> Thanks to robust sales of our new product, annualized net premium from third-sector products increased by 16.7% year-on-year. Moreover, the Company completed the acquisition of 100% ownership of TOWER Australia.
 - <Capital Management> The Company reduced domestic equities and increased Policy-Reserve-Matching bonds as planned. Moreover, the Company issued US Dollar-denominated perpetual subordinated notes in order to raise capital necessary to support its growth strategies (USD 1.3 billion)
- Embedded value as of March 2011 was 2,440.3 billion yen, a decrease of 396.0 billion yen compared to the previous year-end.



Impact of the Great East Japan Earthquake

- Total amount of claims and benefits to be incurred in relation to the Great East Japan Earthquake is estimated to be 30.5 billion yen. This estimate is based on Dai-ichi's sum insured of policies in force, its market share, etc..

Estimate of Claims & Benefits

Total amount of benefits and claims to be incurred in relation to the earthquake

30.5 billion yen

(including benefits and claims to be reported in the future)



Expense the amount as a component of "provision for policy reserves and others" in the fiscal year ended March 2011

(Reference)
Sum of benefits, claims and annuities for year ended March 2011⁽¹⁾: 1 trillion 786.4 billion yen

Reference

(billions of yen)

	Iwate, Miyagi & Fukushima Prefectures	Ratio vs. Japan
Dai-ichi's Sum Insured of Policies in Force ⁽¹⁾⁽²⁾	6,010.9	3.8%
Dai-ichi's Sum Insured of New Business & Conversion ⁽¹⁾⁽²⁾⁽³⁾	720.2	3.7%

Source: Statistics of Life Insurance Business in Japan, 2009

(1) Non-consolidated basis
 (2) Figures for the fiscal year ended March 2010, sum of individual insurance and individual annuities
 (3) Gross increase by conversion (i.e., before netting out decrease by conversion)

Consolidated Financial Results Highlights

- Consolidated ordinary revenues decreased by 14% year-on-year, to 4,571.5 billion yen.
- Consolidated ordinary profit was impacted by loss on valuation of securities, decreasing by 57% year-on-year to 81.1 billion yen.

(billions of yen)

	Year ended Mar-10	Year ended Mar-11 (a)	Change	
Ordinary revenues	5,294.0	4,571.5	(722.4)	(14%)
Non-consolidated	4,331.5	4,308.4	(23.0)	(1%)
Ordinary profit	188.2	81.1	(107.0)	(57%)
Non-consolidated	193.6	78.9	(114.7)	(59%)
Net income ⁽¹⁾	55.6	19.1	(36.5)	(66%)
Non-consolidated	60.8	16.9	(43.8)	(72%)

<Reference>

Forecasts as of May 14, 2010 (b)	Achievement (a/b)
4,326.0	106%
3,972.0	108%
195.0	42%
209.0	38%
50.0	38%
62.0	27%

(1) Although the Company was a mutual company for the year ended Mar-10, we show "net income" rather than "net surplus", in light of our subsequent demutualization.

Consolidated Financial Information (summarized)

Statement of Earnings (Summarized)⁽¹⁾

(billions of yen)

	Year ended Mar-10	Year ended Mar-11	Change
Ordinary revenues	5,294.0	4,571.5	(722.4)
Premium and other income	3,704.2	3,312.4	(391.8)
Investment income	1,247.2	922.7	(324.4)
Interest and dividends	708.4	698.7	(9.7)
Gains on sale of securities	242.7	212.3	(30.3)
Derivative transaction gains	-	9.2	+9.2
Gains on investment in separate accounts	289.6	-	(289.6)
Other ordinary revenues	342.5	336.3	(6.2)
Ordinary expenses	5,105.7	4,490.3	(615.4)
Benefits and claims	2,656.9	2,711.3	+54.4
Provision for policy reserves and others	1,194.2	466.4	(727.7)
Investment expenses	340.3	444.6	+104.3
Losses on sale of securities	207.8	120.9	(86.9)
Losses on valuation of securities	7.8	179.6	+171.7
Losses on investment in separate accounts	-	40.1	+40.1
Operating expenses	475.8	434.8	(40.9)
Ordinary profit	188.2	81.1	(107.0)
Extraordinary gains (losses) ⁽¹⁾	(23.7)	28.4	+52.2
Provision for reserve for policyholder dividends ⁽¹⁾	92.5	78.5	(14.0)
Income before income taxes, etc. ⁽²⁾	71.9	31.1	(40.7)
Total of corporate income taxes	17.0	12.1	(4.8)
Minority interests in income (loss)	(0.7)	(0.0)	+0.6
Net income ⁽²⁾	55.6	19.1	(36.5)

Balance Sheet (Summarized)

(billions of yen)

	As of Apr-10	As of Mar-11	Change
Total assets	32,104.2	32,297.8	+193.6
Cash, deposits and call loans	437.3	501.9	+64.5
Monetary claims bought	289.8	291.1	+1.2
Securities	25,147.3	25,597.7	+450.3
Loans	3,834.9	3,627.9	(206.9)
Tangible fixed assets	1,244.0	1,296.1	+52.0
Deferred tax assets	339.5	477.2	+137.6
Total liabilities	31,140.0	31,566.0	+425.9
Policy reserves and others	29,204.7	29,641.9	+437.2
Policy reserves	28,632.6	29,039.4	+406.7
Reserve for employees' retirement benefits	411.4	420.0	+8.6
Reserve for price fluctuations	115.5	80.5	(34.9)
Total net assets	964.1	731.8	(232.3)
Total shareholders' equity	558.7	548.9	(9.7)
Total accumulated other comprehensive income ⁽³⁾	393.6	171.1	(222.5)
Net unrealized gains on securities, net of tax	462.2	238.8	(223.4)
Reserve for land revaluation	(63.5)	(65.1)	(1.6)

(1) Although 925 million yen of the "provision for allowance for policyholder dividends" was included in the extraordinary loss for the year ended Mar-10, such amount was recorded as "provision for policyholder dividends" and so excluded from extraordinary gains (losses) in the above table.

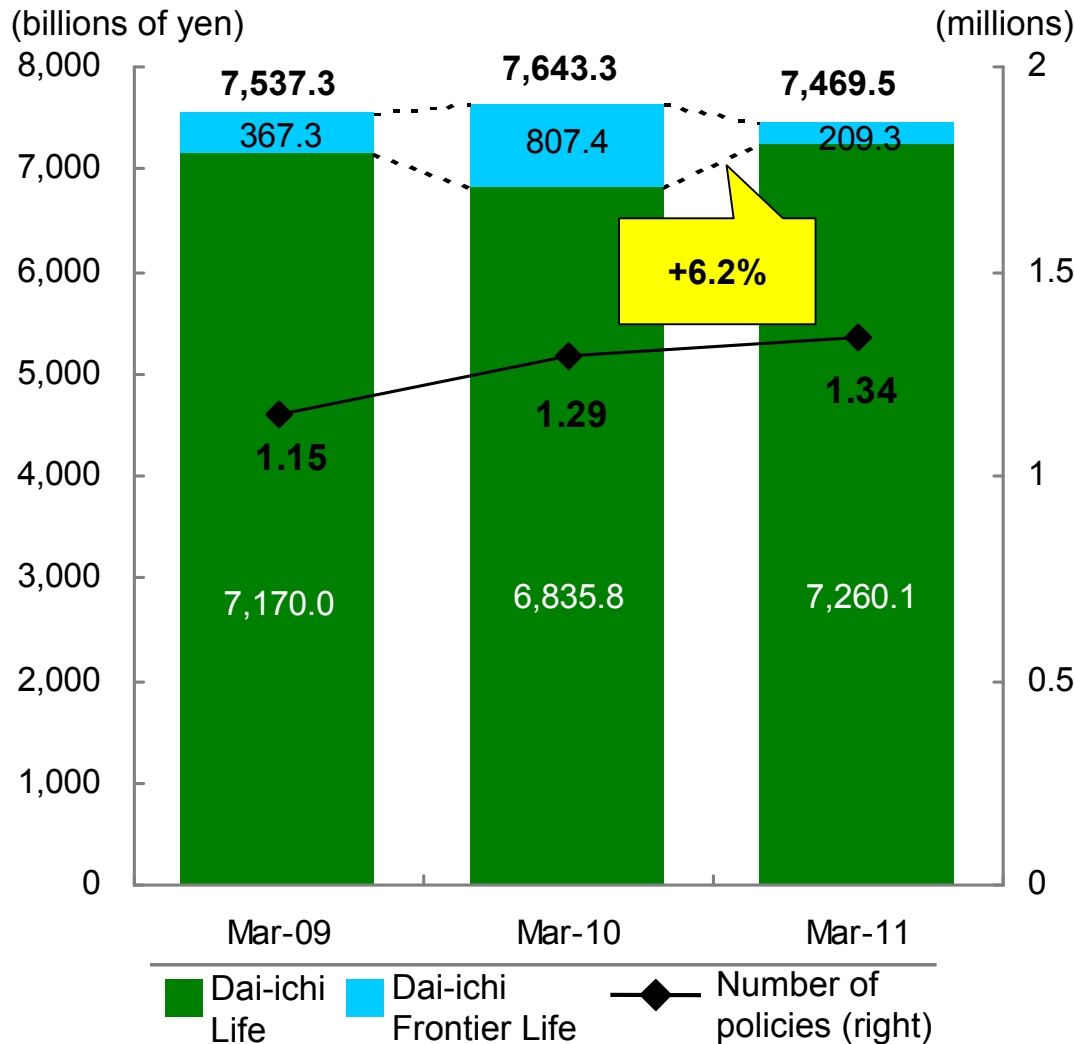
(2) Although the Company was a mutual company for the fiscal year ended Mar-10, we show "net income" rather than "net surplus", in light of our subsequent demutualization.

(3) "Total of valuation and translation adjustments" as of Apr-10 was recorded as "Total accumulated other comprehensive income".

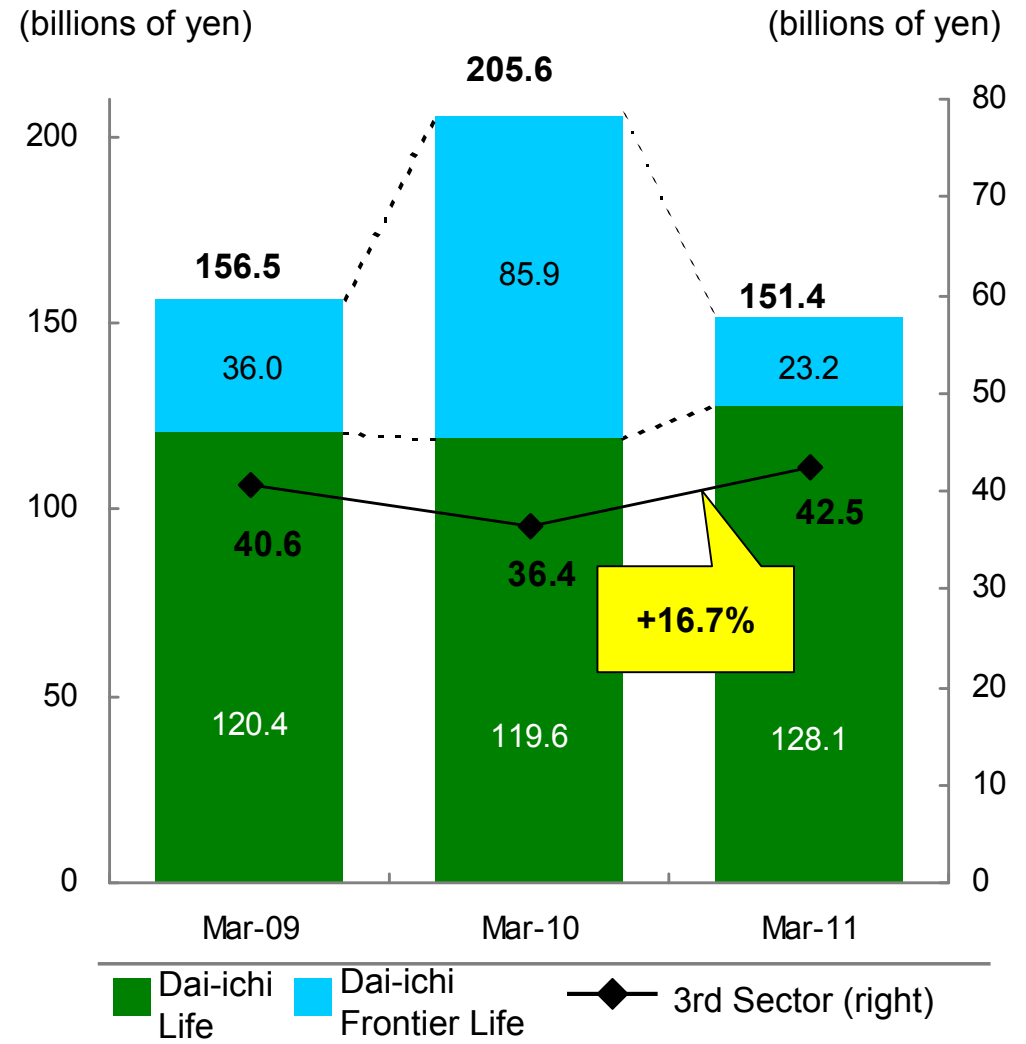


New Business (Individual Insurance, Individual Annuities)

New Business (1)



ANP from New Business (1)

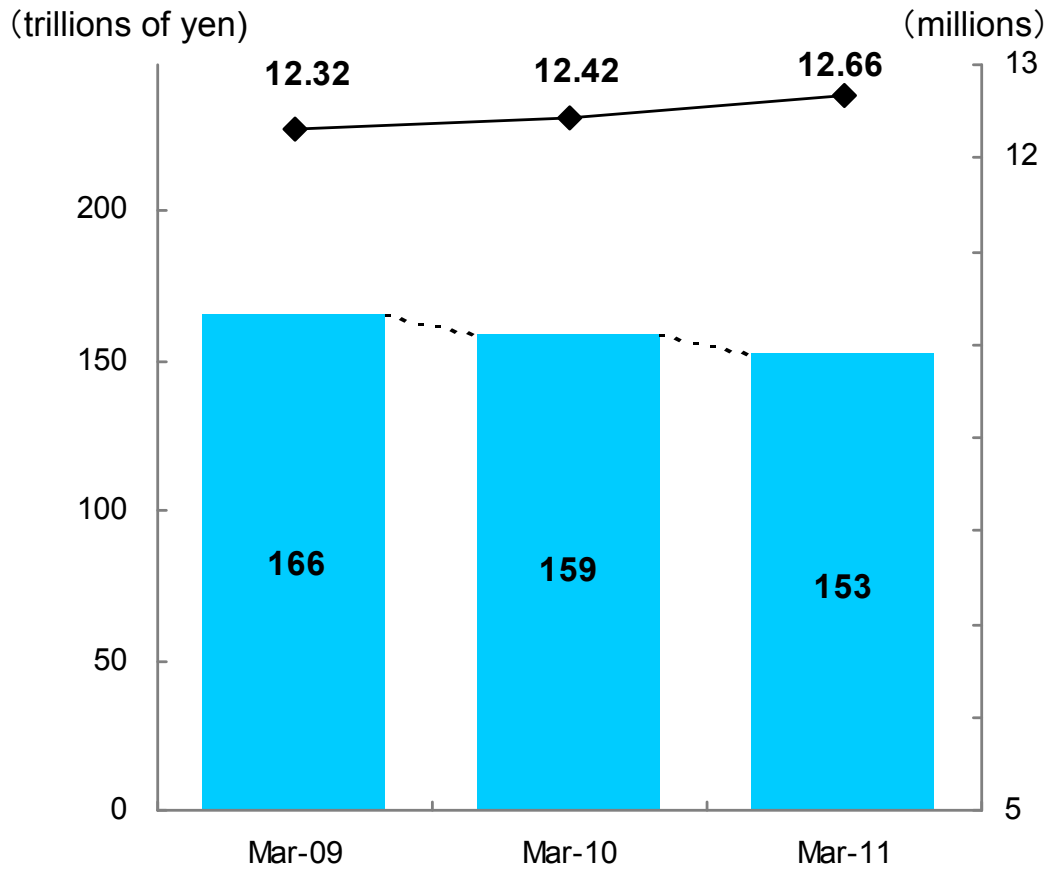


(1) Sum of Dai-ichi Life and Dai-ichi Frontier Life

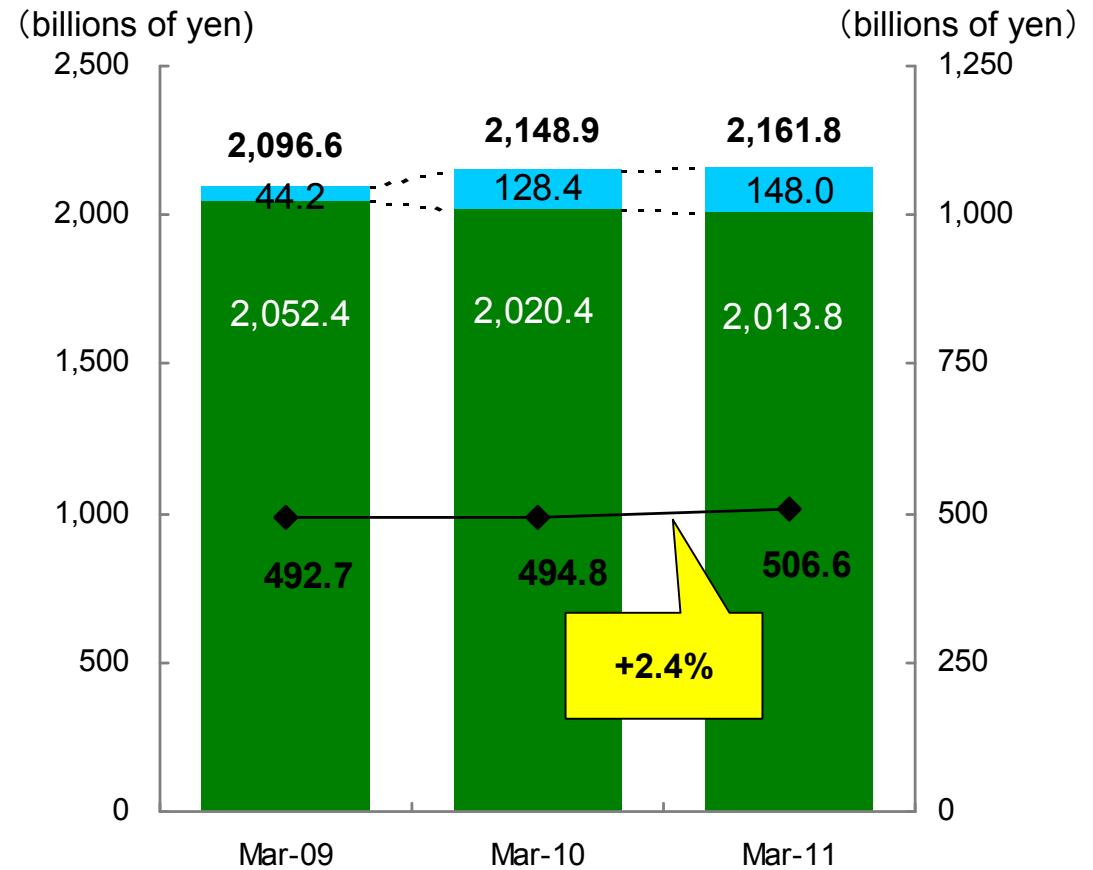


Policies in Force (Individual Insurance, Individual Annuities)

Sum Insured and Policies in Force⁽¹⁾



ANP from Policies in Force⁽¹⁾



Amount (left) Number of policies (right)

Dai-ichi Life Dai-ichi Frontier Life 3rd Sector (right)

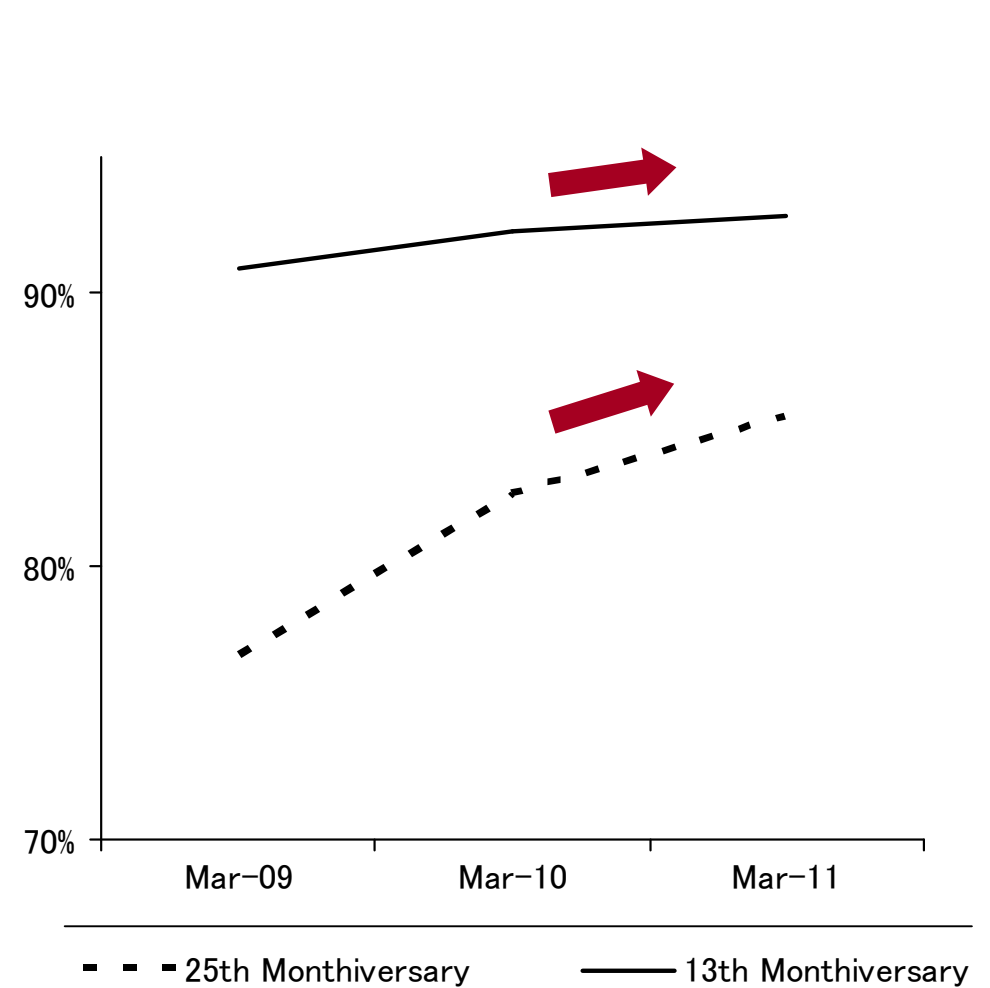
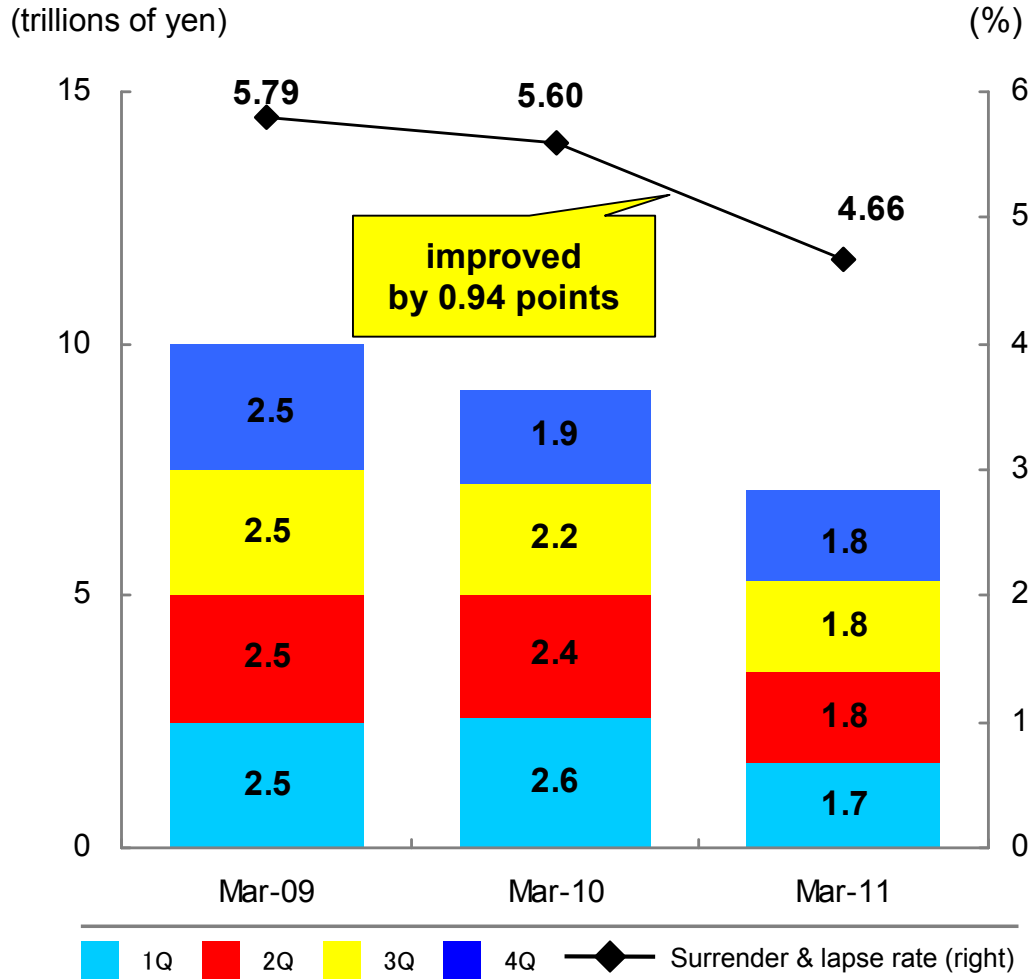
(1) Sum of Dai-ichi Life and Dai-ichi Frontier Life



Surrender and Lapse, Persistency Rate

Surrender & Lapse (Individ. Insurance & Annuities)⁽¹⁾

Persistency Rate ⁽¹⁾

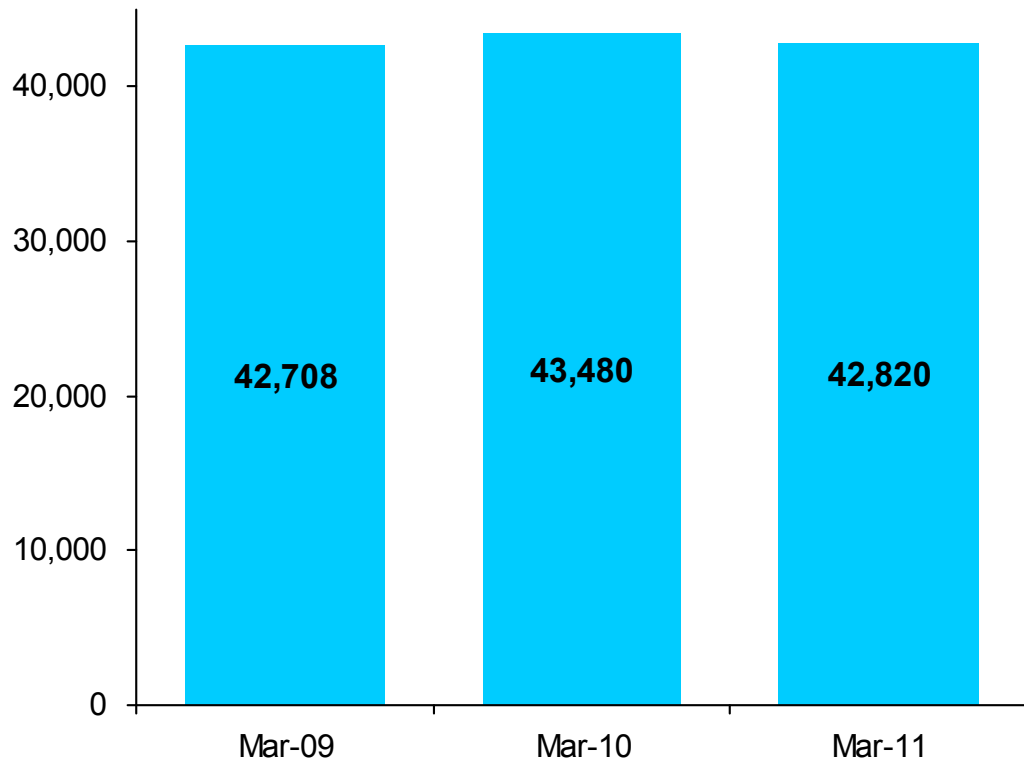


(1) Non-consolidated basis

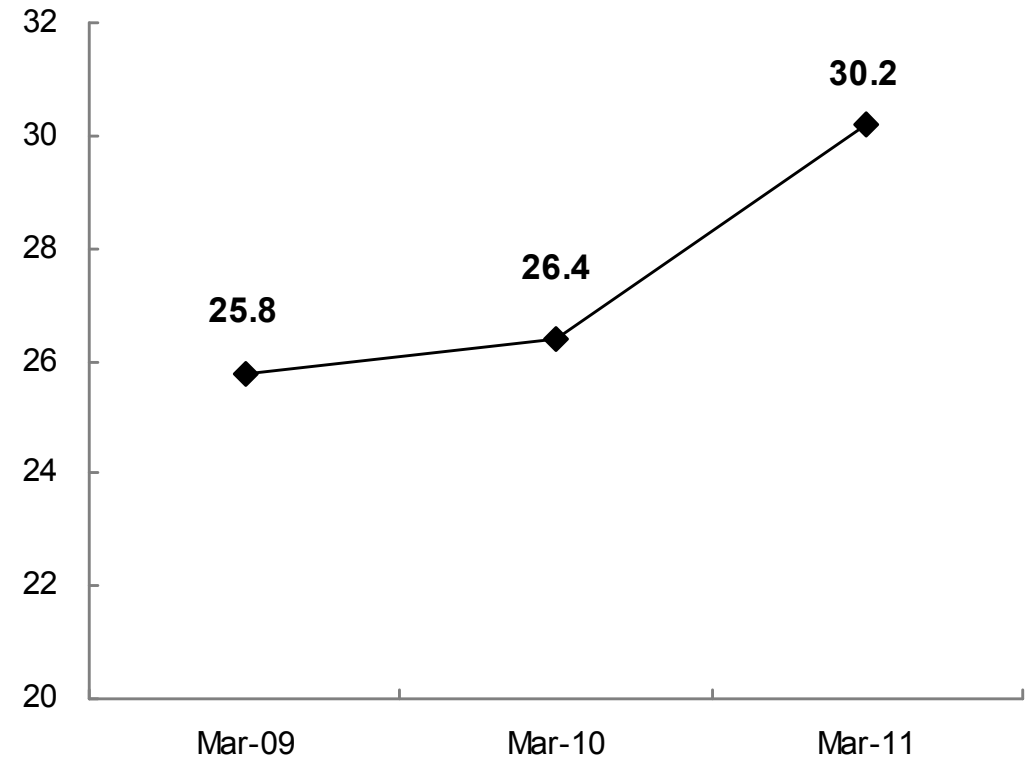


Sales Channel Situation

Sales Representative of Dai-ichi Life⁽¹⁾



Number of New Policies per Sales Rep⁽¹⁾⁽²⁾

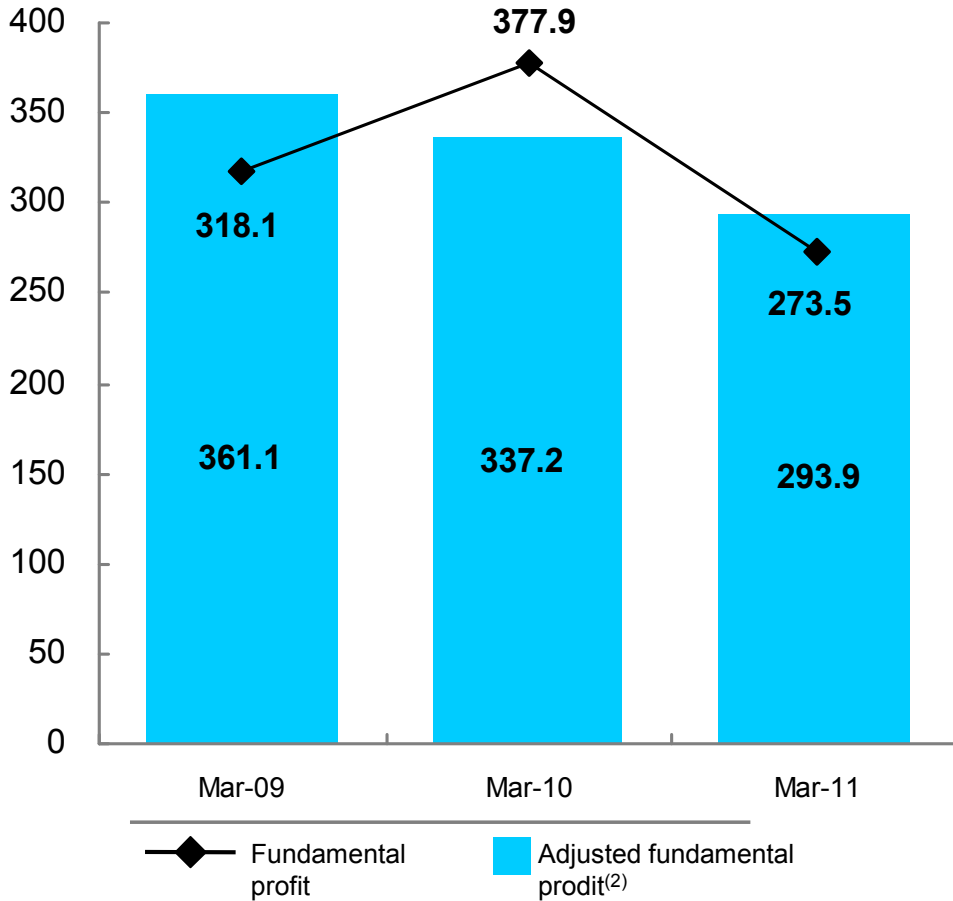


(1) The above figures are non-consolidated basis and the number of sales representatives does not include those who are not full-time employees of Dai-ichi Life and are engaged mainly in ancillary works.
 (2) Number of new policies (incl. conversions) as the numerator and the average number of sales reps in each period (calculated from numbers at the beginning and end of each period) as the denominator.

Fundamental Profit

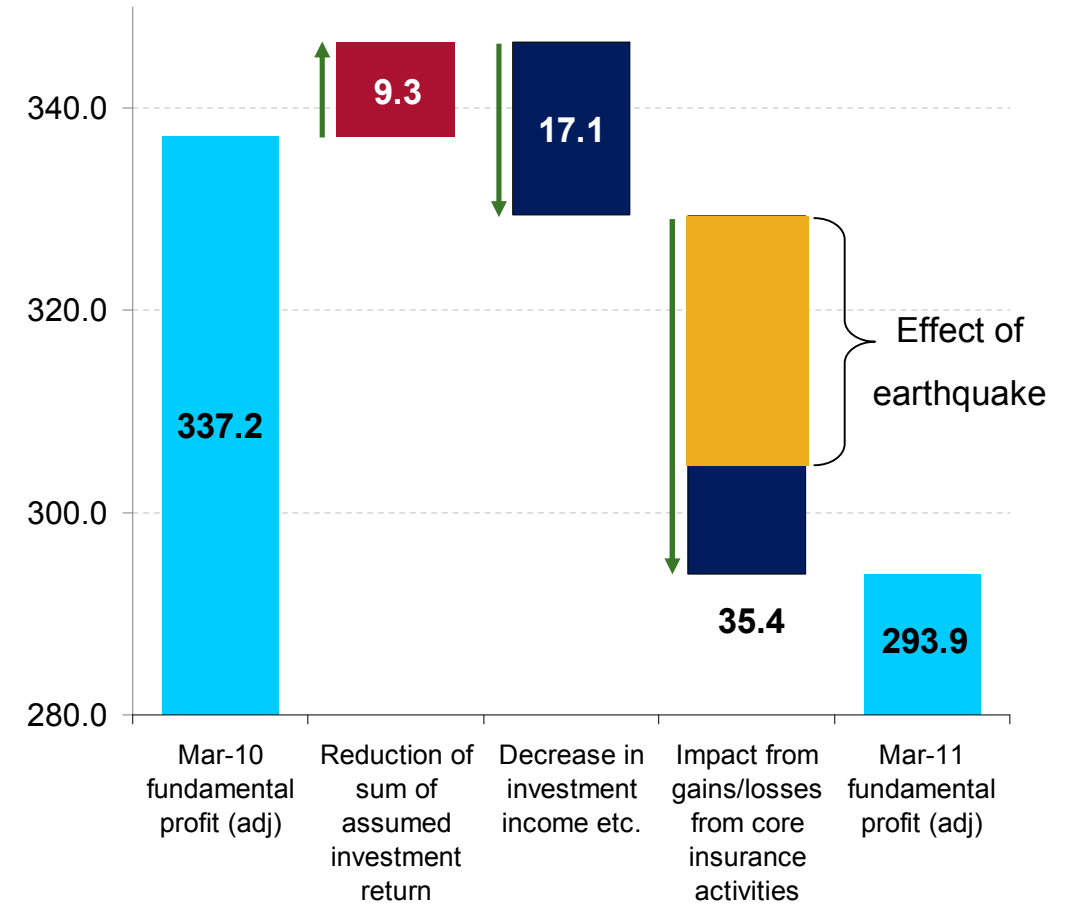
Fundamental Profit⁽¹⁾

(billions of yen)



Movement Analysis of Adjusted Fundamental Profit^{(1) (2)}

(billions of yen)

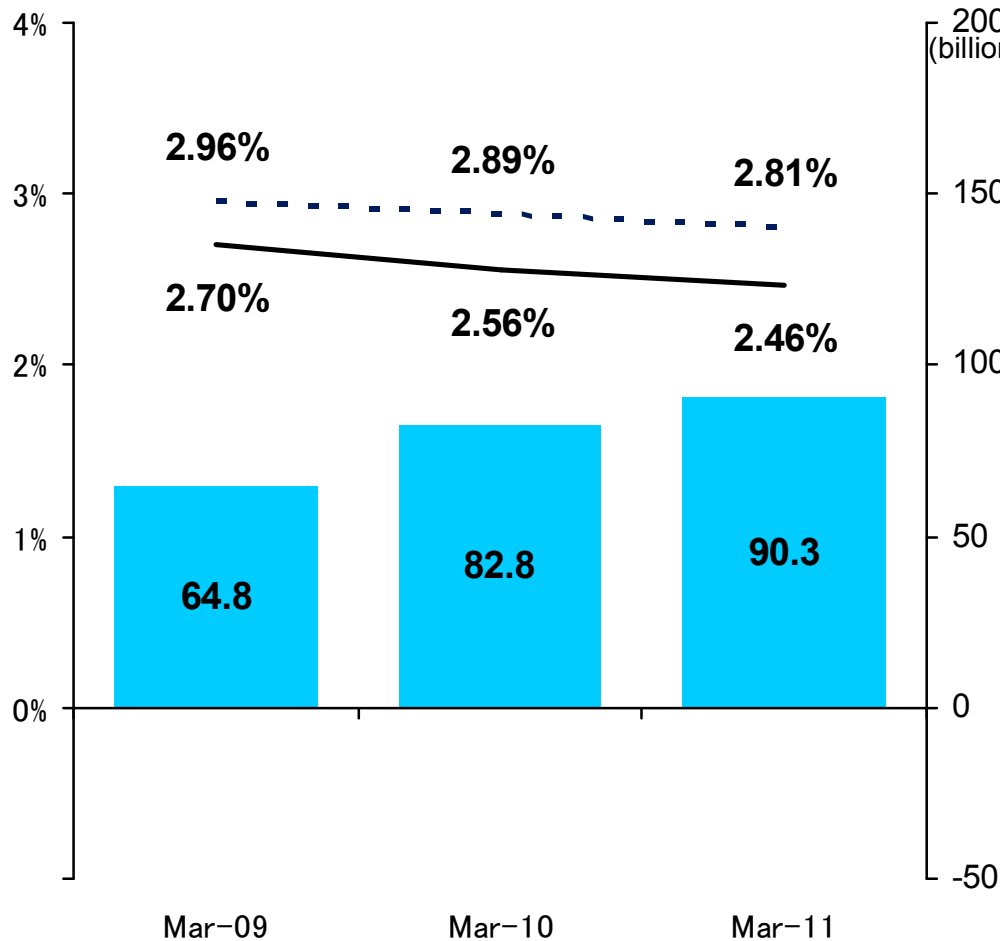


(1) Sum of Dai-ichi Life and Dai-ichi Frontier Life

(2) Adjusted fundamental profit = (fundamental profit) + (provision for policy reserve associated with minimum guarantee benefit risk of variable annuities)

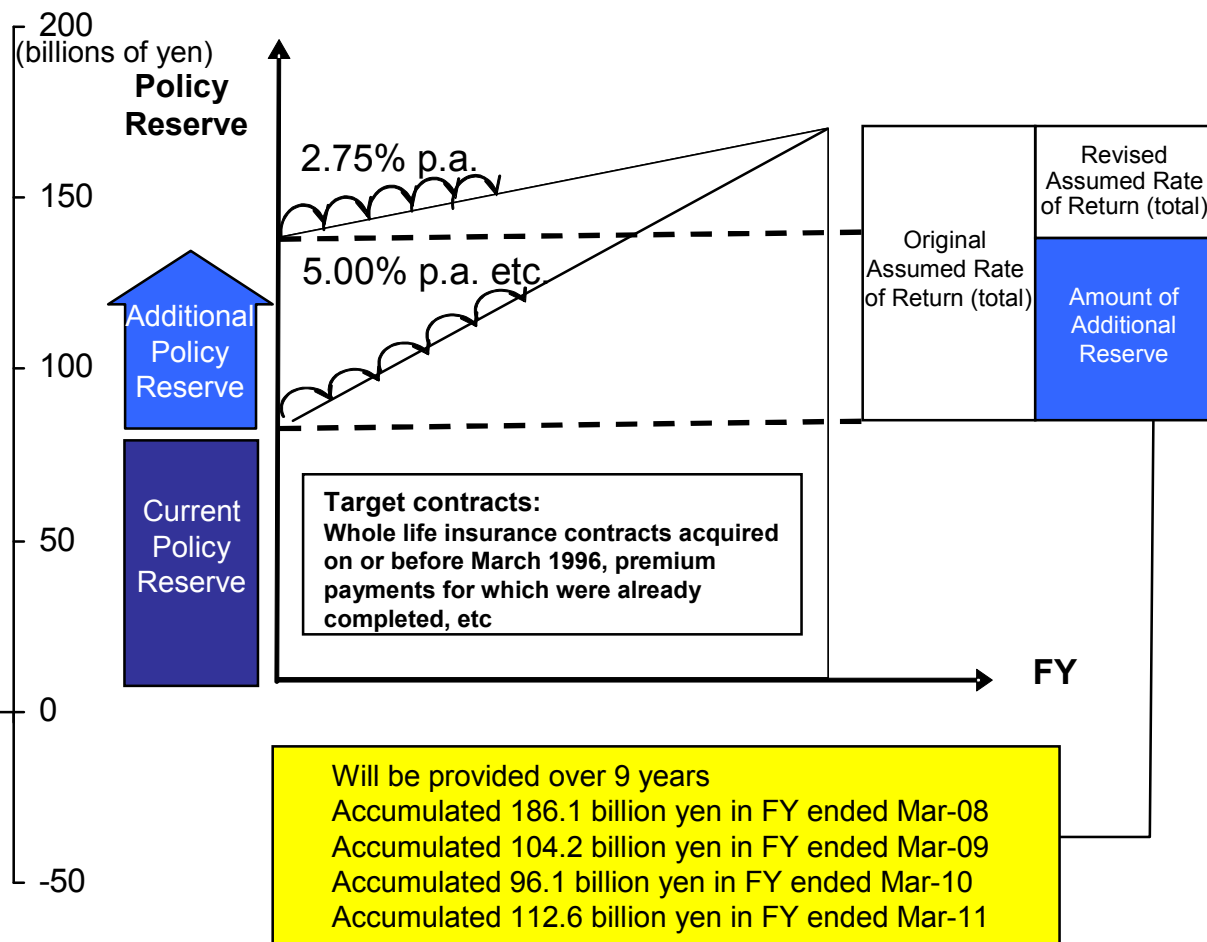
Initiatives to Reduce Negative Spread

Assumed Rate of Return/Actual Rate of Return/Negative Spread⁽¹⁾



..... Average assumed rate of return (left) ■ Negative spread (right)
 — Average actual rate of return (left)

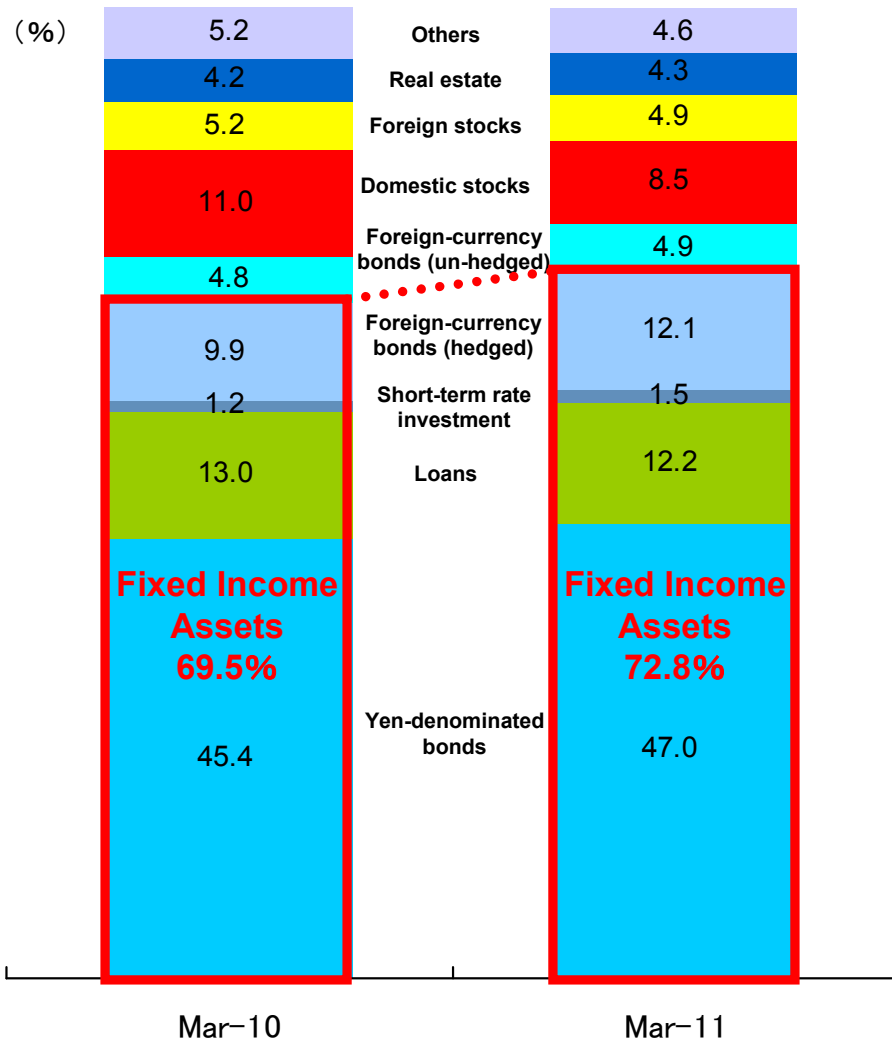
Accumulation of Additional Policy Reserve⁽¹⁾



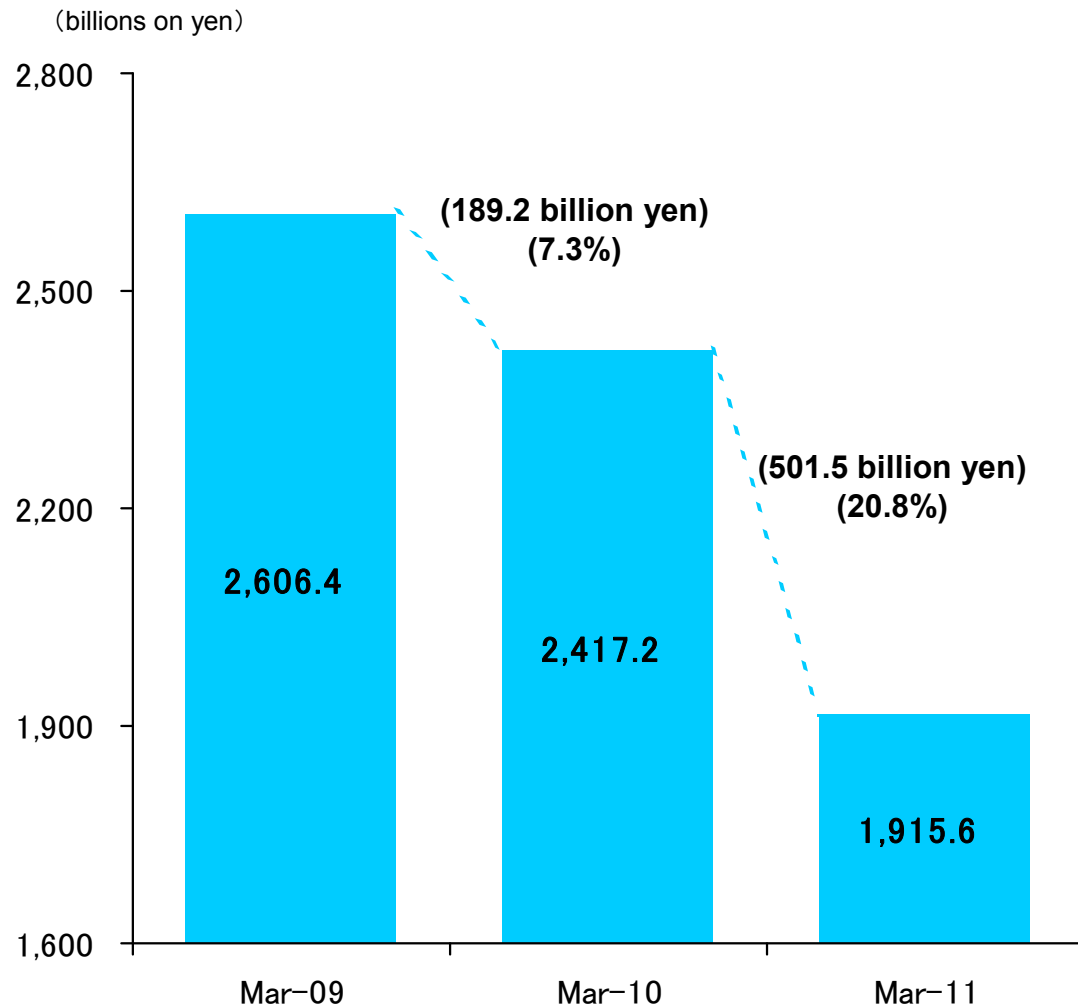
(1) Non-consolidated basis

General Account Assets

Asset Portfolio (General Account) ⁽¹⁾



Book Value of Domestic Stocks ^{(1) (2)}



(1) Non-consolidated basis

(2) Book value of domestic stocks with fair value (exclude stocks of subsidiaries / affiliated companies and unlisted companies)

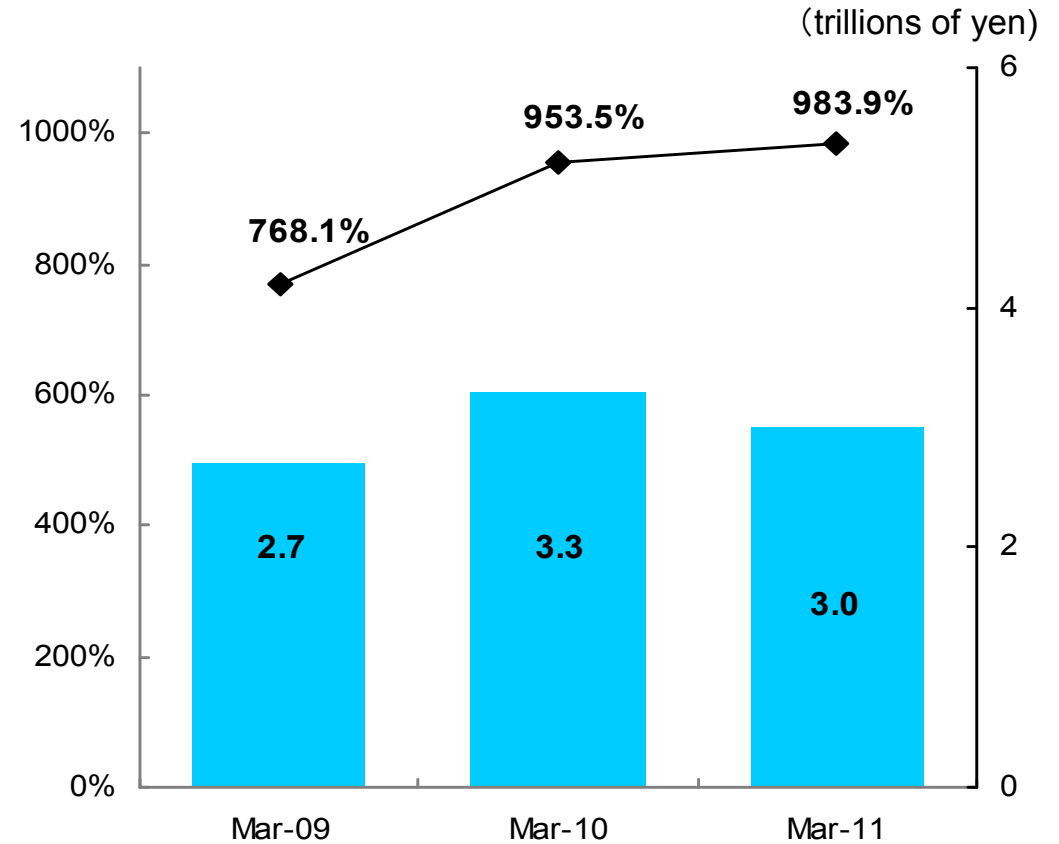
Status of Financial Soundness

Unrealized Gain/Loss (General Account) ⁽¹⁾

(billions of yen)

	As of Mar-10	As of Mar-11	Change
Securities	851.4	614.1	(237.3)
Domestic bonds	265.7	383.8	+118.0
Domestic stocks	522.5	305.6	(216.9)
Foreign securities	59.8	(80.4)	(140.3)
Real estate	90.8	20.5	(70.3)
General Account total	942.0	639.2	(302.8)

Solvency Margin Ratio & Adjusted Net Assets ⁽¹⁾



◆ Solvency Margin Ratio ■ Adjusted Net Assets (right)

<Reference> Solvency Margin Ratio based on new standard, to be formally introduced from the fiscal year end March 2012: 547.7%

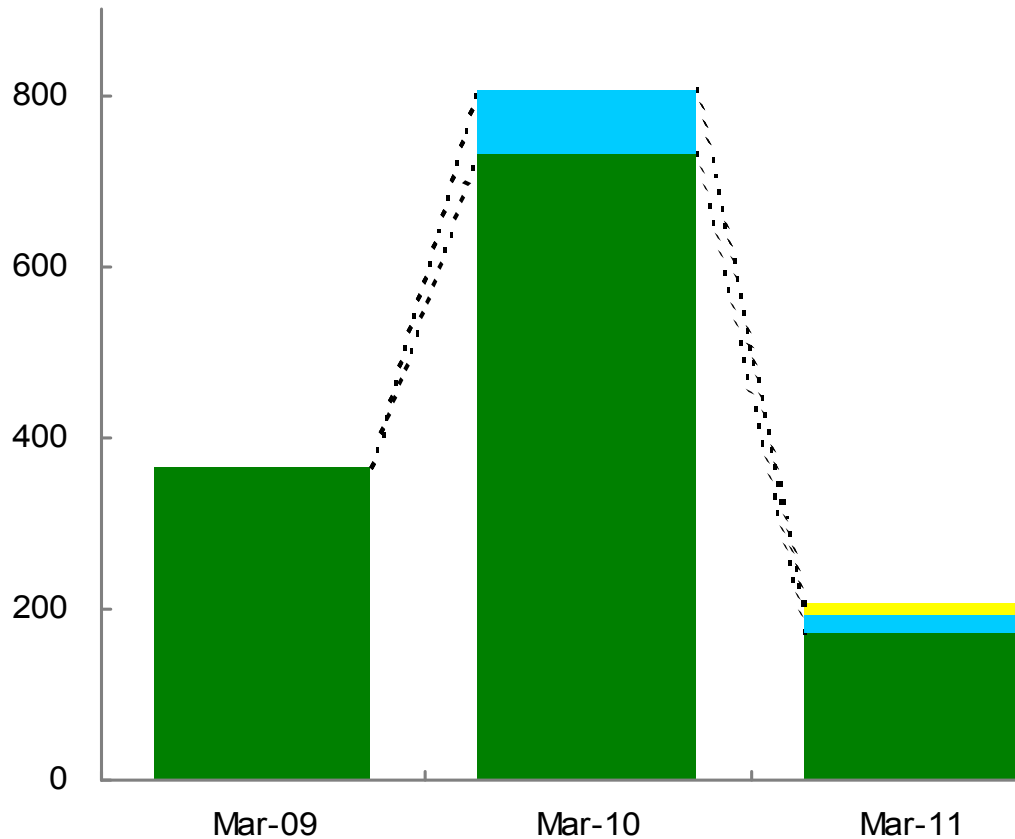
(1) Non-consolidated basis



Dai-ichi Frontier Life (1)

New Business by Product Type⁽¹⁾

(billions of yen)

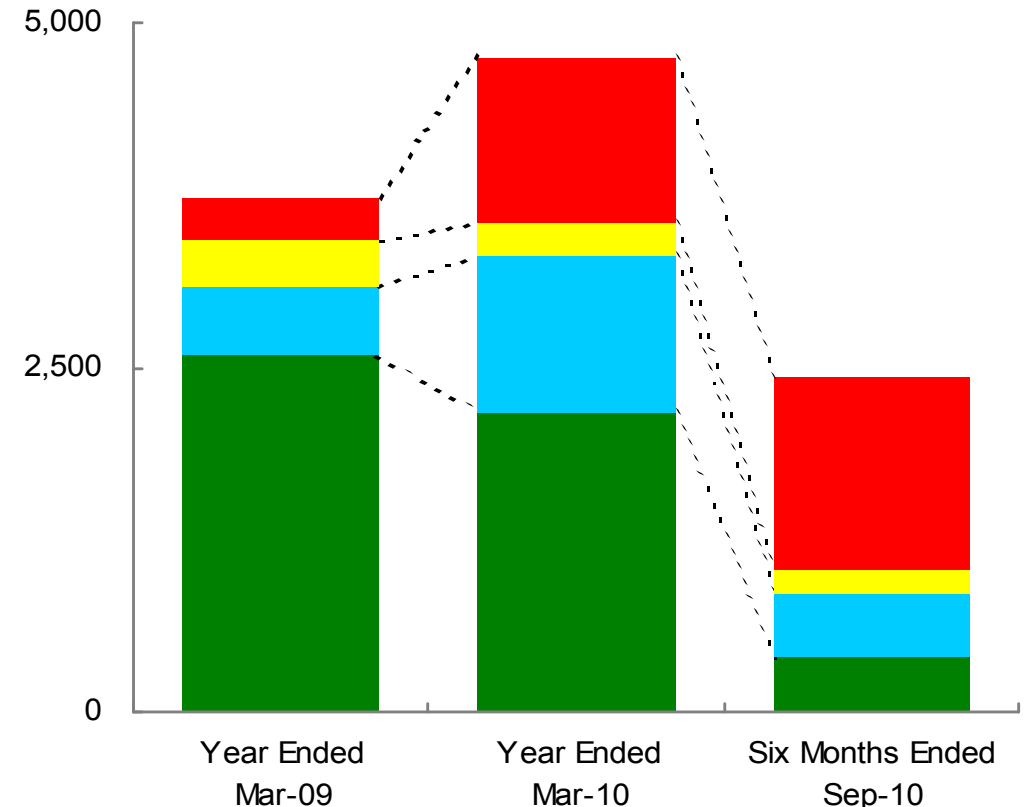


- Variable Annuities
- Fixed Annuities (Yen)
- Fixed Annuities (Foreign-Currency)
- Whole Life

(1) Premium income basis

Reference: Bancassurance Market Trend (Single Premium Products)⁽¹⁾

(billions of yen)

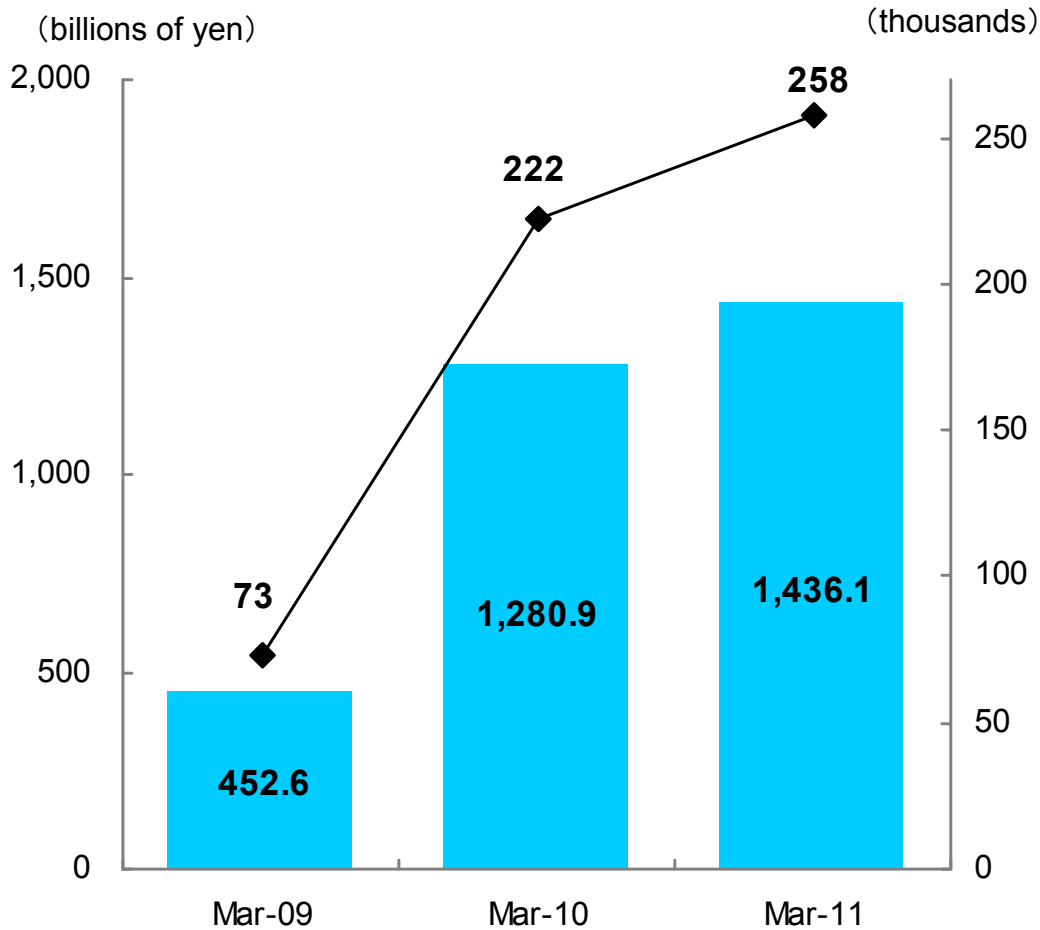


- Variable Annuities
- Fixed Annuities (Yen)
- Fixed Annuities (Foreign-Currency)
- Whole Life

Source: prepared by Dai-ichi, based on Hokenmainichi Newspaper, The Japan Financial News and The Nikkei Newspaper

Dai-ichi Frontier Life (2)

Policies in Force



Sum insured policies in force —◆— Number of policies (right)

Earnings

(billions of yen)

	Year ended Mar-10	Year ended Mar-11
Ordinary revenues	961.3	253.8
Insurance premiums and other	863.2	251.7
Variable products	732.4	174.2
Fixed products	72.1	32.3
Investment income	97.9	2.1
Ordinary expenses	969.6	255.0
Provisions for policy reserve and other	864.0	142.7
Related to GMMB risk (negative indicates a reversal) (A)	(36.9)	20.1
Provision for contingency reserve (B)	40.4	(8.3)
Investment expenses	16.2	15.9
Hedge loss related to GMMB risk (C)	15.8	7.1
Ordinary profit (loss)	(8.3)	(1.1)
Net income (loss)	(8.3)	(0.9)
Net income+(A)+(B)+(C)	11.0	18.0

Overseas Business

Company Name	Premium Revenue for Fiscal Year ended Mar-11 ⁽¹⁾⁽²⁾		Notes
		YoY	
Dai-ichi Life Vietnam (Wholly owned since Jan 2007)	VND 994.7bn (4.1bn yen)	+33.7%	Market share 5.0%→5.7%→6.3%→7.2% (2007) (2008) (2009) (2010)
Ocean Life Insurance (Thailand) (24% stake, since Jul 2008)	THB 11,608mn (31.3bn yen)	+8.1%	
Star Union Dai-ichi Life (India) (26% stake, in operation since Feb 2009)	INR 7,279mn (13.3bn yen)	-	Ranked 11 out of 22 in terms of first year premium among private life insurers (for year ended Mar-11)
TOWER Australia Group Ltd. (29.7% stake in 2008; acquisition of 100% ownership in May 2011)	AUD 942mn (76.7bn yen)	+27.5%	

(1) TOWER Australia's fiscal year ends in September. Other three companies' fiscal year end in December.

(2) Exchange rates used are as follows: 1 VND=0.0042 Yen; 1 THB = 2.7 Yen; 1 INR = 1.84 Yen; 1 AUD = 81.45 Yen.

(3) YoY change for Star Union Dai-ichi Life (India) is not shown because this is the first full year after it started operation in Feb 2009.

European Embedded Value of the Dai-ichi Life Group

- Group EEV as of March 31, 2011 was 2 trillion 440.3 billion yen. It decreased by 396 billion yen compared to previous year-end because unrealized gains on securities decreased.

The EEV of the Group

(billions of yen)

<Reference>

	As of Mar-10	As of Mar-11	Change	As of Sep-10
EEV	2,836.3	2,440.3	(396.0)	2,142.3
Adjusted net worth ⁽¹⁾	1,821.4	1,454.2	(367.2)	2,051.6
Value of in-force business ⁽¹⁾	1,014.8	986.0	(28.8)	90.7

	Year ended Mar-10	Year ended Mar-11	Change
Value of new business	118.9	158.1	+39.1

EEV of Dai-ichi (stand alone)

(billions of yen)

	As of Mar-10	As of Mar-11	Change
EEV	2,868.0	2,479.6	(388.4)
Adjusted net worth	1,880.9	1,518.7	(362.1)
Value of in-force business	987.1	960.9	(26.2)

	Year ended Mar-10	Year ended Mar-11	Change
Value of new business	135.6	158.5	+22.8

EEV of Dai-ichi Frontier Life

(billions of yen)

	As of Mar-10	As of Mar-11	Change
EEV	146.3	137.8	(8.4)
Adjusted net worth ⁽¹⁾	115.5	109.9	(5.6)
Value of in-force business ⁽¹⁾	30.7	27.9	(2.8)

	Year ended Mar-10	Year ended Mar-11	Change
Value of new business	(18.5)	(0.4)	+18.0

(1) Dai-ichi Frontier Life reduces the risk of failing to recover the initial cost related to new business by a surplus relief reinsurance. Effective Sep-10, an adjustment regarding the surplus relief reinsurance has been made for Dai-ichi Frontier Life's EEV calculation. The adjustment does not affect the total EEV amount, because it is a transfer of the future cost regarding the reinsurance from value of in-force business (VIF) to adjusted net worth (ANW). The effect to ANW of Dai-ichi Frontier Life is (¥43.3) billion and that to VIF is ¥43.3 billion: impact on ANW/VIF of the group is 90.0% of those figures, based on Dai-ichi Life's interest in Dai-ichi Frontier Life. Mar-10 figures shown above are adjusted in the same way so as to be comparable to Mar-11.

Guidance for the Year Ending March 2012

- Although we forecast premium income of Dai-ichi Life non-consolidated will decrease year-on-year, we believe insurance and investment income will improve year-on-year. Consequently, we expect consolidated net income of 37.0 billion yen.

(billions of yen unless otherwise noted)

	Year ended Mar-11	Year ending Mar-12 (F)	Change
Nikkei 225 (yen)	9,852 ⁽¹⁾	10,000	+148
JPY/USD (yen)	83.1	83.0	(0.1)
JPY/EUR (yen)	117.5	117.0	(0.5)
10-Year JGB Yield	1.25%	1.25%	±0.00%
Ordinary revenues	4,571.5	4,334.0	(237.5)
Dai-ichi Life non-consolidated	4,308.4	3,828.0	(480.4)
Dai-ichi Frontier	253.8	421.0	+167.1
Ordinary income	81.1	168.0	+86.8
Dai-ichi Life non-consolidated	78.9	178.0	+99.0
Dai-ichi Frontier	(1.1)	(19.0)	(17.8)
Net income	19.1	37.0	+17.8
Dai-ichi Life non-consolidated	16.9	32.0	+15.0
Dai-ichi Frontier ⁽²⁾	(0.8)	(17.1)	(16.2)
Dividends per share (yen)	1,600	1,600	±0
(Reference)			
Fundamental profit (Dai-ichi Life non-consolidated)	275.9	around 270.0	-

(1) Average value during March.

(2) Calculated based on Dai-ichi Life's interest in Dai-ichi Frontier Life.



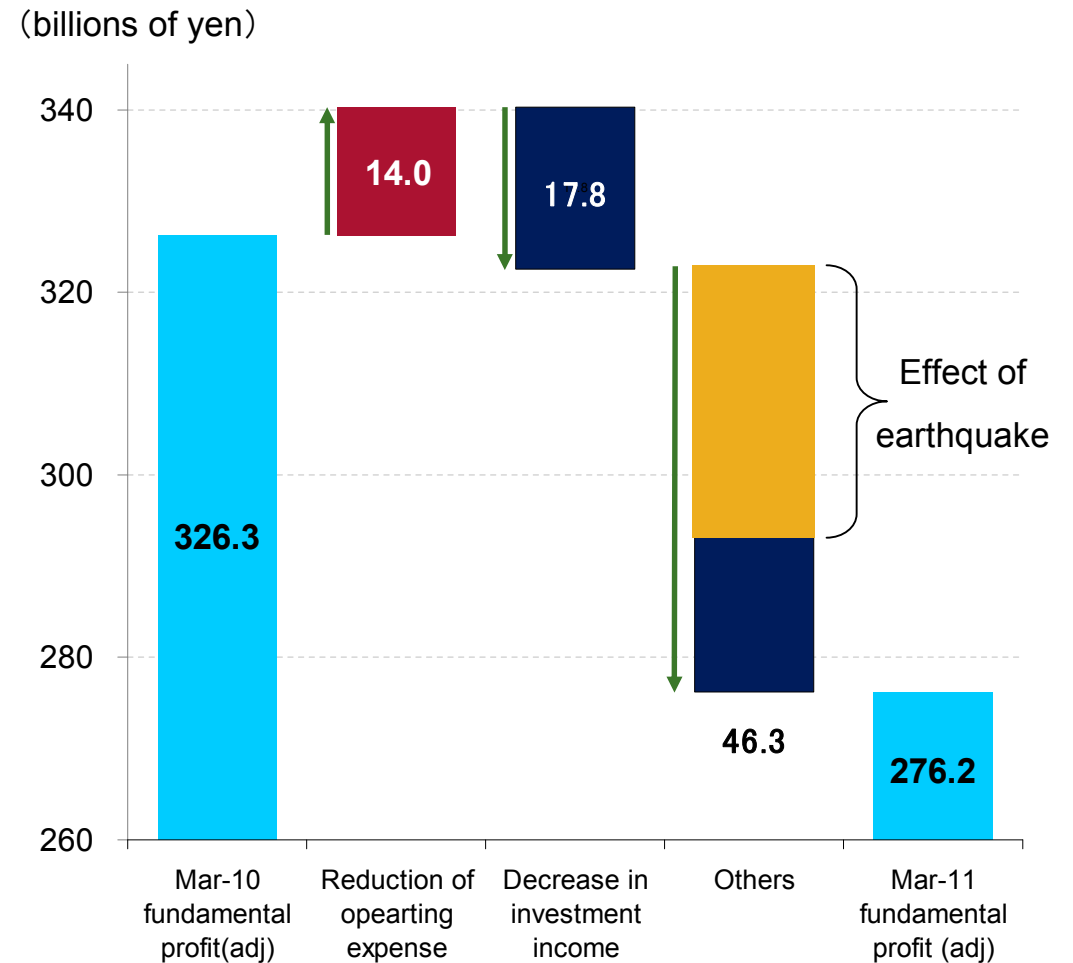
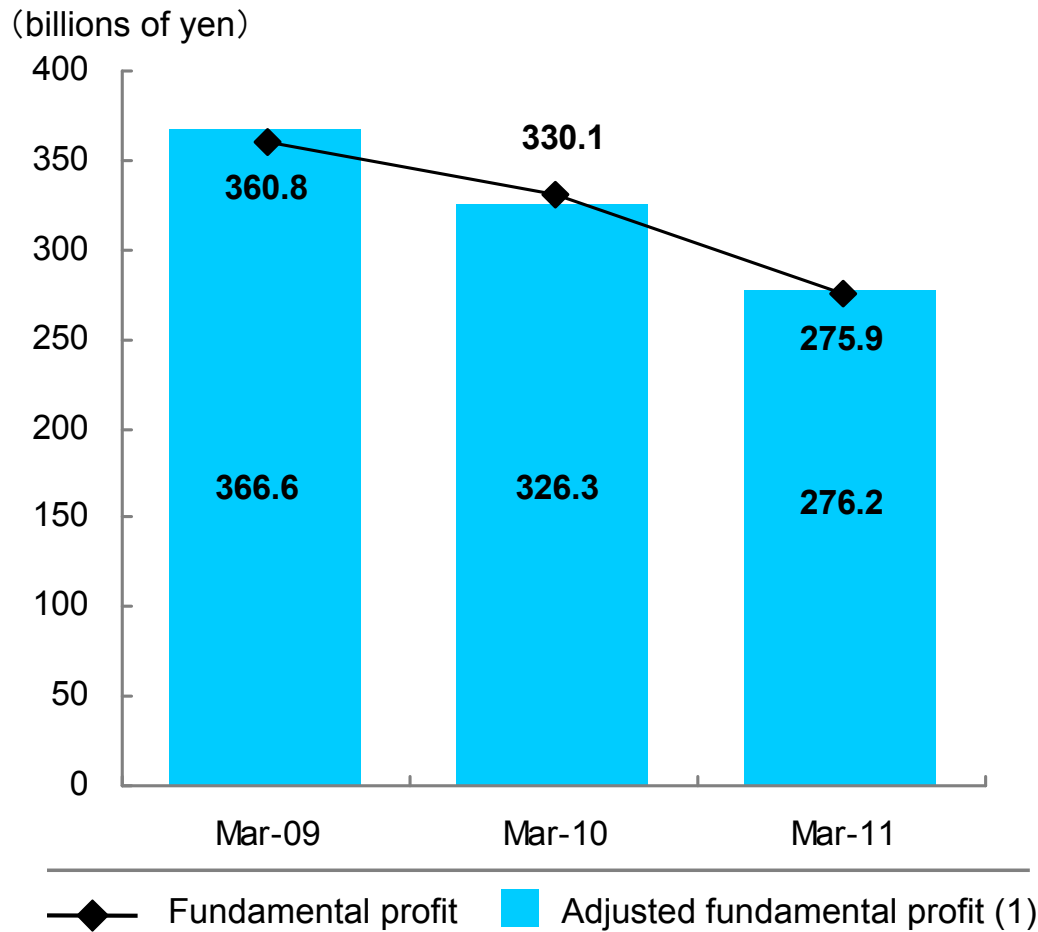
Appendix



Fundamental Profit – Dai-ichi Life non-consolidated

Fundamental Profit

Movement Analysis of Adjusted Fundamental Profit ⁽¹⁾



(1) Adjusted fundamental profit = (fundamental profit) + (provision for policy reserve associated with minimum guarantee benefit risk of variable annuities)

Summary Financial Statements – Dai-ichi Life non-consolidated

Statement of Earnings⁽¹⁾

(billions of yen)

	Year ended Mar-10	Year ended Mar-11	Change
Ordinary revenues	4,331.5	4,308.4	(23.0)
Premium and other income	2,837.2	3,056.5	+219.3
Investment income	1,153.4	922.6	(230.7)
Interest and dividends	708.0	698.1	(9.9)
Gains on sale of securities	242.5	212.2	(30.3)
Derivative transaction gains	-	9.8	+9.8
Gains on investments in separate accounts	193.1	-	(193.1)
Other ordinary revenues	340.8	329.2	(11.6)
Ordinary expenses	4,137.9	4,229.5	+91.6
Benefits and claims	2,610.5	2,625.0	+14.4
Provision for policy reserves and others	328.2	322.5	(5.6)
Investment expenses	330.0	429.5	+99.5
Losses on sale of securities	207.8	120.9	(86.9)
Losses on valuation of securities	10.5	179.6	+169.1
Losses on investments in separate accounts	-	32.0	+32.0
Operating expenses	438.7	424.6	(14.0)
Ordinary profit	193.6	78.9	(114.7)
Extraordinary gains (losses) ⁽¹⁾	(23.6)	28.2	+51.9
Provision for reserve for policyholder dividends ⁽¹⁾	92.5	78.5	(14.0)
Income before income taxes	77.4	28.6	(48.7)
Total of corporate income taxes	16.6	11.7	(4.8)
Net income ⁽²⁾	60.8	16.9	(43.8)

(1) Although 925 million yen of the "provision for allowance for policyholder dividends" was included in the extraordinary loss for the fiscal year ended Mar-10, such amount was recorded as "provision for policyholder dividends" and was excluded from extraordinary gains (losses) in the above table.

(2) Although the Company was a mutual company for the fiscal year ended Mar-10, we show "net income" rather than "net surplus", in light of our subsequent demutualization.

Balance Sheet

(billions of yen)

	As of Apr-10	As of Mar-11	Change
Total assets	30,822.4	30,869.6	+47.1
Cash, deposits and call loans	397.6	467.1	+69.5
Monetary claims bought	289.8	291.1	+1.2
Securities	23,987.9	24,294.5	+306.6
Loans	3,834.3	3,627.4	(206.9)
Tangible fixed assets	1,243.6	1,295.8	+52.2
Deferred tax assets	337.6	475.1	+137.5
Total liabilities	29,822.1	30,103.2	+281.0
Policy reserves and others	27,896.2	28,190.8	+294.6
Policy reserves	27,324.8	27,589.5	+264.6
Contingency reserve	527.0	502.0	(25.0)
Reserve for employees' retirement benefits	409.6	418.3	+8.6
Reserve for price fluctuations	115.4	80.4	(35.0)
Total net assets	1,000.3	766.4	(233.8)
Total shareholders' equity	604.6	592.8	(11.8)
Total of valuation and translation adjustments	395.6	173.6	(221.9)
Net unrealized gains (losses) on securities, net of tax	461.1	237.5	(223.5)
Reserve for land revaluation	(63.5)	(65.1)	(1.6)

Summary Financial Statements of Dai-ichi Frontier Life

Statement of Earnings

(billions of yen)

	Year ended Mar-10	Year ended Mar-11	Change
Ordinary revenues	961.3	253.8	(707.4)
Premium and other income	863.2	251.7	(611.5)
Investment income	97.9	2.1	(95.8)
Ordinary expenses	969.6	255.0	(714.5)
Benefits and claims	45.5	85.0	+39.4
Provision for policy reserves and other	864.0	142.7	(721.3)
Investment expenses	16.2	15.9	(0.2)
Operating expenses	38.6	10.4	(28.1)
Ordinary profit (loss)	(8.3)	(1.1)	+7.1
Extraordinary gains (losses)	(0.0)	0.2	+0.2
Income(loss) before income taxes	(8.3)	(0.9)	+7.4
Total of corporate income taxes	0.0	0.0	+0.0
Net income (loss)	(8.3)	(0.9)	+7.4

Balance Sheet

(billions of yen)

	As of Mar-10	As of Mar-11	Change
Total assets	1,423.1	1,566.7	+143.6
Cash, deposits and call loans	30.0	23.9	(6.0)
Securities	1,313.5	1,455.4	+141.9
Total liabilities	1,305.7	1,450.0	+144.3
Policy reserves and other	1,300.2	1,443.0	+142.7
Policy reserves	1,299.6	1,441.9	+142.3
Contingency reserve	44.7	36.4	(8.3)
Total net assets	117.4	116.7	(0.6)
Total shareholders' equity	116.2	115.3	(0.9)
Capital stock	117.5	117.5	-
Capital surplus	67.5	67.5	-
Retained earnings	(68.7)	(69.6)	(0.9)



Sensitivities to Financial Markets (March 2011)

	Sensitivities ⁽¹⁾⁽²⁾	Breakeven Points ⁽²⁾⁽³⁾
Domestic stocks	Nikkei 225 1,000 yen change: ±220 billion yen (±270 billion yen)	Nikkei 225 8,400 yen (8,700 yen)
Domestic bonds	10-year JGB Yield 10bp change: ±160 billion yen (±150 billion yen)	10-year JGB Yield 1.5% (1.6%)
Foreign securities	JPY / USD 1 yen change: ±20 billion yen (±18 billion yen)	JPY / USD \$1 = 87 yen (95 yen)

(1) Sensitivities indicate the impact of fluctuation in market value of the related assets.

(2) Figures in parentheses are as of March 2010.

(3) Breakeven points indicate assumptions when unrealized gains or losses of the related assets would be zero. Figures for foreign securities are calculated for foreign exchange factors only, based on JPY/USD rate (assuming all are in USD).

DAI-ICHI LIFE

Actions for the Great East Japan Earthquake

Major Actions of Life Insurance Association of Japan (“LIAJ”)

Mar.	11th	Establishment of the Task Force of the Large Earthquake Countermeasures
	12th	- Extension of the grace period of premium payment up to 6 months - Simple and quick payment of benefits, claims and policy loans
	14th	Decided contribution of 300 million yen as a donation
	15th	All life insurers decided full payment of accident related benefits and claims
Apr.	1st	Initiation of the inquiry system for insurance policy within disaster areas ⁽¹⁾
	13th	Provide data files compiled by the Police to member companies
	19th	-Information sharing on death of insured persons among member companies -Request for disclosure of official family registry (to life insurers) fulfilled
	22nd	-Request for disclosure of residence certificate (to life insurers) fulfilled
	27th	- Further extension of the grace period of premium payment by 3 months (final due date: December 31, 2011) - Special treatment for the due date of the extended premium payment

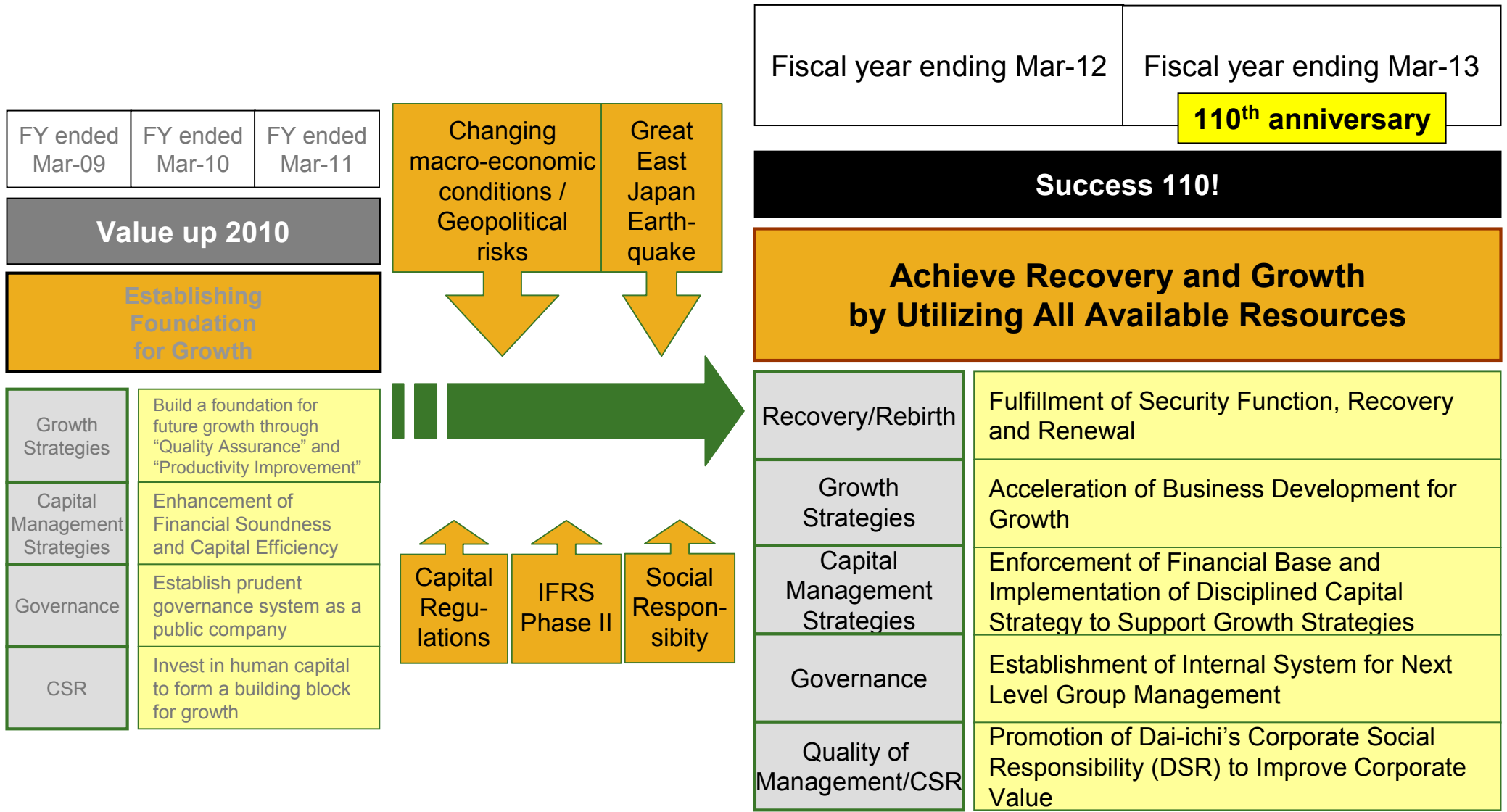
Major Actions of Dai-ichi

Mar.	11th	Establishment of disaster countermeasures headquarters
	12th	- Extension of the grace period of premium payment up to 6 months - Simple and quick payment of benefits, claims and policy loans - Full payment of accident related benefits and claims - Aid to people in disaster areas by sending relief goods (food and water, etc.)
	14th	Aid to people in disaster areas by sending support teams (constantly sending several persons)
	15th	Contribution of 100 million yen as a donation
	16th	Application of special interest rate for policy loans
	25th	Watanabe, President of Dai-ichi Life visited Miyagi, Fukushima and Iwate Prefectures (to Mar. 29)
	27th	- Opening of the call center operation on Sundays and holidays 9AM - 5PM, in addition to weekdays and Saturdays - Installation of special dial for earthquake victims (from Apr. 8)
Apr.	30th	- Treatment of deemed hospitalization - Automatic extension of the grace period of premium payment
	8th	Send consolatory letters to policyholders within disaster areas (580 thousand letters)
	13th	- Establishment of temporary customer service windows in the areas severely damaged by the earthquake, including Ishinomaki and Kesenuma City in Miyagi Prefecture and Miyako City in Iwate Prefecture - Started making outbound calls to policyholders within disaster areas
May	25th	Dispatch of volunteers to disaster areas hosted by Nippon Keidanren (sending several persons each week)
	7-8th	Search for policyholder's safety through Google Person Finder etc. (mobilizing 400 employees)
	16th-	Send several dozen employees continuously for safety confirmation of customers who are inaccessible because they live in shelters (Iwate, Miyagi and Fukushima)

(1) In case a victim does not know to which company her/his insurance policy belong has difficulty making insurance claims, it enables her/him to identify her/his own policy by using this system, having LIAJ request each life insurance company to check whether it has such policy.



Medium-term Management Plan for fiscal year 2011 and 2012



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