

## Editorial Policy

We strive to implement the PDCA (Plan–Do–Check–Action) cycle company-wide, improving management quality while carrying out our social responsibilities to our stakeholders. We call our unique approach to CSR, “DSR=Dai-ichi’s Corporate Social Responsibility.” “Dai-ichi Life DSR Report 2011” reports on our business activities from a DSR perspective, in order to open a line of greater communication with all of our stakeholders.

We have dedicated ourselves, in this booklet, to explaining in a clear and easy to understand manner the measures we are implementing in order to achieve our basic management policies, namely: “Create Sustainable Corporate Value,” “Maximize Customer Satisfaction,” “Secure Social Trust,” and “Foster Employee Potential.”

In addition to the information reported in this booklet, please see the information posted on our website and contained in our disclosure report, “Dai-ichi Life Annual Report 2011.”

## Referenced Guidelines

“Sustainability Reporting Guidelines, Version 3.0,” Global Reporting Initiative (GRI)

ISO 26000 “Guidance on Social Responsibility”

“Award Criteria 2011” (Japan Quality Award Committee)



▶ ISO 26000 Content Index / GRI Guideline Content Index

## Scope of the Report

**Period covered** Primarily activities carried out during FY2010 (April 2010 to March 2011), with some reporting of FY2011 activities and approaches.

**Organization** The Dai-ichi Life Insurance Company, Limited  
(Depending on activity contents, may include subsidiaries and affiliated companies)

## Publication Date

December 2011

Next scheduled publication: October 2012

Information presented in this report is current as of the Japanese publication date unless otherwise noted.

## Company Profile (As of March 31, 2011)

<b>Company Name</b>	The Dai-ichi Life Insurance Company, Limited	
<b>Established</b>	September 15, 1902	
<b>Head Location</b>	13-1, Yurakucho 1-chome, Chiyoda-ku, Tokyo 100-8411, Japan Tel: 81-3-3216-1211	
<b>President and Representative Director</b>	Koichiro Watanabe	
<b>Number of Employees</b>	56,908 (Administrative personnel: 13,381; Sales representatives: 43,527)	
<b>Number of Sales Sites</b>	Branches: 84; Unit offices, etc.: 1,278 (As of April 1, 2011)	
<b>Assets</b>	Total assets	¥30,869.6 billion
<b>Liabilities</b>	Policy reserves and others	¥28,190.8 billion
<b>Net Assets</b>	Capital and capital reserve funds	¥420.4 billion
<b>Subsidiaries, etc.</b>	Insurance businesses and insurance related businesses 24 companies Asset management business 17 companies General affairs related businesses and other businesses 10 companies	
<b>Management Philosophy</b>	Customer First —A Lifelong Partner—	
<b>Basic Management Policies</b>	Create Sustainable Corporate Value Maximize Customer Satisfaction Secure Social Trust Foster Employee Potential	
<b>Group Vision</b>	“Thinking People First”	

## Primary Consolidated Business Performance

	FY2008	FY2009	FY2010
<b>Operating Results</b> (Billion yen)			
Ordinary revenues	5,225.2	5,294.0	4,571.5
Dai-ichi Life (non-consolidated)	5,182.8	4,331.5	4,308.4
Net surplus from operations/ordinary profit	63.3	188.2	81.1
Dai-ichi Life (non-consolidated)	109.1	193.6	78.9
Net income for the year	21.8	55.6	19.1
Dai-ichi Life (non-consolidated)	65.5	60.8	16.9
<b>Financial Conditions</b> (Billion yen)			
Total assets	30,444.6	32,104.2	32,297.8
Dai-ichi Life (non-consolidated)	30,022.2	30,822.4	30,869.6
Total net assets	579.9	964.1	731.8
Dai-ichi Life (non-consolidated)	619.8	1,000.3	766.4
<b>Financial Soundness</b> (Billion yen)			
Fundamental profit	318.1	377.9	273.5
Dai-ichi Life (non-consolidated)	360.8	330.1	275.9
European Embedded Value (EEV)	1,758.4	2,836.3	2,440.3
Dai-ichi Life (non-consolidated)	1,795.9	2,868.0	2,479.6
Solvency margin ratio	768.1%	953.5%	983.9%

\* Consolidated business performance figures consist of combined totals of Dai-ichi Life and Dai-ichi Frontier Life.

\* The listed solvency margin ratio is for Dai-ichi Life (non-consolidated).

<b>Ratings</b>	
Rating and Investment Information (Rating on Insurance Claims Paying Ability)	A+
Japan Credit Rating Agency (Rating on Ability to Pay Insurance Claims)	A+
Standard & Poor’s (Insurer Financial Strength Rating)	A
Fitch Ratings (Insurer Financial Strength Rating)	A

\* Ratings are current as of July 31, 2011, and are subject to change in the future.

\* Ratings do not constitute guarantees by rating companies of insurance benefit payments, etc.