

Message from the President

The Dai-ichi Life Group, 60,000 strong, is working towards future recovery and growth, committed to its mission of putting customers first and delivering peace of mind.



The Mission of Dai-ichi Life, as Shown by the Unprecedented Earthquake and Tsunami

My prayers go out to all those who lost their lives in the terrible disaster that has befallen our country. I wish to extend my condolences to all those living in affected areas.

I believe that it is precisely now, in facing this unprecedented disaster, that our social calling as a life insurance company is to offer comprehensive security functions to those affected by the disaster, including the payment of insurance benefits, and to do our utmost to assist with the recovery. Through the get-well and procedure promotion activities now underway, we are not merely visiting our customers, but devoting ourselves to thinking of customers first, delivering them sincerity and peace-of-mind. I myself have visited disaster-torn areas several times, and was overjoyed to see that the actions of each of Dai-ichi Life's employees were based on what they could do for customers, showing that our group vision of "Customer First" and "Thinking People First" has taken firm hold.

The first pillar of the new medium-term management plan established this term is "Fulfillment of Security Function, Recovery and Renewal." The 60,000 members of the Dai-ichi Life Group will come together, showing the power of team work as they fully dedicate themselves to recovery and growth.

DSR Management is Working to Improve Management Quality

Since Dai-ichi Life was founded in 1902, we have been led by a "Customer First" management philosophy, and have endlessly worked to improve management quality to achieve that goal. Even after receiving the Japan Quality Award in 2001, we have continued our initiatives, in the form of Corporate Social Responsibility (CSR) management, in order to meet the expectations of our stakeholders.

In 2010, when we underwent our "second foundation" as a public company on the Tokyo Stock Exchange, we named our CSR management "DSR (Dai-ichi's Social Responsibility)," using the "capital D" from our name out of our desire for these efforts to continue to grow, to become unique to our company, and for every employee to feel that these efforts were their own, taking an even more dedicated approach to them.

Through these activities, we work towards a uniquely Daiichi Life approach, and each and every employee exhibits their own personality in striving to realize our group vision, promoting organizational innovation from inside, and implementing the PDCA cycle to improve management quality. In other words, DSR is our management style itself.

Looking Back on FY2010 DSR Management

Steady strides were made in FY2010, the final year of the last 3 year-long medium-term management plan, and the first year of Dai-ichi Life's demutualization.

We received an overall satisfaction rating of 84.6%, our highest rating ever, in the annual Nationwide Customer Survey. I believe this is a result of the stronger bonds we formed with our customers on the occasion of our demutualization.

Employee satisfaction also improved. I believe this is due in part to our successful cultivation of a feeling of unity through our demutualization, and our diversity promotion and personnel cultivation efforts. In FY2010, we received both the "2011 J-Win Diversity Award—Grand Prize," awarded by the J-Win NPO, and the Toyo Keizai's "Diversity Work-life Balance Award." As a company, we offer several systems which support diversity promotion, but in addition to that, our employees have taken a bottom-up approach to offering suggestions regarding management issues, implementing the PDCA cycle to resolve them. I have felt how these workplace initiatives, not limited to diversity promotion, have come together to help resolve complex management issues.

In October of 2010, we were the first life insurance company in Japan to establish a Socially Responsible Investment (SRI) fund. As an institutional investor, this is an attempt to discover sustainable, stably growing companies, and promote our corporate social responsibility. I hope that through these various initiatives related to asset management we can satisfy our responsibilities.

In the past several years, we have also accelerated our rollout of business in the Asian Pacific region. I hope that we can be a "Thinking People First" company, providing peace-of-mind and contributing to communities overseas as well.

As We Approach Our 110th Anniversary

Many people's lives remain destabilized by the earthquake. We wish to speed up the insurance process in order that they may return to their normal lives as soon as possible, and to work together with other industry members and local governments to provide support.

FY2011 is the first year of a new medium-term management plan. As we grow closer to the 110th anniversary of our company's founding, this year will be one in which we take our first steps to the next level, as all of our officers and employees engage in "DSR management." We will work to resolve issues such as management quality improvements, the cultivation of the human resources that make these improvements possible, the addressing of environmental problems, and societal contribution.



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