

## What is DSR Management?

For over a decade, our management framework has undergone name changes and changes in the initiatives themselves, but it has been consistently based on using the PDCA cycle and on our efforts to achieve an even higher level of management quality in order to realize our management philosophy and basic management policies.

In 2010, our management renamed this unique initiative, which extended beyond the confines of conventional CSR, as “DSR (Dai-ichi’s Social Responsibility),” reaffirming our mindset and setting out to a new start. We utilize the PDCA cycle in all of our activities, including the measures we have carried out in the past from a customer’s perspective, our employee education initiatives, our compliance promotion and office process improvements, and our CS and ES improvement initiatives, and we are always aiming for the next level.

Our way of thinking, and realizing, management quality improvement—our unique corporate DNA—has been impressed once again on our officers and employees under the new banner of DSR, and we are dedicating our efforts to increasing the satisfaction of all of our stakeholders.

### Dai-ichi Life Group’s Corporate Action Principles (DSR Charter)

The Dai-ichi Life Group has defined “Dai-ichi Life Group’s Corporate Action Principles (DSR Charter)” in order to carry out its responsibilities to all stakeholders as part of its full-fledged implementation of DSR management, and clearly set out, both within the company and outside, how it should act in order to meet the expectations vested in it.

## Dai-ichi Life Group’s Corporate Action Principles (DSR Charter)

The Dai-ichi Life Group has defined a “DSR Charter,” stating its corporate action principles for responding to the expectations of customers, society, shareholders, investors, and employees, and contributing to the creation of a sustainable society.

“DSR” stands for “Dai-ichi’s Social Responsibility,” a unique framework for using the PDCA cycle company-wide to continually improve management quality and satisfy our social responsibilities to all stakeholders, while at the same time increasing the corporate value of the Dai-ichi Life Group.

### Customer satisfaction

With the aim of becoming a lifelong partner for our customers, we will provide high quality products and services that emphasize customer satisfaction.

### Communication

We will fulfill our accountability to all stakeholders and accept opinions from them with sincerity to actively reflect their opinions in our corporate management.

### Compliance

We will maintain high ethical standards and full compliance in all business activities.

We also respect privacy, and will fully enforce the protection and management of personal and other information.

### Respect to human rights

We will respect the culture and customs in each country and region and operate in a way that contributes to local development.

We will also respect and proactively protect human rights.

### Diversity

We will provide a motivating and rewarding working environment where people of all backgrounds can play an active role, and will encourage both personal development and good health.

### Environmental protection

Recognizing that preserving the global environment is our social responsibility, we will be active in environmental protection on a daily and ongoing basis.

### Social contribution

We will operate social action programs, aiming to grow together with the communities in which we operate as a good corporate citizen.

### Corporate value

To create sustainable corporate value, we will seek to effectively use our management resources and improve business productivity, striving to maintain and strengthen our financial base.