

DSR Management Structure

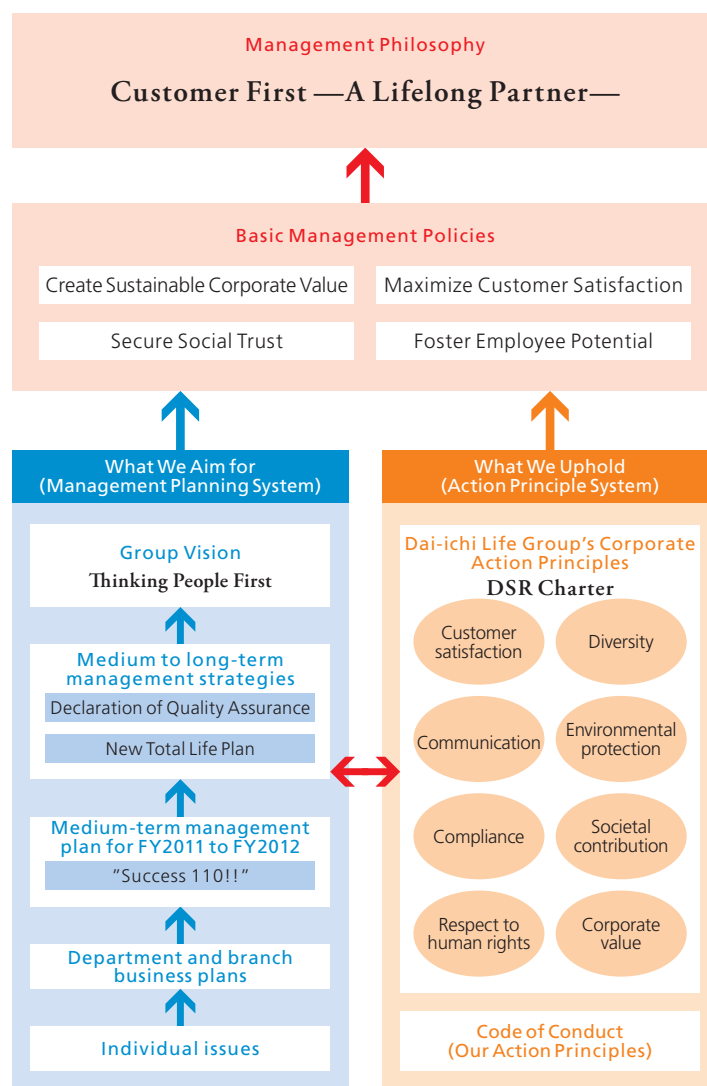
Since our foundation, our deeply held management philosophy has been “Customer First—A Lifelong Partner—,” and we have defined basic management policies to support this.

In order to realize these basic management policies, all of our officers and employees constantly consider what they need to aim for, and what they need to uphold, in their daily activities.

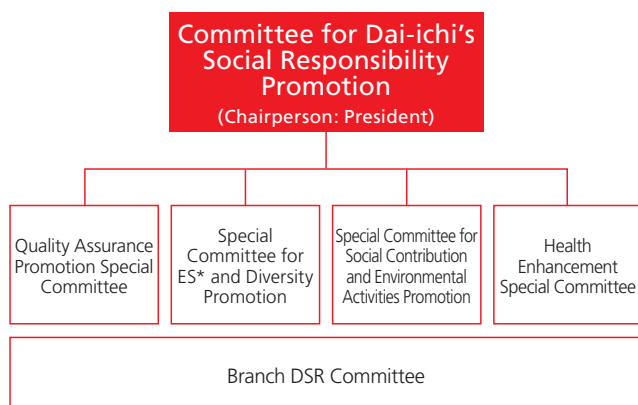
What they need to aim for is our group vision. Our group vision, “Thinking People First,” is our medium and long-term ideal for realizing our basic management policies. To achieve this vision, business plans are created for individual departments and branches based on our medium-term management plan.

What they need to uphold are our “Dai-ichi Life Group’s Corporate Action Principles (DSR Charter),” which define how we should act as a company to accurately respond to the current societal demands placed on our company, and our “Code of Conduct (Our Action Principles),” the foundation for the actions of each of our officers and employees.

These are the principles and standards that form the basis of the future actions of our group, and our officers and employees, as they work to achieve their management objectives. We strive to achieve the ideals of our group vision, and realize our basic management policies, by upholding these standards.



DSR Management Promotion System



* ES: Employee Satisfaction

Our DSR management initiatives are promoted by the “Committee for Dai-ichi’s Social Responsibility Promotion,” chaired by the president. Led by this committee, special committees are established to perform planning, implementation promotion, and progress management of individual DSR management focused issues, increasing the effectiveness of individual initiatives.

Individual branches also operate branch DSR committees as one of their management quality PDCA cycle initiatives. They visualize issues affecting branches, such as employee cultivation, complaint reduction, and compliance promotion, and work to enhance field problem solving capabilities.