

Dai-ichi Life Group Vision

Led by a strong desire to uphold the “Customer First” philosophy established when the company was founded, and to further improve DSR management, we have established the “Thinking People First” Dai-ichi Life Group Vision as our medium and long-term objective.

We strive to consider “people”—our customers, shareholders, investors, employees, and everyone else involved with the group—“first,” and reflect this in our actions. Each group member is dedicated to “Thinking People First.” Through these initiatives, we are working to be the first in quality, the first in productivity, the first in vital and energetic employees, and the first in growth potential, becoming the company most supported by customers.

Thinking People First

Individual lifestyles will continue to diversify in the future.

To propose, in a way that is easy to understand, quality products and services tailored to these diversified lifestyles, Dai-ichi Life aims to become a company that thinks about people first.

Thinking people: means taking action based on sincere consideration for people and everything that surrounds their lives.

Thinking people: means listening to people, thinking and contemplating together, and creating human capital that can lead to happiness.

Thinking people: means constantly taking on new challenges for the future based on a global perspective.

Thinking most sincerely about people

To maintain the management philosophy of “Customer First” that we have practiced since 1902, Dai-ichi Life and Dai-ichi Life Group will continue to reform in line with the times, aiming to create new value for people and achieve sustainable growth.

DAI-ICHI LIFE

Dai-ichi Life Group’s Ideals

“First in Quality”

We are thorough in our repeated utilization of the PDCA cycle to institute operation improvements based on customer opinions and comments, in all of our head office, branch, and unit office organizations. We think seriously about our customers’ lives from their perspective, providing, with clear and easy to understand explanations, products and services tailored to their needs.

“First in Vital and Energetic Employees”

Our group’s most important management resources are our people. We believe that cultivating each employee to be a human asset is the source of competitive strength. Led by our concept of “professionalism and teamwork,” we strive to enhance the abilities of individuals, while simultaneously increasing the power of groups, in an effort to create a lively, energetic organization where groups act as one.

“First in Productivity”

We are continually engaged in maintaining and enhancing a stable financial base that securely supports our long term underwriting of policies. In addition to bolstering our ability to respond to risk in the face of changing management environments, we are constantly engaged in reexamining our day to day operations, continually implementing business process improvements, in order to improve productivity and strengthen our profitability.

“First in Growth Potential”

In order to carry on our “Customer First” approach, established at the company’s inception in 1902, we have continued to evolve to match changing times. We want to create new value between people, becoming a company with a high potential for growth, by maintaining a global perspective and continuing to innovate as we move into the future.