

Dai-ichi Life Group Businesses

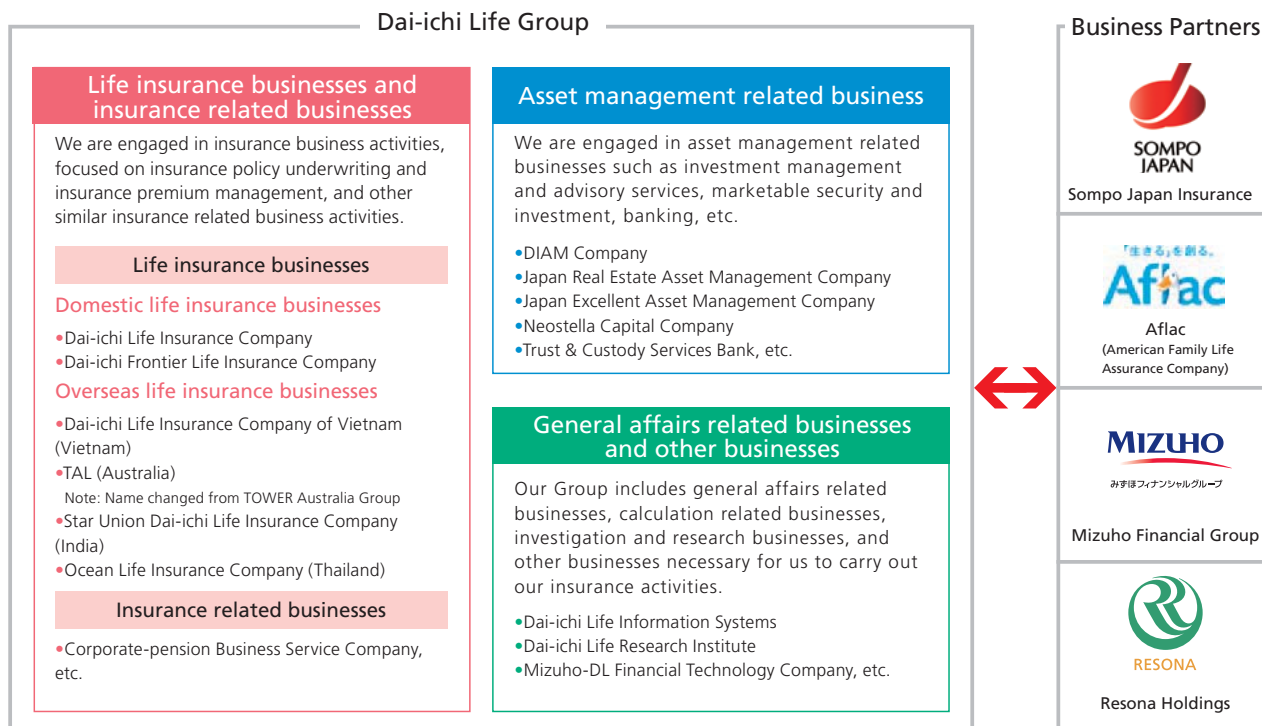
The Dai-ichi Life Group's primary business is life insurance (underwriting and selling life insurance and annuities), but it is also engaged in other businesses necessary to carry out insurance related operations, and asset management related businesses.

In recent years, we have further reinforced our life insurance business initiatives within Japan, while carrying out global operation development, focused in the Asia Pacific region. We are also proactively investing in

sectors with positive future growth prospects resulting from changes in the societal environment, such as the establishment of Dai-ichi Frontier Life in the individual savings business, which is seeing an increase in need in response to population structure changes inside Japan.

We are also engaged in strong business partnerships, offering a wide array of "Total Life Plan" products, such as non-life insurance, cancer insurance, and other financial products and services.

Dai-ichi Life Group Business Fields and Business Partners



The Role of an Insurance Company Is Fulfilled When a Claim Payment Is Completed

Life insurance is predicated on mutual assistance. By purchasing life insurance, policyholders minimize their financial burden, while preparing for their future and the living expenses of the ones they leave behind, as well as preparing for contingencies such as nursing care, illness, and injuries.

The claim payments paid by insurance companies provide support for many peoples' lives.

In Japan, private life insurance companies pay out approximately 24 trillion yen each year in insurance claims, benefits, and annuities.

Dai-ichi Life serves its customers by paying out approximately 1.8 trillion yen per year, or 4.9 billion yen per day. Payments are expected to reach 30.5 billion yen as a result of the Great East Japan Earthquake, contributing to the stabilization of the lives of countless disaster survivors.

We are fully aware of the societal role of life insurance, and are working to become the most highly regarded life insurance company by customers through our sustained development in harmony with society.

Status of Payments of Insurance Claims, Benefits, Annuities, etc. (FY2010)

	Private Life Insurance	Dai-ichi Life
Insurance claims	17.2449 trillion yen	765 billion yen
Benefits	3.9747 trillion yen	505.9 billion yen
Annuities	2.8761 trillion yen	515.4 billion yen
Total	24.0958 trillion yen	1.7864 trillion yen
Payments per day	66 billion yen	4.9 billion yen