

## SPECIAL TOPIC

# New Total Life Plan Strategy Initiatives

Since 1997, we have promoted the “Total Life Plan,” which offers “high quality products, services, and proposals,” and worked to embody our management philosophy of “Customer First,” established when the company was founded.

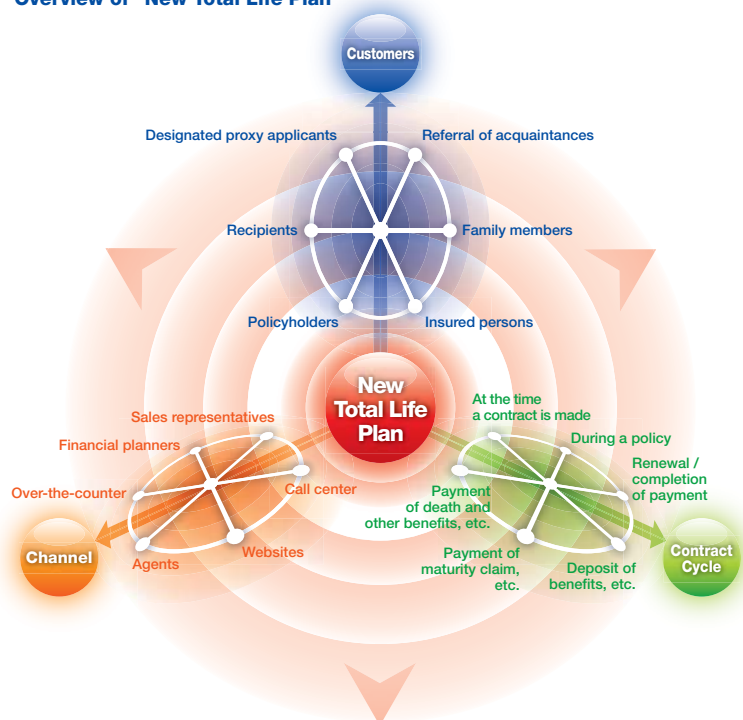
However, the life insurance business environment is expected to continue to change, with shifts in customers’ lifestyles and increased competition.

In order to remain the life insurance company of choice, we have created the “New Total Life Plan,” an expansion and evolution of our “Total Life Plan.”

The objectives of the “New Total Life Plan” are the expansion of contact with customers, including not only policyholders, but their families and friends, the evolution of our contact with our customers by sales representatives, call center staff, financial planners, and other Dai-ichi Life sales channels, as well as notifications and other printed materials, and an increase in the frequency with which we contact our customers, throughout the contract lifecycle.

As Lifelong Partners, every one of us will continue to strive to be of service to all our customers at all points of contact.

Overview of "New Total Life Plan"



## VOICES

### Promoting the “New Total Life Plan” in Service of All Our Customers

In addition to our approximately 8 million policyholders, we also have many other policy related customers, such as our insured persons, recipients, and their family members. In order to provide quality products and services to “all of our customers” throughout their lives, we are developing products with an eye towards future societal changes and medical advances, while expanding our policy age range, launching notification-free products, and enriching our provision of information.

“All of us” are also polishing our face-to-face, bidirectional consultation capabilities, to assist customers in selecting the insurance that is best suited to them, and coordinating and

enriching our websites, call centers, over-the-counter services, and notification materials, strengthening our contact points. In 2012, we will deploy our unique DL Pad mobile computer, for use in easy-to-understand high quality proposals and speedy, convenient procedures.

At all points of contact—from the time a contract is made, through the duration of a policy, and to the time of a payout—we will promote our New Total Life Plan, gaining the satisfaction and support of our customers.

Tomoyasu Asano  
Director, Managing Executive Officer

