

Second Declaration

We will devote our full attention to the lives of each of our customers, providing consultation regarding optimal preparations for each of their life stages.

Contacts with Customers (1)

Total Life Plan Designer

Dai-ichi uses the name Total Life Plan Designers to describe sales representatives who provide Total Life Plans to individual customers as their lifelong partners.

Over 40,000 Total Life Plan Designers are providing face-to-face consultation and other services to customers, using eNavit portable personal computers to bolster the quality of their Total Life Plan proposals.

Call Center

The Dai-ichi Life Call Center handles inquiries from customers around the country, as well as procedures such as policy content changes, death claims, and hospital expense benefits. In FY2010, the Call Center handled approximately 1.22 million calls.

At our Communication Desk, we offer the latest information regarding our products, services, and campaigns. In FY2010, the Communication Desk made approximately 1.2 million calls.

Contact Desk

We have three types of contact desks: branches, unit offices, and Total Life Plan Parks.

Our "Total Life Plan Parks," opened in 2007, offer extended business hours, and customers have responded favorably to the fact that they are available for use at times that are convenient for customers. In FY2010, our 8 Total Life Plan Parks across the country were used by roughly 30,000 people.

In April 2011, we opened a new Total Life Plan Park in front of Yokohama Station. 10 of our 70 branch desks across the country offer extended hours, open until 5:00 p.m., instead of the 3:30 p.m. closing time of other branch desks, as well as being open for insurance consultation on a reservation basis on the second and fourth Saturday of each month.*

Total Life Plan Report

Total Life Plan Reports are sent to

customers once each year, explaining the details of their policies and our business results. Improvements are made each year in response to customer feedback, and we are constantly working to enrich the information we provide, such as our listing in Total Life Plan Reports from FY2010 onwards of customers' insurance claim and benefit payment histories for the preceding 10 years.

ATMs

Customers can withdraw policyholder loans, accumulated dividend funds, and deferments, as well as pay back policyholder loans, at affiliated ATMs located in convenience stores and banks. As of January 2012, we will have approximately 70,000 affiliated ATMs nationwide, becoming one of the top insurance companies in terms of number of ATMs and functions offered.

* Hours during which procedures can be carried out vary by contact point. Please check our website for details.

1 Contact with Customers

