

Sixth Declaration

In order to carry out our mission of providing long term insurance, we will maintain and strengthen our financial foundation.

Further Financial Soundness Improvements

In order for us to remain a company in which customers vest their trust, we believe it is important that we establish a strong financial base. To do so, we have striven to ensure periodic profits, accumulating contingency reserves, reserves for price fluctuations, and

internal reserves in net assets. At the same time, we complement our core capital through subordinated debt, which is supplementary capital that is allowed to be incorporated into an insurance company's capital.

We will continue to endeavor to

secure sufficient capital versus risk, in accordance with regulatory trends. Specifically, we will work to reduce risk, primarily through accumulation of internal reserves, further Asset Liability Management (ALM) promotion, and control of risk asset exposure (1).

Highly Stable Asset Management

Investment Approach from a CSR Perspective

As a financial institution controlling approximately 30 trillion yen in capital, we act as a financial intermediary, directing insurance premiums to Japanese national and local governments and the industry through investment in stocks and bonds and the financing of companies, contributing to sound economic development. Specifically, as a long-term financial organization, we invest in public bonds, helping fulfill the financing needs of Japanese national and local governments. We purchase corporate bonds and provide additional capital, helping fulfill the varied financing needs of companies, and contributing to the growth and development of Japanese national government, local governments, and individual companies. We carefully and prudently select which companies will receive

financing, and how our funds will be used, clearly establishing as part of our asset management departments' code of conduct that funds not be used for purposes counter to public order or morality, and that they not encourage environmentally destructive or speculative real estate transactions.

We will continue in the future to recognize the public nature of our life insurance business, and the impact that our asset management activities have on the overall economy, taking an investment approach that is not exclusively based on safety and advantageousness, but also takes into account its societal and public nature (2).

Establishment of New SRI Fund

In October 2010, we established an internal Socially Responsible Investment (SRI*) fund for investment in our corporate assets, a first for the Japanese life insurance industry.

This fund is valued at 1 billion

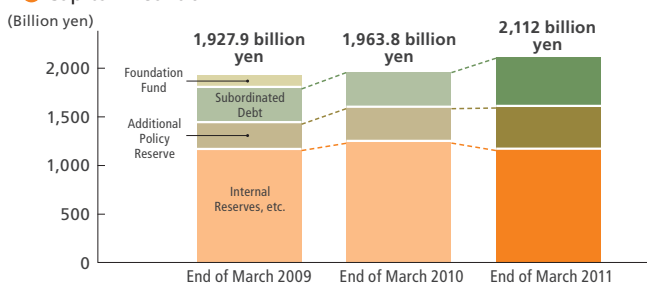
yen, and selects, based on standards incorporating a uniquely Dai-ichi Life perspective, approximately 100 Japanese companies with exceptional environmental conservation and social contribution track records in which to invest.

This initiative selects investment vehicles based not only on their financial evaluations, but also places importance on their CSR initiatives in order to contribute to overall societal CSR promotion and discover stable growth companies capable of long-term sustainable growth.

In this way, through our asset management as well, we maintain our focus on responding to the expectations of customers, shareholders, and other stakeholders, while promoting initiatives which widely contribute to society.

* Method of asset investment which gives consideration not only to general financial information, but also compliance, information disclosure, employee consideration, labor conditions at client sites, contributions to the community, the environment, etc.

1 Capital Breakdown



2 Asset Conditions (General Accounting)

