

Corporate Citizenship

Corporate Citizenship Basic Policy

We have established a "Corporate Citizenship Basic Policy," and we take a proactive stance towards

engaging as a member of society in corporate citizenship activities in six areas: "Health and Welfare," "The

Living Environment," "Education and Research," "Local Community Support," "Fine Art and Culture," and "Sports."

Health and Welfare

Public Health Award

This award was founded in 1950 to honor and express gratitude to those involved in improving the health and hygiene of Japan. It is our longest-standing corporate citizenship activity, carried out with the support of organizations and groups such as the Ministry of Health, Labour and Welfare. In 2011, the 63rd Public Health Award will be presented. Each fall, an awards ceremony is held (①), and

award winners receive an audience with the Emperor and Empress of Japan. The award is now bestowed to those engaged in initiatives to tackle the increasingly diverse issues of our modern age, such as overseas medical activities and measures for the prevention of lifestyle-related diseases.

The Cardiovascular Institute

The Cardiovascular Institute carries out medical research into cardiovascular diseases, and publicizes its research

results with the aim of contributing to prevention, diagnosis, improved treatment, as well as offering advanced, leading edge specialized treatment in its adjoining hospital. In February 2011, the Institute and the hospital were moved to a newly constructed facility, with the latest medical equipment for improved treatment quality and service. It will continue to actively contribute to the development of clinical medicine for cardiovascular diseases.

The Living Environment

Green Environmental Design Award

This award was established in 1990 to grant funding for urban green design to winning plan submissions from citizens' groups and public organizations across Japan. From

FY2009, the creation of green spaces necessary for preserving the urban environment was added to the award's evaluation standards, and we have been proactively supporting plans for urban greening, effective in mitigating the heat island phenomenon and promoting the conservation of biodiversity (②).

Education and Research

Financial Education Support via the "Lifecycle Game"

The "Lifecycle Game," winner of the National Institute on Consumer Education's "4th Consumer Education Material Award—Experiment and Practice Category," is being used in conjunction with groups such as the Japan Academy of Consumer Education in financial education. This game has been roundly praised as an educational material that effectively teaches users about contracts and financial products such as life insurance (③).

Educator/High School Student Internships

We participate in the "Experiential Study Programs for Teachers" sponsored by the Keizai Koho Center, as well as accept high school interns in order to help develop their career and work perspectives at an early age. Through initiatives such as these, we provide support for the nurturing and educating of the children who will lead the Japan of tomorrow.

① 62nd Public Health Award Ceremony



② Komaoka Elementary School (Sapporo City), winner of the Minister of Land, Infrastructure, Transport and Tourism Award



③ Student seminar by the Japan Academy of Consumer Education



Local Community Support

Voluntary Activities by Employees Nationwide

As members of their communities, employees around the nation form groups to engage in cleaning activities, charity bazaars, donation collections, and other voluntary community contribution activities (①). In order to support and promote these activities, in addition to our “Matching Gift System,”* we launched the “Action Gift System,” in FY2010, which supports environmental conservation groups by

donating fixed amounts based on the number of participants. To date, 4,840 employees have participated in this system. Our employees have also been active participants in the volunteer efforts to support the disaster areas of the Great East Japan Earthquake (②).

Promotion of Bone Marrow Donor Registration

As a life insurance company, led by the “all for one, one for all” spirit of mutual assistance, since FY2010 we

have promoted bone marrow donor registration, to increase in any way we can opportunities for prospective bone marrow recipients. In the first fiscal year of this initiative, over 200 employees registered as donors. We also established a “Donor Leave System” which enables employees to take special paid leave for the time it requires to donate bone marrow or organs, further reinforcing our donation initiatives.

* System in which we add a fixed amount to employee donations when collected donations, bazaar sales amounts, or the like are donated to various organizations.

Fine Art and Culture

VOCA Exhibition/Dai-ichi Life Gallery

We have been supporters of the “Vision of Contemporary Art” (VOCA) exhibition since it was first held in 1994 in order to nurture and support young painters (③). In recent years, it has been praised as a stepping-stone for young artists. In addition to offering support, we also house a collection of superior works, regularly exhibiting them in our Hibiya head office lobby and our Dai-ichi Life Gallery. We also hold solo shows of award recipient

artists in this gallery, offering a place for them to show the fruits of their creative activities after receiving awards, thereby offering them continued support.

These activities have been well received, culminating in our receiving of the “Mécénat Grand Prize”* in 2000.

Triton Arts Network (TAN)

The Dai-ichi Seimei Hall, which had been in active use for 37 years, was closed in 1989, as part of the process of preservation and renovation of the Dai-ichi Life Building. In 2001, the Dai-ichi Seimei Hall was opened

again, in Harumi, Tokyo, and is being used for performances organized independently by TAN. In addition to hall performances, TAN holds outreach activities, bringing high quality music to schools and welfare institutions, whose members cannot normally come to the hall. By supporting TAN, we hope to produce artistic activity tied to the local community.

These activities have been widely praised, and in 2009, we were awarded our second “Mécénat Grand Prize.”*

* Award presented in recognition of mécénat activities making significant contributions to the promotion of arts and culture as part of the Mécénat Awards, given out by the Association for Corporate Support of the Arts, Japan.

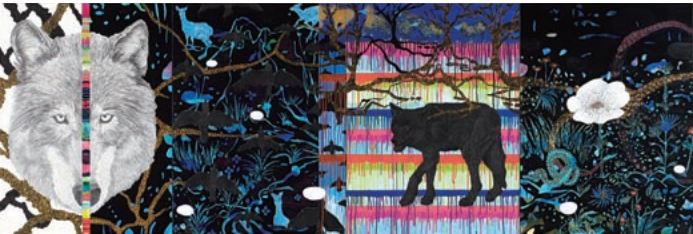
① Tree planting activities (Chukyo Sogo Branch Office)



② Earthquake disaster area support volunteers (Iwate Prefecture)



③ VOCA Exhibition 2011 VOCA Prize-winner, “A Certain Planet” (Reika Nakayama)



Office Worker Senryu Contest

Since 1987, Dai-ichi Life has been holding “Salasen,” an annual *senryu* (Japanese poems) contest on the theme, “the Japanese office worker.” Applicants submit *senryu* poems in 5-7-5 syllabic form, expressing the joy, anger, sorrow and pleasure in the daily life of office workers, both at work and at home. We select the top 100 works from around the nation and our customers then vote to decide the best 10 poems.

Each year, these selected works are reported on in the media, holding a humorous mirror to the world we live in, and becoming a topic of conversation.



Sports

Women’s Track and Field Division

Since the establishment of the Women’s Track and Field Division in 1990, we have focused our efforts on the cultivation of athletes. The division has had excellent showings in athletic events, with Yoshimi Ozaki taking the silver medal in the 2009 World Championships in Athletics — Women’s

Marathon, and winning the 2010 East Japan Industrial Track and Field Women’s Ekiden. The division is at the forefront of Japanese track and field middle and long distance racing, with Yoshimi Ozaki and Azusa Nojiri being selected as representatives at the World Championships in Athletics — Women’s Marathon held in August 2011 (④).

④ Left: Yoshimi Ozaki
Right: Azusa Nojiri



International Corporate Citizenship Activities

Foundation for the Advancement of Life Insurance Around the World (FALIA)

To contribute to the development of the life insurance business, people involved in the insurance industry in

Japan and abroad are invited to hold training sessions. As of the end of March 2011, a total of 3,260 people have participated in training sessions in Japan and 152 seminars have been held overseas, attended by over 5,000 people. In November 2010, we were

selected as recipients of the Golden Umbrella Award for our contributions to the healthy development of the insurance market of the Republic of Uzbekistan.

Respect for Human Rights

Raising Human Rights Awareness

We are dedicated to cultivating employees with a proper understanding and awareness of human rights issues, and whose activities are always underscored by their concern for others.

In 1986, the “Dai-ichi Life Human Rights Declaration” was formulated based on 3 pillars. Our Code of Conduct for officers and employees also contains human rights related items, and we strive to cultivate greater awareness of human rights among our employees.

Human Rights Awareness Promotion System

We have established a Human Rights Awareness Promotion Headquarters, composed of officers, department chiefs, and managers, in our head office, as well as human rights awareness committees in all departments and branches, promoting awareness of human rights.

Human Rights Awareness Training

We recognize the importance of

persistent and repeated training in deepening proper understanding and awareness of human rights issues and tying these into daily activities.

In FY2010, we held training, focused on antidiscrimination, understanding of disabilities, and harassment prevention through a number of methods, such as our training sessions for individual departments (given to all employees). As part of our human rights awareness training for managers, Ryusen Kiyohara, deputy chief priest of the Saikoji Temple, gave a lecture on the theme, “Antidiscrimination—Shining a Light on Human Society” (⑤).

External Activities

We are a member of the Industrial Federation for Human Rights, Tokyo, and actively participate in training sessions held by governmental bodies and other organizations, using them to assist with our internal human rights awareness promotion initiatives.

Prevention of Sexual Harassment and Abuse of Authority

We hold sexual harassment and abuse of authority prevention training in the form of human rights training sessions for individual departments, given to all employees, and other human rights training sessions. Prevention initiatives and consultation contacts are listed in the “Vision & Rules” files carried by all officers and employees, as well as various manuals, and we work to ensure thorough awareness.

⑤ Human Rights Awareness Training for Managers
Ryusen Kiyohara, Deputy Chief Priest of Saikoji Temple

