

Group Company DSR Initiatives

Dai-ichi Life Information Systems

System Development and Administrative Service Quality Improvement

Dai-ichi Life Information Systems is primarily responsible for Dai-ichi Life nationwide online operation, system development, and administrative services.

In order to securely protect customer policies in computer centers, it uses the latest power generation equipment and seismic isolation design to ensure stable system operation.

Its approximately 2,000 employees engage in management quality enhancement efforts by improving productivity and quality through innovations of development and administrative processes. Together with Dai-ichi Life, it maintains policies and provides services to over 8 million customers.



Development process workshop

Dai-ichi Frontier Life

Social Contribution Activities and Initiatives Tackling Environmental Problems

Dai-ichi Frontier Life participates in the Ecocap Movement, which promotes the sorting and recycling of bottle caps, reducing CO₂ emissions while at the same time using the money received from recycling to give vaccinations to children around the world. In FY2010, it collected approximately 28,000 bottle caps. Dai-ichi Frontier Life constantly promotes energy conservation measures, and participates as a corporate challenger in the "Challenge 25 Campaign," an initiative to reduce greenhouse gas emissions in order to prevent global warming.

The life insurance field is one with a very social and public nature, and Dai-ichi Frontier Life will continue its corporate citizenship activities to contribute to the development of society.



Bottle cap collection activities

Dai-ichi Life Research Institute

Carrying Out Life Consciousness Studies

The Dai-ichi Life Research Institute is a think tank whose broad scope extends from the economy to daily life. In addition to its surveying and research activities, it offers "Well Life Seminars" by outside lecturers and affiliated health workers regarding healthcare, medical treatment and nursing in order to provide support for improving employee lifestyles. It also holds "Yoyo Jinsei no Susume" sessions, dispensing post-retirement life plan design advice to companies and organizations. In fiscal year 2010, it held 151 "Well Life Seminars," and 92 "Yoyo Jinsei no Susume" sessions.

In December 2010, it published the "2011 Life Design White Paper," containing a timeline analysis of people's lifestyle conditions and life consciousness, based on its own questionnaire surveys. Its content is conveyed in an accessible and easy to understand manner, making the white paper suitable for use in schools. The white paper has been donated to public high schools within the Tokyo area.



Life Design White Paper

Dai-ichi Life Insurance Company of Vietnam

Social Contribution Activities in the Health and Medical Fields

Dai-ichi Life Insurance Company of Vietnam engages in blood donations, offers support to children with disabilities, and supplies relief supplies in the event of disasters. From FY2008, with the cooperation of the Dai-ichi Life head office, it has also been continuously active in support activities to provide free cataract surgery to those unable to pay for the surgery on their own. Cataracts are the primary cause of blindness in Vietnam. In addition, in FY2010, it purchased and donated neonatal respirators and incubators for children born with respiratory ailments, saving precious lives. It also offered support for Vietnamese medical practitioner education and training.

The Dai-ichi Life Insurance Company of Vietnam will continue to engage in initiatives such as these, contributing to improvements in the lives of the people of Vietnam.



A ceremony, held after cataract treatment

Response to FY2010 Expert Opinion

In last year's Expert Opinion, Norio Souri pointed out that we must more clearly define in what ways Dai-ichi Life is "first." Our group vision is defined as "Thinking People First," and we have striven to provide a deeper explanation of the four main elements of that vision, namely, "First in Quality," "First in Productivity," "First in Vital and Energetic Employees," and

"First in Growth Potential," by explicitly indicating our results and future initiatives.

With regards to our relationship with ISO 26000, from last fiscal year, we have utilized it as a reference guideline, and from this year, we have listed initiatives targeting 7 core ISO 26000 themes on our website.