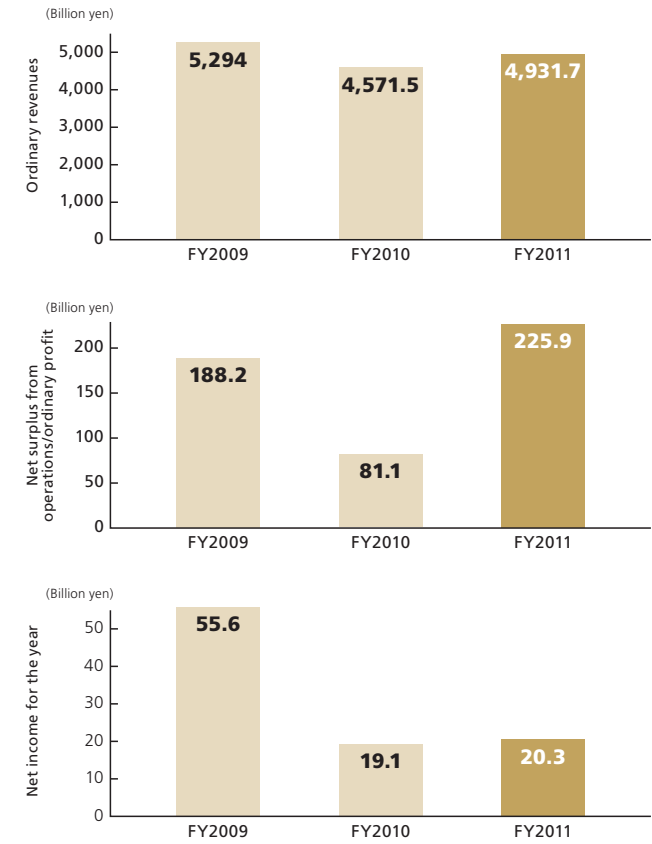


Company Profile (As of March 31, 2012)

Company Name	The Dai-ichi Life Insurance Company, Limited	
Established	September 15, 1902	
Head Office Location	13-1, Yurakucho 1-chome, Chiyoda-ku, Tokyo 100-8411, Japan Tel: 81-3-3216-1211	
President and Representative Director	Koichiro Watanabe	
Number of Employees	56,852 (Administrative personnel: 12,904; Sales representatives: 43,948)	
Number of Sales Sites	Branch offices: 84; Unit offices, etc.: 1,263 (As of April 1, 2012)	
Assets	Total assets	¥31,461.9 billion
Liabilities	Policy reserves and others	¥28,529.9 billion
Net Assets	Capital stock and legal capital surplus	¥420.4 billion
Subsidiaries, etc.	Life insurance and insurance related businesses 22 companies Asset management business 17 companies Administrative and other businesses 10 companies	
Management Philosophy	Customer First—To Become a Life-Long Partner for Customer	
Basic Management Policies	Maximize Customer Satisfaction Secure Social Trust Create Sustainable Corporate Value Foster Employee Potential	
Group Vision	Thinking People First	

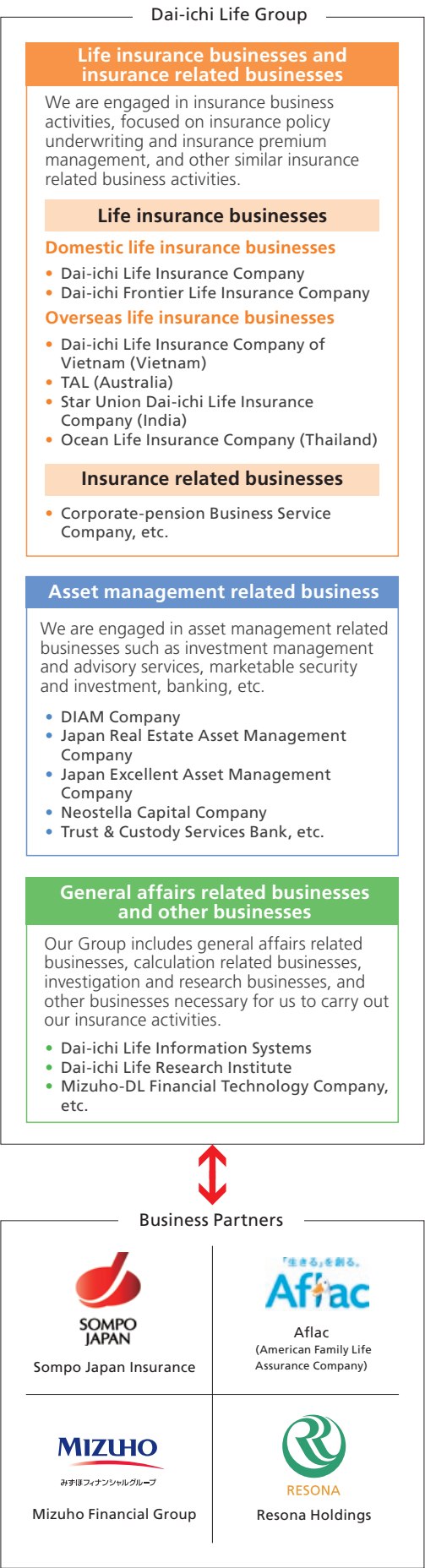
Consolidated Financial Results Highlights



Ratings	Rating and Investment Information (Rating of Insurance Claims Paying Ability) A+ Japan Credit Rating Agency (Rating of Insurance Claims Paying Ability) A+ Standard & Poor's (Insurer Financial Strength Rating) A Fitch Ratings (Insurer Financial Strength Rating) A
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\* Ratings are current as of July 1, 2012, and are subject to change in the future.  
\* Ratings do not constitute guarantees by rating companies of insurance benefit payments, etc.

Dai-ichi Life Group Business Fields and Business Partners



Editorial Policy

We are issuing this Dai-ichi Life DSR Report 2012 to communicate to all of our stakeholders the initiatives we are taking to fulfill our social responsibilities.

We have striven to explain our unique approach to CSR, “DSR (Dai-ichi’s Social Responsibility),” which incorporates the PDCA (Plan-Do-Check-Action) cycle on a companywide basis to improve management quality, in line with our Group Vision, “Thinking People First.”

In addition to the information reported in this booklet, please see the information posted on our website and contained in our disclosure report, “Dai-ichi Life Annual Report 2012.”

Referenced Guidelines

- “Sustainability Reporting Guidelines, Version 3.1” Global Reporting Initiative (GRI)
- ISO 26000 “Guidance on Social Responsibility”
- “Award Criteria 2012” (Japan Quality Award Committee)

Scope of the Report

**Period covered**  
Primarily activities carried out during FY2011 (April 2011 to March 2012), with some reporting of FY2012 activities and approaches.

**Organization**  
The Dai-ichi Life Insurance Company, Limited (Depending on activity contents, may include subsidiaries and affiliated companies)

Publication Date

August 2012  
Previous publication: August 2011  
Next scheduled publication: October 2013

Information Posted on Our Website

This report describes the especially important initiatives our company took in FY2011 in line with our Group Vision. In addition to the content of this report, our website describes in detail the actions we took with respect to all of our stakeholders, as well as the initiatives we took in accordance with ISO 26000 and the GRI Guidelines.

**Report on detailed activities**

**Report on important issues**

Dai-ichi Life DSR Report 2012

**Web**

<http://www.dai-ichi-life.co.jp/company/dsr/>

(Published in September 2012)

Information presented in this report is current as of the Japanese publication date unless otherwise noted.

Contents

Company Profile, Editorial Policy .....	1
Message from the President .....	3
Celebrating the 110th Anniversary of Dai-ichi Life’s Foundation .....	5
Responses to the Great East Japan Earthquake .....	7
DSR Management .....	9
The Social Roles Required of Dai-ichi Life —Dialogue with Stakeholders— .....	13
Status of DSR Management Promotion.....	15
<b>First in Quality</b> .....	17
Declaration of Quality Assurance	
New Total Life Plan	
Health Management	
Environmental Conservation Activities	
Corporate Citizenship	
<b>First in Productivity</b> .....	27
“Five Business Reform Projects” Supporting Our Growth Strategy	
<b>First in Vital and Energetic Employees</b> .....	31
Efforts at Achieving Diversity & Inclusion	
Becoming a Vital and Appealing Company	
<b>First in Growth Potential</b> .....	37
Passing on Peace of Mind through Overseas Life Insurance Business	
Various Measures Taken to Achieve Growth in Japan	
Expert Opinion .....	40
Others.....	41