

Dai-ichi Life Group Maintains "Customer First" Philosophy

Celebrating the 110th Anniversary of

The Mind of Founder Tsuneta Yano

Dai-ichi Life, Japan's first mutual life insurance company, was established by Tsuneta Yano on September 15, 1902.

From Dai-ichi Life's foundation, Yano declared its core attributes to be "consistent and reliable management, a customer-oriented stance, careful selection and generous payment, and emphasis of quality over quantity." Dai-ichi Life established a system to prevent policies from lapsing even after the grace period expires by automatically making advances on behalf of the policyholder as long as the policy has surrender value, pioneered the provision of policyholder loans up to the policy surrender value, and adopted relaxed standards concerning grounds for release from the obligation to pay insurance claims. In this way, Dai-ichi Life has placed the highest priority on customer benefit since its earliest days, and the spirit of putting the customer first is pervasive through the company even now.



Tsuneta Yano

110 Years of Progress with Customers

Dai-ichi Life was Japan's first mutual life insurance company and has always operated in accordance with a management philosophy of putting the customer first. Since its foundation, Dai-ichi Life has worked to minimize costs and was able to report a surplus in its first year of operations and began the payout of policyholder dividends in 1906. Following the Great Kanto Earthquake of 1923, which caused unprecedented damage, the government issued a payment deferment order that allowed insurance companies to delay payment of claims, but Dai-ichi Life promptly paid all claims, raising customer confidence in the company even further.

The early Showa period (starting in 1926) brought about major changes in Japan's society and economy, and following the Pacific War, the company faced numerous hardships during its reorganization including requisition of the Dai-ichi Life Building in Hibiya, Tokyo by the General Headquarters of the Allied Powers. Later, Dai-ichi Life's business developed favorably, supported by rapid economic growth. In conjunction with the dramatic growth of the Japanese economy starting in the 1950s, life insurance needs changed and various new types of insurance products were developed in response to the diversification of demand

We began holding meetings with customers in 1975 to create opportunities for direct dialogue, and this practice continues to the current day. We proposed the Total Life Plan concept in 1997 to provide peace of mind throughout customers' entire lives. In 2001, the principles of the Total Life Plan based on our customer first philosophy were highly valued, and we were presented the Japan Quality Award, a

Dai-ichi Life's Foundation

first in the financial and insurance industry. In addition, we issued the New Declaration of Quality Assurance in 2007 as an expression of our commitment to placing the highest priority

In April 2010, Dai-ichi Life demutualized and converted to a stock corporation so it can implement more flexible management strategies. Our founding management philosophy of putting the customer first, however, remains unchanged, and going forward we seek to be a lifelong partner that provides peace of mind to our customers throughout their lives.

In Focus

Marking 60 Years since the Release of the Dai-ichi Life Building from Requisition by GHQ

The Dai-ichi Life Building in Hibiya, Tokyo was requisitioned by the General Headquarters (GHQ) of the Allied Powers at the end of the Pacific War for use as its main office. GHQ used the building for about seven years and released it in July 1952. This year marks 60 years since the derequisitioning of

the building, and in recognition of this milestone, the MacArthur Commemorative Office, which has been left in the same condition as 60 years ago, was opened to the public for a limited



Dai-ichi Life Looks Forward

As a result of the 2011 Great East Japan Earthquake and Tsunami, we reaffirmed our commitment to "passing on peace of mind," the starting point for life insurance. Passing on peace of mind by strengthening the bonds between customers and their loved ones is our social responsibility.

Dai-ichi Life will continue making every possible effort to pass on peace of mind and to support our customers as a lifelong partner.

Passing on Peace of Mind

Today is just one of many, and we live thinking of what lies ahead.

We want a sense of security, peace of mind in what tomorrow holds.

> Insurance is peace of mind for anyone at any age.

Insurance gives us confidence to face what lies ahead.

Insurance is for anyone seeking peace of mind.

History of Dai-ichi Life: Advancing with Our Customers

1902 1906 1923 1938 1975 1997 2001 2010 _ 2011 _ 2012



Foundation

Dai-ichi Life, Japan's first mutual insurance company, founded with putting the customer first as its management philosophy



Payment of Policyholder **Dividends Begins**

keep costs low, Dai-ichi Life reported a surplus in its first vear of business and began paying policyholder dividends



Great Kanto Earthquake Following the Great Kanto

issued a payment deferment order that allowed financial institutions to delay payments, but Dai-ichi Life made prompt payment of insurance claims to policyholders raising customer confidence.



Completion of the Dai-ichi Life Building

The head office building was completed with the aim of storing customer policies and other important documents with absolute security.



Meetings with **Customers Begin**

Dai-ichi Life began holding to reflect their opinions in



Total Life Plan

Dai-ichi Life proposed the Total Life Plan concept to provide peace of mind throughout customers' lives based on life plans prepared with the customer



Dai-ichi Life Wins Japan Quality Award

Quality Award, a first in the finance and insurance industry, in recognition of its customer-oriented management



The Dai-ichi Life Insurance Company,

Limited Established Dai-ichi Life dem and became a stock corporation with the aim of pursuing the customer first philosophy on a higher level



Great East Japan Earthquake and Tsunami

Dai-ichi Life has worked to confirm the whereabouts of customers, paid condolence visits in disaster areas and was able to confirm the whereabouts of 99.99% o



of Dai-ichi Life's **Foundation**

Dai-ichi Life renews its commitment to fulfilling its social responsibility as a life insurance company by supporting its customers and making further advances with customers

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