

## 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

### 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.

#### 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 time.



MacArthur Commemorative Office

#### 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

