



Tomoyo Katsukura
S Career Office, Metropolitan Consulting Sales Center

Declaration of Quality Assurance

We have issued a Declaration of Quality Assurance expressing our commitment to emphasizing an approach that gives primary importance to the customer.

Quality for us means ensuring a high degree of customer satisfaction with our products and services in the long term at all stages of an insurance policy—from the time when the

contract is made through the duration of the policy and up to the time of payout. By continuing to use customer feedback as reference for improving and strengthening activities, we aim to continuously improve quality with the goal of becoming the life insurance company most highly regarded by customers.

Dai-ichi Life Declaration of Quality Assurance

We will strive to strengthen our realization of our “Customer First” philosophy, carrying out thorough quality management of the products and services we offer.

We will devote our full attention to the lives of each of our customers, providing consultation regarding optimal preparations for each of their life stages.

We will clearly explain anything customers wish to know, or which are important, regarding the products, services, and the provisions of policies we offer.

During each insurance policy stage—from the time a contract is made, through the duration of a policy, and to the time of a payout—we will carry out procedures and fair payments in a quick and accurate manner, putting ourselves in the position of our customers.

We will call for opinions from a wide range of people outside the company, and take customer feedback and opinions seriously, reflecting them in business process improvement and corporate management.

In order to carry out our mission of providing long term insurance, we will maintain and strengthen our financial base.

First in Quality

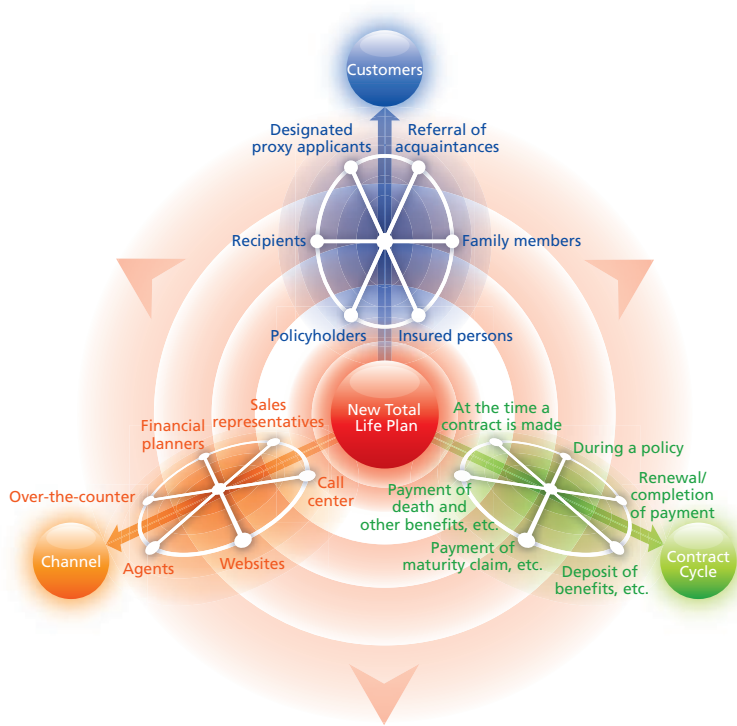
Adopting the customer perspective, we act as “a lifelong partner”, delivering products and services that match customer needs in an accessible way. Moreover, as a good corporate citizen, we work for environmental protection, conduct social contribution activities and contribute to social and economic progress and harmonization with the global environment.

New Total Life Plan

In order to continue as a company chosen by customers, we are working on the creation of a New Total Life Plan, which will expand and evolve the concept of our existing Total Life Plan.

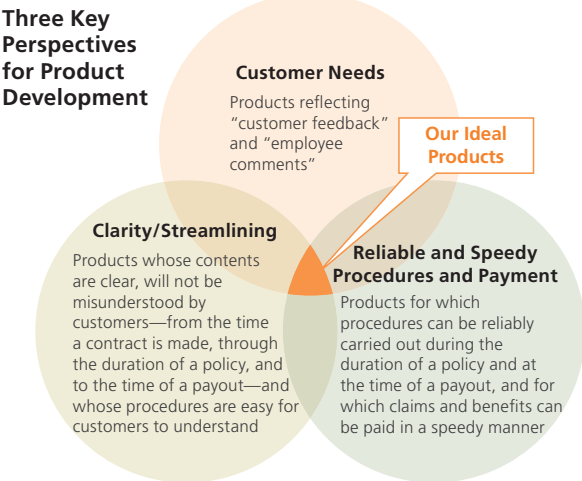
The aims of the New Total Life Plan are to expand contacts with customers in their daily lives—including not only the lives of policyholders but also their families and friends—to evolve contacts with customers through coordination of sales staff, call centers, and other Dai-ichi Life sales channels with mailings and other media, and to strengthen contacts with customers across the various stages of the contract cycle.

As a “lifelong partner,” Dai-ichi Life Insurance is committed to be of service to all customers through all our staff at all points of contact, thus passing on peace of mind.



Product Development Supporting the New Total Life Plan

At all stages of a policy—from the time when the contract is made through the duration of the policy and up to the time of payout—so as to ensure that customers have peace of mind and satisfaction, we bear in mind the following three perspectives, at the same time emphasizing the PDCA cycle. In addition to quality confirmation using checklists, committee discussion by executives is used to target product quality assurance and quality improvement. This is the approach applied to product development, while existing products are also the subject of continuous validation and review.



During FY2011, we began sales of Grand Road in August. Grand Road is a nonparticipating single premium whole life insurance product which does not require medical disclosure. With no health checkups or medical disclosure required, this product is designed to suit a wide range of customers, including the senior demographic who often have health concerns. For younger customer groups, meanwhile, in October of the same year we increased the range of options available when taking out a Junpu Life policy, and also made it possible for a waiver of premium rider (2011) to be applied under certain circumstances with a simpler medical disclosure than hitherto (where previously a physician’s health check and a health certificate had normally been required).

By responding in this way to diverse needs, going forward we will continue to deliver optimal products to customers.



Grand Road simulation screen

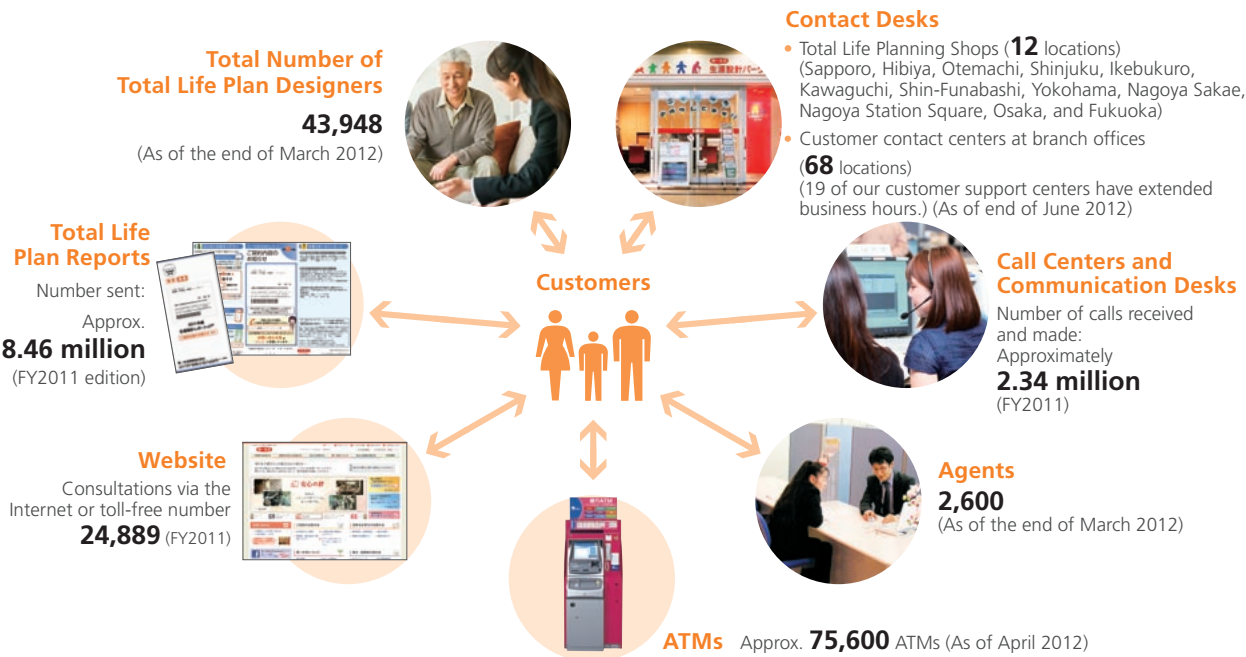
* The above is an outline of products available as of July 2012.

Establishing Various Customer Contact Points to Pass on Peace of Mind

To provide our customers with peace of mind, we have established various customer contact points to offer optimal preparation at each stage of life, based on the concept of the “New Total Life Plan.” We strive to offer an ideal total life plan to each of our customers.

We have stationed Total Life Plan Designers (sales representatives) throughout Japan, who consult with customers face-to-face and provide various services. We also

have three call centers (in Sapporo, Tokyo, and Osaka) that handle various transactions including policy modifications, insurance claims and benefit payments, in addition to responding to customers’ inquiries. Our customer contact centers—including our Total Life Planning Shop contact desks which can be used by customers at their convenience—have also extended their business hours to offer even greater convenience.



Striving to Suggest the Optimal Plan for Each Individual Customer

I visit most of my customers at their workplace. When visiting a customer, I make sure the time is convenient for the customer based on his/her workload and, of course, greet and speak to the customer respectfully so he or she feels comfortable listening to me.

I regularly utilize various tools such as pamphlets and a laptop computer to collect customer information. By meticulously collecting information, I can suggest a plan that takes into account the changes taking place in the circumstances surrounding all family members.

Once, one of my customers got married and changed work locations. Although the new work location was quite far from the

area I was responsible for, I travelled to visit the customer because the addition of a new family member would require a change in coverage. The customer was really surprised and said, “It was so nice of you to travel so far to visit me,” and was very happy to receive my suggestion for a new plan that would take the new situation into account.

Every time I see a happy customer’s face, I feel really glad that I have continued in this job. Keeping this in mind, I will continue striving to create plans that offer peace of mind to my customers, proposing the best plan for each one of them, and to be of use to as many customers as possible.

Sachiko Otsuka
Ota Unit Office No. 1, Ota Branch



Suggesting the Optimal Plan and Policy for Each Individual Customer

Introduction of DL Pad to Provide High-Quality Plan Proposals and Fast/Convenient Transactions

In August 2012, we introduced our proprietary cutting-edge mobile tablet computer called the “DL Pad” as an important tool for promoting the New Total Life Plan. Equipped with an easy-to-view screen, high-speed communication functions, and state-of-the-art security features, the DL Pad is designed to improve customer satisfaction by providing easy-to-understand information and to promote consultation based on two-way communication with customers.

The DL Pad’s functions utilize illustrations, video, and sound to present a wide range of information, including the health and medical systems, social security systems, insurance systems, member services, and other systems and frameworks for ensuring receipt of benefits. Furthermore, the DL Pad enables customers to design an optimum insurance plan and check its details together with a Dai-ichi Insurance sales representative.

The DL Pad also offers advanced functions to assist Total Life Plan Designers with their learning and sales activities, so that our agents can become valuable lifelong partners providing indispensable consultation and services.



“DL Pad”, a mobile tablet computer

Improving Service at Contact Centers

With the goal of improving service at our 80 contact centers throughout Japan, we are enhancing their consulting functions and extending their business hours.

In 2007, we established the Total Life Planning Shop, insurance consultation centers that can be visited even on weekday evenings and Saturdays. Customers have responded favorably to the fact that these centers are available for use on their way home from work, and roughly 35,000 people used our eight Total Life Planning Shop locations across Japan in FY2011. In April 2012, we began opening additional Total Life Planning Shops in convenient locations only five minutes from Shinjuku, Ikebukuro, Shin-Funabashi, and Nagoya train stations, resulting in a total of 12 Total Life Plan Parks across Japan.

Furthermore, in FY2011, some of our customer contact desks at 68 branch locations extended their business hours on weekday evenings and established a Saturday appointment system for insurance consultation* in response to customer requests. When these changes were well received because they allowed husbands and wives to visit the contact centers together, we increased their number from 10 to 19 in May 2012.

We strive to improve service at our contact centers by providing convenient locations where customers can consult at convenient times in a relaxed atmosphere.



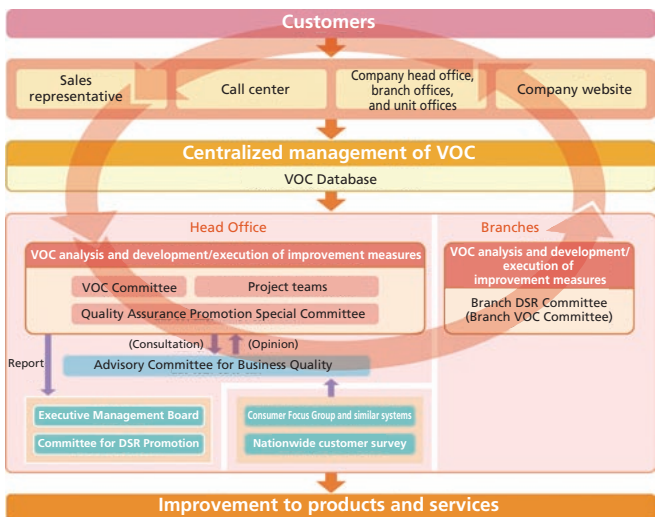
Total Life Planning Shop Ikebukuro location

* Every Saturday or the second and fourth Saturdays of the month

Initiatives during the Duration of Policies

System to Incorporate Customer Feedback

In 1992, we built a system for incorporating the customer feedback received from all over Japan into the way we manage our company and have been continually improving the system ever since. This system collects and analyzes the customer opinions received through various customer contact points, using them to improve management and operational processes. Dai-ichi Life analyzes the feedback from customers at the monthly meeting of the Voice of Customers (VOC) Committee, and identifies and organizes problem areas. Specific improvement measures are then developed and executed by project teams, and new initiatives are reported to the Executive Management Board. When considering improvement measures, we employ a Consumer Focus Group and similar systems to collect consumer perspectives, opinions, and advice in order to further respond to our customer needs.



System to incorporate customer feedback

Providing Information through Total Life Plan Reports

Once a year, we provide policyholders with a Total Life Plan Report detailing the content of the insurance products they have purchased, our business results, and other information. To make sure that customers claim all the benefits they are entitled to, the report provides a list of payment conditions for each primary product and each rider. The report also contains a record of payment histories of insurance claims and benefits and other transactions for the previous ten years, thus allowing customers to make a detailed check on the status of their claims. Meanwhile, starting with the FY2011 report, we now include an appendix known as the Periodical Insurance Information Check Sheet where customers can look up the details of the insurance product and required procedures. Also included is a Customer Service Information Registration Form where the policyholder records family details, thus enabling us to offer information and services tailored to family status.



Total Life Plan Report

Enhancing Customer Service through Call Centers

At Dai-ichi Life call centers, which handle the processing of customer procedures and inquiries, we have introduced the latest call center systems to ensure that customers

are connected quickly to the appropriate dedicated communication personnel, thus speeding up the processing of cases.

In FY2011, the number of inquiries received by our call centers reached 1.29 million. Comments and requests received from customers are shared within the company and used as feedback for improving customer service and administrative procedures.

At the Communication Desk, in order to enhance the provision of information to customers we make outbound calls directly to customers, including on Saturdays when they are easier to contact. In FY2011, the desk made around 1.05 million calls, for instance, to confirm the content of policies or to provide up-to-date information on products, services, and promotional campaigns. Going forward, the desk will continue to work for further enhancement of customer service.

Message Cards that Express the Feelings behind a Life Insurance Policy

When the unexpected occurs, when a policy matures, or when a beneficiary receives a payment, we send message cards so that the feelings that motivated the customer to take out a life insurance policy can be appreciated by the family members or other beneficiaries.

Through the message card, we hope to express to loved ones the customer's feelings and help ensure that family ties live on.



Message Card KIZUNA (ties)

Working to Enhance Communication with the Customer and Provide Speedy Service

Working at a company like Dai-ichi Life means that I learn not only about life insurance but also about medical treatment, nursing care, and other subjects, and I think that passing that information on to customers is an important part of my work. In my daily activity, I focus on providing relevant information within the limited time available by making appointments with customers and ensuring an environment where we can communicate successfully or using e-mail or other methods to reach more distant customers.

So that we can deliver speedy service when the customer is in need, we use the Customer Service Information Registration Form and other tools when we meet with customers to ensure that we have the customer's details up to date. Speed of service is always foremost

in my mind. In the event of an unfortunate incident, the customer bears the burden of anxiety, so to lighten the burden as soon as I can, rather than doing everything by telephone or e-mail, I try to go to see the customer as soon as possible to ensure the required procedures are completed rapidly.

Through these consistent efforts, I have been able to win customer trust, and thanks to that I now look after almost 600 customers. I want to carry on delivering a range of information and services so that I can be of service to as many people as possible.

Tomoyo Katsukura
S Career Office
Metropolitan Consulting Sales Center



Payment of Insurance Claims and Benefits

At Dai-ichi Life, we make efforts to ensure speedy and accurate payment to customers of insurance claims and benefits and have systems in place to notify customers comprehensively of the insurance claims and benefits to which they may be entitled.

All company officers and employees share the recognition that the role of an insurance company is fulfilled when customer insurance claims and benefits are paid, and all strive to adopt a customer perspective so as to implement further improvement measures and raise their effectiveness.

Going forward, we will continue to draw on the results of customer surveys, expert opinions, and other sources to undertake ongoing operational review.

Ensuring Accurate and Clear Explanation of Insurance Claims and Benefits

To ensure that more accurate and clearer explanation can be provided when inquiries about payment of insurance claims and benefits are received by Dai-ichi Life call centers, we have put in place a system whereby dedicated staff handle calls directly. In addition, we implement a range of measures to check that there are no other outstanding payments apart from the claim in hand, providing the customer with guidance on filing claims at each stage of the process, from when the claim is received and through the payment screening and follow-up processes.

Enhanced Explanation for When Benefits Cannot be Paid

For queries on the payment conditions for insurance claims,

benefits, and related matters, a dedicated toll-free telephone service is available to provide clear and helpful explanations.

Where payment of insurance claims and benefits is not possible, customers who have queries can contact our Claims Payment Reference Desk, where explanations are provided directly by dedicated staff from the Payment Department.

If customers are not satisfied with the explanations provided by the Claims Payment Reference Desk, they can make use of the Claims Payment Verification Desk (an internal department separate from the Payment Department), or take their case to the External Lawyer Consultation Service or the Claims Payment Examination Board (third-party organizations).

Payment Status of Insurance Claims and Benefits (FY2011)

	Total	Death/ Disability/ Sickness Benefits	Hospitalization and Operation Benefits
Claims paid	989,918	81,051	908,867
Claims not paid	36,056	3,189	32,867
No basis for payment	34,608	2,632	31,976
Dissolution due to breach of notification duty	849	187	662
Cause for exemption	597	370	227
Other	2	0	2

* Maturity proceeds, living benefits, etc. not included.

We Make Sure that Our Insurance Claims and Benefit Payment Procedures are Sensitive to Customer Needs

In my area of work, we process the payment of insurance claims and benefits relating to three major illnesses (cancer, acute myocardial infarction, cerebral stroke), nursing care and severe disabilities, on the basis of claim documents received from customers.

The insurance claims and benefits that we pay are vital to the customer's livelihood and the very purpose for their life insurance. If payment is held up or a mistake occurs, we end up causing the customer a great deal of hardship. Our day-to-day efforts are

devoted to carrying out our work speedily and accurately so that we can deliver peace of mind to our customers as soon as possible.

Nevertheless, there are some cases where we are unfortunately unable to pay a benefit, for instance, because the payment conditions have not been met. In such cases, we do our best to respond helpfully by providing the fullest possible explanation to gain the customer's understanding and acceptance.

Going forward, I want to stay focused on being of service to customers and carry out my duties with speed and accuracy.

Keisuke Ueda
Claims Department



Health Management

Delivering Health and Peace of Mind to Customers

In July 2011, we issued the “Iki Iki Dai-ichi 110” health declaration for the Dai-ichi Life Group, positioning the promotion of health of both customers and employees as an important management issue.

Before talking health with customers, our employees must first pay attention to their own health and possess a high level of interest in medical issues. We have built and are operating a PDCA cycle for promoting health, in which various types of actions are implemented and checked, ensuring that each of our employees' activities helps customers improve their health.

In order to further improve and enhance our initiatives, we also receive assessments by external organizations and learn from other companies' best practices.

In February 2012, Dai-ichi Life participated in the “Project for Reforming the Regulations in the Medical and Nursing Care Fields and for Surveying Potential Creation of Industries” being promoted by the Japanese Ministry of Economy, Trade, and Industry. We received an assessment of our health promotion initiatives by an external organization, and placed second among the 15 participating companies with a total score of 91%.

To support customers with healthcare, medical treatment, nursing care, and improved lifestyles, we will continue to promote health management as a lifelong partner.



Providing Healthcare, Medical Treatment, and Nursing Services to Customers

In addition to providing our policyholders, the insured, and their family members with healthcare, medical treatment, and nursing related services, we also deliver useful information to customers through the activities of our employees. This information includes correct knowledge about diseases such as cancer and preventive measures, as well as the importance of health screenings.

Providing Healthcare, Medical Treatment, and Nursing Services to Policyholders

In April 2012, we launched a new service called “Medical Support Service,” which allows individual insurance policyholders, the insured, and their family members to use the telephone or Internet to access information related to healthcare, medical treatment, and nursing services 24 hours a day, free of charge.



Description of the Medical Support Service

Telephone consultation

- Healthcare, Childcare, and Nursing Services Telephone Consultation
Provides telephone consultation on healthcare, childcare, and nursing services. Also provides information on medical facilities that accept patients on holidays and at night.
- Women's Health Dial
Telephone healthcare consultation line to provide women advice on obstetric and gynecological issues by female doctors experienced in gender-based medicine.

Web-based information search

- “yomiDr.” is a medical information search website (Japanese only) where users can search for information on diseases and treatment performance data by hospital.
- “Closest Hospital Search” is a website (Japanese only) where users can search for a list of hospitals closest to a specified location, as well as maps and consultation hours. (We also provide other healthcare-related information websites.)

* The above-listed services are offered by other companies that have a partnership with Dai-ichi Life (Partner companies as of the end of April 2012: Hokendohjinsha Inc., the Yomiuri Shimbun Tokyo Headquarters, and Suzuken Co., Ltd.).

* The services outlined above were being provided as of July 2012.

Initiatives Related to Cancer Awareness

Comprehensive Cooperation Agreement with the National Cancer Center

Through face-to-face visits by our Total Life Plan Designers, we are actively working to provide correct information on cancer, promote preventive care, and encourage customers to undergo health screenings.

In January 2012, Dai-ichi Life concluded a comprehensive agreement to provide cancer information in cooperation with the National Cancer Center, Japan's top cancer authority.

Based on this agreement, Dai-ichi Life and the Center will provide customers with cancer-related knowledge, as well as highly specialized information related to preventive care, health screenings, consultation, treatment, and other health issues. A broad range of information will be offered in easy-to-understand formats such as leaflets, seminars, the DL Pad, and websites.



National Cancer Center (Tsukiji campus)

Corporate Cancer Screening Initiative

By April 2012, Dai-ichi Life had concluded agreements on promoting cancer awareness with 14 prefectures and four ordinance-designated cities. Additionally, we are participating in the Corporate Cancer Screening Initiative* being promoted by the Ministry of Health, Labour and Welfare. We are delivering medical information that is specific to individual regions and also providing cancer-related information to Japanese citizens across the country.

* Project that works with corporations and other organizations to increase cancer-screening rates above 50%



Installation of Breast Cancer Self-Exam Models

As part of efforts to increase the cancer-screening rate, we installed breast cancer self-exam models at all of our Total Life Planning Shop reception centers. By encouraging women to learn self-examination first-hand, we are increasing customers' level of understanding about breast cancer as well as all cancers. We are also providing information toward early detection and early treatment by making available a list of medical facilities that offer cancer screenings in each region.



Breast cancer self-exam model

Holding Medical Care Awareness Seminars for Customers

We are holding various types of seminars in order to directly deliver the latest healthcare and medical care information to customers across Japan.

We have been hosting “Well Life Seminars” conducted by specialists and public health nurses from Dai-ichi Life Research Institute. In FY2011, 134 seminars were held across Japan, with approximately 20,000 customers attending.

With regards to cervical and breast cancer, we have been hosting “OB-GYN Disease and Cancer Seminars” across Japan, featuring both OB-GYN doctors and celebrities who have themselves experienced cancer. These seminars have been well received by attending customers who felt the information provided was easy to understand and extremely useful.



Well Life Seminar



Seminar featuring celebrities and OB-GYN doctors

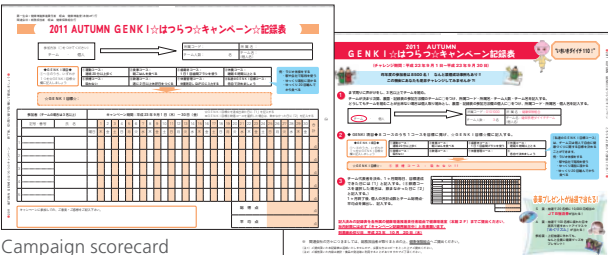
Helping Dai-ichi Employees Learn Healthy Habits and Master Knowledge on Correct Healthcare and Medical Treatment

“GENKI Haturatsu Campaign” for Promoting Employee Health

As a life insurance company that supports healthcare, medical treatment, nursing care, and improved lifestyles, Dai-ichi Life launched companywide health promotion activities in FY2010 to help its employees experience a vibrant working life. As part of these activities, we have been running the GENKI Haturatsu Campaign. During the campaign, teams of three or more employees select one of eight health-promoting habits, such as “eating breakfast every day” and “sleeping at least 6 hours every night.” A total of roughly 6,000 employees took part in the campaign.



Group Life Insurance Business Unit, all of whose members participated in the campaign



Eight health-promoting habits

(1) Walk continuously for at least 20 minutes.	(2) Eat breakfast every day.
(3) Use an interdental brush once a day.	(4) Sleep for at least 6 hours every night.
(5) Do not smoke.	(6) Refrain from drinking alcohol at least two days every week.
(7) Weigh yourself and record the result using weight management software.	(8) Work toward achieving the goal you established.

Holding Medical Knowledge Seminars for Employees

To establish a health-promoting mindset among our employees, we are working to improve their level of medical knowledge. As part of this initiative, the Dai-ichi Life Research Institute holds medical knowledge seminars on healthcare, medical treatment, and nursing services at key locations across Japan.



Medical knowledge seminars for employees

Environmental Conservation Activities

Promotion of Environmental Management

In order to contribute to the creation of a sustainable society that achieves harmony between the natural environment and the development of society and the economy, we adopted a Basic Environmental Policy geared towards environmental preservation.

We are currently implementing the FY2011 and FY2012 Environmental Medium-Term Initiative Plan* and made progress in accordance with the Plan through FY2011 to achieve quantitative targets. We are currently conducting the Eco Diet Campaign—an initiative to reduce energy and resource use by all officers and employees—to achieve targets for FY2012, the final year of the plan. Among these initiatives are reducing electricity consumption and office equipment paper use.

* The company set targets concerning energy and resource conservation measures such as reducing carbon dioxide emissions and paper usage as well as targets with respect to reinforcement of biodiversity preservation and environmental management implementation systems with the aim of reducing environmental impact throughout all of the company's business activities.

In Focus

Dai-ichi Life Signs Principles for Financial Action towards a Sustainable Society

In November 2011, Dai-ichi Life signed the Principles for Financial Action towards a Sustainable Society, Japan's first set of industry-wide action principles for financial institutions. The Principles are action guidelines concerning overall CSR by financial institutions that seek to fulfill their responsibilities and perform the roles necessary for the creation of a sustainable society. Dai-ichi Life participated in the drafting of the principles as a member of the Drafting Committee. Going forward, we plan to exchange information and ideas with other signatory financial institutions concerning the status of environmental finance initiatives under the leadership of the Principles Operating Committee. We are committed to contributing even more to the creation of a sustainable society through sound business activities in a manner that receives the support of our stakeholders.

Status of Measures under the Environmental Medium-Term Initiative Plan

			FY2009	FY2010	FY2011	FY2012 Targets	Main Measures & Reasons for Increase/Decrease
Energy saving	Office energy usage reductions	CO ₂ emissions ¹ (t-CO ₂)	168,000	170,000	153,000	163,000	• In addition to existing energy conservation programs, measures to reduce electricity consumption during the summer and winter
	Distribution energy usage reductions	Distribution energy (t-km)	2,838,000	2,791,000	2,185,000	2,554,000	• Reduction of distribution volumes by using smaller internal mail bags
Resource saving	Paper usage reduction	Total paper usage (t)	12,775	9,954	9,922	10,220	• Limiting bad inventory by ordering appropriate volumes of printed materials
		Office equipment paper usage (t)	2,430	2,370	2,510	2,065	
		Mailbox file ledger output volume ² (10,000 sheets)	5,300	4,855	3,860	4,240	
	Paper recycling and recycled paper usage promotion	Paper resource recycling rate (%)	100	100	100	100	• Maintenance of current status through comprehensive recycling
		General waste recycling rate at main business sites (%)	100	100	100	100	
	Encouraging green procurement	Green procurement rate (%)	88	87	95	80	• Expanded use of compliant products
Reference	Water consumption	Water consumption ³ (m ³)	166,673	157,313	150,096	—	—

1. Calculated in accordance with the provisions of Article 7, Paragraph 3 of the Law on the Rational Use of Energy; indicates total energy usage by the Company's investment properties, operating properties, and employee benefit properties. Emissions volumes for each year were recalculated using the FY2009 coefficient.
2. Calculated based on converted office equipment paper use.
3. Includes three business sites (Hibiya Head Office, Fuchu Office, and Oi Office) through FY2010 and four business sites (the above three and the New Oi Office) in FY2011.

			FY2011 Initiatives
Environmental protection	Environmental preservation activities	Implementation of environmentally conscious activities in asset management	• Signed the Principles for Financial Action towards a Sustainable Society and revised the Conduct Guidelines • Acquired CASBEE Rank S (New Oi Office)
	Preservation of biodiversity	Funding and support for environmental conservation activities	• Measures to support environmental volunteerism by employees Ecocap Recovery Program Total number recovered: 40 million Number of participating employees: Approximately 30,000 • Support for green designs through the Green Environmental Design Award
Environmental management	Environmental management system establishment	Firmly establishing the PDCA cycle for environmental initiatives Improvement of environmental awareness by officers and employees Disclosure of environmental information	• Reinforcement of progress management by reviewing energy-saving check cycles • Percentage of employees with positive environmental awareness: 87.3% (up 9.4% from the previous fiscal year)

Corporate Citizenship

Under its Corporate Citizenship Basic Policy, Dai-ichi Life strives to contribute to the continuous development of local communities as a good corporate citizen. We conduct social contribution activities with a focus on improving health, supporting the development of an enriching next-generation society, and preserving the environment.

Improving Health

Public Health Award

The Public Health Award was created in 1950 to honor and express gratitude towards those involved in improving public health and hygiene in Japan. The award is presented each year with support from the Ministry of Health, Labour and Welfare. The award recognizes measures that address a broad range of issues arising in conjunction with changes in the times including overseas healthcare activities and measures to address lifestyle related illnesses. To date, the award has been presented to a total of 931 organizations and individuals. An awards ceremony is held each autumn, and award winners receive an audience with the Emperor and Empress of Japan.



63rd Public Health Award Ceremony

The Cardiovascular Institute

The Cardiovascular Institute conducts medical research on cardiovascular diseases, publishes its research results, and provides cutting-edge specialized treatment at its affiliated hospital with the aim of contributing to the prevention, diagnosis, and treatment of cardiovascular disease. The Institute seeks to improve the quality of healthcare and service through the introduction of the latest healthcare facilities and to contribute to the development of clinical medicine for cardiovascular diseases.

Development of an Enriched Next-Generation Society

Supporting Consumer Education through the Lifecycle Game II: Total Life Plan

Dai-ichi Life overhauled the content of the Lifecycle Game that it created in 2004 to produce the Lifecycle Game II: Total Life Plan. The game serves as a consumer education tool that provides consumers with information about various risks and how to prepare for them, consumer contracts, and other information in a fun format similar to *Sugoroku* (*Sugoroku* is the Japanese version of *Parcheesi*). In March 2012, the game won the Eighth Consumer Educational Material Merit Award

sponsored by the National Institute on Consumer Education. Dai-ichi Life conducts classes using this educational material in schools and other sites and provides the game to schools, consumer centers, and various events for consumers.



Lifecycle Game II: Total Life Plan

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

FALIA invites people involved in the insurance industry to training sessions and seminars that it holds in Japan and overseas with the aim of contributing to the development of the life insurance business. Through the end of March 2012, a total of more than 8,000 persons participated in these programs. In FY2012, FALIA is celebrating 50 years since it began operating and on April 1 changed from an incorporated foundation to a public interest incorporated foundation.



A FALIA training session in Japan

Environmental Preservation

Green Environmental Design Award

The Green Environmental Design Award was created in 1990 with the aim of supporting the creation of urban environments with abundant greenery, providing people who live in urban areas a chance to come in contact with nature, and encouraging community development. The award is presented to outstanding environmental designs submitted from around the country and provides a grant of funding to carry out the plans. The current name was adopted in 2009, standards for evaluating plans that actively incorporate green belt functions necessary for harmony between urban and natural environments were adopted, and environmental responses were reinforced. Thanks to the award, 134 new green spaces have been created nationwide.



Tokyo University of Agriculture Faculty of Agriculture, winner of the Minister of Land, Infrastructure, Transport and Tourism Award