

# Thinking People First

The Dai-ichi Life Group has continually delivered peace of mind to its customers over its 111-year history with the slogan the customer always comes first.

We will take full advantage of our experiences to help society resolve the future challenges of tomorrow and we will provide value to all stakeholders. Our ultimate goal will be to generate value as we fulfill our Group Vision of Thinking People First.

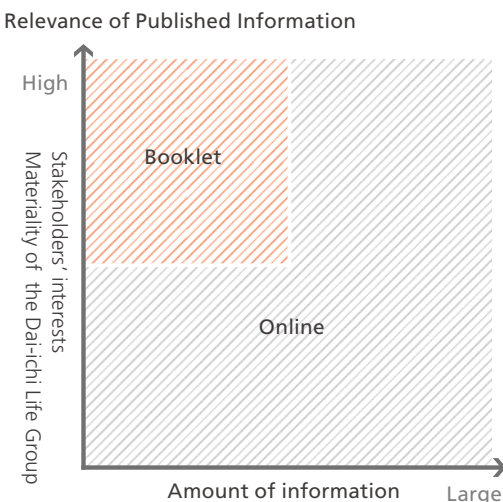


## Editorial Policy

The Dai-ichi Life Group is issuing this Dai-ichi Life DSR Report 2013 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, using themes that are highly relevant for the Dai-ichi Life Group and its stakeholders.

Information that complements this booklet can be found on our website and in our disclosure report, “Dai-ichi Life Annual Report 2013.”



### 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 FY2012 (April 2012 to March 2013), with some reporting of FY2013 activities and approaches.

Organization  
The Dai-ichi Life Insurance Company, Limited as well as its subsidiaries and affiliated companies.

### Publication Date

August 2013  
Previous publication: August 2012  
Next scheduled publication: August 2014

## Contents

Message from the President	3
Medium-Term Plan Action D (FY2013 to FY2015)	7
DSR Management	9
Status of DSR Management Promotion	10
Quality Assurance	11
Corporate Citizenship and Environmental Activities	17
Promoting Health	21
Employee Satisfaction and Diversity	23
Stakeholder Dialogue	27
Company Profile	29
Expert Opinion	30
Others	35