



Corporate Citizenship and Environmental Activities

# Making the Environment and Society a Better, Happier Place

Today, society faces a number of challenges, from a declining birthrate and aging population to protecting the environment. With the situation changing both quantitatively and qualitatively, it is becoming harder for government alone to address these challenges. As a good corporate citizen, the Dai-ichi Life Group is implementing a host of initiatives aimed at these challenges in order to build a better society for tomorrow.

### Feedback from Readers

-  I'd like to know more about your corporate citizenship activities outside of Japan.  
(Female in her 20s)
-  I'm curious about your initiatives after the Great East Japan Earthquake.  
(Male in his 40s)
-  I'd like to see more interviews with people that have actually received assistance from Dai-ichi Life. I'd like to hear the voices of customers and other stakeholders.  
(Male in his 20s)

- 1 Relief assistance for droughts in India
- 2 The president and employees of Ocean Life volunteering in a flood-hit area of Thailand
- 3 Guide dog training program sponsored by TAL Life Insurance of Australia
- 4 Earthquake recovery support in the Karakuwa District of Kesenuma City
- 5 Provided remodeling assistance to a school in Thailand damaged during the floods
- 6 Conducted school classes using the Life Cycle Game II

## ESG Principles in Asset Management – A Closer Look at E, S and G

As an institutional investor that controls approximately ¥30 trillion in capital, the Dai-ichi Life Group's approach to asset management focuses not only on stability and profitability, but also on the benefits for society and the public. With interest growing around the world in asset management considerate of environmental, social and governance issues, the Dai-ichi Life Group has drawn up its own set of guidelines for responsible investing known as the Three Arrows, under which it aims to incorporate ESG elements in its investments and make contributions to government growth strategies.

### Arrow 1 Environmental: Actively Financing the Environmental and Infrastructure Sectors

We have set a goal to provide up to 150 billion yen in financing for growth sectors during the three-year period of our mid-term management plan running from 2013 to 2015. As part of this initiative, we plan on expanding investments in the environmental and infrastructure sectors.

During FY2013 we have finalized more than ¥10 billion (as of August 2013) in investments for mega solar and other power projects in Japan in order to ensure a consistent and stable supply of electricity, which has become a major societal demand in recent years. Investments in power projects are

gathering much attention from the life insurance industry as a new approach for mid- to long-term asset management. This is because these projects not only carry great meaning for society and the economy, but also are less susceptible to cyclical ups and downs, and offer a stable, long-term income stream.

Going forward, we will more actively provide financing to energy projects as well as the environmental and infrastructure sectors to contribute to the sustainable development and growth of Japanese society and economy. We will also examine investments in infrastructure development projects around the world because of rising demand for private sector financing. Both approaches will ensure that we fulfill our fundamental mission as an institutional investor.

#### Main Financings up to August 2013 (FY2013)

Sector	Amount	Financing Format
Biomass power plant project	¥3 billion	Loan
Mega solar power plant project	Total of ¥4.3 billion	Loan
Mega solar power plant project	¥500 million	Equity investment
Thermal and renewable energy project	¥3 billion	Private equity fund

### Arrow 2 Social: Greater Encouragement of Diversity

The Dai-ichi Life Group is committed to achieving diversity and inclusion, and promoting the active participation of its female employees. For the Socially Responsible Investment (SRI\*) fund we established in 2010, we used the active participation of female employees (percentage of female executives and percentage of female employees taking childcare leave) as one of the metrics for selecting which companies to invest in. During FY2013 we increased the fund's investment holdings from ¥1 billion to ¥3 billion and changed its name to the ESG Fund. We also raised the index weighting for diversity promotion. Through these initiatives, we hope to



Example of Project Financed by the Dai-ichi Life Group Shimizu Corporation's Ako Solar Power Plant (Conceptual image)

make positive contributions to the creation of female-friendly workplaces, a vision strongly advocated in the Japanese government's growth strategy.

\*This fund is managed in-house and focuses on investments in domestically listed companies.

### Arrow 3 Governance: Enhancing Corporate Governance of Companies We Invest in

As an institutional investor that holds more than ¥2 trillion in Japanese equities, the Dai-ichi Life Group is proactively working to enhance the corporate government of the companies it invests in.

We help companies with room to enhance their corporate value and companies that have been the source of corporate scandals turn things around and achieve sustainable growth through daily dialogue and by exercising our voting rights on shareholder proposals. In order to meet society's rising expectations toward the role of institutional investors, we will continue to implement such initiatives to strengthen corporate governance at the companies we invest in\*.

\*The Dai-ichi Life Group has more than 10 analysts attached to departments that execute equity investments to study and analyze listed companies from a variety of perspectives, including their corporate growth and approaches to ESG issues. Our policy on exercising shareholder voting rights can be found on the Dai-ichi Life Group website.

## Addressing Problems Associated with Declining Birthrate

The rising number of children waitlisted for daycare in Japan has grown into a serious social problem due to changes in lifestyles and working environment. As part of the solution, the Dai-ichi Life Group is encouraging daycare centers to move into the buildings it owns as part of its property portfolio as an institutional investor.

The process for attracting a daycare center is different than for an ordinary tenant. This is because we need to hold discussions with the local government and company operating the daycare, accommodate the special facilities needs of the daycare, be considerate of other tenants already in the building, and perform additional security work on the premises. Nevertheless, we are building up expertise in this field as we gradually develop a track record of success. As of April 2013, we had attracted a total of six daycare centers to open at our properties in the Tokyo Metropolitan Area, which have accommodated a total of about 260 children that were waitlisted at other daycare centers.

The Dai-ichi Life Foundation was established on April 1, 2013 in order to help create a vibrant society for the next generation. It will accomplish this goal by conducting research and providing financial assistance aimed at improving health and livability despite declining birthrate and aging population. As part of its initiatives, the foundation began subsidizing newly established daycare centers and preschools in order to increase the number of these facilities and improve the quality of care.

Number of Waitlisted Children Accommodated

Property	Location	Daycare	Capacity
Makuhari Techno Garden	Chiba City, Chiba Prefecture	ASK Kaihin Makuhari Daycare	59
Nakano Honcho Dai-ichi Life Building	Nakano City, Tokyo	Daycare Baby Salon Shin-Nakano	30
Omori Bellport Building E	Shinagawa City, Tokyo	ASK Minami Oi Daycare	70
Shin-Koenji Dai-ichi Life Building	Suginami City, Tokyo	Pinocchio Preschool Shin-Koenji	28
Tabata Asuka Tower	Kita City, Tokyo	Poppins Nursery School Tabata	40
Tokyo Square Garden	Chuo City, Tokyo	Kids Square Tokyo Square Garden	30
Total			257

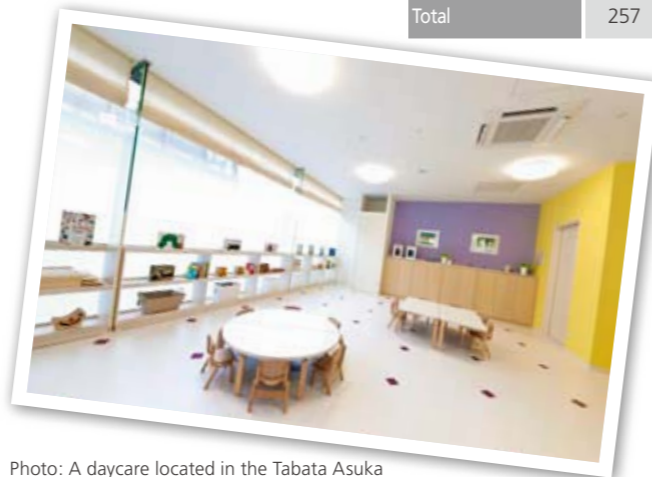


Photo: A daycare located in the Tabata Asuka Tower operated by Poppins Co., Ltd.



### Chisa Sugiyama

Uses the daycare in the Tabata Asuka Tower operated by Poppins Co., Ltd.

#### Feedback from a Parent

### High Expectations for Dai-ichi Life's Initiatives

My daughter enrolled in the Poppins Nursery School Tabata when it first opened in April 2013. Prior to this, we visited a number of daycares, but we decided on this particular Poppins daycare center because of its facilities, the expertise of its workers and its convenient location. It's only been a month since my daughter started attending, but we've found the location next to the station to be quite convenient and the care provided by workers to be excellent. Overall we are very satisfied with every aspect of the daycare center. My daughter is in the one-year old class and we were very lucky how smooth the enrollment process was. Some of my friends are having a really hard time finding a daycare center. Some of those that have finally got into one have had to settle for a daycare center located faraway and not easily accessible by public transit, meaning they have to drive their child back and forth every day.

There is still strong demand for daycare in Japan, so I hope that Dai-ichi Life will continue to provide support and locations for daycare centers to enable even more people access to these important services.

## Organizing Business Meetings to Support the Earthquake Reconstruction Effort

Although quite some time has passed since the Great East Japan Earthquake, the disaster-hit areas still face a mountain of challenges. As a result, the Dai-ichi Life Group has helped support these areas in a variety of ways by carefully considering how it can be of assistance to the rebuilding effort in Tohoku, the northern part of East Japan.

As part of these efforts, Sendai Branch Office organized business meetings, which were held on four occasions up to April 2013 in order to serve as a bridge between local companies affected by the disaster and major corporations. A total of 2,038 people from 1,517 companies attended.



## Corporate Citizenship Activities Outside of Japan

The Dai-ichi Life Group is actively involved in a variety of corporate citizenship activities outside of Japan.

In Vietnam, where we became the first Japanese insurance company to establish a presence, we work closely with Dai-ichi Life Vietnam to provide free access to cataract treatment. These activities have also been commended as having an economic effect, which is part of the reason why we have received the Golden Dragon Award, which is given to foreign companies that make contributions to the development of Vietnam, for five consecutive years now.

In Australia, TAL Life Insurance takes part in corporate citizenship activities in a wide range of fields, including sponsoring the development of guide dogs and events in support of breast cancer research.

We are also actively involved in relief assistance in the Asia region where many natural disasters strike. For example, Star Union Dai-ichi Life provided free access to food and water in parts of India that were devastated by a serious drought in 2013.

Ocean Life has provided supplies to local elementary schools in need and helped repaint and landscape schools that were damaged during the record floods that took place in Thailand

in 2011. In addition, Ocean Life has established an internship program with the help of the Dai-ichi Life Group as part of its support for local education.

