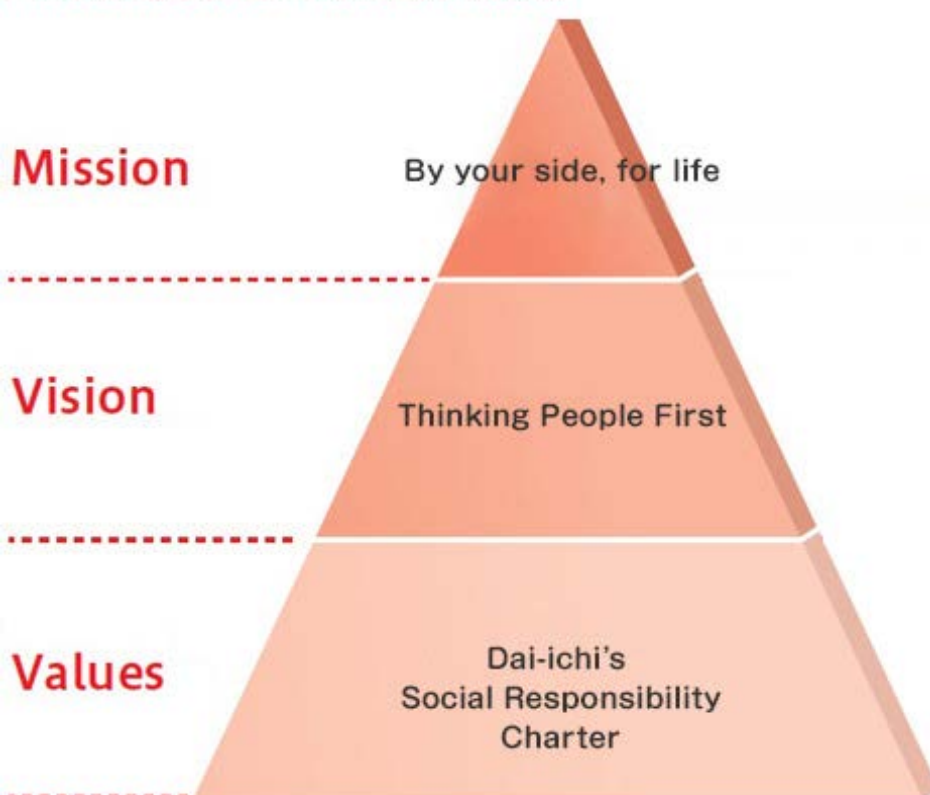


I Principles of Dai-ichi Life Group

○ Principles of Dai-ichi Life Group

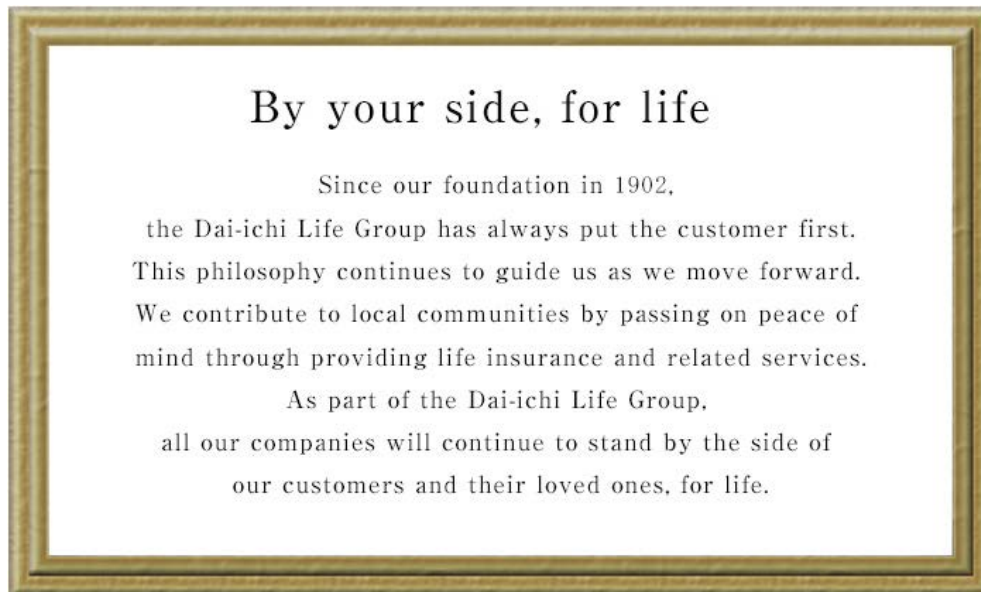
By sharing the Group principles of Mission, Vision and Values, each company of the Dai-ichi Life Group will contribute to more affluent lives with peace of mind and the development of local communities in their respective regions and countries through providing life insurance and related services. We will strive to maximize our value by sharing the Group's strategies with each company to align our efforts.

Principles of Dai-ichi Life Group



■ Group Mission: By your side, for life

As a part of the Dai-ichi Life Group, all our companies will contribute to lives of comfort with peace of mind of people and development of local communities in respective regions by standing by the side of our customers and their loved ones, for life.



■ Group Vision: Thinking People First

We will aim to become a company that thinks of people first, more than anyone else, from the following four perspectives, in order to become an insurance group that is the leader in trust and support of its customers.

- First in Quality
- First in Productivity
- First in Vital and Energetic Employees
- First in Growth Potential

Thinking People First

People's lifestyles will continue to vary and change, so we provide easy to understand products and services tailored to these many different ways of life. At Dai-ichi Life Group, we will always be Thinking People First.

Thinking People:

We take action, considering sincerely people and their lives. It means listening to people and working together with them to build human capital that contributes to happiness.

It means a global perspective, constantly taking on new challenges for the future.

Thinking People means sincerely thinking about people, considering their needs, demands, and lifestyles.

Our philosophy has been Customer First since 1902. Dai-ichi Life Group will continue to reform and renew itself to meet the challenges of the times, delivering new value and achieving consistent and sustainable growth.

DAI-ICHI LIFE

■ Group Values: Dai-ichi Life Group's Corporate Action Principles (DSR Charter)

The Dai-ichi Life Group will help build a sustainable society by adopting its corporate action principles, Dai-ichi's Social Responsibility Charter (DSR Charter), so it can continue to meet the expectations of customers, society, shareholders, investors, and employees.

Dai-ichi Life Group's Corporate Action Principles (DSR Charter)	
Customer satisfaction	We provide high-quality products and services with the intention of standing by the side of our customers for life. Everything we do is designed to exceed our customer's needs and deliver customer satisfaction.
Communication	We hold ourselves accountable to our stakeholders and sincerely accept their opinions, reflecting them in our corporate management.
Compliance	We set the bar high for ethical standards and maintain full compliance in all our business activities. We respect privacy and fully enforce the protection and management of personal information.
Respect to human rights	We respect the culture and customs of every country and region, always operating in a way that contributes to local development. We also respect human rights and proactively operate in a way that reflects this.
Diversity	We actively cultivate human resources by ensuring a rewarding work environment in which diversified human resources can play an active role.
Environmental protection	We actively engage in environmental protection on a daily basis, recognizing that preserving the global environment is our social responsibility.
Social contribution	We head social action programs, growing together with communities as an active corporate citizen.
Promoting health	We manage the Company to help improve the health of the people in our local communities. We also promote the mental and physical health of our employees.
Creating sustainable corporate value	Based on the eight principles above, we are working to create sustainable corporate value by effectively using our management resources, improving the productivity of our business, and maintaining and strengthening our financial base.

What is DSR?

DSR stands for Dai-ichi's Social Responsibility (the social responsibility of the Dai-ichi Life Group). It is part of our management framework to fulfill our social responsibility to each stakeholder and increase the corporate value of the Dai-ichi Life Group through continual improvement of our management quality across the group by complying with a Plan-Do-Check-Action (PDCA) cycle.

I From Management Quality to DSR Management

○ From Management Quality to DSR Management

The basis for our management framework has been to aspire to reach a higher level of management quality while implementing the Plan-Do-Check-Action (PDCA) cycle in order to realize our management philosophy and basic management policy in a consistent manner. This framework follows the guidelines of the Japan Quality Award, which recognizes organizations that continually create value for customers through their own efforts by modifying their approach to management from customer-centric point of view. Starting in 1998, we incorporated Business Quality Improvement Activities that enhance management quality into our management planning as a core strategy and in 2001 we became the first financial institution to receive the Japan Quality Award. After winning the award, we worked on consistently improving management quality by shifting from CSR management to DSR management, which focuses on leveraging our unique capabilities, on occasion of our IPO, in part to evolve our efforts. We will continue to pursue our Group mission of “By your side, for life” while constantly evolving our approach to DSR management.

“DSR”

It stands for Dai-ichi's Social Responsibility, with “D” in Dai-ichi Life as the initial letter to express Dai-ichi Life's own efforts that extend far beyond the framework of corporate social responsibility (CSR) in general terms.

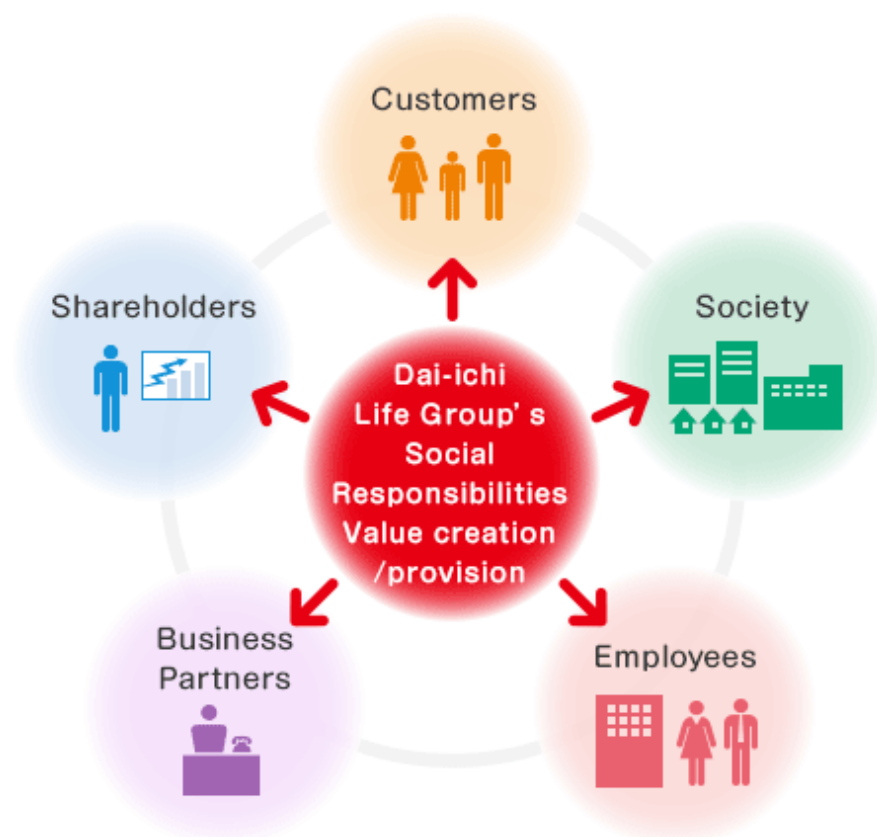


DSR Management

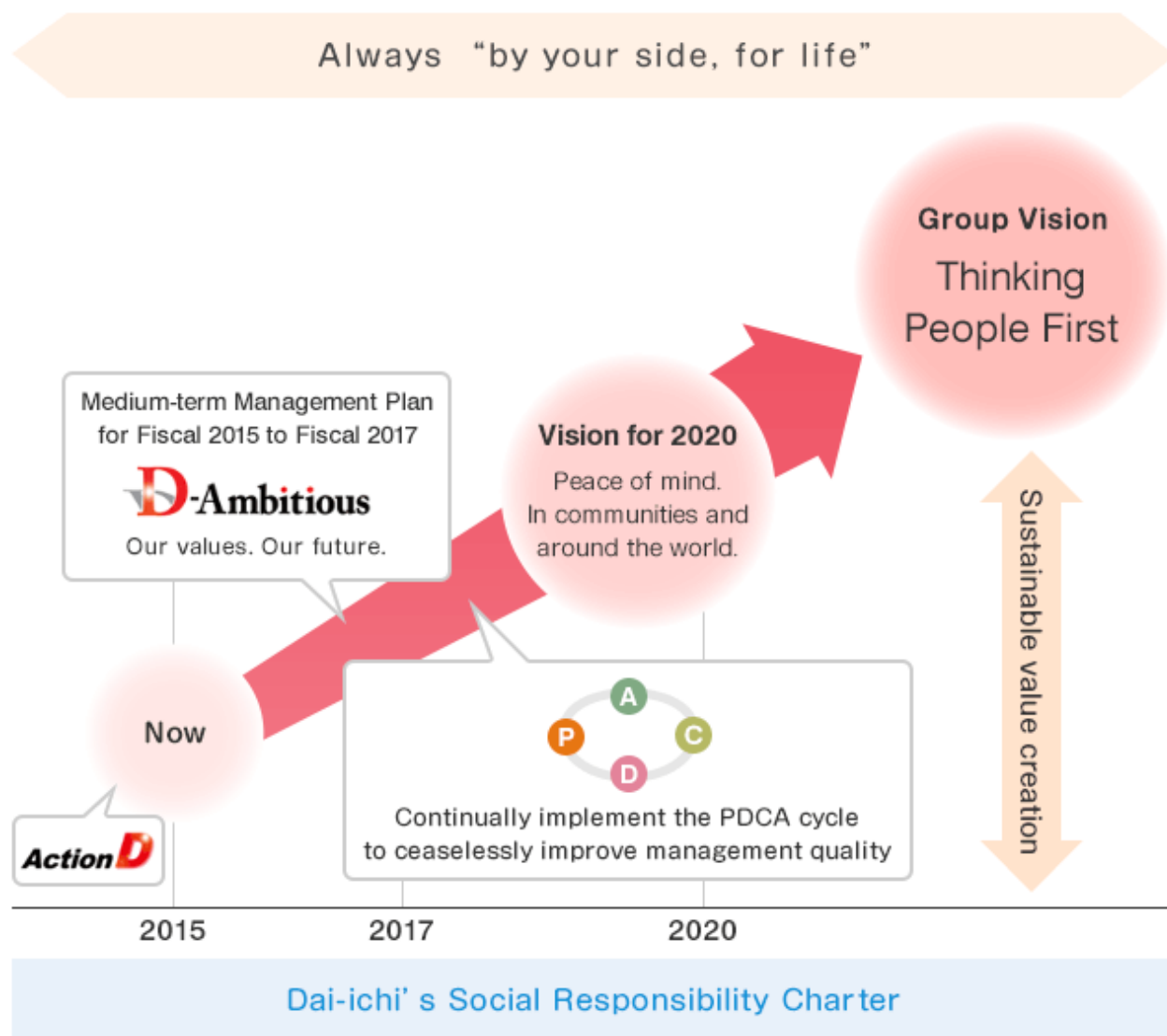
DSR Management

DSR management is a unique value creation framework created by Dai-ichi Life that aims to continually improve management quality while implementing the PDCA cycle at the organization level and to fulfill our responsibilities toward all stakeholders through enhanced corporate value, in order to practice our Group mission of “By your side, for life.”

DSR stands for Dai-ichi's Social Responsibility, with “D” in Dai-ichi Life as the initial letter to express Dai-ichi Life's own efforts that extend far beyond the framework of corporate social responsibility (CSR) in general terms.



The social mission of a life insurance company is to thoroughly provide peace of mind with the customer always in mind. The single greatest mission of the Dai-ichi Life Group is to follow through on its our mission “Customer First - By your side, for life,” which places the customer first, to constantly create value for every stakeholder through its core business.



In order to continually uphold our philosophy of "Customer First", we must not only protect what we have passed down since our founding, but also have the courage to change what needs to be changed to respond to the constantly changing environment and times. Our goal is to continually deliver the highest possible value to our customers and all of our stakeholders.

To continually fulfill our Group mission of "By your side, for life," we will expand our horizons and tackle change, while evolving DSR management, in an effort to achieve our vision for 2020 of "Peace of mind. In communities and around the world," through our new Medium-Term Management Plan "D-Ambitious" covering fiscal years 2015 to 2017.

DSR Management Promotion System

DSR Management Promotion System

Our DSR management initiatives are promoted by the “Committee for Dai-ichi’s Social Responsibility Promotion,” chaired by the president. Under the committee’s umbrella, four special committees are established to address core challenges in DSR Management to increase the effectiveness of each initiative. Furthermore, as part of efforts to improve management quality and create value continuously through the PDCA cycle, we have set up Branch DSR Committees at each of our branch offices, and Unit Office DSR Committees at each of our unit offices.

Roles of the 4 Special Committees

Quality Assurance Promotion Special Committee	<ul style="list-style-type: none"> Reviews issues and solutions related to customer satisfaction Promotes quality assurance of products and services using the point of view of the customer
Special Committee for Social Contribution and Environmental Activities Promotion	<ul style="list-style-type: none"> Reviews important matters related to social contribution activities and environmental initiatives, such as action policies, action plans, activities, and resource allocation
Promoting Health Special Committee	<ul style="list-style-type: none"> Reviews and promotes matters concerning the health promotion of customers and employees
Special Committee for Employee Satisfaction and Diversity & Inclusion Promotion	<ul style="list-style-type: none"> Reviews issues and solutions related to employee satisfaction Promotes diversity such as the greater role of female employees and employment of persons with a disability



Status of DSR Management Promotion

Status of DSR Management Promotion

Quality Assurance

DSR Management Promotion Index	Explanation of the Index	Fiscal 2012	Fiscal 2013	Fiscal 2014	Target
Result of total satisfaction in the customer satisfaction survey (individual customers)	Percentages of responses “very satisfied”, “satisfied” and “somewhat satisfied” in the questionnaire given to individual customers	_*1	67.2%	75.8%	Fiscal 2015 77.0%
Customer feedback (customer complaints)		68,174	44,691	51,253	_*2

*1: Due to change of assessment index in fiscal 2014

*2: Customer feedback (customer complaints) is used for the Company to strive to improve its business.

Corporate Citizenship and Environmental Activities

DSR Management Promotion Index	Explanation of the Index	Fiscal 2012	Fiscal 2013	Fiscal 2014	Target
Percentage of volunteer activity involvement	Percentage of departmental community contribution involvement (head office and branches)	94.0%	100%	100%	Fiscal 2015 100%
CO ₂ emissions	Total CO ₂ emissions* ³ from the Company's investment property, business-use property, and welfare property* ³	146,500 t-CO ₂	144,000 t-CO ₂	141,000 t-CO ₂	Fiscal 2017 154,560 t-CO₂*⁴

DSR Management Promotion Index	Explanation of the Index	Fiscal 2012	Fiscal 2013	Fiscal 2014	Target
Total paper usage	Total amount of paper used at the Group companies (photocopy paper, pamphlets, policy illustration (policy overview), etc.)	9,849t	8,116t	6,509t	Fiscal 2017 6,388t^{*4}

^{*3}: Calculated based on the provisions of Article 7, paragraph 3 of the Act on the Rational Use of Energy ("Energy-saving Act"). Total emissions in each fiscal year have been recalculated by applying the fiscal 2009 coefficient.

^{*4}: Targets in the 2015-2017 Medium-term Environmental Effort Plan. The target for CO2 emissions was exceeded, and the Company continues to take steps to achieve further reductions.

Promoting Health

DSR Management Promotion Index	Explanation of the Index	Fiscal 2012	Fiscal 2013	Fiscal 2014	Target ^{*6}
Percentage of employees maintaining a desirable body weight	Percentage of employees with a BMI ^{*5} score of less than 25	Men: 69.7% Women: 78.2%	Men: 69.8% Women: 77.9%	Men: 70.6% Women: 77.9%	Fiscal 2017^{*6} Men: 71.1% Women: 79.2%
Percentage of employees doing regular exercise	Percentage of employees continuing more than 30-minute exercise twice or more per week for one year or more	Men: 24.6% Women: 13.9%	Men: 25.8% Women: 14.4%	Men: 34.7% Women: 27.1%	Fiscal 2017 Men: 35.1% Women: 29.1%
Smoking rate	Percentage of smokers	Men: 33.0% Women: 27.9%	Men: 31.9% Women: 27.7%	Men: 31.0% Women: 27.6%	Fiscal 2017 Men: 24.7% Women: 22.4%

^{*5}: BMI is the degree of obesity calculated from height and weight (BMI of 25 or more is classified as obesity).

^{*6}: The target in the Medium-Term Management Plan for fiscal 2015 to fiscal 2017. (A new target has been adopted, as the target for fiscal 2015 was exceeded.) The target is set by counting backward and dividing the target for 2022 in the Healthy Japan 21 (second campaign) of the Ministry of Health, Labour and Welfare proportionally into the relevant periods.

Employee Satisfaction and Diversity & Inclusion

DSR Management Promotion Index	Explanation of the Index	Fiscal 2012	Fiscal 2013	Fiscal 2014	Target
Results of employee satisfaction survey	The average of major items (5 points in full marks) in a questionnaire sent to employees of the Company	-	3.48	3.51	Fiscal 2017*7 3.57
Percentage of females in managerial posts	Percentage of women in managerial positions (department head or equivalent and section chief or equivalent)	18.2%	18.4%	22.5%*8	April 2018 25%or more*8
Percentage of employees with disabilities	Percentage of employees as of June 1 in the following year	2.06%	2.16%	2.25%	_*9

*7: The employee satisfaction survey is positioned as a tool to help quantitatively understand the current situation and effect of activities and facilitate problem solving. As the index was changed in fiscal 2013, values after fiscal 2013 are stated.

*8: Includes Dai-ichi Life, Dai-ichi Frontier Life and Neo First Life

*9: The percentage of employees with disabilities is one in compliance with the statutory rate of disability employment.

Lineup of Main Products and Services of the Dai-ichi Life Group in its Pursuit of a Sustainable Society

Name	Consideration of ESG*			Outline	Companies offered at
	E	S	G		
Products and Riders					
Crest Way		○		Whole-life nursing care insurance	Dai-ichi Life
Waiver of Premium Rider (2013)		○		A rider that allows for the exemption of insurance premium payments after diagnosis with one of the three deadly diseases, physical disabilities, or when long-term care is required	
Yell to Ladies (Support for Women)		○		A rider that pays out benefits in the event of a prescribed surgical procedure related to a disease most prevalent in women	
Living Needs Rider		○		A rider that pays out insurance proceeds early if diagnosed with an illness and less than six months to live	Dai-ichi Life Neo First Life
Designated Substitute Claimant Rider		○		A rider that allows a prescribed proxy to request payment of insurance proceeds, under special circumstances where the policyholder cannot claim their insurance benefit	Dai-ichi Life
Advanced Medical Treatment Rider		○		A rider for benefit payments when advanced medical treatment is received Note: Because advanced medical treatment that is eligible for insurance payment is limited to treatment that fulfills the prescribed requirements when treatment is received in some cases it may not be possible to pay benefits depending on factors such as the medical practice, medical symptoms, and medical institutions.	

Name	Consideration of ESG*			Outline	Companies offered at
	E	S	G		
Pension rider		○		A rider that pays out death benefits using pension instead of a lump-sum payment	Dai-ichi Life Dai-ichi Frontier Life
Bone Marrow Donor Benefits		○		Benefits are paid when bone marrow stem cells or peripheral blood stem cells are harvested from the donor (provider)	Dai-ichi Life Neo First Life
Group Credit Life Insurance Specific Condition Compensation Rider		○		A rider that allocates the insurance payout to the repayment of a home loan in the event that the policyholder dies, suffers from one of the prescribed advanced disabilities, is diagnosed with one of the three deadly diseases or 16 states, or is in a state that requires nursing care	Dai-ichi Life
Medical Switch		○		A system that allows a medical riders that has been subscribed to be changed to whole life medical insurance without a medical examination or notice	
Switch Plan		○		A system allows a policy holder to review their current coverage based on their life stage and make changes to the required coverage	
Baton Pass Plan		○		A system that allows for a policy that has been subscribed to be carried over to a new policy for the family	
Smile Plan		○		A system that allows the policyholder to change to a different plan, such as whole life or pension payment, they desire after the completion of premium payments	
Anshin Relay Plan		○		A system where a policy that has been subscribed can be partially revised into a new insurance policy in a flexible manner	

Name	Consideration of ESG*			Outline	Companies offered at
	E	S	G		
Policy renewals		○		A system where the same policy coverage and amount can be carried over upon maturity regardless of health condition	Dai-ichi Life Neo First Life
Rider addition after subscription		○		A system where a new rider can be added to a policy that has been subscribed without changing the coverage or maturity	
Rider modification		○		A system where a medical rider that has been subscribed can be changed to the latest medical rider without health examination or declaration	Dai-ichi Life
Services					
Contact Centers (Call Centers)		○		In response to changing lifestyles, our toll-free contact centers are open both weekdays and weekends to answer questions and help customers complete procedures for enrollment *Neo First Life: Call centers are open weekdays and Saturdays	Dai-ichi Life Neo First Life
Toll-free hotline exclusively for seniors		○		An exclusive toll-free customer service hotline for customers over the age of 70	Dai-ichi Life
Toll-free Health Declaration Hotline		○		A dedicated toll-free hotline exclusively for consultations about situations where the customer does not know or is not sure about the disclosure process for their health condition and employment status at the time of policy application	
Benefit Contact Center		○		Staff with expert knowledge in inquiries about insurance benefits are available weekdays as well as weekends	

Name	Consideration of ESG*			Outline	Companies offered at
	E	S	G		
Quick Withdrawal Telephone Service		○		A toll-free hotline where customers can complete procedures to withdrawal policyholder loans, accumulated dividends, or deferred payments held on deposit after payout or make a balance inquiry	Dai-ichi Life
Health Hotline		○		A free telephone consultation service for health, medical, lifestyle and psychological health questions or issues	Neo First Life
Dai-ichi Life Health Support Desk		○		Provides broad-ranging options for consultation from daily health to psychological health as an ancillary service to products for corporate customers	Dai-ichi Life
Medical Support Service		○		A service available 24 hours a day 365 days a year online and by telephone that provide consultations and information about health, medical treatment, childcare, and nursing care	
Smartphone App (Medical Support)		○		A smartphone app version of the Medical Support Service	
Advanced Medical Information Station		○		A website that provides basic knowledge, technologies and medical institutions related to advanced medicine	
Internet Service for Policyholders	○	○		Website for policy coverage inquiries and carrying out various procedures	Dai-ichi Frontier Life
Total Life Plan My Page	○	○		A website that provides various information and services to verify policy details and carry out procedures	Dai-ichi Life

Name	Consideration of ESG*			Outline	Companies offered at
	E	S	G		
With Partner		○		A service that celebrates life events and provide useful benefits for health, medical and living through redeemable points earned from the premium payment or number of years a policy is held	Dai-ichi Life
Paperless enrollment procedures	○			Provides customers with seamless services, from policy applications, and health declaration to premium payments, using the DL Pad, a tablet computer for sales and business use	
Regularly providing information on benefit payouts		○		Every year policyholders receive a booklet called the Total Life Plan Report which contains payout records for the previous 10-year period and instances where special attention is required	
Results of the field survey of welfare programs		○		A questionnaire is conducted on the status of welfare programs by corporate customers and the results are provided to customers in the form a report (booklet)	
Automatic policyholder loans		○		A system where the policy cancellation fee, if any, is automatically added to premiums to keep the policy in effect, even if premiums have not been paid and the grace period is over	
Policy reinstatement		○		A system where policy that has been voided can be reinstated	Dai-ichi Life Neo First Life
Covering the cost of medical certificates		○		Each company will cover the cost of medical certificates for which a claim or benefit was not eligible	
Proceeds Quick Reception Service		○		A service where claims for a death benefit that fulfill certain conditions can be paid out on the same day when needed for funeral costs or other final expenses	Dai-ichi Life

Name	Consideration of ESG*			Outline	Companies offered at
	E	S	G		
Simplified Death Benefit Receiving Service		○		A service where up to five million yen of a death benefit is paid out simply by submitting the prescribed claim form, death certificate and a copy of the applicant's personal identification document, even when time is still needed to prepare other official documents	Dai-ichi Life
Adult Guardianship Support		○		A service that refers a judicial scrivener who can support legal procedures for a customer who needs the appointment of an adult guardian	
Trust contract agent for Omoi no Teikibin		○		An intermediary service as a trust contract agent for Omoi no Teikibin (regular death benefit payment service), a trust product of Mizuho Trust & Banking *Omoi no Teikibin involves the policyholder customizing the use of his/her death benefit before his/her death and the policyholder concludes a trust agreement with a trust bank so that when they pass away the death benefit is paid out to a person predetermined by the policyholder with the decided-upon specifics.	
Consulting and information provision for inheritance and the survivor pension system		○		When a death benefit is paid out, we provide information on the survivor pension system and inheritance tax system and give consulting on the inherited property including the death benefit, in order to facilitate the inheritance process	
DVD-ROM version of the guide on policy terms and conditions	○			Policyholders receive a copy of their guide on policy terms and conditions on a DVD-ROM	

Name	Consideration of ESG*			Outline	Companies offered at
	E	S	G		
Terms and conditions online	○			The guide on policy terms and conditions is published online	Dai-ichi Life Dai-ichi Frontier Life Neo First Life
Outside Lawyer Consultation System		○	○	A system where customers who are not satisfied with our explanation of payment of premiums or benefits can request to consult with a lawyer with no contractual ties to Dai-ichi Life free of charge.	Dai-ichi Life
Payment Examination Committee System		○	○	A system the Payment Examination Committee deliberates on the results of payment assessments from an objective and neutral perspective in case a customer is not satisfied with our explanation of payment of premiums or benefits *The Payment Examination Committee comprises only outside professionals, such as lawyers, physicians, and experts in consumer issues, to ensure objectiveness	

*ESG stands for Environment, Society and Governance.

The above represents a quick summary of our products and services as of July 2015. For further details, please review one of our product pamphlets.

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Recognition from Society

Recognition from Society

Fiscal 2014: Assessment of the Dai-ichi Life Group by Society and Major Awards Received

Organizer	Recipient	Assessment / Award	Month and year of Assessment /Award
Quality assurance			
Thomson Reuters	Dai-ichi Life	DealWatch Award 2014 Issuer of the Year Equity Deal of the Year	Mar. 2015
Toyo Keizai, Inc.	Dai-ichi Life	CSR Corporate Ranking 3rd among financial institutions	Mar. 2015
R&I	DIAM	R&I Fund Award 2015 Japanese REIT Fund The First Prize	Apr. 2015
Lipper	DIAM	Lipper Fund Awards Japan 2015 Equity Japan Small and Mid Caps (5 year assessment period) Bond Japanese Yen (10 year assessment period) Awards For Excellence	Mar. 2015
	Janus	Lipper Fund Awards 2015 Mixed-Asset Target Allocation Moderate Funds (10 year assessment period) Awards For Excellence	
Morningstar	DIAM	Morningstar Award Fund of the Year 2014 Flexible Allocation Fund Division High Yield Bond Fund Division	Jan. 2015

Organizer	Recipient	Assessment / Award	Month and year of Assessment /Award
Plan for Life/Association of Financial Advisers (AFA)	TAL	Association of Financial Advisers (AFA) / Plan for Life Awards Winner -Life Company of the Year	Mar. 2015
Interactive Intelligence	TAL	Interactive Intelligence Annual Awards Innovation Award	Oct. 2014
Vietnam Economic Times	Dai-ichi Life Vietnam	Golden Dragon Award 2014	Mar. 2015 (7 consecutive years)
Infobank	Panin Dai-ichi Life	Excellence Rating in 3 Categories : Very Good (2nd) among joint venture companies, Very Good (4th) among companies with assets greater than 1 trillion IDR, Very Good (4th) among companies with capital larger than 100 billion IDR	Jul. 2014
ABP News	Star Union Daiichi Life	Banking Financial Services & Insurance Awards 2015 Best Life Insurance Co. (Private Sector) Company with Highest Claim Settlement	Feb. 2015
Office of The Consumer Protection Board	Ocean Life	Outstanding Consumer Protection Contact Center 2014	May 2014
Corporate Citizenship and Environmental Activities			
Principles for Financial Action Towards a Sustainable Society (Principles for Financial Action for the 21st Century)	Dai-ichi Life	Good Practices of Signatories (FY 2014) : Insurance Category (Countermeasures for the falling birth rate)	Mar. 2015 (3 consecutive years)

Organizer	Recipient	Assessment / Award	Month and year of Assessment /Award
Nikkei Inc.	Dai-ichi Life	Corporate ranking in Nikkei Environmental Management Survey : 12th among financial institutions (1st among life insurance industry)	Jan. 2015
Vietnamese Government	Dai-ichi Life Vietnam	Prime Minister Award Certificate	Jan. 2014
Promoting Health			
Ministry of Economy, Trade and Industry and Tokyo Stock Exchanged	Dai-ichi Life	FY2014 Health & Productivity Stock Selection	Mar. 2015
American Heart Association	Protective Life	Fit-Friendly Worksite	Nov. 2014 (5 consecutive years)
Birmingham Business Journal	Protective Life	Healthiest Employers	Aug. 2014 (5 consecutive years)
Employee Satisfaction and Diversity & Inclusion			
Nikkei Business Publications, Inc.	Dai-ichi Life	Survey on Female Worker's Workplace Opportunities :1st among insurance, securities and other financial industries, 5th in overall ranking	May 2015
Ministry of Economy, Trade and Industry and Tokyo Stock Exchange	Dai-ichi Life	FY2014 Nadeshiko Brand	Mar. 2015
Money Management/ Super Review	TAL	Women in Financial Services Awards Winner - Employer of the Year	Oct. 2014

Inclusion in the SRI Indices

Dai-ichi Life is included in domestic and overseas socially responsible investment (SRI) indices (stock price indices) such as the FTSE4Good Index Series (UK) and the Morningstar Socially Responsible Investment Index (MS-SRI) (Japan) (as of July 31, 2015).



I Participation in External Initiatives

○ Participation in External Initiatives

Dai-ichi Life promotes activities aiming to achieve a sustainable society through participation in domestic and overseas initiatives.

I The United Nations Global Compact (UNGC)

The UNGC is a set of principles on human rights, labour, the environment, and anti-corruption, proposed by the former UN Secretary-General Kofi Annan. It encourages participating companies to behave as good members of society, aiming to achieve sustainable growth. Dai-ichi Life joined the initiative in May 2014.



UN Global Compact's 10 Principles		
Human Rights	Principle 1	Businesses should support and respect the protection of internationally proclaimed human rights; and
	Principle 2	make sure that they are not complicit in human rights abuses.
Labour	Principle 3	Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
	Principle 4	the elimination of all forms of forced and compulsory labour;
	Principle 5	the effective abolition of child labour; and
	Principle 6	the elimination of discrimination in respect of employment and occupation.
Environment	Principle 7	Businesses should support a precautionary approach to environmental challenges;
	Principle 8	undertake initiatives to promote greater environmental responsibility; and
	Principle 9	encourage the development and diffusion of environmentally friendly technologies.
Anti-Corruption	Principle 10	Businesses should work against corruption in all its forms, including extortion and bribery.

<http://www.unglobalcompact.org/>

Women's Empowerment Principles (WEPs)

The WEPs are a set of principles of corporate behavior created jointly by UN Women, a UN organization working for gender equality and women's empowerment, and the UNGC. The WEPs specify the development of a labour and social environment in which women are able to fulfill their potential and improve their abilities, with their efforts fairly appraised. Dai-ichi Life signed a Statement of Support for the Women's Empowerment Principles in December 2012.



<http://www.wepinciples.org/Site/>

Principles for Financial Action Towards a Sustainable Society (Principles for Financial Action for the 21st Century)

The Principles for Financial Action for the 21st Century provide action guidelines for the overall CSR of financial institutions wishing to play a role and take responsibilities necessary for the formation of a sustainable society. Dai-ichi Life participated in the development of the principles as a member of the draft committee and signed up in November 2011.

 http://www.env.go.jp/policy/keiei_portal/kinyu/gensoku-en.html