

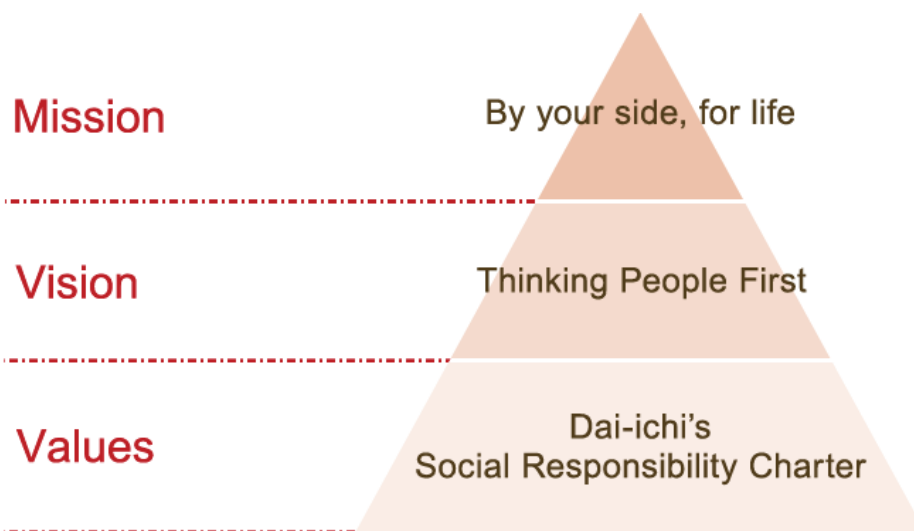
## Group Mission, Vision and Values

The Group companies contribute to comfortable lives with peace of mind and the development of local communities in their respective regions and countries, providing life insurance and related services by sharing the Group's principles (Mission, Vision and Values).

We strive to maximize the value of the Group and aim for sustainable growth by sharing the Group's strategies with each company, moving forward together in the same direction.



[Group Mission, Vision and Values](#)  
(1 min. 46 sec. (12,962KB))



### Mission

## By your side, for life

Since our foundation in 1902, the Dai-ichi Life Group has always put our customers first.

This philosophy continues to guide us as we move forward. We contribute to local communities by passing on peace of mind through the provision of life insurance and related services. As part of the Dai-ichi Life Group, all our companies will continue to stand by the side of our customers and their loved ones, for life.

> History

# Vision

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## Thinking People First

We aim to be a company that thinks of people first, from the following four perspectives, aspiring to become the most highly regarded life insurance company by customers.

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

# Values

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

"DSR" stands for "Dai-ichi's Social Responsibility," a unique framework for using the PDCA cycle company-wide to continually improve management quality and satisfy our social responsibilities to all stakeholders, while increasing the corporate value of the Dai-ichi Life Group.

### 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.

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### Communication

We hold ourselves accountable to our stakeholders and sincerely accept their opinions, reflecting them in our corporate management.

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### 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.

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### Respect for 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.

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### Diversity & Inclusion

We actively cultivate human resources by ensuring a rewarding work environment in which diversified human resources can play an active role.

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### Environmental protection

We actively engage in environmental protection on a daily basis, recognizing that preserving the global environment is our social responsibility.

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**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.

> For sustainability and sustainable evolution of society

## Explanation of the Group Logo

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# Dai-ichi Life Holdings

The logo depicts the form of a shield used in ancient times on which a design expressing "earth" is featured. This is an expression of the commitment of the Dai-ichi Life Group's companies to protecting customers from disasters through concerted efforts in their global operations. In addition, the upward curving latitudinal line of the earth expresses the bright future of our customers and the Dai-ichi Life Group's determination to grow in order to continue standing by the side of our customers for life.

Going forward, we will continue to stand by the side of our customers and their loved ones, for life, and make concerted efforts to deliver "Peace of mind. In communities and around the world."

# DSR Management

In 1998 we launched Business Quality Improvement Activities that were expected to enhance the quality of operations from customers' diverse points of view and in 2001 became the first financial institution to receive the Japan Quality Award.

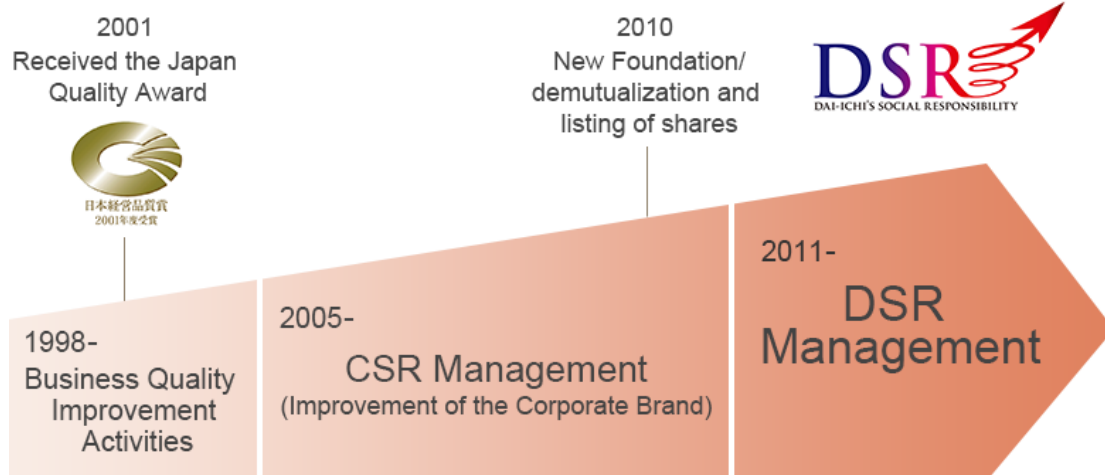
After winning the award, we worked on consistently improving management quality even in the event of replacement of top management by shifting from CSR management to DSR management, which focuses on leveraging our unique capabilities, on occasion of our IPO, in part to evolve our efforts.

As a result of continuing such activities, the organization has now become a place where each employee can think “outside the box” and make steadfast efforts to improve with an eye to what is best for customers.

In addition, sharing favorable examples of DSR management and utilizing them have led to efficient problem solving and have accelerated recent growth of the Dai-ichi Life Group.

**We will create value continuously while evolving DSR management in the future.**

## Changes in Business Quality Improvement Activities



Each employee supports DSR management



Share and recognize favorable examples of DSR (DSR Convention)