

Group Mission, Vision and Values

By sharing the Group's principles (Mission, Vision, Values and Brand Message), each group company contributes to people's secure and prosperous living and the development of local communities in their respective regions and countries.

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



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

A secure future for every community we serve. Using the best of our local and global capabilities.

We aim to provide a secure future for every community we serve around the world through life insurance and other businesses, using the best of our local and global capabilities.

Values

To help build a sustainable society and continue to meet the expectations of customers, society, shareholders, investors and employees, we have adopted the following corporate action principles ("DSR Charter").

"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. In everything we do we strive to exceed our customers' expectation and achieve customer satisfaction with outstanding speed.

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 conduct business activities in a fair and sound manner. We maintain full compliance in all our business activities.

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.

Diversity & Inclusion

We respect diversity and actively develop and motivate our employees by ensuring a safe, secure, and rewarding work environment where every member has an opportunity to 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 all employees.

Creating sustainable corporate value

Based on the eight principles above, we are working to create sustainable corporate value by becoming a leader of innovations, 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

Brand Message

People First

We aim to be a company that puts the interests of people first. We aspire to become the most highly regarded life insurance company by customers.

Explanation of the Group Logo



Dai-ichi Life Holdings

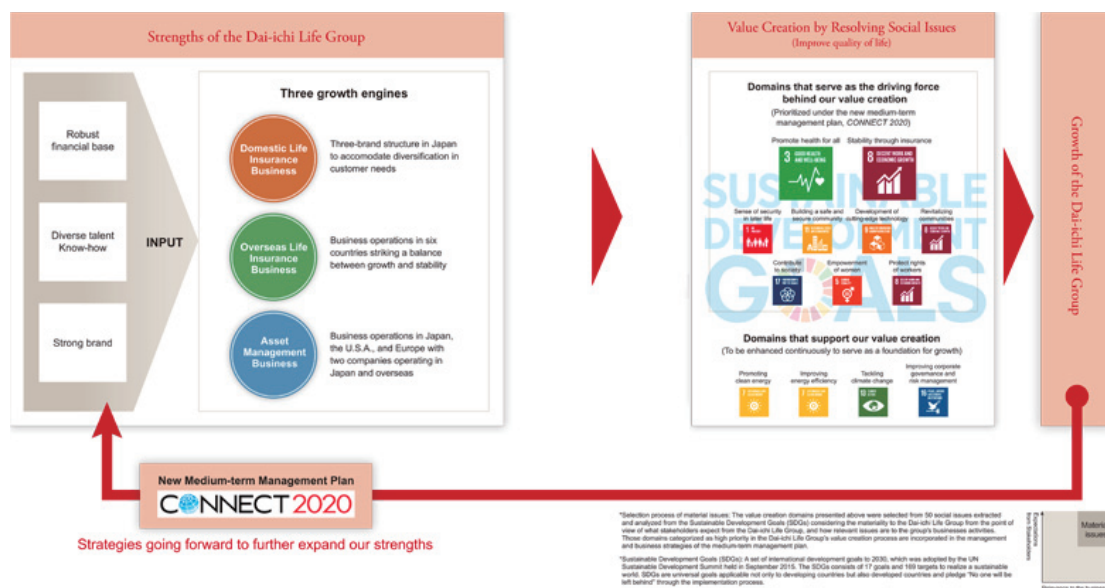
The logo depicts the form of a shield used in ancient times on which a design expressing "earth" is featured. This is an expression of the commitment of the Dai-ichi Life Group's companies to protecting customers from disasters through concerted efforts in their global operations. In addition, the upward 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."

Sustainable Value Creation

Resolve Social Issues and Achieve Growth by Leveraging Our Strengths

The Dai-ichi Life Group strives to create value by resolving social issues (improve quality of life) and achieve further growth of the Group. These efforts are driven by our unique strengths developed over our 116-year history while we harness the spirit of innovation based on our mission of "By your side, for life" with our customers.



> [Click here for details about the process for identifying material issues](#)

DSR Management

~The Dai-ichi Life Group's Value Creation Management~

Challenge to sustainable value creation

"DSR management" * is a unique management framework for practicing the value creation model of the Dai-ichi Life Group.

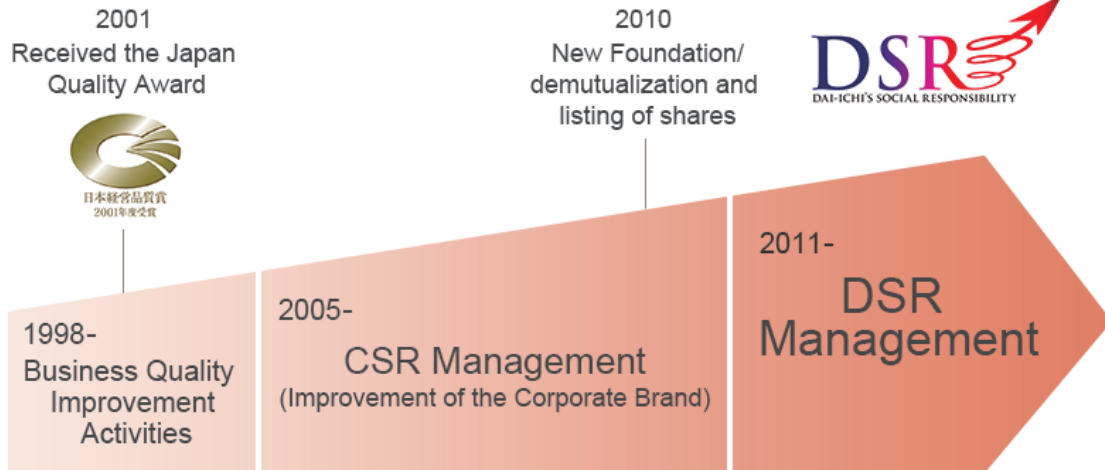
In 1998, Dai-ichi Life launched Business Quality Improvement Activities that were expected to enhance the quality of operations from customers' diverse points of view and in 2001 became the first financial institution to receive the Japan Quality Award.

Even after the awards, we have evolved Business Quality Improvement Activities into CSR management along with the evolution of efforts. In addition, we have evolved CSR management into DSR management in order to further demonstrate our unique strengths by taking the opportunity to new foundation as listed company. We have consistently worked on DSR management even if the top management is changed. As a result of continuing such activities, In the Dai-ichi Life Group, every one of our employees becomes an organization that aims for the best for various customers and other stakeholders, and makes ingenuity and constant efforts.

In addition, as a place for sharing and honoring best practices of "DSR management", the "DSR Convention" is held once a year, and representatives from domestic and overseas group companies are participating. By sharing and utilizing best practices, we have been generating synergies throughout the Group and accelerate the growth of the Dai-ichi Life Group.

We will continue to realize sustainable value creation through the practice of "DSR management" from now on.

* "DSR" stands for "Dai-ichi's Social Responsibility".



Each employee supports DSR management



Share and recognize favorable examples of DSR (DSR Convention)