

## Together with International Society and Local Communities EC 8

The T&D Life Group wishes to be a good corporate citizen and grow together with the society. The Group's companies, employees and foundations are engaged in a wide range of social contribution activities.

### Social Contributions by the T&D Life Group

The T&D Life Group has formulated the T&D Life Group CSR Charter based on the Group's Corporate Philosophy of "With our 'Try & Discover' motto for creating value, we aim to be a group that contributes to all people and societies." The Group will, naturally, contribute to communities and to society through its main business, but takes it for granted that companies as corporate citizens are expected to contribute to society.

In accordance with this thinking, the Group contributes to society in numerous ways through the activities of T&D Holdings, Group companies and Group foundations and through volunteer work on the part of Group executives and employees.

### Blood Donation Drive

The T&D Life Group arranges blood donations to the Japanese Red Cross Tokyo Metropolitan Blood Center. In a joint Group undertaking every year, a blood donation clinic is set up for two days at the Shiodome Head Office Building. Executives and employees are encouraged to donate and 134 people did so in fiscal 2008. Beginning in fiscal 2009, the Group is planning to hold this activity twice a year.



Donating blood at the Shiodome Head Office Building

### Disaster Relief Fund Donations

The T&D Life Group or Group companies make contributions to disaster relief funds when major disasters occur.

#### ● Group Donations in Fiscal 2008

In May–June 2008, Taiyo Life, Daido Life, T&D Financial Life, the Friends of Taiyo Life Goodwill Circles and the Daido Life Employees' Community Contribution Club gave a total of five million yen to support relief and recovery efforts after a major earthquake in China's Sichuan Province. The donations were made via the Japanese Red Cross Society, the Japan Committee for UNICEF and Japan Platform.

### Nationwide Clean Campaign Taiyo Life

Wishing to contribute to the local community, in 1982 Taiyo Life began a clean-up drive around the Taiyo Life Head Office once a year. In 2004, it renamed this activity the "Nationwide Clean Campaign" and its branch offices throughout Japan have started clean-ups of the areas around their own buildings. In fiscal 2008, a total of 8,398 Head Office, affiliate and branch employees and their families participated in this campaign.

The Shiodome Head Office implemented the "Minato-Shiba Area Clean-up Project" in cooperation with Tokyo's Minato Ward Office and also in a tie-up with the "No Butts Here" (areas where throwing cigarette butts on the street is prohibited) movement. Member companies of the Minato Eco-conscious Consortium and local residents took part as well. In the Minato-Shiba Area Clean-up Project in July 2009, employees from other Group companies (Daido Life, T&D Financial Life, T&D Asset Management, T&D Holdings and others) also helped out, promoting stronger awareness of the environment of their work locations.



Nagoya West Branch



Shiodome Head Office

### Supporting the Japan Down Syndrome Society Taiyo Life

Taiyo Life supports the Japan Down Syndrome Society and participates in some activities in partnership with them. The company makes meeting rooms in its building available to the Society for seminars and for council and board meetings. It has also placed ads for *Waku Waku Pokke* children's insurance in the Society's monthly journal. Head Office and branch employees take part in the Society's activities as volunteers and the movement has begun to spread.

In fiscal 2008, our employees supported, as volunteers, the activities of Japan Down Syndrome Society such as National Convention held in Gotemba, Shizuoka Prefecture, a bicycle-riding training session in Otsu, Shiga Prefecture, a gathering at the Society's Osaka branch.



A bicycle-riding training session for people with Down Syndrome

## Supporting the National Sports Games for the Disabled Daido Life

In 1992 when the company celebrated its 90th anniversary, the first National Sports Games for the Mentally Handicapped (Yuaipic)\* was held in Japan, and Daido Life has been a special supporter of this annual event since then.

It is the largest sports event for people with disabilities in Japan, aiming at helping the disabled experience a pleasure of sports, deepen the public understanding about the disabled and promote greater social participation by the disabled. Every year, Daido Life sets up a place called Daido Life Corner in the Fureai Plaza where the athletes and others interact. Many executives and employees of Daido Life participate in this event as volunteer staff.



Eighth National Sports Games for the Disabled



A competition at the Games

\*The National Sports Games for the Mentally Handicapped merged with the National Sports Games for the Physically Disabled in 2001, and has been held as the National Sports Games for the Disabled since then.

## Supporting Open Lectures at Universities Daido Life

Daido Life began supporting open lectures at universities in fiscal 2002 to mark the centenary of its founding. In the seven years since then, the lectures have been a popular event attended by a total of 6,000 people.

In fiscal 2008, open lectures were held at nine universities—Fukushima University, Hosei University, Meiji University, Yokohama National University, Nanzan University, Kansai University, Kwansai Gakuin University, Hiroshima University and Fukuoka University—to offer business owners of small to medium enterprises and others an opportunity to obtain the latest knowledge and skills relevant to business management.



Open lecture

## Supporting Learning on Alternative Investing Daido Life

Daido Life supports lectures on alternative investing, which is one of several investment methods. From fiscal 2003 to fiscal 2008, Daido Life made a yearly donation of 100,000 US dollars to Columbia University's business school alternative investment program as a lead corporate sponsor.

## Employees' Voluntary Initiatives

### ● Friends of Taiyo Life Goodwill Circles Taiyo Life

The Friends of Taiyo Life Goodwill Circles ("Friends") was established in December 2005 to support voluntary social contribution activities by the company's executives and employees.

The members of Friends are executives and employees of Taiyo Life and its affiliates totaling 8,521 people as of March 31, 2009. Members voluntarily contribute odd amounts under 100 yen from their monthly take-home pay or an amount, integral multiple of 100 yen (maximum 1,000 yen) per month.

At the same time, the company adopted a matching gift system to support the activities of the Friends. Under this system, the company provides a certain amount onto the donations made by the members or bears the associated costs.

### Donating Book Bags to Children in Afghanistan and Mongolia

Taiyo Life began participating in and encouraging company-wide cooperation in this initiative by the Japanese Organization for International Cooperation in Family Planning (JOICFP) in fiscal 2006. That year, 108 book bags were collected, 209 in fiscal 2007, 182 in fiscal 2008 and 225 in fiscal 2009 (as of April 2009). The bags are sent to children in Afghanistan and Mongolia.

The Friends of Taiyo Life Goodwill Circles cover the shipping cost of 1,800 yen per bag. Please see the JOICFP website for local reports and other information concerning the donated book bags.



In-house sales representatives with donated book bags (Shinjo Sales Office)

### ● Daido Life Employees' Community Contribution Club Daido Life

The Daido Life Employees' Community Contribution Club is a volunteer organization of executives and employees established in 1992 to promote and support various volunteer activities. Funds from donation drives soliciting voluntary contributions from executives and employees and through rounding off the last digits of their salaries, and from events such as charity bazaars, are contributed to facilities and organizations dedicated to helping people with disabilities throughout Japan and are used to support relief efforts in disaster-stricken areas.

### One-day Outing Volunteer Activity



Volunteers helping out

At Daido Life, the One-day Outing Volunteer Activity for the Physically Disabled, in which employees take a volunteer leave day to spend with the physically disabled, was established in 1994. This activity helps deepen understanding of disabilities as volunteers spend the day interacting or assisting disabled individuals who have few opportunities to go out.

## Activities of Foundations

Establishment and Objectives	Main Activities		Related Photos
<p><b>Taiyo Life Himawari Foundation</b></p> <p>Established in 1984 to commemorate the 90th anniversary of the founding of Taiyo Life.</p> <p>This foundation works to improve social welfare in Japan by sponsoring projects to enhance welfare for the elderly and the disabled.</p>	<p>Project grants</p>	<p>Grants to projects by volunteer groups and NPOs working to benefit the elderly or the disabled living at home.</p>	 <p>Smiles from "Salon for Seniors" users</p>
	<p>Research grants</p>	<p>Grants for research and surveys regarding lifestyle diseases and the health and welfare of the elderly</p>	 <p>Children enjoying the uni-jump equipment</p>
<p><b>Daido Life Welfare Foundation</b></p> <p>Established in 1974. Based on the idea of "people first," this foundation helps promote health maintenance and social welfare in Japan by providing grants to reduce health hazards due to a poor living environment, etc.</p>	<p>Regional health and welfare research grants, volunteer activity grants</p>	<ul style="list-style-type: none"> <li>● <b>Regional health and welfare research grants</b> Provides grants for research in community health, medical care and welfare by people working in the health or welfare fields.</li> <li>● <b>Company worker volunteer activity grants</b> Provides grants to salaried workers volunteering for senior or disabled persons' welfare activities on their days off.</li> <li>● <b>Senior volunteer activity grants</b> Provides grants for volunteers aged 60 and above.</li> </ul> <p>At the end of fiscal 2008, the foundation had funded a total of 2,835 projects through grants totaling 1,429.96 million yen.</p>	 <p>Grant presentation ceremony</p>
	<p>Home nursing consultation and training seminars</p>	<p>Provides advice regarding long-term care for the elderly and the sick, and classes for training in in-home care techniques. Held jointly with the Osaka Center of the Japanese Red Cross Society since 1980, with 4,400 people taking the course since then.</p>	 <p>At a home nursing consultation and training seminar</p>
<p><b>The Daido Life Foundation</b></p> <p>The Daido Life Foundation was established in 1985 to mark the company's 80th anniversary.</p> <p>The objective of the foundation is to promote international mutual understanding through cultural exchanges or grants, contributing to the internationalization of Japan.</p>	<p>Daido Life Foundation Awards for Area Studies</p>	<p>Daido Life Foundation Awards for Area Studies are presented to researchers with significant achievements in areas of particular importance to their part of the world, and to people with significant accomplishments in advancing mutual understanding at the international level. Since 1986, individuals with significant accomplishments in advancing mutual understanding at the international level have been recognized annually with the Area Studies Special Award.</p>	 <p>Awards for Area Studies presentation ceremony</p>
	<p>Translation and publication activities</p>	<p>Translation and publishing of modern Asian works into the Japanese language, and of Japanese literature and biographies into various Asian languages, for the purpose of deepening mutual understanding between Japan and Asian countries. Donation of books to national libraries and other bodies.</p>	 <p>Scholarship students</p>
	<p>Activities in support of education</p>	<p>Scholarships for students from Southeast Asia, to develop human resources contributing to international mutual understanding. Donation of Japanese-language literary works to universities with Japanese language courses. Donation of books and school supplies to disadvantaged children.</p>	<p>&lt;Activities in the Future: School Building Project&gt; As part of commemorative activities for the centennial of its founding, Daido Life has built 16 schools in five Southeast Asian countries—Myanmar, Thailand, Cambodia, Laos, Vietnam. This commemorative project has been completed, but more schools will be built in Laos, where the education infrastructure is poor, from fiscal 2009 to fiscal 2013 to further advance international mutual understanding.</p> <p><b>Basic Policy and Approach</b></p> <ul style="list-style-type: none"> <li>● Schools suitable for the locale will be built after seeing local conditions and receiving input from local residents.</li> <li>● Several schools will be inspected, to decide which schools to rebuild.</li> <li>● Foundation officials will attend completion ceremonies, to ascertain that construction has been completed.</li> </ul>