

# VII Social Activities

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## 1. Basic Concept

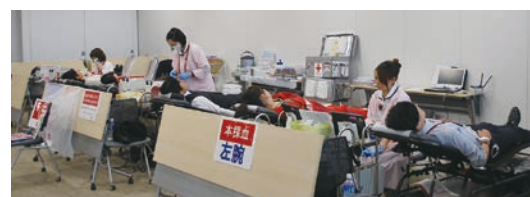
### 1-1 Basic Concept

As a Group engaged in the life insurance business with its highly public and social nature, the T&D Insurance Group implements a variety of initiatives for social activities and conserving the environment. In addition, the Group supports the volunteer activities of its employees and gets involved in social programs by partnering with the foundations. As a life insurance group, our ultimate aim is to achieve sustained growth in step with society in view of our commitment to fulfilling our public mission and meeting our social responsibilities. To that end, our efforts focus primarily on “improving health, medical care and welfare” and “developing a sound society.”

## 2. Improving Health and Welfare (Health, Medical Care, Welfare, etc.)

### 2-1 Blood Donation Drives

The T&D Insurance Group cooperates with the Japanese Red Cross Tokyo Metropolitan Blood Center to sponsor blood donation drives. We hold biannual blood donation drives in the summer and the winter at our head office building, and executives and employees are encouraged to donate blood. In fiscal 2019, a total of 380 people in the Group donated blood during the drive.



### 2-2 Friends of Taiyo Life Goodwill Circles

The Friends of Taiyo Life Goodwill Circles (“Friends”), which was established in December 2005 and is composed of executives and employees from Taiyo Life and its affiliates, has 8,003 members as of March 31, 2020. In order to support social contribution activities on a monthly basis, the members contribute any fractions less than one hundred yen from their take-home salary. At present, the Friends mainly provides supports for local community-based social contribution activities driven by branches nationwide and head office departments, environmental conservation activities in cooperation with NPOs and the like, and educational support. Details of the activities are posted in Taiyo Life’s in-house journal, through which the company is calling for broader participation by executives and employees in the activities.

#### 《Major Activities in FY2019》

- Support for the Japan Down Syndrome Society
- Environmental conservation activities in *Taiyo Seimei no Mori* (the Forests of Taiyo Life)
- Collected and donated plastic bottle caps, used postage stamps, and other items

### 2-3 Daido Life Employees’ Community Contribution Club

The Daido Life Employees’ Community Contribution Club, which was established in 1992 as an independent organization for corporate citizenship activities and is composed of Daido Life’s executives and employees, works to promote and support fundraising activities and volunteer activities. In addition, since 1994, the club has been implementing the One-day Outing Volunteer Activity for the Physically Disabled. Under this program, employees take volunteer work leave to help people with physical disabilities, who are rarely able to go outside in everyday life, so that they can take part in an outing. The program offers participants opportunities to deepen their understanding of disabilities by directly interacting with disabled people while talking and dining together, assisting wheelchair users, providing walking assistance and so forth.

#### 《Major Activities in FY2019》

- Fundraising and donations: Proceeds from donations from executives and employees and revenues from the charity calendar exhibitions were used as funds to make contributions to organizations that support social charitable activities and facilities for the disabled affected by natural disasters such as the Reiwa 1 East Japan Typhoon.
- Volunteering: We provided operational and other support for the One-day Outing Volunteer Activity for the Physically Disabled and for a music concert by persons with disabilities.
- Collection of used postage stamps and other items: The items collected from headquarters divisions, branches nationwide, and affiliates benefit international medical cooperation through donations to organizations that support social contribution activities. We are also making donations to UNICEF through the collection of plastic bottle caps.



## 2-4 Supporting the Japan Down Syndrome Society Taiyo Life

Taiyo Life and members of Taiyo Life Goodwill Circles (“Friends”) support the Japan Down Syndrome Society.

### 《Main Activities》

- Support activities as a supporting member of the association
- Provide Taiyo Life conference rooms for use as venues for seminars held by the association and for meetings of its Board of Trustees and Board of Directors
- Participation of the corporate officers and employees of branches and head office departments as volunteers at association activities



## 2-5 The Daido Life Welfare Foundation

### 《Purpose of Establishment》

Daido Life established the foundation in 1974. The foundation aims to contribute to public health and welfare by providing grants to programs designed to address health problems arising from the deterioration of environmental living conditions, together with various issues associated with the sharp increase in the number of elderly people.

### 《Main Activities》

#### ● Subsidies for Regional Health and Welfare Research and Volunteering

- Subsidy for regional health and welfare research: We subsidize research relating to community health, medical care, and welfare by public health and welfare professionals closely tied to local regions.
- Subsidy volunteer activities for seniors: We subsidize “volunteer activities for exchange that promote the welfare of seniors and persons with disabilities, and the sound psychological development of children” conducted by a group of volunteers aged 60 and older.
- Subsidy for volunteer activities by business people: We subsidize “volunteer activities for exchange that promote the welfare of seniors and persons with disabilities, and the sound psychological development of children.” These activities are conducted by business people, who normally work in corporate or other settings, on their days off.



《Cumulative Grants from Establishment to FY2019》 4,108 grants; 1,663.57 million yen

#### ● Publication of the “Environment and Health” Series Brochures

Published the “Environment and Health” series brochures, which contain articles written by experts in a compact and reader-friendly style on various issues of particularly high public interest in areas of the environment, health and welfare. Since its launch in 1975, 74 brochures have been published. To ensure that these brochures are accessible to many people publications in recent years were digitized and made public on the foundation’s website.

#### ● Home Care/Nursing Consultation and Workshop

A video mostly depicting scenes from the home care/nursing consultation and workshop is available as a DVD and can be borrowed free of charge.

## 2-6 The Taiyo Life Welfare Foundation

### 《Purpose of Establishment》

Established in 1984 to commemorate the 90th anniversary of the founding of Taiyo Life. This foundation works to improve social welfare in Japan by sponsoring the projects to enhance welfare of the elderly and the disabled.

\* In December 2009, when the foundation was authorized as a public interest corporation, the name of the foundation was changed from Taiyo Life Himawari Foundation to the Taiyo Life Welfare Foundation.

### 《Main Activities》

- Project grants: Grants to the projects by volunteer groups working to contribute to the welfare of the elderly, the disabled living at home, and those with dementia.
- Research grants: Grants for study and research regarding healthcare and medical care for the elderly and lifestyle diseases and welfare of the elderly.

《Cumulative Grants from Establishment to FY2019》 2,184 grants; 1,276.79 million yen

#### ● Main Activities in FY2019

In fiscal 2019, aiming to fulfill its key founding objective of contributing to improved social welfare, the foundation continued offering grants to projects undertaken by volunteer groups working resolutely to enhance the welfare of local communities. The foundation also awards research grants to study and research programs seeking to improve the welfare of the elderly and so on. In fiscal 2019, a total of 77 grants (worth 22.75 million yen) were offered to 71 volunteer/NPO projects (19.95 million yen) and 6 study/research projects (2.80 million yen).

### 3. Developing a Sound Society (Education, Sports, Local Community Contribution, etc.)

#### 3-1 Nationwide Clean Campaign Taiyo Life

Taiyo Life is active in cleanup efforts nationwide, an activity that contributes to the local community. We have cleaned up the areas around our headquarters each year since 1982. Since 2004, we have conducted cleanups around our branches nationwide as part of the “Nationwide Clean Campaign,” from as far north as Hokkaido to as far south as Okinawa. In fiscal 2019, a total of 6,779 people (including employees’ family members) participated nationwide. Employees are united in their commitment to contribute to society, conducting the cleanups as a way to thank our local communities for their long-standing support.



#### 3-2 Sponsorship of the Japan Junior High School Rugby Football Tournament Taiyo Life

Since fiscal 2011, Taiyo Life has been a special sponsor of the Japan Junior High School Rugby Football Tournament (Taiyo Life Cup) hosted by the Japan Rugby Football Union (JRFU). Taiyo Life chose this sponsorship in sympathy with the basic spirit of Rugby, “all for one, one for all” which is common to the basic principal of life insurance. At the same time, Taiyo Life agrees with the objective of the tournament, which can be summarized as “helping young rugby players and other youth to develop the quality and skills necessary for shaping a sound society.” Accordingly, we are extending our support for the sound development of young people through promoting junior high school rugby in cooperation with the JRFU.



#### 3-3 Supporting Sports for People with Disabilities Daido Life

The first National Sports Games for the Mentally Handicapped (Yuaipic)\* was held in 1992, when Daido Life celebrated its 90th anniversary. Since then, Daido Life has been a special sponsor of the National Sports Festival for People with Disabilities every year. It is the largest sports event for people with disabilities in Japan, aiming at helping the disabled experience the joy of playing sports, raising public awareness about their lives, and promoting greater social participation. Every year, Daido Life sets up a company booth in the Fureai Hiroba (Get-Together Plaza), a venue for interacting with participating athletes. The executives and employees of Daido Life, Taiyo Life, and other affiliated organizations work as volunteers to support this event.



We have been official partners of the Japanese Para-Sports Association since January 2015 and of the Japan Para Archery Federation since January 2018. As a partner, we have worked to develop sports for persons with disabilities and to spread awareness.

\* 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 Festival for People with Disabilities since then.

#### 3-4 Official Partner Agreement Concluded with Japan Deaf Football Association (JDFA) T&D Financial Life Insurance

T&D Financial Life Insurance signed an official partner agreement with the Japan Deaf Football Association in June 2018. As an official partner, T&D Financial Life will contribute to the development and spread of deaf soccer and futsal, by supporting the activities of the Japan national deaf soccer and futsal teams, and promoting sports for persons with disabilities.



#### 3-5 Special Sponsorship of the Shiki Theatre Company’s Kokoro no Gekijo Daido Life

Since fiscal 2018, the company has served as a special sponsor of Kokoro no Gekijo in order to deliver excitement to children, who will lead the future of Japan. Kokoro no Gekijo is a social contribution project organized by the Shiki Theatre Company and the BUTAIGEIJUTSU CENTER (sponsored by the Agency for Cultural Affairs). This project aims to realize a spiritually enriched society through theatrical performance, by conveying to children the most important things in life, such as the importance of life, a sense of caring for others, and the joy of believing in each other.

In fiscal 2019, volunteers from Daido Life helped to stage 17 performances of Kokoro no Gekijo across Japan.



Photo by Akihito Abe



### 3-6 The GDH Together Movement Daido Life

Starting in fiscal 2017, Daido Life has implemented the GDH Together Movement on a company-wide basis as part of its regional and social contribution activities.

For this movement, each division at the head office and branches throughout Japan expresses its creativity through various activities that contribute to the SDGs, such as community-based cleaning activities, support for persons with disabilities, and donations to developing countries.

\* GDH (Gross Daido Happiness) indicates the satisfaction levels of all stakeholders related to Daido Life.



### 3-7 Endowed Open Courses at Universities Daido Life

Daido Life began annually endowing open courses at universities in fiscal 2002 as part of the company's centenary celebrations. These courses offer a lineup of topics that include a mixture of theory and practice, and provide managers of small- to medium-sized businesses (SMEs) with opportunities for acquiring knowledge and skills relevant to management and business. The courses have been very well received by those who have attended them, with over 15,000 people participating over the past 18 years. In fiscal 2019, courses were held at six universities: Fukushima University, Japan Women's University, Meiji University, Kwansai Gakuin University, Kansai University, and Fukuoka University. In addition, in order to make such opportunities accessible to an even greater number of people, the company also held courses at the *Hito wo Taisetsu ni Suru* (Taking good care of people) Institute of Business Administration.



### 3-8 The Daido Life Foundation

#### 《Purpose of Establishment》

The Daido Life Foundation was established in 1985 in celebration of the company's 80th anniversary. The objective of the foundation is to promote international mutual understanding through cultural exchanges with or grants to other countries, thereby contributing to the internationalization of Japan.

#### 《Main Activities》

##### ● Presentation of Daido Life Foundation Awards for Area Studies

To encourage area studies globally, the foundation gives Daido Life Foundation Awards for Area Studies and Daido Life Foundation Encouragement Awards for Area Studies to researchers who have achieved superior results in area studies. Daido Life Foundation Area Studies Special Awards are presented to individuals who have made a distinguished contribution to deepening international mutual understanding.

##### ● Translation and Publication Activities

The foundation aims to help Japanese people deepen their understanding of the history, cultures and customs of other Asian countries and facilitate friendship between them. The foundation undertakes translation of literature published in the region; 74 contemporary Asian works including novels, poems, and essays from 13 countries have been translated into Japanese and donated to universities and public libraries across Japan. With a view to increasing readers of and interest in these works, the foundation has digitized these publications since fiscal 2012 and has made them available for free in an electronic format on their website. On the other side, Japanese literature and biographies of Japanese figures are translated into various Asian languages in a bid to help people in the region to develop a better understanding of Japan and its culture. A total of 45 Japanese works have been translated into local languages for publication in 8 countries and donated to local universities and libraries.



##### ● Educational Support Activities

The foundation offers support to improve educational environments in Southeast Asian countries by sponsoring school construction projects (20 schools constructed in 5 countries) and donating books and school supplies in the hope to raise awareness of the importance of school-based education in local communities. In commendation of its efforts and contributions to education over the years, the foundation was conferred a Third Order of Labor Merit by the government of Laos in February 2013.

### 3-9 Hosting Internship Program Daido Life

Daido Life provides college students with internship opportunities in order for them to understand the life insurance business, both for general business operations and specialized operations such as actuary, asset management, and the payment of insurance claims. Internship opportunities are provided at both the head office (Tokyo/Osaka) and branches (Sendai/Nagoya/Hiroshima/Fukuoka) of the company. The students can practice working experience in the workplace related to their university major and career interest, and utilize the experience to design a specific career plan and consider their aptitude. Through the program, they will be motivated to work and deepen their understanding of the required knowledge and skills and a typical workplace environment.



### 3-10 Support for Areas Affected by Disasters

When a major disaster occurs, the T&D Insurance Group and its Group companies provide support that includes making contributions to disaster relief funds and cooperating with recovery work.

Shortly after the Great East Japan Earthquake, the Group promptly dispatched its executives and employees to the affected areas. There, they participated in volunteer activities such as removing rubble, bringing in relief goods, and rebuilding individual homes and temples/shrines.

In subsequent years, the Group has been continuing to provide a broad range of support, including making donations. We also donated contributions for the relief of victims of the Reiwa 1 East Japan Typhoon that struck in October 2019.

### 3-11 Daido Life Survey Daido Life

Since October 2015, Daido Life has been conducting the Daido Life Survey, a monthly survey that collects the opinions of the managers of SMEs on such matters as business confidence and management issues, in order to help them by providing corporate management tips. Daido Life sales representatives have visited about 10,000 SMEs across the country to hear the unfiltered opinions of their business owners. The results of the survey are compiled into a report that is sent to customers across Japan and also made available to the general public. This nationwide survey reflects the realities of SMEs and helps their owners resolve the management challenges they face.



Daido Life website  
[Daido Life Survey]

