[Unofficial Translation]

May 15, 2015

Koichiro Watanabe
President and Representative Director
The Dai-ichi Life Insurance Company, Limited
Code: 8750 (TSE First section)

# Notice Regarding the Repurchase of the Company's Shares

(Under the Provision of its Articles of Incorporation
pursuant to Article 165, Paragraph 2 of the Companies Act of Japan)

The Dai-ichi Life Insurance Company, Limited (the "Company"; President: Koichiro Watanabe) hereby announces that its board of directors has resolved at its meeting held on May 15, 2015 to repurchase the Company's shares under the provision of Article 156 of the Companies Act of Japan, as applied pursuant to Article 165, Paragraph 3 of the same, as follows.

**1. Reason for the Repurchase of the Company's shares**

To enhance shareholder return through the implementation of a flexible capital policy and the improvement of capital efficiency.

**2. Details of the Repurchase**

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|---|---|
| (1) Class of shares to be repurchased: | Shares of common stock |
| (2) Aggregate number of shares to be repurchased: | Up to 10,000,000 shares (0.83% of the total issued and outstanding shares excluding treasury stock) |
| (3) Aggregate price of shares to be repurchased: | Up to 15.0 billion yen |
| (4) Period of repurchase of shares: | From May 18, 2015 to July 27, 2015 |
| (5) Method of repurchase of shares: | Open-market repurchase by the trust method |

**(Reference)**

**Status of treasury stock held by the Company as of April 30, 2015**

| | |
|---|---|
| (1) Total number of issued and outstanding shares: | 1,198,023,000 shares (excluding treasury stock) |
| (2) Number of treasury stock: | 0 shares |

*The above number of treasury stock does not include shares owned by (1) the Stock Granting Trust of the Company (J-ESOP) and (2) the Trust Fund for Dai-ichi Life Insurance Employee Stock Holding Partnership (E-ship®), which owned 6,518,500 shares as of March 31, 2015.

[Unofficial Translation]

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This press release may contain statements that are “forward-looking statements" regarding our intent, belief or current expectations of management with respect to our future results of operations and financial condition. Any such forward-looking statements are not historical facts but instead represent only our belief regarding future events, many of which, by their nature, are inherently uncertain and outside our control. Important factors that could cause actual results to differ from those in specific forward-looking statements include, without limitation, economic and market conditions, consumer sentiment, political events, level and volatility of interest rates, currency exchange rates, security valuations and competitive conditions. Forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ.