



[Unofficial Translation]

June 26, 2017

Dai-ichi Life Announces New Appointment

Dai-ichi Life Holdings, Inc. (the “Company”; President: Seiji Inagaki), hereby announces that its board of directors has resolved that Richard J. Bielen to be treated like executive officer of the Company as of July 1, 2017.

1. Appointment as of July 1, 2017

Name	Title as of July 1, 2017
Richard J. Bielen	Treated like executive officer of the Company President and Chief Executive Officer of Protective Life Corporation

2. Biography

Name	Richard J. Bielen
Date of Birth	June 12, 1960
Education	<p>1982 Bachelor of Science, New York University</p> <p>1983 Master of Business Administration, New York University</p>
Career History	<p>1983 Joined Arthur Andersen & Co.</p> <p>1986 Joined Oppenheimer & Co.</p> <p>July 1991 Joined Protective Life Corporation</p> <p>January 2002 Protective Life Corporation Senior Vice President, Chief Investment Officer and Treasurer</p> <p>August 2006 Protective Life Corporation Executive Vice President, Chief Investment Officer and Treasurer</p> <p>June 2007 Protective Life Corporation Vice Chairman and Chief Financial Officer</p> <p>January 2016 Protective Life Corporation President and Chief Operating Officer</p> <p>July 2017 Protective Life Corporation President and Chief Executive Officer</p>