Financial Analyst Meeting for the Six Months Ended September 2019

November 21, 2019 Dai-ichi Life Holdings, Inc.





Time	Agenda	Presenter	Title		
Group Strategy					
13:00 - 13:10	 First Half Results (Six Months ended September 30, 2019) Business Update 	Seiji Inagaki	Representative Director, President, Dai-ichi Life Holdings, Inc.		
Overseas Life Insurance Business Strategy					
13:10 - 13:30	U.S. • Protective Life Corporation	Steven G. Walker	Executive Vice President, Chief Financial Officer, Protective Life Corporation		
13:30 - 13:50	Asia Pacific •Vietnam and New Markets: Cambodia and Myanmar •Synergy in Asia Pacific Region	Takashi Fujii	Chairman, DLI Asia Pacific Pte. Ltd.		
13:50 -	•Q&A Session				

Group Strategy

•FY2019 First Half Results

Business Update

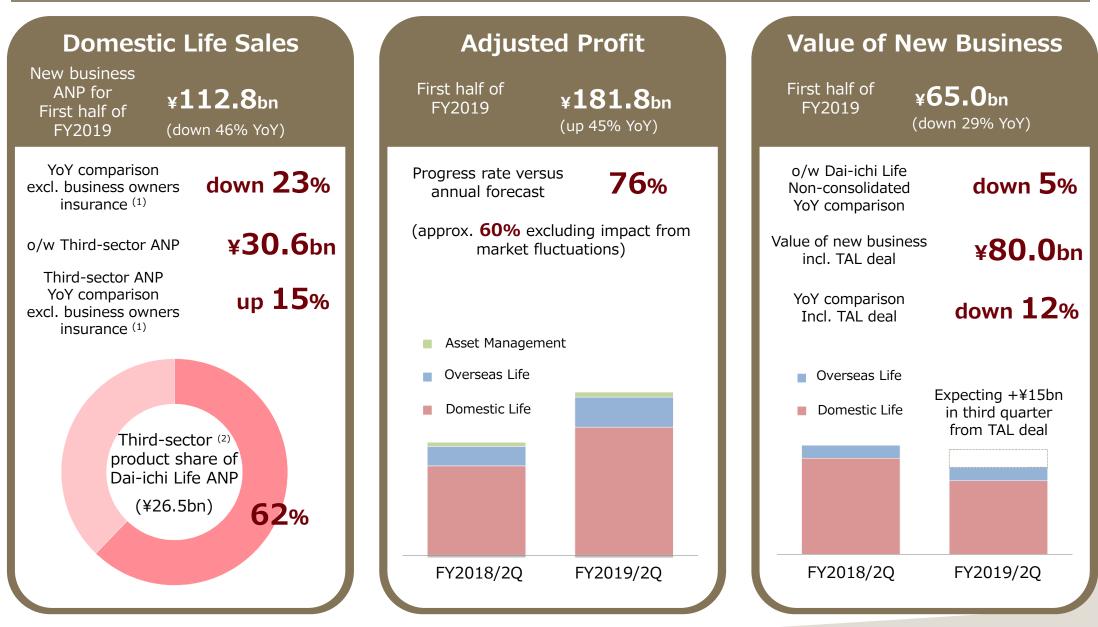
Seiji Inagaki, Representative Director, President Dai-ichi Life Holdings, Inc.



FY2019 First Half Results

Highlight - 1





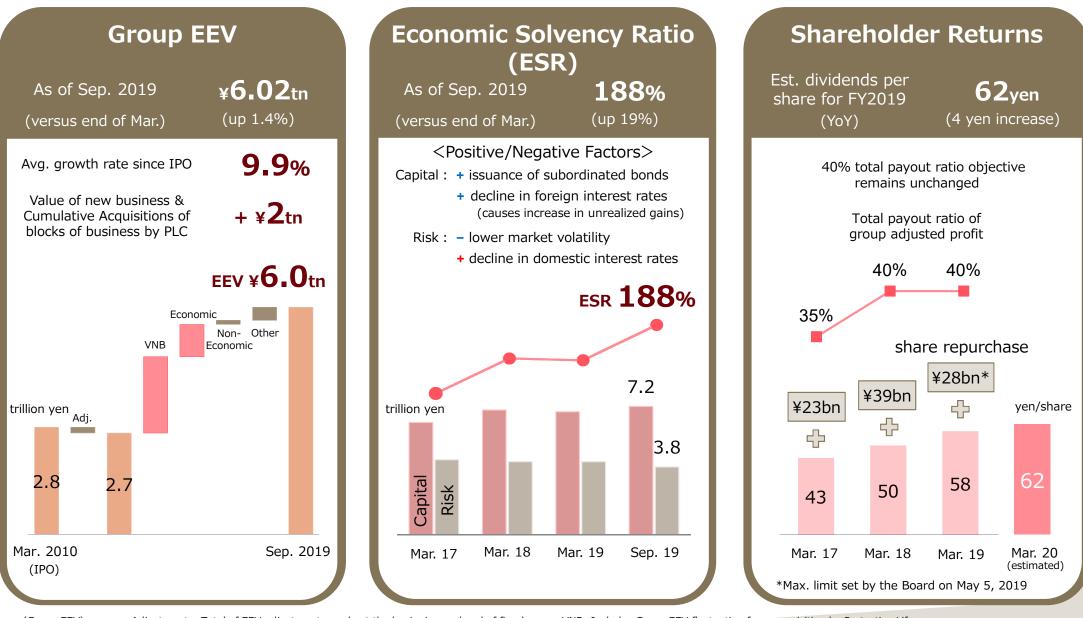
(1) Sales of business owners insurance were suspended in Feb. 2019 but resumed at the DL-dedicated channel from August and at the Agency channel from September 2019.

(2) Based on FY2019 Q2 new business ANP results.

FY2019 First Half Results

Highlight - 2



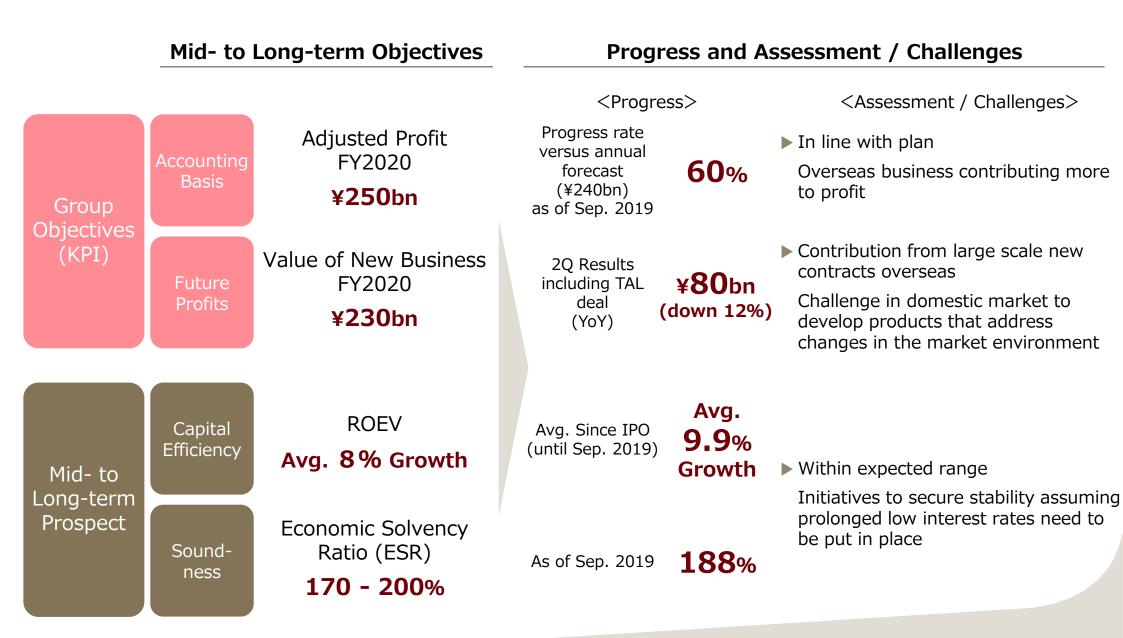


(Group EEV) Adjustments: Total of EEV adjustments made at the beginning and end of fiscal year VNB: Includes Group EEV fluctuation from acquisition by Protective Life Economic Assumption: Total of expected business contribution (market-consistent approach/top-down method) and economic variances. Non-economic assumptions: Total of non-economic experience variances and non-economic assumption changes.

Other: Total of impact of transition to a holding company structure, Changes in value of non-covered business and other variances. Risk is calculated based on an internal model with reliability level of 99.5% (holding period of one year Capital and Risk are after-tax based.)

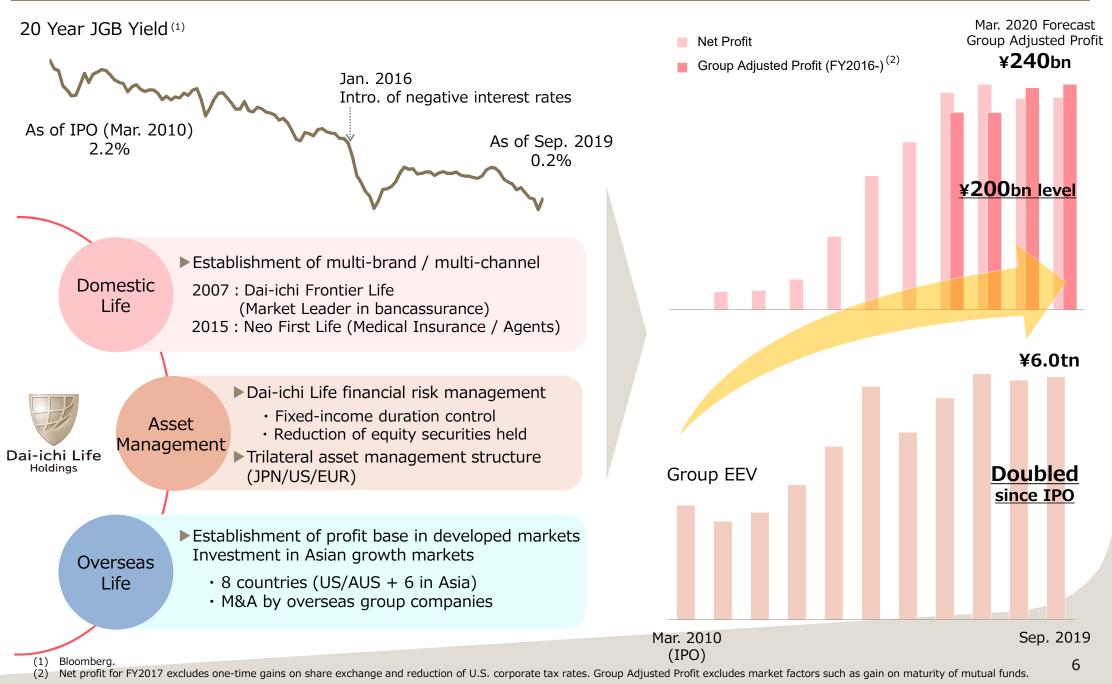
Interim Review of Medium Term Management Plan





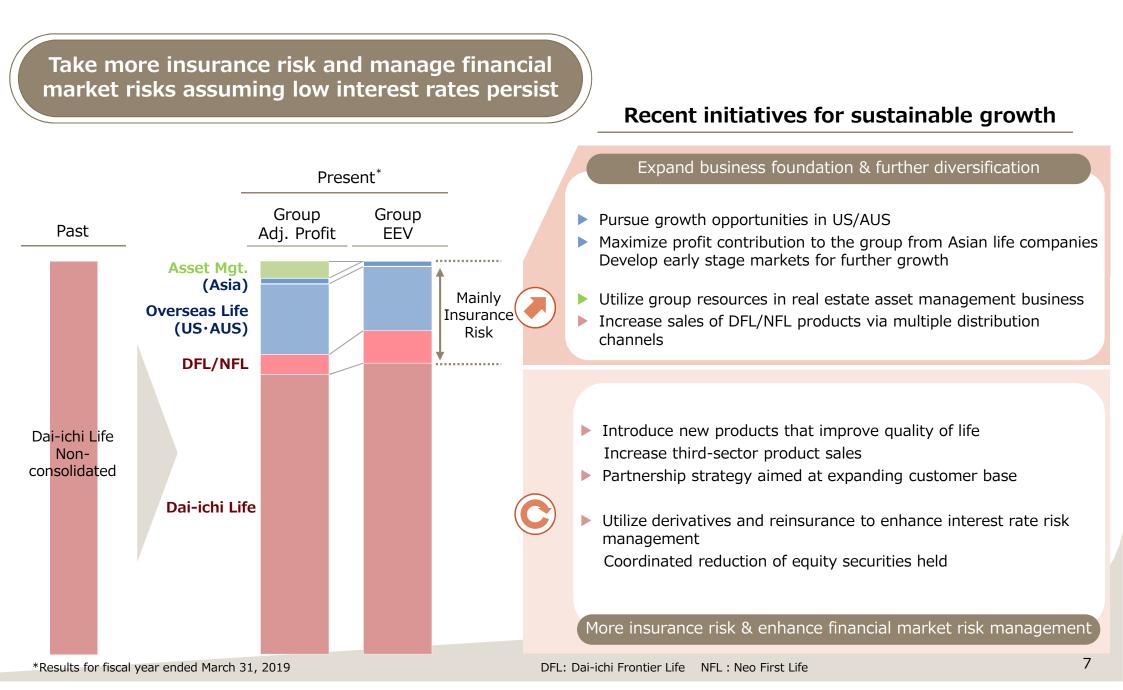
Our Group Strategy Amid Low Interest Rates : Recap





Our Group Strategy Amid Low Interest Rates : Sustainable Growth



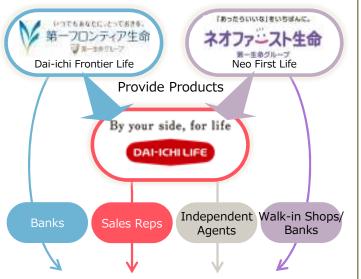


Domestic Life : Cultivate a Wide Customer Base & Develop highly profitable products Dai-ichi Life





 Expand sales through sales representatives (dedicated channel) in a changing environment



Offer products that meet customer needs

Sales of Dai-ichi Frontier Life / Neo First Life products via Dai-ichi Life Sales Representatives

Percentage of new business ANP for FY2018

Percentage of total policies sold

around	20%
around	30%

Increase Third-sector Product sales

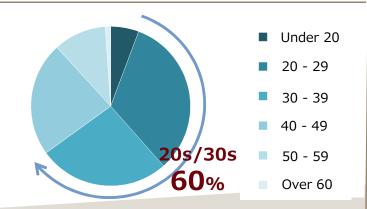
- **認知症保険** "Ninchishohoken" (Dementia Insurance)
- Over 160K policies sold (as of Nov. 2019)
- Highly popular among those in their 70s and over due to more people requiring nursing care
- Dementia prevention app is well-received by users. Engage in further promotion to users and their families
 - **优業不能保険** "Shyugyoufunouhoken" (Income Support Insurance)

(Launched Sep. 2019)

(Launched Dec. 2018)

 Percentage of policies purchased by customers in their prime at the age of 20s/30s is high

Percentage of policies purchased by age (Sep.-Oct. 2019)



Developing a New Customer Base

 Partnership strategy to offer each customer with products that match their individual needs based on various values and lifestyles



Began Oct. 2019 (Pet Insurance) Main Customer Female

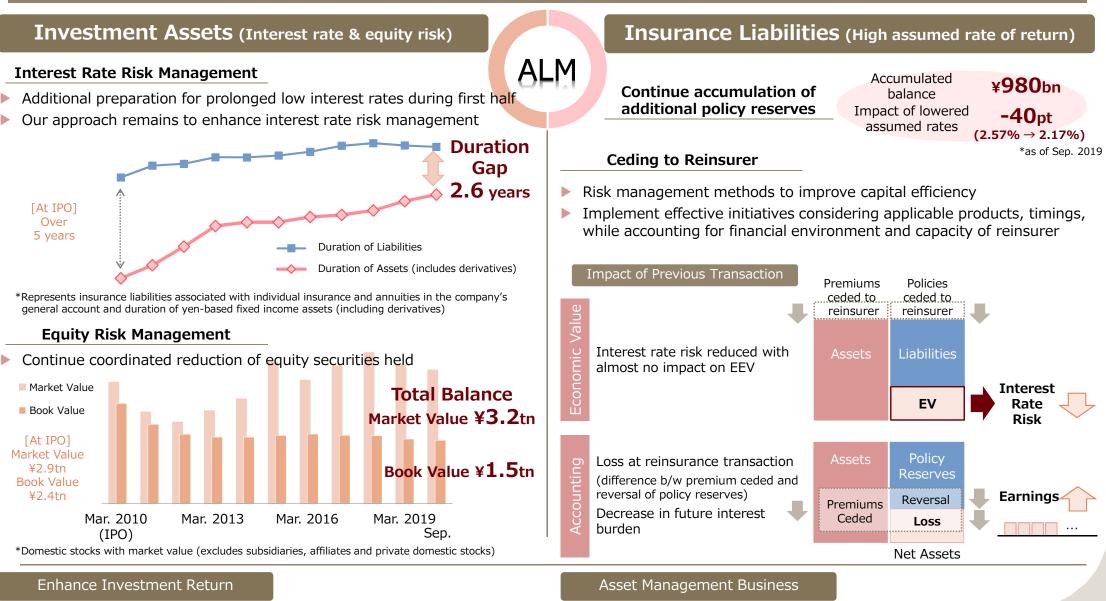
- Appeal to female customers with a new approach
- Two-digit growth is expected for the Japanese pet insurance market

JustinCase Began Aug. 2019 (Mini Insurance) Main Customer Younger Age

- "Snap Insurance" app offers a WEB interface for smart devices
- Insurance distribution via digital channel to reach so-called millennials and Generation Z

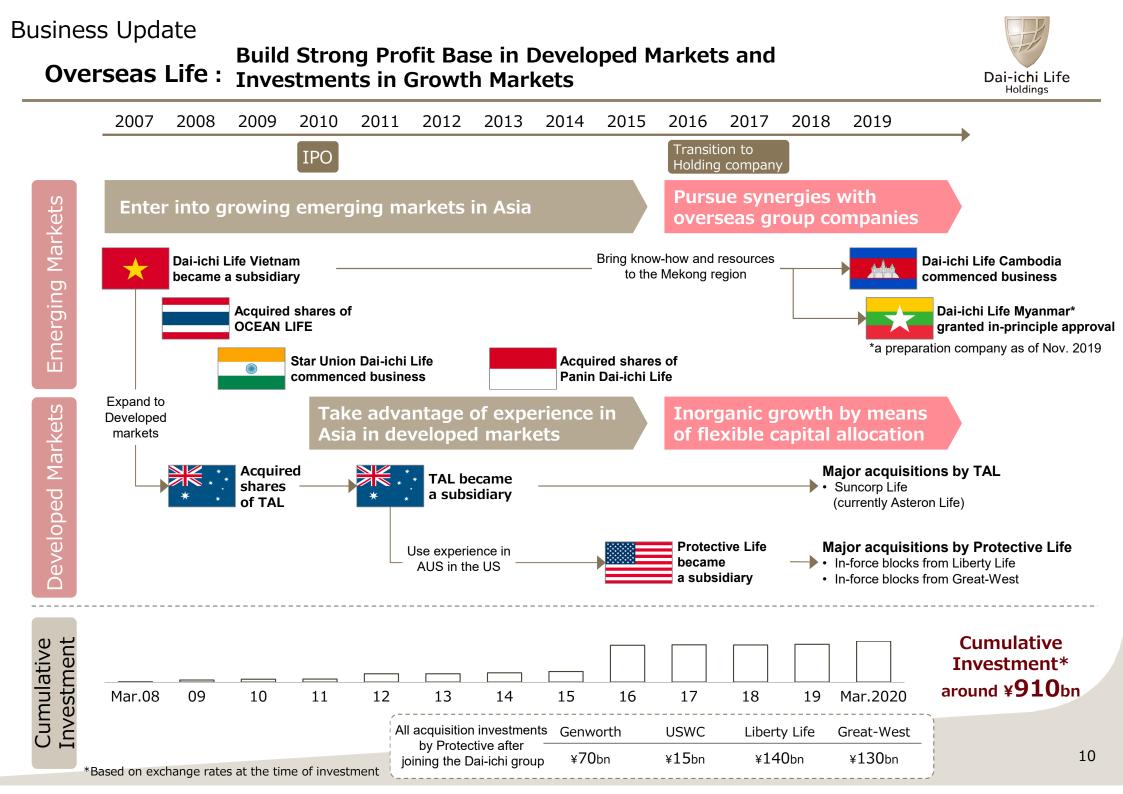
Asset Management : Assets / Liabilities Risk Management





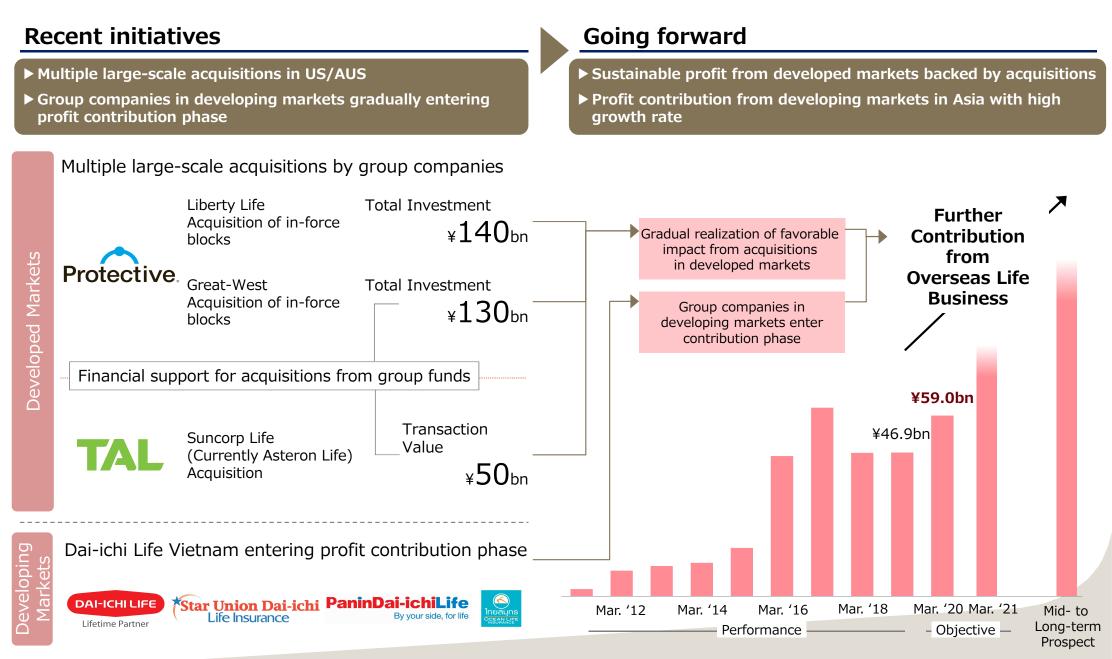
 Expand alternative investments (Established a dedicated department in April 2019)

- "Dai-ichi Life Realty" was established as a real estate asset management company and "Dai-ichi Building" became a wholly-owned subsidiary
- Product co-development with group asset management companies for Dai-ichi Life's group annuities separate account
 9



Overseas Life : Contribute Further to the Group Through Sustainable Profit





References



Dai-ichi Life Group Medium-term Management Plan



Covering FY2018-2020



New Medium-term Management Plan "CONNECT 2020"







~ Strategic Direction ~

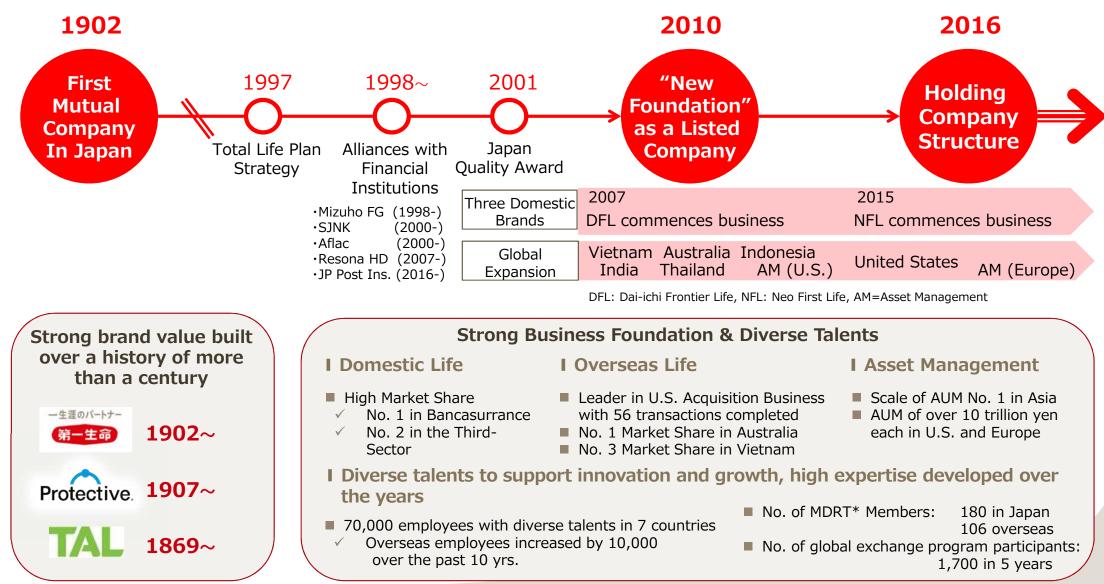
- We will offer products & services using different distribution channels that help improve quality of life^(Note) by building stronger relationships with customers, communities and diverse business partners in a rapidly changing environment.
- We will create unique synergies by leveraging our global network as a competitive advantage and nurture the growth of each group company by strengthening our ties within the group in an intensely competitive market.

(Note) Quality of Life is a concept that reflects not only material wealth and personal independence but also the overall wellbeing, including emotional aspect and self-realization.

Strengths of Dai-ichi Life Group



Continuing to innovate for the improvement in quality of life as a company that stands "By your side, for life"

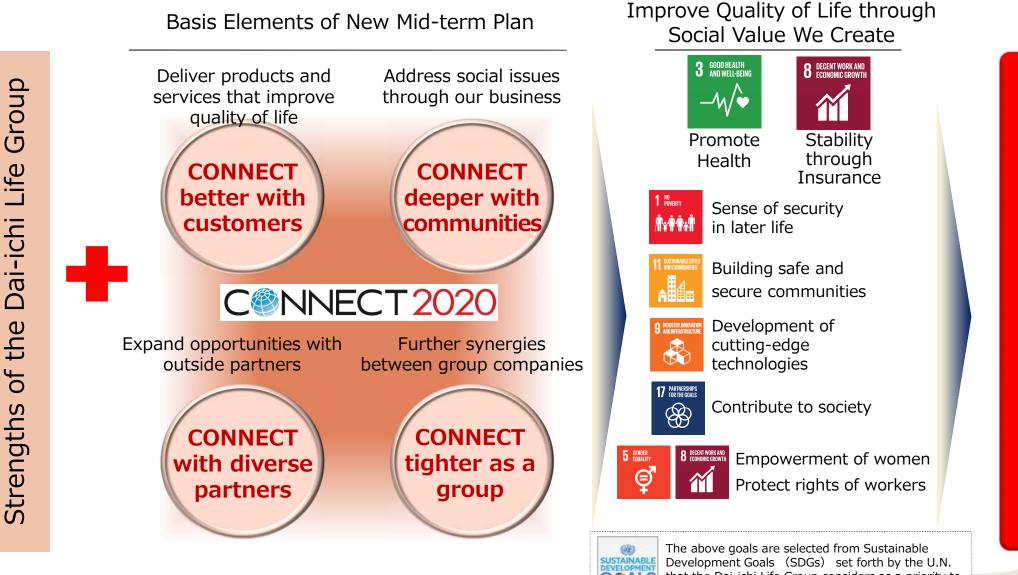


*Million Dollar Round Table (MDRT), is a global independent association of life insurance and financial services professionals from more than 500 companies in 69 nations and territories 15 and recognized internationally as the standard in excellence in life insurance and financial services business

To Achieve Growth



Maximize our strengths with the "CONNECT" concept to improve quality of life



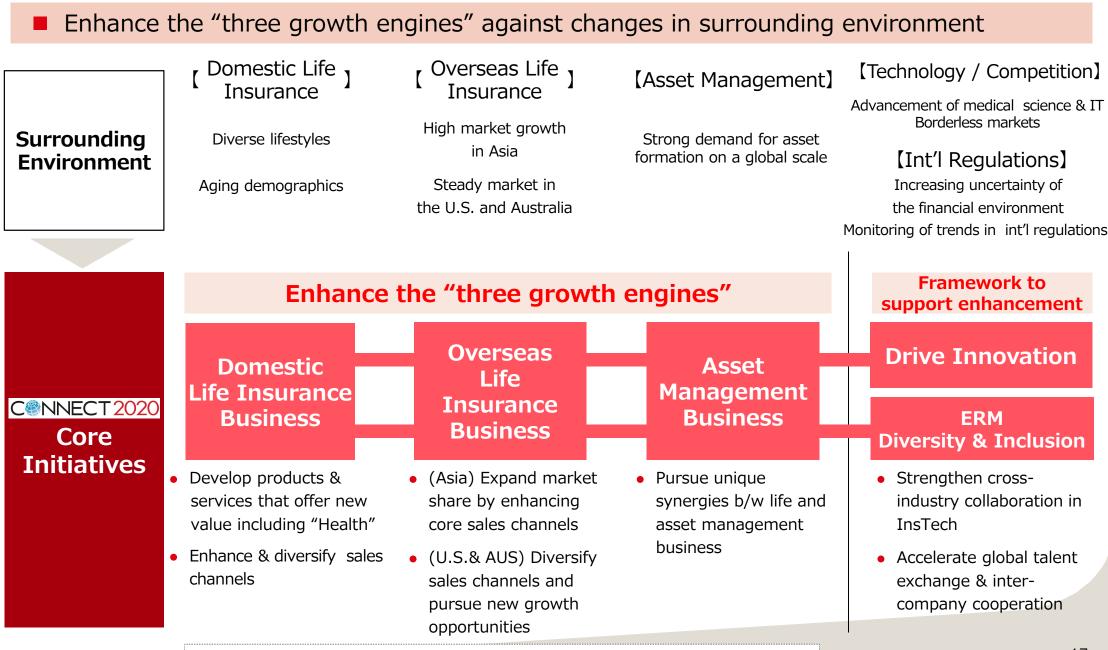


that the Dai-ichi Life Group considers as a priority to create value by leveraging its strengths.

Growth of the Dai-ichi Life Group

Core Initiatives for Growth



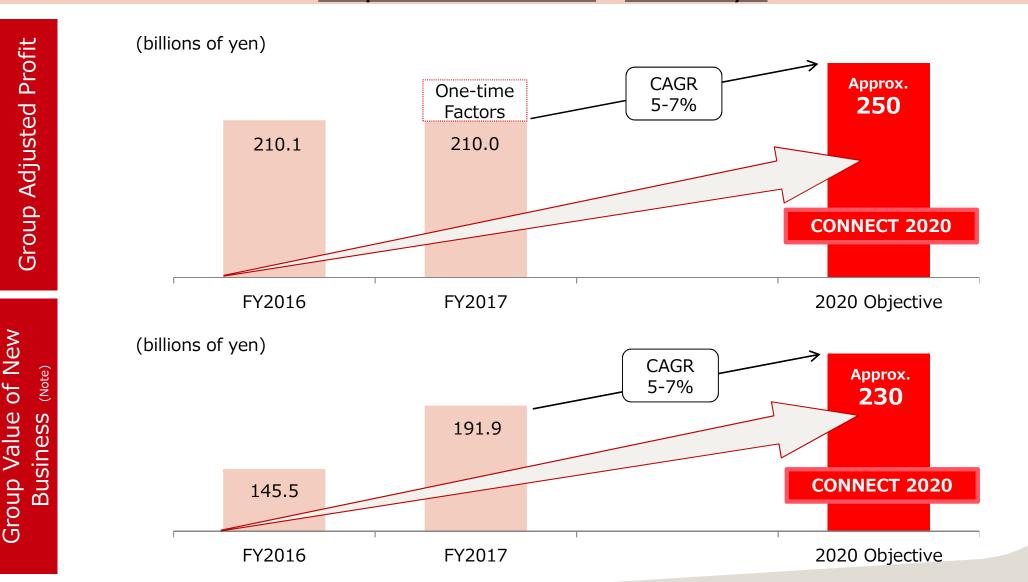


• Address social issues through our business

Growth of Adjusted Profit & Value of New Business



Aim for <u>Group adjusted profit</u> of <u>250 billion yen</u> from the current level of 210 billion yen (excluding one-time factors)
 Maintain CAGR of 5-7% to aim for Group value of new business of 230 billion yen



(Note) Figures of Dai-ichi Life Vietnam, Star Union Dai-ichi Life (India) and Panin Dai-ichi Life (Indonesia) are accounted for in the calculations for our mid-term objective. The handling of figures 18 for Ocean Life (Thailand) is under consideration. However, because of the limited effect to the entire group, we maintain our 2020 objective regardless of the handling of Ocean Life figures.

Overseas Life Insurance Company



[U.S.] Protective



Company Overview

- Established in 1907
- Became a wholly owned subsidiary in 2015
- No. of Employees: 2,936 (Mar-2019)
- Based in Birmingham, Alabama
- Sales Channel: Independent Agents, Securities Companies, Banks, Direct, etc.
 Products: Universal insurance, Fixed and Variable Annuities, Index type Annuities, Auto insurance, Expense insurance
- Market share: 2.6% (Dec-2018, Net Premium income basis)
 Market rapky
- Market rank: No. 12 (Dec-2018, Net Premium income basis)

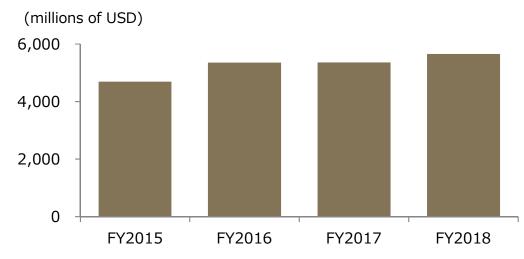
Market Overview

 Market size (2018): Population 328 million people, GDP 20,576 billion USD, Life insurance penetration 2.88%

Source: Swiss Re, sigma No 3/2019

• Other major players: Metlife, Prudential, AIG, etc.

Premium Income⁽¹⁾



Initiatives in FY 2018

In addition to strengthening existing sales channels, promote the organic growth of life insurance business by expanding channels. In the annuity business, increase sales through affinity sales with major financial institutions. In the acquisition business, PLC realized acquisition of individual life and annuity business of Great West and Liberty Life Assurance Company of Boston, which is the largest acquisition so far.

Initiatives going forward

Not only focus on the integration of existing large acquisitions, but aim to contribute further profits through new acquisitions. In addition to strengthening and expanding new affinity partnerships, strengthen the foundation for organic growth by leveraging InsTech.

(1) Fiscal year ends December 31.

[Australia] TAL



Company Overview

- Established in 1869 (Started as a government life insurance office in New Zealand in 1869; then separated)
- Became an affiliate of Dai-ichi in 2008 Became a subsidiary in 2011
- No. of Employees: 2
- Main office:

- 2,014 (Mar-2019) Sydney, Australia
- Main channel: Individual financial advisors, Direct, and Group(superannuation)
 Main products: Risk products (death, income protection & TPD)
- Market share: 18.1% (Dec-2018, In-force ANP basis)
- Market rank: No.1 (Dec-2018, In-force ANP basis)

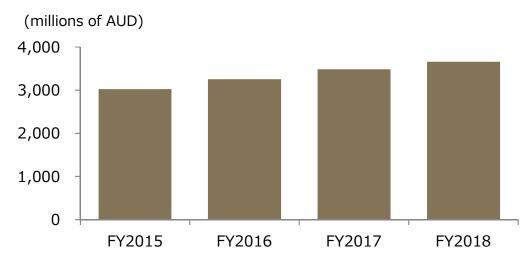
Market Overview

 Market size (2018): Population 25 million people, GDP 1,417 billion USD, Life insurance penetration 2.13%

Source: Swiss Re, sigma No 3/2019

- An oligopolistic market: each top-5 company holds more than 10% market share (collectively almost 70%).
- Other major players: AIA, AMP, NAB/MLC (Nippon), etc.

Premium Income⁽¹⁾



Initiatives in FY 2018

Managed both regulatory research on the industry and large changes in regulatory environment. TAL reinforced its existing sales channels by strengthening/maintaining relationship with the IFA channel and superannuation funds. Completed the Suncorp Life (currently Asteron Life) acquisition.

Initiatives going forward

In a challenging business environment, TAL continues to strive for steady growth by building a solid business foundation through enhancement of sales channels, improvement of diversification of product line-up and improvements in customer services. TAL aims for further expansion of top line/bottom line by promoting affinity sales with Suncorp Group and by assuring post merger integration of Suncorp Life (currently Asteron Life).

(1) Fiscal year ends March 31.

[Vietnam] Dai-ichi Life Vietnam



Company Overview

Established in 1999 (Started as Bao Minh (Australian CMG)	CMG, a JV of local company and		
Became subsidiary of Dai-ichi in 2007			
No. of Employees:	1,382 (Mar-2019)		
Main office:	92 thousand agents (part-time) Ho Chi Minh, Vietnam		
Main channel: etc.	Individual insurance agents, Banks,		
Main products:	Universal, Endowment		
Market share:	13.3% (Dec-2018, premium income basis)		
Market rank:	No. 3		

No. 3 (Dec-2018, premium income basis)

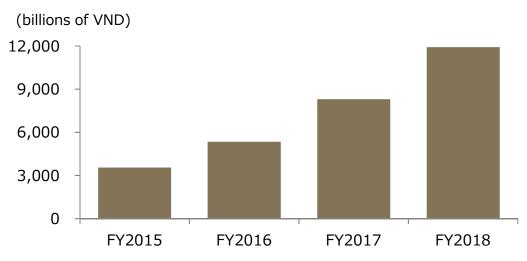
Market Overview

 Market size (2018): Population 96 million people, GDP 241 billion USD, Life insurance penetration 1.58%

Source: Swiss Re, sigma No 3/2019

- An oligopolistic market: top 7 companies have 92% market share.
- Other major players: Bao Viet (Sumitomo), Prudential (UK), Manulife, etc.

Premium Income⁽¹⁾



Initiatives in FY 2018

Expanded market share through the enhancement of the individual insurance agent channel, launch of strategic products, and expansion to alternative channels.

Initiatives going forward

We aim for sustainable growth by improving the quality of contracts in the individual agents channel and by increasing sales in the alternative channels.

(1) Fiscal year ends December 31.

[India] Star Union Dai-ichi Life



Company Overview

- Established in 2009
- Became affiliate of Dai-ichi in 2009 (Started operation as a JV with Dai-ichi, Bank of India and Union Bank of India)

45.94%

- Ownership:
- No. of Employees: 2,810 (Mar-2019)
- Main office: Mumbai, India
- Main channel: Bancassurance, Individual insurance agents, Sales reps(fixed salary)
 Main products: Endowment, Annuity
- Market share: 1.4% (Dec-2018, EPI basis, excl. LIC, a government company)
- Market rank: No. 15 (Dec-2018, EPI basis, excl. LIC, a government company)

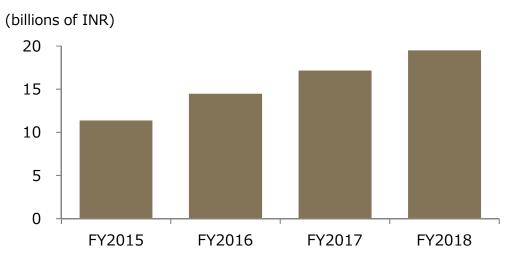
Market Overview

 Market size (2018): Population 1,356 million people, GDP 2,696 billion USD, Life insurance penetration 2.74%

Source: Swiss Re, sigma No 3/2019

- A new market to foreign players: LIC has market share of 44% (Mar-2018, EPI basis)
- Other major players: ICICI Prudential (Pru-UK), SBI Life (Cardif), HDFC Life (Standard Life)

Premium Income⁽¹⁾



Initiatives in FY 2018

Enhanced the management of the bancassurance channel with JV partners, shifted the individual channel from full-commission basis to fixed-salary basis, and strategically shifted the product portfolio for more stable premium income and increased profitability.

Initiatives going forward

Plan to expand our premium income and profitability by strengthening relationships with JV partners, increasing the number of SUD wholesalers and their sales activities, developing individual agents (fixed-salary sales people) with higher efficiency and improving their retention.

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- (1) Fiscal year ends December 31. Figures are not adjusted to Dai-ichi's interest in the company.
- (2) Effective premium income accounts only one tenth of individual single premium insurance products and excludes premium income from lower margin group annuity.

[Indonesia] Panin Dai-ichi Life



Company Overview

 Established in 1974 Became affiliate of E Ownership: No. of Employees: 	40% 348 (Mar-2019)
Main office:	9,700 agents (part-time) Jakarta, Indonesia
Main channel:	Bancassurance (mainly with Panin bank), Individual insurance agents
Main products:	Investment-linked, Unit-linked
Market share:	1.5% (Dec-2018, premium income basis, only single premium calculated 1/10 basis) ■
Market rank:	No. 17 (Dec-2018, premium income basis)

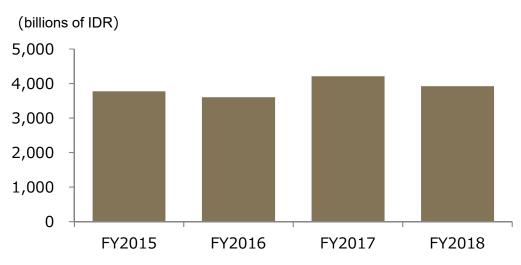
Market Overview

 Market size (2018): Population 267 million people, GDP 1,043 billion USD, Life insurance penetration 1.49%

Source: Swiss Re, sigma No 3/2019

- A relatively oligopolistic market: top 10 companies have about 70% market share.
- Other major players: Prudential (UK), INDOLIFE, JIWASRAYA, AIA, etc.

Premium Income⁽¹⁾



Initiatives in FY 2018

In order to achieve sustainable growth, PDL worked on structural reform of its marketing base and on improving sales channel efficiency through strengthening sales support for group banks and training for agents (continued expansion by recruiting and training individual agents, established sales promotion system jointly with group bank).

Initiatives going forward

We aim to increase profitability by enhancing both the bancassurance and individual agents channels (through expanding the number of individual agents and ensuring the implementation of collaboration with banks).

⁽¹⁾ Fiscal year ends December 31. Figures are not adjusted to Dai-ichi's 24 interest in the company.

[Thailand] Ocean Life



Company Overview

- Established in 1949 (Started as P&C company, entered into Life business in 1951, unbundled business in 1992)
- Became an affiliate of Dai-ichi in 2008
- Ownership:
- No. of Employees: 1,870 (Mar-2019) 17 thousand agents (part-time)
 Main office: Bangkok, Thailand

24%

- Main channel: Individual insurance agents
- Main products: Endowment, Whole Life, Annuity
- Market share: 2.1% (Dec-2018, Premium income)
- Market rank: No. 11 (Dec-2018, Premium income)

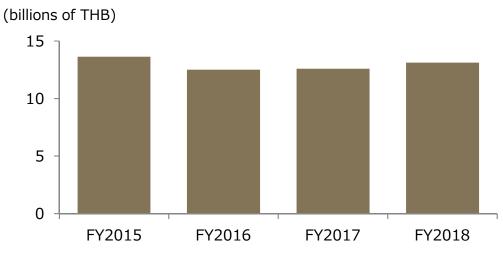
Market Overview

 Market size (2018): Population 69 million people, GDP 505 billion USD, Life insurance penetration 3.59%

Source: Swiss Re, sigma No 3/2019

- An oligopolistic market : Top 10 companies occupy most of the market.
- Other major players: AIA, Muang Thai Life (Ageas), Thai Life (Meiji Yasuda), Bangkok Life (Nippon), etc.

Premium Income⁽¹⁾



Initiatives in FY 2018

Improvement of recruitment and development efforts (introduction of sub-leader system, etc.) with focus on team management and promoting collaborative efforts such as creating sales activity base. Establishing basis for future growth (development of job areas, affinity sales with Thai Post Office, investment product development).

Initiatives going forward

We will continue to recruit talented personnel with leadership potential for the individual agency channel, strengthen our foundation for future growth in order to achieve sustainable growth.

⁽¹⁾ Fiscal year ends December 31. Figures are not adjusted to Dai-ichi's 25 interest in the company.



Investor Contact

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