

[Unofficial Translation]



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Daiichi Life Holdings, Inc.

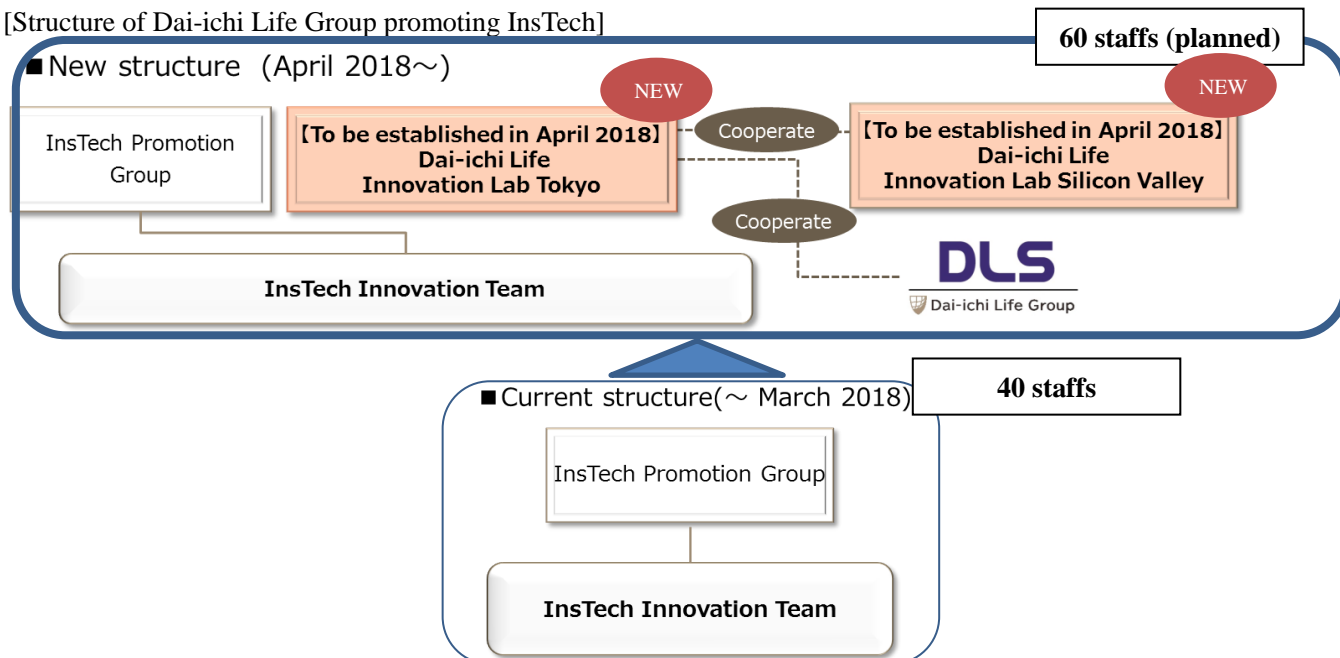
Establish a New Organization "Dai-ichi Life Innovation Lab" Aiming to Create New Business Models

Dai-ichi Life Holdings, Inc. (the "Company", President: Seiji Inagaki) plans to establish a new organization "Dai-ichi Life Innovation Lab" (the "Lab") in April 2018, to further accelerate the efforts of InsTech (*1) and create new business models through innovation.

In light of changes in the external environment surrounding the life insurance business as well as the accelerating development of technology, the Lab will create new markets, cultivating demand, and increase productivity. Moreover, by establishing the Lab in Tokyo and Silicon Valley, we will productively liaise with global entities and adopt cutting-edge technologies from overseas.

In addition to employees from the Company and The Dai-ichi Life Insurance Co., Ltd., other diverse human resources such as system development specialists from The Dai-ichi Life Information Systems Co., Ltd., external specialists (mid-career hires), and consulting firms will work together to incubate unconventional ideas. In addition, the office will prepare advanced facilities with co-working spaces where multi-companies can work together to promote open innovation with startups etc.

[Structure of Dai-ichi Life Group promoting InsTech]



[The Lab's area of activity]

In the new organization, we will pursue the possibility of creating new business models with the aim of extending healthy life expectancy and improving QOL (*2) by repeating agile and small scale PoCs (Proof of Concepts) etc. Specifically, we aim to create markets and cultivate demand by providing new value-added services in the healthcare field and for the seniors. Moreover, we will conduct research and development for providing new value through big data analysis using IoT technologies, reform customer interfaces by utilizing AI (Artificial Intelligence), VR (Virtual Reality), AR (Augmented Reality), and other technologies, and improve operational efficiency.

Dai-ichi Life group will continue to further strengthen its role in complimenting the social security system by creating new business models that actively utilize technology.

(*1) InsTech is an activity that creates innovations unique to the life insurance business from the perspectives of insurance business and technology, which is being promoted by the entire Dai-ichi Life Group as a top-priority strategic matter. We aim to lead innovation in the life insurance industry as a whole by proactively incorporating external development capabilities and ideas, and by realizing collaboration with other industries (ecosystem).

(*2) QOL (Quality of Life) is a concept that encompasses not only physical affluence and individual self-reliance, but also the affluence and self-fulfillment of a whole life, including mental aspects.