



[Unofficial Translation]

November 20, 2018

Seiji Inagaki

Representative Director, President

Dai-ichi Life Holdings, Inc

Code: 8750 (TSE First section)



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## **Dai-ichi Life Holdings signs a Partnership Agreement with Silicon Valley Startups, and launch the new app for measuring memory performance**

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※In any sense, the service does not provide a medical judgment, such as a diagnosis of diseases such as dementia, but does not conclude that the user is in a healthy state. Therefore, this service is not the one to obtain the approval or the authorization as a medical device, and to report it.

Dai-ichi Life Holdings Co., Ltd. (the "Company", President and Representative Director: Seiji Inagaki) and Neurotrack Technologies, Inc. ("Neurotrack ", CEO: Elli Kaplan), which is a United States startup company, agreed on a strategic partnership to jointly tackle the rapid expansion of Alzheimer's disease and dementia in Japan. As the first partnership, the Dai-ichi Life Insurance Co., Ltd. (President: Seiji Inagaki) will offer "Neurotrack cognitive function test" developed by Neurotrack, to its customers as part of "Kenko Daiichi" dementia prevention application \*1, which will be launched from December 18, 2018. This is the first effort to cooperate with overseas startups for the company.

Neurotrack is a start-up company from Silicon Valley in 2012, have developed a tool to help you understand the state of brain health and cognitive function, by staring at the smartphone screen for about five minutes, using their original algorithm/AI analyzes the eye movement,

<Overview of " Neurotrack cognitive function test" in "Kenko Daiichi" dementia prevention app>

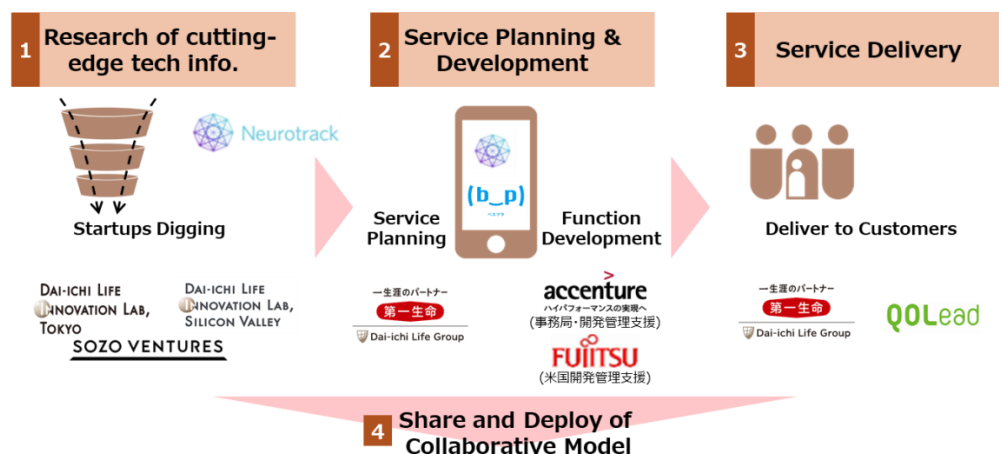
The test uses the camera of smartphone for capturing the eye movement to see the video movies. Neurotrack analyzes the movement taken using their own algorithms and AI. You can check the state of the brain and the cognitive function.



This test technology is based on over 30 years of research by Dr. Stuart Zola at Emory University, and it is not necessary to vulnerable people's hands like other dementia tests. On the other hand, it is said that the results of the test are very high correlated with the test results of MOCA \*2 and Hasegawa \*3, which are used in medical field. It has already been offered as a private insurance target in the United States, and Neurotrack have more than 100,000 users worldwide. Neurotrack is under the supervision of Dr. Meer Millet belt of Karolinska Institute \* 4

"Neurotrack cognitive function test", which is provided on the "Kenko Daiichi" dementia prevention application, is localized services provided in United States for the Japanese.

<Overview of the "Kenko Daiichi" dementia prevention app and Neurotrack cognitive function test>  
 In Instech, Company form an eco-system \* 5 to provide the best possible service to our customers, and collect and analyze information on cutting-edge technologies from startups, venture capitalists, and advanced technology companies in a timely manner. In this "Kenko Daiichi" dementia prevention application, "Neurotrack cognitive function test", we developed service development by partnering with companies of various industries and business categories that were concentrated on the theme of "Prevention of dementia for customers". As a collaborative model, this ecosystem is intended to be shared and deployed with group companies both in Japan and overseas. In addition, we will continue to consider the provision of a lifestyle improvement program to improve cognitive skills and prevent dementia progression.



Group companies, Startups, VC, Advanced Tech Companies, etc.



The Company provide health promotion services utilizing IT technology to contribute to the "stretching of Health Life", which is a national issue, and the improvement of "health promotion" and "QOL \* 6" of our customers. By providing Neurotrack's app and strategic partnership Agreement, we will further promote cooperation with other companies, including overseas start-up companies, and provide a variety of high value-added services. We are working to realize a healthy longevity society.

<About Neurotrack>

Company Name	Neurotrack Technologies, Inc.
Location	399 Bradford Street Suite 101, Redwood City, CA 94063
Establishment	2012
Representative	CEO, Elli Kaplan

- \* 1 "Kenko Daiichi" dementia application is provided by Qolead Co., Ltd. (President: Iwai Yasumasa) as a dedicated service for dementia insurance, which will be released from December 18, 2018.
- \* 2 Moca (Montreal Cognitive Assessment) is a screening inspection tool for mild cognitive decline.
- \* 3 The Hasegawa expression is called the Hasegawa Type Dementia scale (hds-r), and it is an inspection tool to measure the decrease in cognitive function.
- \* 4 The Karolinska Institute is the world's largest research institution with a selection committee of the Nobel Physiology and Medicine award.
- \* 5 "Ecosystem (ecosystem)" is a system in which several companies cooperate in product development and business activities, making use of each other's technology and capital to coexist and prosper widely across industry boundaries and borders.
- \* 6 QOL (Quality of life) is 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.