



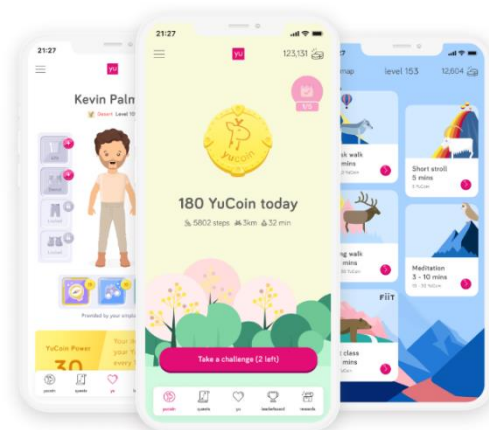
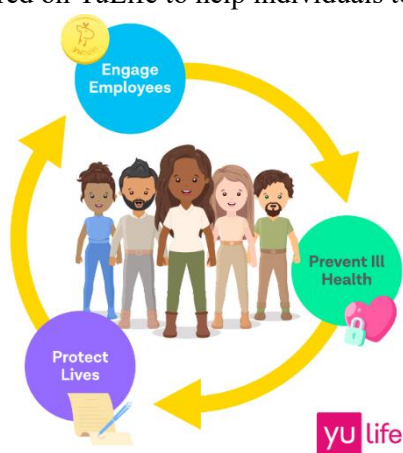
July 7th, 2022

Investment in YuLife Holdings Limited, UK Online Group Insurance/ Well-being Company

Dai-ichi Life Holdings Inc. (the “Company” or “Group” President: Seiji Inagaki) is pleased to have made an approx. GBP75 million investment in YuLife Holdings Limited (“YuLife” CEO: Sammy Rubin), a group life insurance company in the UK through Dai-ichi Life International Holdings LLC, its intermediate holding company. The Company will make further efforts to enhance the existing businesses of the Group through this investment, including development of new life insurance products and services that leverage YuLife's strengths.

YuLife is a fast growing UK-based insurtech company, providing group insurance business, with a strong focus on digital technology, and employee well-being. The company is on a mission to help people lead their best lives through innovation of financial products and to enable them to put their health and well-being first, whether at work or in their personal lives. YuLife provides group insurance products and services that support policyholders in improving their health and well-being through development of a unique and innovative insurance and well-being platform.

YuLife’s products and services are designed to reward policyholders in return for building everyday healthy habits, whilst also providing high quality group insurance coverage. YuLife’s products are aimed at further encouraging policyholders to continuously change their behavior by utilizing the latest behavioral science and gamification techniques. YuLife is also expanding its business partnership with well-being partners (companies related to employee benefits or health, etc.) and enhancing their reward program, accelerating creation of an ecosystem centered on YuLife to help individuals to live their best lives.



Our Group will celebrate the 120th anniversary of its foundation this September. We have adopted our group vision "Protect and improve the well-being of all" under the "Re-connect 2023," medium-term management plan for FY2021-2023. As part of our business strategy, we are promoting ambidextrous management, which combines working on "expanding" businesses by improving the efficiency of existing businesses and developing new businesses and "exploring" to acquire new organizational capabilities, such as digital technology.

The Company's Investment in YuLife is mainly a part of "exploring" efforts, and we intend to utilize YuLife's advanced business model and know-how to enhance our understanding of group insurance business in the health and medical field both within our Group companies in Japan as well as overseas, benefitting from knowledge-sharing through company secondments, and other measures associated with this investment.

<Comments from Persons concerned>

Dai-ichi Life Holdings, Inc. Director, Managing Executive Officer : Toshiaki Sumino

"We hope to continue to contribute to the well-being of all people into the future. Under the current medium-term plan, "Re-connect 2023," we intend to accelerate collaboration with companies that have strengths in digital technology, mainly in the areas of health and medical-related business and acquire new organizational capabilities in order to deliver better experience value to our customers. YuLife continues to take on new challenges to enhance people's well-being through innovation of financial products and services. We believe YuLife is an excellent company with a great potential for further growth, and at the same time, the best partner for our Group."

YuLife Holdings Limited Co-Founder & CEO : Sammy Rubin

"Our products and well-being services have great potential to protect and improve society. We are committed to building a global financial service brand that supports tens of millions, and ultimately hundreds of millions of people around the world with the aim of creating sustainable value for societies and the people who support them, our clients and the companies we do business with, shareholders and all other stakeholders. We are currently working with corporations using advanced technology to leverage, our impact on the health and well-being of their employees. We believe this leads to higher added value for our customers and their employees. We are delighted to accelerate our development and increase our value by forming a deep commercial relationship with Dai-ichi Life Group.

* B2B stands for Business to Business, a form of business that refers to business-to-business transactions with corporations and business operators, not consumers. YuLife is currently engaged in group insurance and well-being services for corporations.

<Outline of Investment>

- Investor : Dai-ichi Life International Holdings LLC
- Business to be invested in : YuLife Holdings Ltd. (URL: <https://yulife.com>)
 (Head Office) London, United Kingdom
 (Established in) 2016
 (Representative) Founder & CEO, Sammy Rubin
- Amount of Investment : Approx. GBP 75 million (Approx. JPY 12.2billion)
- Timing of Investment : July, 2022



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.