



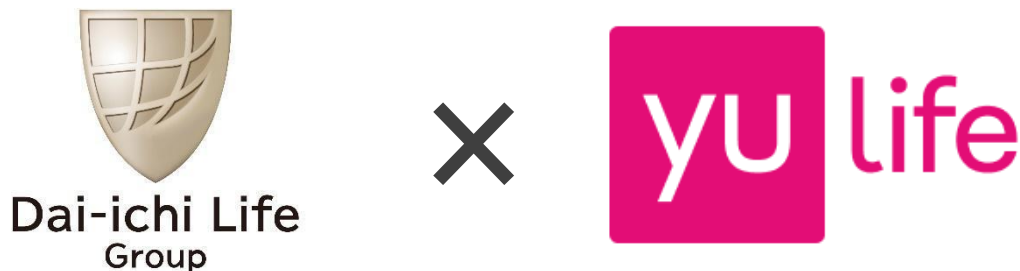
October 30, 2023

Dai-ichi Life Holdings, Inc.

Dai-ichi Life Holdings Inc. and YuLife Limited, a UK-based InsurTech Company, Launch a Joint Pilot of YuLife's Wellbeing Model in Japan

Dai-ichi Life Holdings Inc. and YuLife Limited, the tech-driven financial services company on a mission to inspire life, today announced that they have commenced a pilot implementation of the YuLife Wellbeing Model, a variety of health and wellness services including the award-winning YuLife app and online hub, in Japan.

This is the first collaborative project with leading UK-based InsurTech startup, YuLife, in which Dai-ichi Life invested in July 2022. Through this pilot, Dai-ichi Life intends to harness YuLife's strengths to pioneer innovative life insurance products and services, thereby further advancing our group's core businesses as we re-imagine our industry.



【Summary of Pilot】

Internal and external test users will use the YuLife app and service, which has been introduced to many companies across the world, including the United Kingdom and the United States, for approximately 6 months.

In this pilot, Dai-ichi Life will provide test users with the YuLife app, which equips employees with an engagement program that incentivises wellbeing initiatives and rewards healthy living. YuLife's product suite, based on gamification and behavioural sciences, offers strategic insights to monitor employee wellbeing.

【About the YuLife App】

The YuLife app is designed to enhance the wellbeing of corporate employees through its elevated customer experience (CX).

Design-wise, we believe that the app lends itself well in Japan because of its:

- 1) Simplicity and user-friendly interface.
- 2) “Kawaii” aesthetic - The app employs charming and cute elements throughout, invoking the unique Japanese sentiment of "Kawaii".

In addition, the app contains a variety of fun gamification features, such as leaderboards, challenges, quests, and duels to improve user experience.

The YuLife app is used by approximately 1,000 companies and over 650,000 employees in the United Kingdom. The app has also received a 4.9/5 rating on Trustpilot, the world's largest review site, making YuLife the #1 rated employee benefit in the UK.



Launch event at Dai-ichi Life



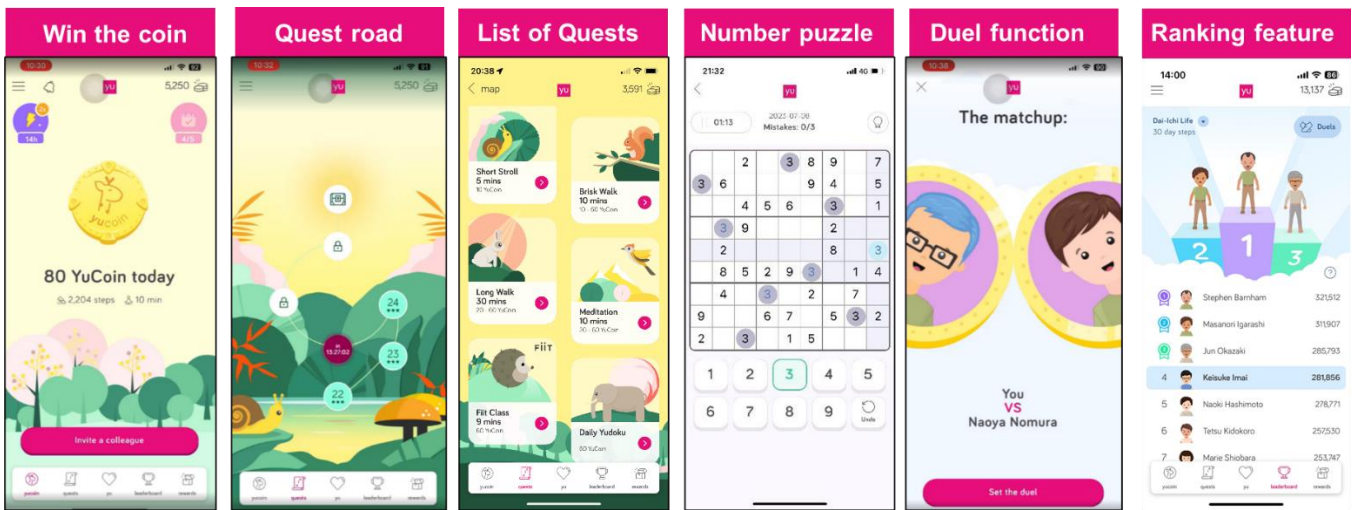
<Dai-ichi Life Group Official YouTube Channel>

Video of the launch event at Dai-ichi Life

URL: <https://youtu.be/ToyBwHBtIFl>

[App Features]

- Employees can earn “YuCoin”, YuLife’s in-app wellbeing currency, by completing various wellness activities, such as walking, cycling, meditation, and mindfulness.
- YuCoin can be redeemed for various vouchers or used for CSR activities, such as donating to nature conservation projects.
- The “Duel” function allows employees to compete with each other to see who takes more steps during the day. Employees’ real-time internal step count ranking can be checked in the app.
- The HR portal, a web service for HR leaders, enables employers to monitor company engagement and generate unique wellbeing campaigns for improving employee wellbeing.



Screenshots of YuLife App