



[Unofficial Translation]

February 29, 2024

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Representative Director, President
Chief Executive Officer
Dai-ichi Life Holdings, Inc.
Code: 8750 (TSE Prime section)

Notice of Introduction of Shareholder Benefit Program

Dai-ichi Life Holdings, Inc. (the “Company”; President: Tetsuya Kikuta) hereby announces the introduction of shareholder benefit program.

1. Purpose of introduction

We have decided to introduce a shareholder benefit program for shareholders residing in Japan, based on the purpose of helping shareholders improve their lifestyle and quality of life through using “QOLism”, the Group's proprietary health care application.

2. Outline of the system

From July 2024, shareholders who hold more than 100 shares will be able to use "QOLism". Through using the application on a daily basis, shareholders will be able to develop regular lifestyle rhythm and earn points in the application according to their achievements in health promotion activities such as recording their steps and weight, which can be exchanged for electronic money, gift items, etc..

Shares held	Earned points (per year)
100 to less than 200 Shares	Points of up to 2,000 yen equivalency
200 Shares or more	Points of up to 5,000 yen equivalency

Notes:

- (1) Details of the shareholder benefit program will be announced on the Company's website, etc. in the future.
- (2) The number of shares held is the number of shares recorded in the shareholder register as of March 31 (base date) of each year.

3. Start date

The shareholder benefit program will be implemented starting with shareholders recorded in the shareholder register as of March 31, 2024.

Investor Contact:

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<p>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.</p>
