

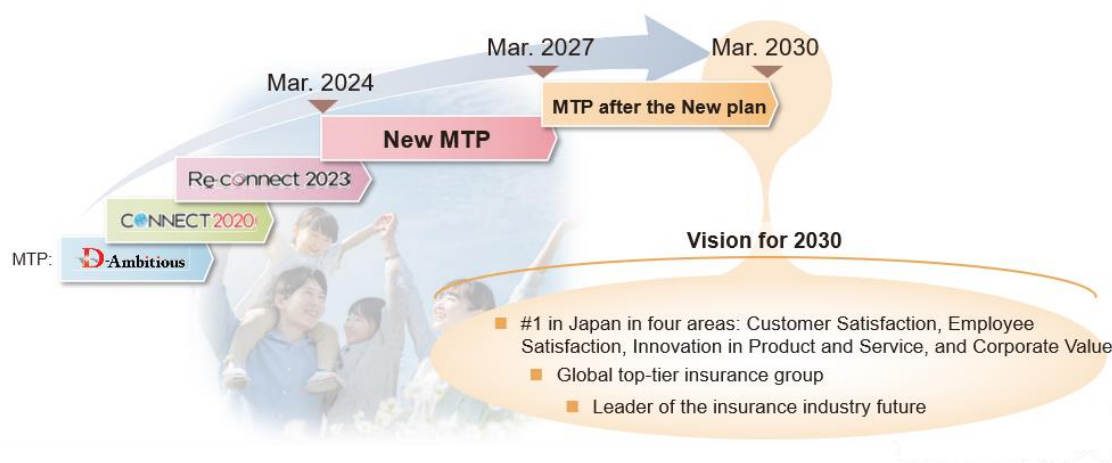
[Unofficial Translation]

March 29, 2024

Launch of the Dai-ichi Life Group Medium-Term Management Plan covering fiscal years 2024 to 2026 and Revision of the Group Principles

Dai-ichi Life Holdings, Inc. (the “Company”; President: Tetsuya Kikuta) today released the Dai-ichi Life Group medium-term management plan (“MTP”) covering fiscal years 2024 to 2026.

1. Dai-ichi Life Group’s Vision and Positioning of the New MTP



Our vision for 2030 is to be #1 in Japan in the four areas: “Customer Satisfaction”, “Employee Satisfaction”, “Innovation in Product and Service”, and “Corporate Value”, to be a “Global top-tier insurance group” and “Leader of the insurance industry future”.

We have formulated the New MTP by backcasting from the vision for 2030 and specifying what we need to achieve over the next three years.

2. Revision of the Group Principles and Formulation of Core Materiality

We have revised our principles and established “Group Purpose” and “Values” to embody what we want to achieve and to serve as a guideline to move forward as a group.

In addition, based on the established Purpose, we have redefined our priority issues and newly formulated “Core Materiality” to realize the vision for 2030.

Please refer to the following URL for the contents of the New MTP (including the contents of the Group Principles and Materiality)

https://www.dai-ichi-life-hd.com/en/investor/pdf/event_006.pdf