

May 15, 2025

Daiichi Life Group Unveils New Brand Logo

Dai-ichi Life Holdings, Inc. (the “Company”; President and Group CEO: Tetsuya Kikuta) announced today that the Company has decided on a new brand logo. The logo change will coincide with the change of its trade name to “Daiichi Life Group, Inc.” and the group brand name to “Daiichi Life” on April 1, 2026, subject to approval of a proposal related to a partial amendment to the Articles of Incorporation at the Ordinary General Meeting of Shareholders to be held on June 23, 2025.

The change in the trade name reflects the Company’s intention to evolve its business to be an “insurance-related service provider” which is not limited to the life insurance domain, and transform ourselves into a company that stays close to each individual and opens up the possibilities of “Life”. Through these moves, we aim to achieve significant growth into an “insurance group that ranks among the global top tier”. The new brand logo is designed to symbolize our intention. The logo change is scheduled to take place in April 2026 at the same time as the name change, and many of the group companies will also adopt the same design (the same symbol, color, and font).

<New Brand Logo>

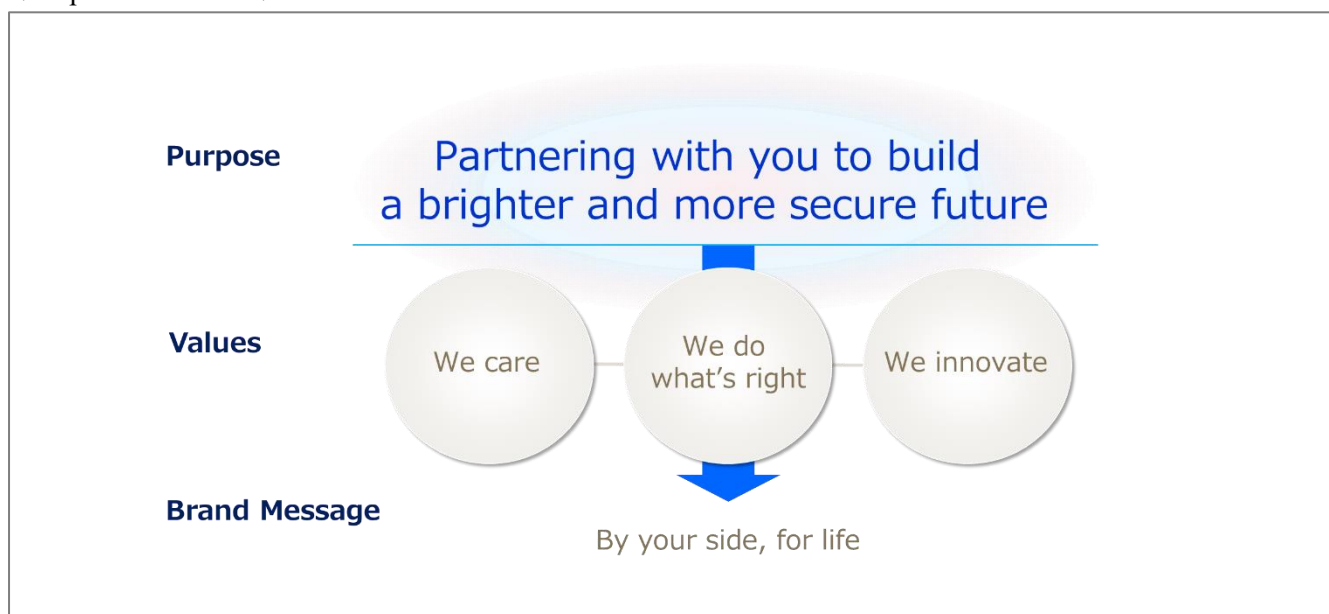


■ New Trade Name and Group Brand Name

As the social environment changes and people's sense of values and lifestyles diversify, the Company revamped its Purpose and Values in 2024 to redefine the group corporate philosophy. The new trade name “Daiichi Life Group, Inc.” is a name that expresses the thoughts in its Purpose and Values.

“Life” of “Daiichi Life Group, Inc.” means not only “Life” in the narrow sense of life insurance and life, but also “Life” in the broader sense of people's lives and daily lives. Being “By your side, for life”, the group is committed to contributing to the lives of people around the world by becoming a company that goes beyond the framework of life insurance and opens up diverse life possibilities to each individual. “Daiichi” represents our values: We care, We do what's right, and We innovate.

<Purpose and Values>



■ New Brand Logo

The new group logo reflects the meaning behind our Purpose and Values and symbolizes our commitment to open up the future and possibilities of people's lives. The symbol mark, which is based on the D in “Daiichi Life”, has been named “Daiichi Life Flag”. It is truly an image of a flag supporting “diverse people's life”. The overlapping colors represent the creation of new value by combining various individuality.

The Company's new corporate color is named “Daiichi Life Blue”. It represents the “infinite possibilities of lives” of our stakeholders, including our customers, just like the horizon where the sea touches the sky and stretches out to no end. It also represents our own “infinite possibilities” as the Company takes on the challenges to open the future.

On April 1, 2026, when the Company changes our trade name, the Company will also change the logo. The new logos of each group company will be released gradually from the late June on the brand website to be newly created on the Company's website.

To realize the group Purpose “Partnering with you to build a brighter and more secure future”, Daiichi Life Group will work as one to challenge changes and move toward the future.