



October 1, 2025

## **Daiichi Life Group Unveils New Trade Names and Corporate Logos for Its Group Companies in Japan**

Dai-ichi Life Holdings, Inc. (the “Company”; President and Group CEO: Tetsuya Kikuta) will change its trade name to “Daiichi Life Group, Inc.” and the group brand name will also be changed to “Daiichi Life” on April 1, 2026. Accordingly, the Company hereby announces that it has decided to change the trade names and corporate logos of its group companies in Japan.

The company aims to achieve significant growth as a “global top-tier insurance group” by evolving into an “insurance-related service provider” and transforming into a company that opens up the possibilities of “Life.”

“Life” of the group brand name “Daiichi Life” refers not only to “Life” in the narrow sense of life insurance and life, but also “Life” in the broader sense of people's lives and daily lives. 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. By unifying the trade names and corporate logos of each group company, the Company aims to enhance our global recognition, competitiveness, and improve our brand value.



The Company also plans to gradually change the trade names and corporate logos of its overseas group companies in the future.












### **1. Schedule date of Change**

April 1, 2026

### **2. Trade Names and Logos of each group company**

The trade name changes are subject to the approval of proposals for partial amendments to the Articles of Incorporation at the general shareholders' meetings of each group company, as well as approval from the relevant authorities. The trade name changes for companies marked with an asterisk (\*) were previously announced in the News Release dated February 14, 2025.

	Current Trade Name	New Trade Name	New Corporate Logo
1	Dai-ichi Life Holdings, Inc.*	Daiichi Life Group, Inc.	 <b>Daiichi Life Group</b>
2	The Dai-ichi Life Insurance Company, Limited	Daiichi Life Insurance Co., Ltd.	 <b>第一生命 Daiichi Life Group</b>

	Current Trade Name	New Trade Name	New Corporate Logo
3	The Dai-ichi Frontier Life Insurance Co., Ltd.	Daiichi Frontier Life Insurance Co., Ltd.	 <b>第一フロンティア生命</b> Daiichi Life Group
4	The Neo First Life Insurance Company, Limited*	Daiichi Neo Life Insurance Co., Ltd.	 <b>第一ネオ生命</b> Daiichi Life Group
5	ipet Insurance Co., Ltd.*	Daiichi ipet Insurance Co., Ltd.	 <b>Daiichi ipet</b> Daiichi Life Group
6	The Dai-ichi Life Techno Cross Co., Ltd.*	Daiichi Life Techno Cross Co., Ltd.	 <b>Daiichi Life</b> Techno Cross
7	The Dai-ichi Life Research Institute INC*	Daiichi Life Research Institute Co., Ltd.	 <b>Daiichi Life</b> Research Institute
8	QOLeap, Limited	No Change	 <b>QOLeap</b> Daiichi Life Group
9	Dai-ichi Smart Small-amount and Short-term Insurance Company, Limited	Daiichi Smart Small-amount and Short-term Insurance Co., Ltd.	 <b>第一スマートほけん</b> Daiichi Life Group
10	DAI-ICHI SEIMEI CARD SERVICE Co., Ltd.	Daiichi Life Payment Co., Ltd.	 <b>第一ライフペイメント</b> Daiichi Life Group
11	Nihon Bussan Co., Ltd.	Daiichi Life Bussan Co., Ltd.	 <b>第一ライフ物産</b> Daiichi Life Group
12	Vertex Investment Solutions Co., Ltd.	No Change	 <b>Vertex</b> Investment Solutions Daiichi Life Group
13	Benefit One Inc.	No Change	 <b>Benefit one</b> Daiichi Life Group

#### <New Brand Logo>



The new brand logo is designed to symbolize the Daiichi Life Group's strong commitment to opening up the future and possibilities through challenge and innovation. 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.

#### <Reference>

Daiichi Life Brand Page (<https://www.dai-ichi-life-hd.com/en/about/brand/index.html>)