



[Unofficial Translation]

January 14, 2026

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

Notice Regarding the Expansion of the Shareholder Benefit Program

Dai-ichi Life Holdings, Inc. (President and Group CEO: Tetsuya Kikuta; hereinafter “the Company”) hereby announces the decision to expand its shareholder benefit program as outlined below.

1. Purpose of Expanding the Shareholder Benefit Program

The Company’s shareholder benefit program is designed to express gratitude for the continued support of our shareholders, deepen understanding of our group’s businesses through regular use of our group services, and enhance the attractiveness of investing in our shares, encouraging more people to hold our shares continuously.

In light of the stock split implemented on April 1, 2025, we have decided to expand the shareholder benefit program to allow more people to hold our shares and to deliver our group services more widely.

2. Details of the Expansion of the Shareholder Benefit Program

In addition to the current eligibility criteria (400 shares or more, 800 shares or more), shareholders holding 100 shares or more will newly become eligible for shareholder benefits.

Furthermore, for shareholders holding 400 shares or more but less than 800 shares, the maximum limit for earning 'QOLism' points will be increased by 1,000-yen equivalent.

As a result, shareholders residing in Japan who hold 100 shares or more will be able to use the Company’s shareholder benefits, including 'QOLism' and 'Benefit Station'.

[Current shareholder benefit program]

Number of Shares Held	Services Available	QOLism Points		Benefit Station Initial Registration Points
		Base	Activity Max	
100 shares or more, less than 400 shares	-	-	-	-
400 shares or more, less than 800 shares	I. QOLism II. Benefit Station	1,000-yen	1,500-yen	500-yen
800 shares or more		1,000-yen	4,500-yen	500-yen

[Shareholder benefit program after expansion]

- Underlined sections indicate changes.
- Sections that are both underlined and bold indicate newly established items.

Number of Shares Held	Services Available	QOLism Points		Benefit Station Initial Registration Points
		Base	Activity Max	
<u>100 shares or more, less than 400 shares</u>		<u>1,000-yen</u>	<u>1,000-yen</u>	<u>500-yen</u>
400 shares or more, less than 800 shares	I. QOLism II. Benefit Station	1,000-yen	<u>2,500-yen</u>	500-yen
800 shares or more		1,000-yen	4,500-yen	500-yen

Notes:

- (1) There are no changes for shareholders holding 800 shares or more.
- (2) To earn points with “QOLism” except for the base points (1,000-yen equivalent) granted uniformly to all registrants, it is necessary to record health activities and other actions in the app.
- (3) For “Benefit Station,” 500-yen equivalent points will be granted as initial registration points.

*Eligible shareholders are those who have not previously registered with the same shareholder number and who newly register for use in the current fiscal year.

3. Effective Date

The enhanced benefits will apply to shareholders residing in Japan who are recorded in the shareholder register as of March 31, 2026.

4. Guidance for Shareholder Benefit Registration

Guidance on how to register for shareholder benefits will be sent by mail every year after May.

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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.