[Unofficial Translation] June 26, 2017

Seiji Inagaki
President and Representative Director
Dai-ichi Life Holdings, Inc.
Code: 8750 (TSE First section)
Contact: Corporate Planning Unit,
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Dai-ichi Life Announces New Appointment

Dai-ichi Life Holdings, Inc. (the "Company"; President: Seiji Inagaki), hereby announces that its board of directors has resolved that Richard J. Bielen to be treated like executive officer of the Company as of July 1, 2017.

1. Appointment as of July 1, 2017

Name	Title as of July 1, 2017
Richard J. Bielen	Treated like executive officer of the Company President and Chief Executive Officer of Protective Life Corporation

2. Biography

Name	Richard J. Bielen	
Date of Birth	June 12, 1960	
Education	1982	Bachelor of Science, New York University
	1983	Master of Business Administration, New York University
Career History	1983	Joined Arthur Andersen & Co.
	1986	Joined Oppenheimer & Co.
	July 1991	Joined Protective Life Corporation
	January 2002	Protective Life Corporation Senior Vice President, Chief Investment Officer and Treasurer
	August 2006	Protective Life Corporation Executive Vice President, Chief Investment Officer and Treasurer
	June 2007	Protective Life Corporation Vice Chairman and Chief Financial Officer
	January 2016	Protective Life Corporation President and Chief Operating Officer
	July 2017	Protective Life Corporation President and Chief Executive Officer