[Unofficial Translation]

August 13, 2024

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

Notice of Expansion of Shareholder Benefit Program

Dai-ichi Life Holdings adds "Benefit Station" to shareholder benefit program

Dai-ichi Life Holdings, Inc. (the "Company"; President: Tetsuya Kikuta) hereby announces the expansion of shareholder benefit program.

1. Purpose of the expansion of the shareholder benefit program

The purpose of the shareholder benefit program is to thank shareholders for their continued support, to deepen their understanding of the Dai-ichi Life Group's businesses through the daily use of its services, to enhance the attractiveness of the Company's shares as an investment destination, and to ensure that as many shareholders as possible hold them over the mid- to long-term.

In response to popular demand, we have decided to expand the shareholder benefit program to further enhance the attractiveness of investment in its shares, and to enable shareholders to experience the synergies between the Company and Benefit One Inc. and the transformation into the insurance service provider that we aim to achieve through the use of "Benefit Station".

2. Details of the expansion of the shareholder benefit program

In addition to the health care application "QOLism", the Company offers the shareholders the membership of "Benefit Station" which is the service of Benefit One Inc, Japan's largest employee benefits service provider.

It is a discount service that can be used in every scene of life, for example, gourmet, leisure, shopping, sports, travel, learning, and life events such as childcare, nursing care, health, and moving. The number of services is over 1.4 million.

The expanded shareholder benefit program will be available to shareholders recorded in the shareholder register as of March 31, 2024. Moreover, all shareholders must download the "QOLism" app and register by Saturday, August 31 in order to use "QOLism" and "Benefit Station".

[Current shareholder benefit program]

Shares held	Details of the shareholder benefit program
100 to less than 200 Shares	Healthcare App “QOLism” Points of up to 2,000-yen equivalency
200 Shares or more	Healthcare App “QOLism” Points of up to 5,000-yen equivalency

[Shareholder benefit program after expansion]

Shares held	Details of the shareholder benefit program
100 to less than 200 Shares	Ⅰ. Healthcare App “QOLism” Points of up to 2,000-yen equivalency Ⅱ. Membership of “Benefit Station”, a comprehensive lifestyle service
200 Shares or more	Ⅰ. Healthcare App “QOLism” Points of up to 5,000-yen equivalency Ⅱ. Membership of “Benefit Station”, a comprehensive lifestyle service

Notes:

(1) The number of shares held is the number of shares recorded in the shareholder register as of March 31 (base date) of each year.

(2) The “Benefit Station” plan is exclusively for the shareholders.

(3) In order to use “Benefit Station”, the shareholders must download the “QOLism” app and register by Saturday, August 31, 2024.

3. Start date of “Benefit Station” usage

The Company plans to start “Benefit Station” on Thursday, September 12.

Further details of the procedure will be announced sequentially by the notification function in the “QOLism” app.

In addition, it will be announced to all individual shareholders recorded in the shareholder register as of March 31, 2024, by postcards.

Investor Contact:
Corporate Administration Group
Corporate Service Unit
Dai-ichi Life Holdings, Inc.
+81 3 3216 1222

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