[Unofficial Translation]

February 14, 2025

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

Dai-ichi Life Holdings and Subsidiaries to Change Trade Names

Dai-ichi Life Holdings, Inc. (the “Company” Representative Director, President, Chief Executive Officer: Tetsuya Kikuta) announced today that its Board of Directors resolved to change its Company’s trade name as follows, subject to approval of a proposal for partial amendment to the Articles of Incorporation to be submitted to the 15th Annual General Meeting of Shareholders to be held in late June 2025.
The details of the proposal for partial amendments to the Articles of Incorporation scheduled to be tabled at the General Meeting of Shareholders will be disclosed separately as soon as the details are determined.

1. New trade name

Daiichi Life Group, Inc.

2. Scheduled date of change

April 1, 2026

3. Background

The company has expanded its business domain from life insurance to asset formation and succession, as well as non-insurance businesses. As we evolve our business to be an "insurance service provider" which is not limited to the life insurance domain, and by transforming ourselves into a company that stays close to each individual and opens up the possibilities of “life”, we aim to achieve significant growth into an "insurance group that ranks among the global top tier". In this context, we will change our trade name to "Daiichi Life Group, Inc." In line with the change of our trade name, the group brand name will be "Daiichi Life".

Since our founding in 1902 as the first mutual company in Japan as the Dai-ichi Mutual Life Insurance Company, we have been working with our customers to embody our credo “By your side, for life,” through the life insurance business. In 2010, we changed our company into a joint-stock corporation, which is oriented toward sustainable growth and allows us to adopt more flexible management strategies. We listed our shares on the First Section of the Tokyo Stock Exchange in order to achieve

highly transparent management based on market discipline. In 2016, we shifted to a holding company structure with the aim of fundamentally transforming the Group's management style, including the flexible allocation of management resources on a Group basis and the establishment of governance conducive to rapid decision-making.

In addition, we actively expanded our overseas operations, currently operating in 10 countries. Having taken on the continuous challenge of growing, with the change of our trade name, we are determined to enhance the Group's sense of unity and accelerate its growth, while at the same time making further contributions to society.

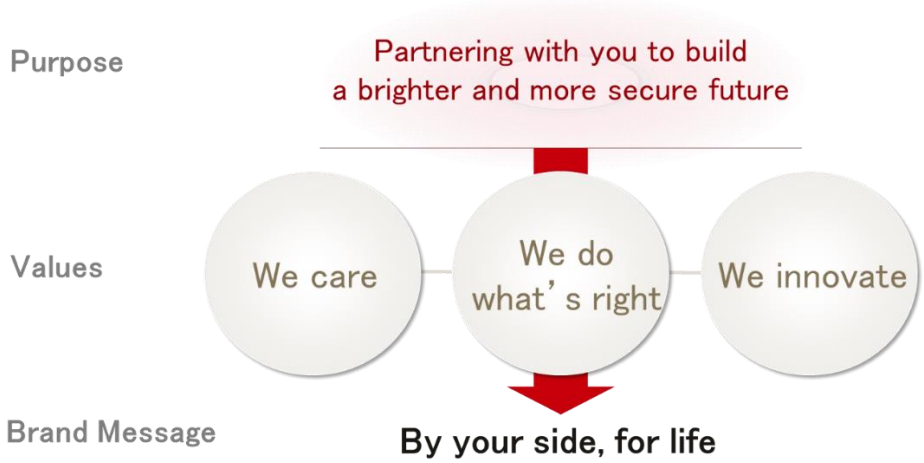
4. Meaning behind the new trade name and brand name

In the Japanese language, the name of the Holdings and the Group name will change from “Dai-ichi Seimei” to “Daiichi Life”. While the current “Seimei” means "Life" in the narrow sense of life insurance, the new name carries the meaning of “Life” in the broader sense of “journey of people’s lives” and “daily living”. The "Life" in our new brand “Daiichi Life Group” will embody our Group’s purpose to “opening up the possibilities of people’s lives around the world”, being "by your side, for life". “Daiichi”, which means “First” or “No1” in Japanese language, is supported by our values: We care, We do what's right, and We innovate.

Daiichi Life

We think about people **first** and **foremost**, pursue the **best,** and are the **first** to take on challenges and make changes.
We go beyond the boundaries of life insurance to open up the diverse possibilities of each individual’s **lives**.

In 2024, we renewed our group principles to redefine our group's Purpose and vision for the future as the social environment changes and people's values and lifestyles diversify. The new trade name “Daiichi Life Group, Inc.” expresses the thoughts contained in this group principles.



The name change from “Dai-ichi Life Holdings” to "Daiichi Life Group" expresses our strong determination to evolve as one group.

5. Subsidiaries’ new trade names

We also announce that the Board of Directors of the following four subsidiaries have also resolved to change their trade names, subject to the resolution of their respective General Meeting of Shareholders and the approval of the relevant authorities. The Dai-ichi Life Insurance Company, Limited and The Dai-ichi Frontier Life Insurance Co., Ltd. will not change their Japanese trade names.

Current		**New trade name**
The Neo First Life Insurance Company, Limited.	⇒	Daiichi Neo Life Insurance Co., Ltd.
ipet Insurance Co., Ltd.	⇒	Daiichi ipet Insurance Co., Ltd.
The Dai-ichi Life Research Institute Inc.	⇒	Daiichi Life Research Institute Co., Ltd.
The Dai-ichi Life Techno Cross Co., Ltd.	⇒	Daiichi Life Techno Cross Co., Ltd.

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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.