[Unofficial Translation]

February 14, 2025

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

1. Purpose of the expansion of the shareholder benefit program

In July 2024, the company introduced the shareholder benefit program to express gratitude for their continued support, deepen their understanding of the Dai-ichi Life group's business through the daily use of its services, enhance the attractiveness of the Company's shares as an investment option, and encourage as many shareholders as possible to hold them over the mid- to long-term. On this occasion, the company will revise the shareholder benefit program to make it more attractive than ever, allowing you to experience the healthcare app "QOLism" and the membership-based comprehensive lifestyle service "Benefit Station" more closely and ensuring your full satisfaction.

2. Details of the expansion of the shareholder benefit program

(１) Health care application "QOLism"

The company will increase the base points awarded annually for new registrations and continued use from the equivalent of 500 yen to 1,000 yen, and will also expand the maximum possible points to the equivalent of 5,500 yen. The points earned in 'QOLism' can be exchanged for electronic money or gift items.

(２) Membership-based comprehensive lifestyle service "Benefit Station"

As an initial registration bonus, 500 yen worth of "Benefit Points" (Benepo*) will be awarded.

* "Benepo" can be used at services that display the "Benepo Usable" mark, where 1 point

equals 1 yen. These points can be used towards service fees, or exchanged for points from other companies, electronic money, and more.

* Shareholders who are already using “Benefit Station” as of March 31, 2024, under the shareholder benefits program, will also be awarded the initial registration points if they continue using “Benefit Station” under the shareholder benefits program as of March 31, 2025.

【Shareholder benefit program after the expansion】

Shares held (Shares held after the stock split is shown in parentheses.)	Details of the shareholder benefit program	
	Healthcare app "QOLism"	Membership-based comprehensive lifestyle service “Benefit Station”
100 to less than 200 Shares (400 to less than 800 Shares)	Healthcare app “QOLism” points of up to 2,500-yen equivalency （Of the amount, 1,000 yen is awarded annually as base points.）	“Benepo” points equivalent to 500 yen as initial registration points
200 Shares or more (800 Shares or more)	Healthcare app “QOLism” points of up to 5,500-yen equivalency （Of the amount, 1,000 yen is awarded annually as base points.）	

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

* Details regarding the registration period, method, and other information for the shareholder benefit program for shareholders recorded in the shareholder registry as of March 31, 2025, will be announced on the company website and other channels in due course.

* “Benefit Station” plan is exclusively available to our shareholders. It is available to the shareholder themselves, their spouse, and their immediate family members (up to the second degree of kinship).

【Current shareholder benefit program】

Shares held	Details of the shareholder benefit program	
	Healthcare app "QOLism"	Membership-based comprehensive lifestyle service “Benefit Station”
100 to less than 200 Shares	Healthcare app “QOLism” points of up to 2,000-yen equivalency （Of the amount, 500 yen is awarded annually as base points.）	No initial registration points
200 Shares or more	Healthcare app “QOLism” Points of up to 5,000-yen equivalency （Of this amount, 500 yen is awarded annually as base points.）	

3. Shareholders eligible for the expanded shareholder benefit program
   Shareholders residing in Japan and recorded in the shareholder registry as of March 31, 2025, will be eligible. Although the Company has announced the stock split effective April 1, 2025*, the shareholder benefit program for fiscal 2025 (with the record date of March 31, 2025) applies to shareholders who hold 100 or more shares based on the number of shares held prior to the stock split.

   * https://www.dai-ichi-life-hd.com/en/newsroom/newsrelease/2024/pdf/index_036.pdf

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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.