News Release
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Dai-ichi Life Holdings

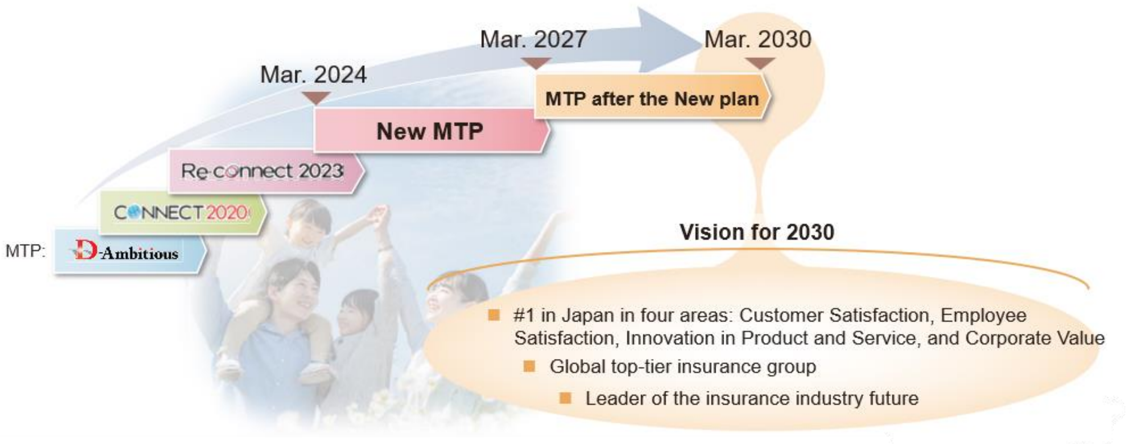
[Unofficial Translation]

March 29, 2024

Launch of the Dai-ichi Life Group Medium-Term Management Plan covering fiscal years 2024 to 2026 and Revision of the Group Principles

Dai-ichi Life Holdings, Inc. (the "Company"; President: Tetsuya Kikuta) today released the Dai-ichi Life Group medium-term management plan ("MTP") covering fiscal years 2024 to 2026.

1. Dai-ichi Life Group's Vision and Positioning of the New MTP



Our **vision for 2030** is **to be #1 in Japan in the four areas**: **"Customer Satisfaction", "Employee Satisfaction", "Innovation in Product and Service", and "Corporate Value"**, **to be a "Global top-tier insurance group" and "Leader of the insurance industry future"**.

We have formulated the **New MTP** by **backcasting from the vision for 2030** and specifying what we need to achieve over the next three years.

2. Revision of the Group Principles and Formulation of Core Materiality

We have revised our principles and established **"Group Purpose"** and **"Values"** to embody what we want to achieve and to serve as a guideline to move forward as a group.

In addition, based on the established Purpose, we have redefined our priority issues and newly formulated **"Core Materiality"** to realize the vision for 2030.

Please refer to the following URL for the contents of the New MTP (including the contents of the Group Principles and Materiality)
https://www.dai-ichi-life-hd.com/en/investor/pdf/event_006.pdf