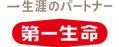
News Release

第一生命保険株式会社

〒100-8411 東京都千代田区有楽町 1-13-1 **The Dai-ichi Life Insurance Company, Limited**13-1, Yurakucho 1-chome, Chiyoda-ku,
Tokyo 100-8411, Japan



[Unofficial Translation]

July 19, 2016 Koichiro Watanabe President and Representative Director The Dai-ichi Life Insurance Company, Limited

Code: 8750 (TSE First Section)

Dai-ichi Life Invests in a Venture Fund Managed by Keio Innovation Initiative

The Dai-ichi Life Insurance Company, Limited (the "Company"; President: Koichiro Watanabe) is pleased to announce that it has made a commitment to invest ¥500 million in the "Keio Innovation Initiative 1, LPS" (the Fund), a venture fund which invests in startup/venture companies which utilize Keio University's research accomplishments.

The Fund is the first venture fund managed by Keio Innovation Initiative Inc. ("KII"), headquartered in Tokyo, Japan and jointly established by Keio Academic Enterprise Co., Ltd., an affiliated company of Keio University, and Nomura Holdings, Inc. The Fund focuses on investments in startup/venture companies which utilize Keio University's research primarily across fields of IT-integrated domain (IoT, big data, robotics, drone, etc.), Digital health and Bioinformatics.

The Company intends to achieve a superior return through the commitment to the Fund which makes diversified investments in promising startup/venture companies in the above-mentioned fields of Keio University. Additionally, this fund investment is expected to help the Company to understand state-of-the-art research in those fields to drive its initiative for insurance technologies.

The Company continues to seek investment opportunities for various venture funds to enhance investment returns and provide growth capital as a leading institutional investor.

[Summary of the Fund]

Fund Name	Keio Innovation Initiative 1, LPS
Fund Management Company	Keio Innovation Initiative Inc.
Investment Objective	Investments in startup/venture companies which utilize Keio University's research primarily in the fields of IT-integrated domain (IoT, big data, robotics, drone, etc.), Digital health and Bioinformatics
Main Geographic Focus	Japan