

## INS<sup>TECH</sup> × Impact Investment

July 5, 2019

### Impact Investment in CureApp and NeuroTrack

#### - Extending healthy life expectancy and improve quality of life through synergies between investments and life insurance -

The Dai-ichi Life Insurance Company, Limited (the “Company”; President and Representative Director: Seiji Inagaki) is pleased to announce that it has impact-invested a total of JPY 1.6 billion in Japanese and the U.S. start-up companies, CureApp and NeuroTrack, to create innovation that will lead the InsTech. Through these investments, the Company aims to develop new life insurance products or services to improve quality of life by leveraging the cutting-edge technologies of CureApp and NeuroTrack, while expecting high return on investments.

#### CureApp

- Japanese start-up company that develops software-based medical devices "Treatment Applications"
- Aiming for Japan's first regulatory approval for its digital therapeutics smoking cessation app, CureApp is also developing applications for NASH<sup>1</sup> and high blood pressure.
- Dai-ichi Life has impact-invested a cumulative total of JPY 1 billion in CureApp.

[Social Impact]

Extension of Healthy Life Expectancy	Extending healthy life expectancy by improving efficacy with treatment applications to improve lifestyle habits
Reduction of Health Care Cost	Providing the same effectiveness of treatment as conventional pharmaceuticals at a lower cost and reducing health care cost by significantly curbing R&D expenditures and



#### Neurotrack

- The U.S. startup company that develops apps such as "NeuroTrack Cognitive Function Test," which measures cognitive functions by eye tracking.
- Dai-ichi Life provides NeuroTrack’s test for dementia insurance customers.
- Dai-ichi Life has impact invested USD 7 million (approx. JPY 800 million) in NeuroTrack.

[Societal Impact]

Prevention of Dementia	Preventing dementia with Cognitive Function Test that allows early detection of impaired cognitive function
Reduction of Health Care Cost	The spread of inexpensive preventive measures contributes to the reduction of medical costs related to treatment of dementia.



<sup>1</sup> Non-Alcoholic SteatoHepatitis

In April 2019, the Company established the Alternative Investment Department to enhance its expertise and flexibility of alternative investment. The Company will continue to strive to improve investment returns by enhancing and diversifying its investment methods, while also working to create new business models to improve quality of life.



CureApp’s President and CEO Kota Satake made the following remarks:



“Treatment Applications, which we are developing in our vision of "Creating the Future of Treatment with an Application," provide treatment interventions based on a behavioral change approach in the "treatment blank period" between treatments. At the same time, we are confident that we will contribute to resolving social issues such as the optimization of health care cost and regional disparities. We will continue to lead the development of therapeutic apps and digital therapeutics in Japan and overseas to contribute to the creation of social impacts targeted by ESG investments.”

NeuroTrack’s Co-founder and CEO Elli Kaplan made the following remarks:



“As the global crisis around Alzheimer’s continues to grow, the private sector is joining government and nonprofits to address the problem in their markets. Our partnership with Dai-ichi Life is an innovative model that advances better memory health and creates a new way to help address the Alzheimer’s crisis in Japan. By developing novel solutions that incorporate NeuroTrack’s products, Dai-ichi Life is advancing better memory health among the population in Japan. And now, with their investment in our company, it has two ways of doing well by doing good. We are thrilled to have their support.”

#### Company Outline

Trade name	CureApp Inc.
Head office	Kodenma-cho YS Bldg. 4F, 12-5, Nihonbashi Kodenma-cho, Chuo-ku, Tokyo
Representative	Kota Satake (President and CEO)
Established	July 2014
Business Description	Software medical device development, personal health records (PHR) services and mobile health-related service

Trade name	NeuroTrack Technologies, Inc.
Head office	399 Bradford Street Suite 100 Redwood City, California 94063
Representative	Elli Kaplan(Co-founder & CEO)
Established	May 2012
Description of Businesses	Digital solutions business related to cognitive functions

## Dai-ichi Life's Impact Investment History

Headlines (Release Date)	URL
Dai-ichi Life to Engage in Impact Investment (Oct. 23, 2017) –First Impact Investment in Gojo & Company, Inc. which provides support for micro-finance business–	<a href="https://www.dai-ichi-life.co.jp/english/news_release/2017/pdf/index_012.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2017/pdf/index_012.pdf</a>
Dai-ichi Life to Invest in Spiber Inc. (Oct. 23, 2017) –Second Impact Investment through Support for Development of New-Generation Bio-Materials–	<a href="https://www.dai-ichi-life.co.jp/company/news/pdf/2017_044.pdf">https://www.dai-ichi-life.co.jp/company/news/pdf/2017_044.pdf</a>
Dai-ichi Life to Invest in CureApp, Inc. (Feb. 26, 2018) –Third Impact Investment through Support for Treatment Applications–	<a href="https://www.dai-ichi-life.co.jp/english/news_release/2017/pdf/index_018.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2017/pdf/index_018.pdf</a>
Dai-ichi Life to Impact Invest in CROWD CREDIT, Inc. (Apr. 5, 2018) –Energize Business Activities in Developing Countries to Alleviate the Global Supply-Demand Gap for Funds–	<a href="https://www.dai-ichi-life.co.jp/company/news/pdf/2018_002.pdf">https://www.dai-ichi-life.co.jp/company/news/pdf/2018_002.pdf</a>
Dai-ichi Life to Impact Invest in SUSMED, Inc. (Jun. 4, 2018) –Promote the Widespread Adoption of Non-Drug Therapies through Insomnia Therapy Apps–	<a href="https://www.dai-ichi-life.co.jp/company/news/pdf/2018_008.pdf">https://www.dai-ichi-life.co.jp/company/news/pdf/2018_008.pdf</a>
Dai-ichi Life to Impact Invest in MELTIN MMI (Oct. 17, 2018) –Mitigating Accidents Caused by Work in Hazardous Environments Using MELTIN's Avatar Robots–	<a href="https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_004.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_004.pdf</a>
Dai-ichi Life to Impact Invest in MOLCURE Inc. (Nov. 27, 2018) –Shortening Pharmaceutical Development with the World's First Antibody Discovery Platform Utilizing AI –	<a href="https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_007.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_007.pdf</a>
Dai-ichi Life to Impact Invest in QD Laser, Inc. (Dec. 12, 2018) –World's First Eyewear that Employs State-of-the-Art Laser Technology Improves Quality of Life for Low-Vision Patients	<a href="https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_010.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_010.pdf</a>
Dai-ichi Life to Impact Invest in Challenergy Inc. (February 28, 2019) –Helping to reduce CO2 emissions using the world's first wind turbine capable of generating electricity even in typhoons—	<a href="https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_012.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_012.pdf</a>
Dai-ichi Life to Impact Invest in Venture Fund managed by Energy & Environment Investment, Inc. (March 20, 2019) –Japan's Only Independent Venture Capital Focused on the Energy and Resource Related Sectors—	<a href="https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_015.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_015.pdf</a>