

November 15, 2019

Dai-ichi Life to Impact Invest in Life is Tech, Inc.

- Contributing to Solving the IT Talent Shortage with IT and Programming Education Services -

The Dai-ichi Life Insurance Company, Limited (the “Company”; President and Representative Director: Seiji Inagaki) is has decided to impact invest¹ JPY 200 million in Life is Tech, Inc. (“Life is Tech”; CEO: Yusuke Mizuno), a Japanese startup that provides IT and programming education services for middle and high school students.



- A startup that develops and provides IT and programming education services for middle and high school students.
- Aims to solve the IT talent shortage by providing in-depth programming education for middle and high school students through programming camps and lessons, online programming education services and educational materials, and more.



Social Impact

Solving the IT talent shortage

Accelerating the development of IT talent by providing in-depth programming education to middle and high school students

There are hopes that Life is Tech will alleviate the IT talent shortage (have a social impact). Through this investment, our company expects to see a high return, and will also financially support, and continuously monitor the progress of, Life is Tech's endeavors.

The Company will continue to enhance investment returns through increasingly sophisticated and diverse investment methods. As a responsible institutional investor that should contribute toward realizing a sustainable society, the Company is also actively engaged in ESG investment.

¹ Impact investment is an investment method where Dai-ichi Life makes investment decisions with the intent to gain investment returns and generate social impacts (e.g., structural change in society).

Life is Tech, Inc. CEO Yusuke Mizuno made the following remarks:



Since 2011, our company has given over 40,000 middle and high school students opportunities to study IT and programming. It is becoming more and more important for young people to have IT skills and experience creating things for themselves, but at the same time, there is a lack of environments where young people can nurture their interests, learn new skills, and challenge themselves. We are delighted to receive this investment from Dai-ichi Life, who has proactively engaged in making many ESG and impact investments. We will use this increase in capital to provide opportunities for even more young people to unlock their potential and, in doing so, work toward creating a social impact.

Company Outline

Trade Name	Life is Tech, Inc.
Head Office	1 st Floor, Minami Azabu Bldg., 2-12-3 Minami-Azabu, Minato-ku, Tokyo
Representative	Yusuke Mizuno (CEO)
Established	July 2010
Business Description	The planning and operation of IT and programming education camps, lessons, and events for middle and high school students

Dai-ichi Life's Impact Investment History

Headline	Release Date	URL
Dai-ichi Life to Engage in Impact Investment —First Impact Investment in Gojo & Company, Inc. which provides support for micro-finance business—	Oct. 23, 2017	https://www.dai-ichi-life.co.jp/english/news_release/2017/pdf/index_012.pdf
Dai-ichi Life to Invest in Spiber Inc. —Second Impact Investment through Support for Development of New-Generation Bio-Materials—	Oct. 23, 2017	https://www.dai-ichi-life.co.jp/company/news/pdf/2017_044.pdf
Dai-ichi Life to Invest in CureApp, Inc. —Third Impact Investment through Support for Smoking Cessation Treatment Applications—	Feb. 26, 2018	https://www.dai-ichi-life.co.jp/english/news_release/2017/pdf/index_018.pdf
Dai-ichi Life to Impact Invest in CROWD CREDIT, Inc. —Energize Business Activities in Developing Countries to Alleviate the Global Supply-Demand Gap for Funds—	Apr. 5, 2018	https://www.dai-ichi-life.co.jp/company/news/pdf/2018_002.pdf
Dai-ichi Life to Impact Invest in SUSMED, Inc. —Promote the Widespread Adoption of Non-Drug Therapies through Insomnia Therapy Apps—	Jun. 4, 2018	https://www.dai-ichi-life.co.jp/company/news/pdf/2018_008.pdf
Dai-ichi Life to Impact Invest in MELTIN MMI —Mitigating Accidents Caused by Work in Hazardous Environments Using MELTIN’s Avatar Robots—	Oct. 17, 2018	https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_004.pdf

Dai-ichi Life to Impact Invest in MOLCURE Inc. —Shortening Pharmaceutical Development with the World's First Antibody Discovery Platform Utilizing AI—	Nov. 27, 2018	https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_007.pdf
Dai-ichi Life to Impact Invest in QD Laser, Inc. —World's First Eyewear that Employs State-of-the-Art Laser Technology Improves Quality of Life for Low-Vision Patients—	Dec. 12, 2018	https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_010.pdf
Dai-ichi Life to Impact Invest in Challenergy Inc. —Helping to reduce CO2 emissions using the world's first wind turbine capable of generating electricity even in typhoons—	Feb. 28, 2019	https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_012.pdf
Dai-ichi Life to Impact Invest in Venture Fund managed by Energy & Environment Investment, Inc. —Japan's Only Independent Venture Capital Focused on the Energy and Resource Related Sectors—	Mar. 20, 2019	https://www.dai-ichi-life.co.jp/english/news_release/2018/pdf/index_015.pdf
Impact Investment in CureApp and NeuroTrack —Extending healthy life expectancy and improve quality of life through synergies between investments and life insurance—	Jul. 5, 2019	https://www.dai-ichi-life.co.jp/english/news_release/2019/pdf/index_008.pdf
Dai-ichi Life to Impact Invest in Integral Geometry Science —Contributing to a reduction in breast cancer deaths through the world's first high precision breast cancer vizualizing system—	Sep. 13, 2019	https://www.dai-ichi-life.co.jp/english/news_release/2019/pdf/index_015.pdf
Dai-ichi Life to Impact Invest in UniFa —Contributing to Resolving the Lengthy Daycare Waiting List Problem Caused by a Shortage of Nursery Care Workers by Introducing IoT and AI to Daycare Operations—	Sep. 27, 2019	https://www.dai-ichi-life.co.jp/english/news_release/2019/pdf/index_014.pdf