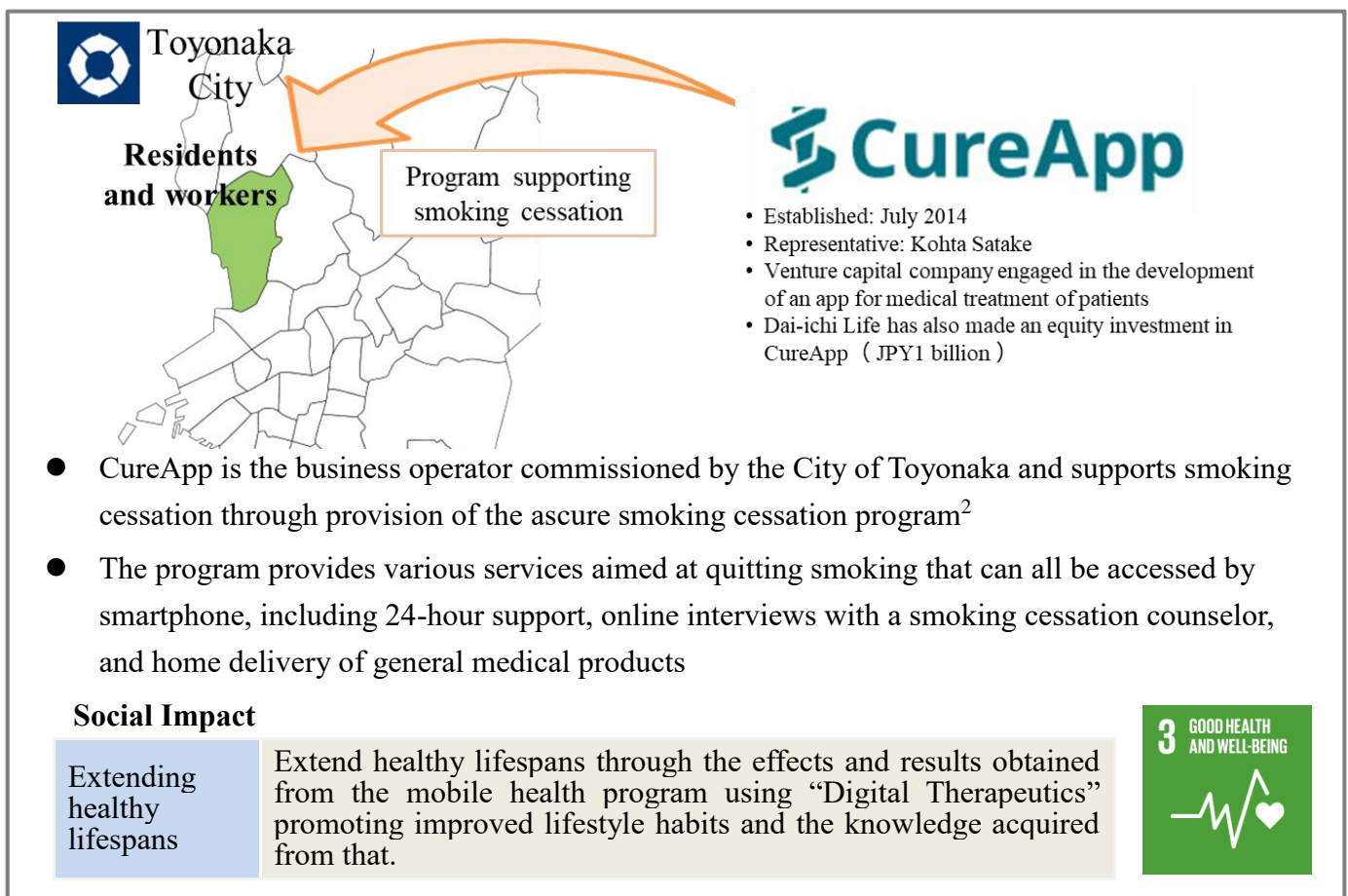


November 29, 2019

Dai-ichi Life to Impact Invest in World’s First Anti-Smoking Social Impact Bond - Support Social Impact Creator and Investment Recipient CureApp, through Investment in Anti-Smoking Project -

The Dai-ichi Life Insurance Company, Limited (the “Company”; President and Representative Director: Seiji Inagaki) has decided to impact invest¹ JPY12 million as part of its ESG investments in the Toyonaka Sotsuen Project, an anti-smoking project operated by the Toyonaka Municipal Government and the world’s first anti-smoking social impact bond. The Company will be Japan’s first life insurance company to invest in a social impact bond, a method of public-private sector collaboration using private sector funding to resolve social issues.



Toyonaka City
 Residents and workers
 Program supporting smoking cessation

CureApp

- Established: July 2014
- Representative: Kohta Satake
- Venture capital company engaged in the development of an app for medical treatment of patients
- Dai-ichi Life has also made an equity investment in CureApp (JPY1 billion)

- CureApp is the business operator commissioned by the City of Toyonaka and supports smoking cessation through provision of the asure smoking cessation program²
- The program provides various services aimed at quitting smoking that can all be accessed by smartphone, including 24-hour support, online interviews with a smoking cessation counselor, and home delivery of general medical products

Social Impact

Extending healthy lifespans	Extend healthy lifespans through the effects and results obtained from the mobile health program using “Digital Therapeutics” promoting improved lifestyle habits and the knowledge acquired from that.
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3 GOOD HEALTH AND WELL-BEING

The Company will provide capital support to the Toyonaka Sotsuen Project’s initiatives as it expects this investment will realize returns as well as prevent illness caused by smoking and passive smoking and extend healthy lifespans. The Company will also continuously monitor progress.

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).
² <https://cureapp.co.jp/en/product.html#product03>

The Company has also made an equity investment³ of JPY1 billion in CureApp as an impact investment, which will support CureApp’s initiatives as an individual project aimed at resolving social issues such as how to extend healthy lifespans.

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.

Company Outline

Trade Name	CureApp, Inc.
Head Office	Kodenmacho YS Building, 4F, 12-5 Nihonbashi Kodenmacho, Chuo-ku, Tokyo
Representative	Kohta Satake (President and CEO)
Established	July 2014
Business Description	Development of medical program devices, mobile health-related services business

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

³ https://www.dai-ichi-life.co.jp/english/news_release/2019/pdf/index_008.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
Dai-ichi Life to Impact Invest in Life is Tech, Inc. —Contributing to Solving the IT Talent Shortage with IT and Programing Education Services—	Nov. 11, 2019	https://www.dai-ichi-life.co.jp/english/news_release/2019/pdf/index_018.pdf