

July 13, 2022

## Impact Investment in READYFOR INC.

### - Achieving a Society that Overflows with Heartfelt Support through Vitalization of the Donation and Subsidy Market -

The Dai-ichi Life Insurance Company, Limited (the “Company”; President and Representative Director: Seiji Inagaki) has invested in READYFOR INC. (“READYFOR”; Representative Director and CEO: Haruka Mera), a Japanese startup with crowdfunding business, donation and subsidy matching business. This impact investment<sup>1</sup> is a part of the Company’s ESG investments.



- READYFOR is a startup that provides infrastructure for the donation and subsidy market through the Web service.
- READYFOR provides crowdfunding which focuses on a high donation nature with the main aim of resolving social issues, thereby offering a new fundraising method for projects that contribute greatly to society, including medical care, research, NPOs, community vitalization, and culture.
- Based on information disclosed on the internet, including the donation recipient and project progress, supporters are able to provide highly transparent support, and fundraisers realize fundraising with a high achievement rate.
- This service is expected to establish a society-wide support network that covers even projects for which fundraising has been difficult previously and contributes to the promotion of a wide range of projects that contribute to society—including environmental preservation activities and research on rare or incurable diseases.

#### [Social Impact]

Promotion of projects that contribute to society

Establish a support network to help achieve a sustainable society by eliminating the gap between the supply and demand of funds to resolve social issues through the vitalization of the donation and subsidy market.

Through this investment, the Company not only expects high investment returns, but will provide capital support for the initiatives of READYFOR, which are expected to promote projects that contribute to society (social impact). Further, the Company will continuously monitor the progress of these initiatives.

As a responsible institutional investor, the Company will continue to actively engage in ESG investment to realize a sustainable society as well as to improve its investment returns through sophisticated and diverse investment methods.

<sup>1</sup>Impact investment is an investment activity where an investor makes investment decisions with the intent to gain investment returns and generate social impact (e.g., structural change in society).

Ms. Haruka Mera, Representative Director and CEO of READYFOR INC., made the following remarks:



At READYFOR, our vision is to *create a world in which anyone can achieve what they want* and our mission is to *increase the heartfelt flow of cash*. This approach guides our crowdfunding business as well as our donation and subsidy matching business. In particular, we have devised fundraising methods targeting *fields in which the nature of capitalism typically limits the flow of cash*, including medical care, research, NPOs, community vitalization, culture, and other fields outside the bounds of economic rationality. In the future, we will continue to work toward having a social impact as a social startup, a company concerned with both social contribution and business growth. We are deeply grateful to the Dai-ichi Life Insurance Company—which has been involved in many impact investments in the past—for their extremely generous support. Under their ongoing guidance, we will push forward to help bring about social reform.

[Company Profile]

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|----------------------|--|
| Trade Name           | READYFOR INC.  |
| Head Office          | 7 <sup>th</sup> floor, Sumitomo Fudosan Ichibancho Building, 8 Ichibancho, Chiyoda-ku, Tokyo |
| Representative       | Haruka Mera, Representative Director and CEO   |
| Established          | July 2014  |
| Business Description | Crowdfunding business<br>Donation and subsidy matching business                              |

Dai-ichi Life's Impact Investment History (Last 3 years)

| Headline   | Release Date   | URL   |
|--|----------------|---|
| Dai-ichi Life to Impact Invest in Modulus Discovery, Inc.<br>- Contributing to Realizing Accessible Healthcare for All by Cutting Development Timelines and Costs of Pharmaceuticals -                   | May 13, 2020   | <a href="https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_003.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_003.pdf</a> |
| Impact Investment in Metcela Inc.<br>- Contributing to Extending Healthy Life Expectancy of Patients with Heart Failure through the Development and Provision of a New Treatment -                       | Jan. 4, 2021   | <a href="https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_017.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_017.pdf</a> |
| Impact Investment in Sharing Energy Co., Ltd.<br>- Contributing to CO <sub>2</sub> emission reduction through distributed renewable energy power generation for residential solar power -                | Feb. 15, 2021  | <a href="https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_021.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_021.pdf</a> |
| Impact Investment in GITAI Japan<br>- Contributing to Economic Growth through Promotion of Space Development by Means of R&D for Space Worker Robots -   | Mar. 1, 2021   | <a href="https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_024.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_024.pdf</a> |
| Impact Investment in Noile-Immune Biotech, Inc.<br>- Extending Healthy Life Expectancy through Development and Provision of Next-Generation Cancer Immunotherapy -                                       | Mar. 22, 2021  | <a href="https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_028.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2020/pdf/index_028.pdf</a> |
| Investment in Climate Infrastructure Fund for Emerging Countries<br>- Contributing to Resolving Climate Change Challenges Through Joint Public/Private Support for Development of a Low Carbon Economy - | Jul. 8, 2021   | <a href="https://www.dai-ichi-life.co.jp/english/news_release/2021/pdf/index_003.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2021/pdf/index_003.pdf</a> |
| Impact Investment in RIVERFIELD Inc.<br>- Contributing to Improving Patients' Quality of Life by Lessening Burden on Mind and Body Through Usage of Surgery Support Robots -                             | Jul. 30, 2021  | <a href="https://www.dai-ichi-life.co.jp/english/news_release/2021/pdf/index_005.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2021/pdf/index_005.pdf</a> |
| Impact Investment in PaMeLa Co., Ltd.<br>- Contributing to Improving Patients' Quality of Life through Development of Medical Device That "Visualizes" Pain Using Brain Waves -                          | Sep. 29, 2021  | <a href="https://www.dai-ichi-life.co.jp/english/news_release/2021/pdf/index_008.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2021/pdf/index_008.pdf</a> |
| Impact Investment in WASSHA Inc.<br>- Contributing to Sustainable Development through Offering an Electric Power Service to Off-Grid Communities in Africa -   | June. 10, 2022 | <a href="https://www.dai-ichi-life.co.jp/english/news_release/2022/pdf/index_004.pdf">https://www.dai-ichi-life.co.jp/english/news_release/2022/pdf/index_004.pdf</a> |