

April 19, 2023

Impact Investment in KAKEHASHI Inc. - Contributing to Medical DX and to Establishing a Sustainable Medical System -

The Dai-ichi Life Insurance Company, Limited (the "Company"; President and Representative Director: Toshiaki Sumino) has invested JPY 500 million in KAKEHASHI Inc. (President and Representative Director: Yutaka Nakao, Representative Director and CEO: Takashi Nakagawa), a Japanese start-up that develops and provides medical services. This impact investment¹ is a part of the Company's ESG investments.



- KAKEHASHI is a Japanese start-up that develops and provides services that include *Musubi*, a cloud-based electronic drug history and drug administration guidance system for dispensing pharmacies.
- Musubi provides support that facilitates the creation of *drug histories* that record drug administration guidance, dispensing details, and other information according to the health conditions and lifestyle habits of patients by using tablet screens, and the system also makes it possible to centrally manage drug-taking information in coordination with other stores via the cloud.
- By utilizing this system to set up an environment that enables pharmacists to continuously provide high-added-value drug administration guidance, KAKEHASHI is expected to contribute to improved patient quality of life—including their adherence²—thereby helping to build a sustainable medical system for the future.

[Social Impact]

Improving patient quality of life

Continuously providing high-added-value drug administration guidance and improving patient quality of life by developing and providing systems for pharmacies



The Company expects high returns from its investment in KAKEHASHI. Through this investment, the Company will also provide financial support for and continually monitor KAKEHASHI's initiatives, which are hoped to have a positive impact on society by improving patient quality of life.

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.

¹Impact 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).

²Adherence refers to whether patients understand their treatment and actively follow the medical directions they are given.

Yutaka Nakao, President and Representative Director of KAKEHASHI Inc., provided the following comments:



Driven by our mission to make Japan's medical experience more flexible, we are striving to create the ecosystem that will serve as the foundation for the future of medicine. In 2017, we started providing our Musubi system for pharmacies. Since then, our system has achieved over a 10% share of the market, and we have developed numerous other products as well to promote pharmacy DX alongside healthcare professionals and our partner companies. There is currently a demand for "next-generation pharmacies" in response to the Ministry of Health, Labour and Welfare's "Vision of Pharmacies for Patients" as well as legal system revisions in recent years, and we are coming up with more and more cases of Musubi being successfully used to improve the relationships between patients and pharmacists and to improve adherence. Going forward, we plan to cooperate with pharmaceutical manufacturers, wholesalers, government offices and others to optimize drug distribution, stabilize the supply, and utilize prescription information in order to pursue initiatives aimed at improving patient outcomes. Through these and other efforts, we will use pharmacy DX as a starting point to help achieve next-generation medical services and facilitate improved patient quality of life, thereby contributing to the generation of the kind of social impact at which ESG investment is aimed.

[Company Profile]

Trade Name	KAKEHASHI Inc.
Head Office	Ginza Ono Building 9F, 4-1-17 Tsukiji, Chuo-ku, Tokyo
Representatives	Yutaka Nakao, President & Representative Director Takashi Nakagawa, Representative Director & CEO
Established	March 30, 2016
Business Description	Developing and providing medical services

Dai-ichi Life's Impact Investment History (Last 2years)

Headline	Release Date	URL
Impact Investment in RIVERFIELD Inc. - Contributing to Improving Patients' Quality of Life by Lessening Burden on Mind and Body Through Usage of Surgery Support Robots -	Jul. 30, 2021	https://www.dai-ichi-life.co.jp/english/news_release/2021/pdf/index_005.pdf
Impact Investment in PaMeLa Co., Ltd. - Contributing to Improving Patients' Quality of Life through Development of Medical Device That "Visualizes" Pain Using Brain Waves -	Sep.29, 2021	https://www.dai-ichi-life.co.jp/english/news_release/2021/pdf/index_008.pdf
Impact Investment in WASSHA Inc. - Contributing to Sustainable Development through Offering an Electric Power Service to Off-Grid Communities in Africa -	June. 10, 2022	https://www.dai-ichi-life.co.jp/english/news_release/2022/pdf/index_004.pdf
Impact Investment in READYFOR INC. - Achieving a Society that Overflows with Heartfelt Support through Vitalization of the Donation and Subsidy Market -	Jul. 13, 2022	https://www.dai-ichi-life.co.jp/english/news_release/2022/pdf/index_005.pdf
Impact Investment in Clean Energy Connect - Accelerating uptake of renewable energy by expanding off-site corporate PPAs -	Aug. 1, 2022	https://www.dai-ichi-life.co.jp/english/news_release/2022/pdf/index_006.pdf
Impact Investment in JEPLAN, INC. - Contributing to a Sustainable Society through PET Chemical Recycling Technologies -	Aug.24, 2022	https://www.dai-ichi-life.co.jp/english/news_release/2022/pdf/index_007.pdf
Impact Investment in a Venture Fund by Energy & Environment Investment, Inc. - Supporting a Decarbonized Society via Venture Fund Focused on the Environment and Energy Sectors -	Sep.15, 2022	https://www.dai-ichi-life.co.jp/english/news_release/2022/pdf/index_008.pdf