

October 17, 2025

Impact Investment in CraftBank Inc.

- Supporting Operational Efficiency in the Construction Industry through Digital Transformation, Contributing to a Sustainable Society-

The Dai-ichi Life Insurance Company, Limited ("the Company"; President and Representative Director: Toshiaki Sumino) has invested JPY 100 million in CraftBank Inc. ("CraftBank"; President and Representative Director: Eiji Kan), a Japanese start-up that provides a SaaS¹ solution designed to streamline operations for construction subcontractors. This impact investment² is part of the Company's sustainable investments.

- CraftBank is a Japanese start-up company that provides the only tool in Japan that enables construction subcontractors across the country to centrally manage administrative tasks such as attendance tracking, worker dispatching, and business operations via smartphones.

CraftBank office

14,000+ craftsmen use it "almost every day".

Customizable Business Management SaaS
for Construction Companies



Photograph courtesy of CraftBank

Daily Report
Attendance
Calendar
Worker Arrangement
Project Report
Man-power Report
Gross profit Report
Photo & Document org.
Process Mgt
Quotation & Invoice

- In addition to offering the tool itself, CraftBank provides comprehensive onboarding support, including listening to the specific needs of each subcontractor and conducting in-person briefings for workers. The service is customizable to suit the diverse workflows and operations of each company and construction site. Its intuitive and smartphone-friendly interface makes it easy to use for a wide range of workers, including older generations and the growing number of foreign laborers in the construction industry.
- The construction industry is currently facing a serious labor shortage, which has become a pressing social issue. While demand for construction labor continues to rise due to aging infrastructure and disaster recovery efforts, it is estimated that the industry will face a shortfall of 530,000 workers³ by 2030. Despite this, many small and medium-sized subcontractors still rely on analog tools such as paper and whiteboards. A survey indicates that business owners spend more than half of their day and workers spend about one-third of their time on administrative tasks, highlighting the urgent need for productivity improvements.

¹ A system for delivering software as a service via the internet.

² 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).

³ Survey by the Construction Economics Research Institute of Japan (CERIJ)

- By implementing this service, it is expected that the administrative workload for both business owners and workers will be reduced by approximately 50%⁴, thereby improving productivity at construction sites and allowing more time to be dedicated to on-site work. This, in turn, is anticipated to contribute to the overall sustainability of the construction industry.

Social Impact	Applicable SDGs
● Contributing to operational efficiency in the construction industry Through digital transformation, CraftBank's platform enhances productivity in the construction sector, supporting the maintenance of domestic infrastructure and disaster recovery efforts, and contributing to the realization of a more sustainable society.	

The Company expects high returns from its investment in CraftBank. Through this investment, the Company expects to generate high returns and to provide financial support for Craft Bank's initiatives to enhance operational efficiency in the construction industry. The Company will continuously monitor the progress of these initiatives.

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

Eiji Kan, Representative Director of CraftBank Inc., provided the following comments:

	We are deeply grateful for the support provided by Dai-ichi Life through this impact investment. At CraftBank, our mission is to build a system that enables skilled workers and construction subcontractors—who represent the pride of Japan—to thrive. While the construction industry plays a vital role in supporting local communities, it faces serious challenges such as population decline, labor shortages, succession issues, and delays in digital transformation. Through our business management SaaS “CraftBank office,” we have been working to improve productivity and job satisfaction for over 14,000 workers and subcontractors nationwide. With this funding as a driving force, we aim to enhance the sustainability of the construction industry and realize positive social change together with Dai-ichi Life.
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[Company Profile]

Trade Name	CraftBank Inc.
Head Office	8F, Prime Nihonbashi Hisamatsucho Building, 12-8 Nihonbashi Hisamatsucho, Chuo-ku, Tokyo
Representative	CEO Eiji Kan
Established	February, 2021
Business Description	Operation of an online platform for the construction industry

⁴ Survey by CraftBank Inc.

Dai-ichi Life's Impact Investment History (from fiscal 2022 onward)

Headline	Release Date	URL
Impact Investment in WASSHA Inc. - Contributing to Sustainable Development through Offering an Electric Power Service to Off-Grid Communities in Africa -	Jun. 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
Impact Investment in KAKEHASHI Inc. - Contributing to Medical DX and to Establishing a Sustainable Medical System -	Apr. 19, 2023	https://www.dai-ichi-life.co.jp/english/news_release/2023/pdf/index_001.pdf
Investment in Climate Infrastructure Fund for Emerging Countries - Contributing to Resolving Climate Change Challenges Through Joint Public/Private Support for Development of a Low Carbon Economy -	Jul. 8, 2021	https://www.dai-ichi-life.co.jp/english/news_release/2021/pdf/index_003.pdf
Impact Investment in PLANTX Inc. -Contributing to environmental conservation through sustainable plant production-	Nov. 30, 2023	https://www.dai-ichi-life.co.jp/english/news_release/2023/pdf/index_008.pdf
Impact Investment in Instalimb Inc. -Providing high-quality and affordable 3D-printed prosthetic limbs for the improvement of the people's Quality of Life in developing countries -	Mar. 6, 2024	https://www.dai-ichi-life.co.jp/english/news_release/2023/pdf/index_014.pdf
Impact Investment in Rakuten Medical, Inc. -Supporting the development of a novel cancer treatment called Alluminox Treatment (Photoimmunotherapy) to advance treatment options for cancer patients -	Mar. 7, 2024	https://www.dai-ichi-life.co.jp/english/news_release/2023/pdf/index_015.pdf
Impact Investment in TYPICA Holdings, Inc. -Supporting Poverty Alleviation Through Providing Platform to Purchase Coffee Beans directly from Producers-	Apr. 30, 2024	https://www.dai-ichi-life.co.jp/english/news_release/2024/pdf/index_001.pdf
Impact Investment in Schroders BlueOrchard Microfinance Fund -Supporting Financial Inclusion in Emerging Countries by Financing Microfinance Institutions-	Aug. 28, 2024	https://www.dai-ichi-life.co.jp/english/news_release/2024/pdf/index_004.pdf