

February 9, 2021

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

## **Lifenet Concludes Business Alliance Agreement with Money Forward**

*Plans to offer Money Forward Life Insurance*

TOKYO, February 9, 2021 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces conclusion of a business alliance agreement with Money Forward, Inc. (URL: <https://corp.moneyforward.com/en/>) Representative Director, President and CEO: Yosuke Tsuji) and the intention to start sales of *Money Forward Life Insurance* this summer.



Lifenet designated “Enhancement of promotion capabilities” as one of the priority areas in the company’s management policy disclosed in November 2018. We intend to use the brand power and customer base of our partner and expand white label business in life insurance products to achieve that. Lifenet plans to sell *Money Forward Life Insurance* with Money Forward, Inc. This will be the next initiative in the white label business, following the *au Life Insurance* with KDDI CORPORATION and *the Seven Financial Life Insurance* with SEVEN FINANCIAL SERVICE Co., Ltd.

The objective of this business alliance is to sell the Money Forward-branded life insurance product to customers who are using Money Forward ME, an automated personal financial management service provided by Money Forward, Inc. A diagnostic tool will be provided to customers who are using the Money Forward ME as one initiative of the business alliance. This tool will enable customers to review their insurance and apply for Money Forward-branded life insurance product online. We will provide a new customer experience in the areas of household budget management and insurance.

Lifenet will continue to dedicate itself to providing insurance products and services that contribute value and convenience to customers.

**About LIFENETURL:** <https://ir.lifenet-seimei.co.jp/en/>

Remembering to the original purpose of life insurance - mutual support - LIFENET INSURANCE COMPANY was founded with the goal of offering simple, convenient, and competitively priced products and services based on the highest levels of business integrity. We sell these products and services directly to customers over the Internet. By using the Internet, we are able to offer highly cost-competitive products and accept applications from customers at any given time.

Contact:  
Investor Relations, Corporate Planning Department  
Tel: +81-3-5216-7900  
e-mail: [ir@lifenet-seimei.co.jp](mailto:ir@lifenet-seimei.co.jp)

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