

March 7, 2022

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

Policies-in-force Exceeded 500,000

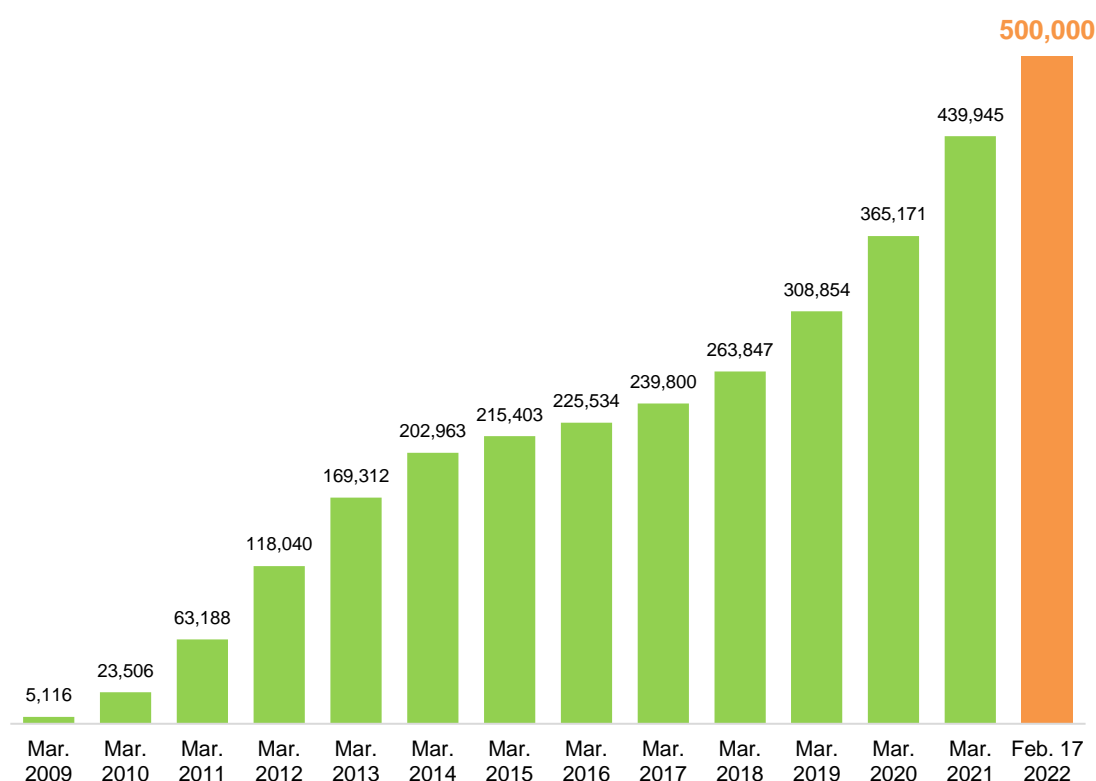
Fastest pace of increase in 100,000-policy increments since the business commencement

TOKYO, March 7, 2022 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that its number of policies-in-force exceeded 500,000 on February 17, 2022. In commemoration of this achievement, we will start a campaign “Thank you for the Achievement 500,000” on Twitter.

We have continued to grow steadily since we started our business in 2008 based on the LIFENET Manifesto of providing Comprehensible, Cost-Competitive and Convenient. Our policies-in-force exceeded 400,000 on September 3, 2020, and we achieved an increase of 100,000 policies-in-force in about one year and five months, which was the fastest pace. This is largely due to the support of our various stakeholders in our mission to realize the Manifesto.

Lifenet will continue to pursue the best service for the customers all the time in accordance with the Manifesto, and take on the challenges of driving the innovation of the life insurance industry to provide the customers with the essential coverage.

■ Changes in the Number of Policies-in-Force



■ Comments from Ryosuke Mori, Representative Director and President

We have been engaged in providing a customer experience fitting with the time so that customers can purchase easy to understand, affordable and convenient products and services.

We are very pleased that we achieved the number of policies-in-force exceeded 500,000 and have been continuously growing. We feel gratitude for all of our stakeholders who support our growth.

These days, the household budgets are affected by a rise in prices caused by expanding demand due to the resumption of economic activities and prolonged global supply constraints. Under such business environment, we believe that online life insurance which allows people to purchase life insurance easily with their smartphones at low premiums plays more and more important role.

As the leading company in the online life insurance market, we will continuously endeavor to provide assurance to even more customers and become a familiar presence.

About LIFENET URL: <https://ir.lifenet-seimei.co.jp/en/>

Remembering 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, and by doing so, are able to offer highly cost-competitive products and accept applications from customers at all hours of the day.

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