

March 20, 2019
 Ryosuke Mori, President
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

Changes in Executive Officers

TOKYO, March 20, 2019 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it decided the change in Executive Officers. The details are as follows:

1. Election of Executive Officer (effective on April 1, 2019)

Name	New Position	Previous Position
Yasusuke Baba	Executive Officer, General Manager of Information Systems Strategy Division	(Newly join)

2. Resignation of Executive Officer (as of March 31, 2019)

Name	New Position	Previous Position
Koji Baba	Assistant General Manager of Customer Services Division	Executive Officer, General Manager of Information Systems Strategy Division

(Reference) Brief Career History of Newly Elected Executive Officer

Name (Date of Birth)	Brief career history
Yasusuke Baba (May 8, 1972)	Apr. 1995 Joined KOIKE CORPORATION LIMITED Feb. 1997 Joined original soft co., ltd Nov. 1998 Joined London Assurance (currently American Home Assurance Company, Ltd.) Apr. 2000 Joined AXA GENERAL INSURANCE COMPANY LIMITED Nov. 2004 Joined Alcon Japan Ltd Nov. 2006 Head of Information Technology, Credit Agricole Life Insurance Company Japan Ltd. Sep. 2012 Head of Information Technology, Zurich Life Insurance Company Ltd. May 2018 Executive Officer, CIO, MONEY SQUARE HOLDINGS, INC.

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

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE 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. We aim to be the leading company driving the growth of the online life insurance market.

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