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Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

## **Lifenet Concludes Business Alliance Agreement with Insurtech Provider justInCase, Inc.**

TOKYO, November 12, 2019 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>, "Lifenet") announces that Lifenet has concluded a comprehensive business alliance agreement with justInCase, Inc. (CEO Kazuya Hata, URL: <https://justincase.jp/eng/>), which has received the first authorization to participate in regulatory sandbox system\* as a small-amount short-term insurer in Japan.

Lifenet has entered this business alliance with justInCase, Inc. to innovate the customer experience and enhance promotion capabilities, which are priority areas of our management policy. We aim to provide simple, convenient, and cost-competitive products and services and further increase our corporate value by pairing Lifenet's management resources and expertise in online insurance with the innovative technologies and products of justInCase, Inc.

Alliance initiatives will be determined through discussion by both companies, and will start by exploration of initiatives that utilize the strengths of both companies in products and sales.

\* The Government of Japan introduced the regulatory sandbox system in June of 2018 to facilitate the realization of new business models and the use of innovative technologies, such as IoT, Artificial Intelligence and Blockchains, which currently conflict with existing regulations. The entities that are successful in their applications will be allowed to begin testing and conducting demonstrations of their projects in the sandbox. The data obtained through demonstrations will be collected and used for regulatory review.

**About justInCase, Inc.** URL: <https://justincase.jp/eng/>

As a small-amount short-term insurer, we aim to make evolutionary changes in the insurance industry with the use of technology. Using machine learning and insurance APIs, we envision to develop insurance products that are yet to exist as well as selling insurance in a different way.

**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. We aim to be the leading company driving the growth of the online life insurance market.

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