

November 12, 2019

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

Lifenet Launches New Whole-life Medical Products *Jibun 3* and *Jibun 3 for Women*

Revised the scope of benefits to expand eligibility based on customer needs

TOKYO, November 12, 2019 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it will launch sales of new whole-life medical products *Jibun 3* and *Jibun 3 for Women* on December 1, 2019 (scheduled).



**Whole-life Medical
*Jibun 3***



**Whole-life Medical
*Jibun 3 for Women***

According to a survey^{*1} conducted by the Japan Institute of Life Insurance (JILI), the highest demand is for enrollment in insurance that offers coverage for treatment and hospitalization for illnesses and injuries. Lifenet has sold *Jibun* whole-life medical insurance to cover hospitalization and surgery for illnesses and injuries since the company was first launched in 2008. The company launched *New Jibun* and *New Jibun for Women* offering whole-life medical insurance that also covers cancer treatment and advanced medical care in 2014, enabling LIFENET to meet the needs of customers for medical protection.

Advances in medical technology have increased the percentage of short-term hospital stays of five days or less in recent years, reaching approximately 36% in 2017^{*2} and also made outpatient surgery possible. Customers are now demanding insurance that provides coverage for short-term hospitalization and surgery when they return home on the same day. Lifenet has reflected the feedback from customers to keep pace with the changing environment in these new products, enhancing the protection provided by these new medical products, which will be the first new whole-life medical products launched in five years.

■ Points of new whole-life medical product *Jibun 3* and *Jibun 3 for Women*

- 1. Expanded hospitalization benefit for women that pays for five days for hospitalizations of up to five days**
- 2. Surgery benefit paid for both in-patient and out-patient surgeries**
- 3. Establishes a lump-sum support benefit for advanced medical care in the *Recommended Plan***

The coverage provided by *au Medical Insurance* and *au Medical Insurance for Women* which are sold through the KDDI channel will also be updated to include the same coverage.^{*3}

- *1 Data from a nationwide report on the life insurance industry (2018) by Japan Institute of Life Insurance
- *2 2017 Patient Survey (Ministry of Health, Labour & Welfare), "Trends in the Estimated Number of Patients Discharged by Sex, Age Group, by Major Injury/Illness Category, and Average Length of Stay."
- *3 Sales of *New Jibun* and *New Jibun for Women* whole-life medical insurance products currently being sold will be terminated on November 30, 2019 (scheduled date). Sales of *au Medical Insurance* and *au Medical Insurance for Women* which are sold through the KDDI channel will also be terminated on November 30, 2019 (scheduled date).

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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