

April 1, 2020

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

Lifenet to Start Sales of *Seven Financial Service Life Insurance*

**Lifenet's second white label business initiative:
Providing Seven & i Group customers with life insurance**

TOKYO, April 1, 2020 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it starts the sales of *Seven Financial Service Life Insurance* for customers of the Seven & i Group through SEVEN FINANCIAL SERVICE Co.,Ltd. (“Seven Financial Service”) from April 1, 2020.

Lifenet offers life insurance products and services over the Internet based on our manifesto: Comprehensible, Cost-Competitive and Convenient. We provide customers with products at reasonable prices and convenient procedures, such as insurance consultation, application and claims by utilizing the Internet. Aiming to add value to our products and services, we designated “enhancement of promotion capabilities” as one of the priority areas in company’s management policy, and are focusing on the expansion of our white label business. As a part of this objective, we will start offering a new white label product – *Seven Financial Service Life Insurance* – through Seven Financial Service.



■ Seven Financial Service Life Insurance

Lifenet offers five products of *Seven Financial Service Life Insurance* as follows. Customers can apply for these products 24 hours a day through the website by smartphones or computers.

Products	Coverage
<i>Seven Financial Service Term Insurance</i>	Coverage with reasonable premiums in case of death
<i>Seven Financial Service Medical Insurance</i>	Coverage for cancer and access to advanced medical care in addition to hospitalization and surgery coverage
<i>Seven Financial Service Medical Insurance for Women</i>	Exclusive coverage for women for women’s health related illnesses
<i>Seven Financial Service Cancer Insurance</i>	Coverage for prolonged cancer treatment allowing customers to choose coverage based on their needs
<i>Seven Financial Service Disability Insurance</i>	Coverage for living expenses when one is not able to work due to disease or injury for an extended period of time

About LIFENET URL: <http://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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