

September 10, 2020
 Ryosuke Mori, President
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

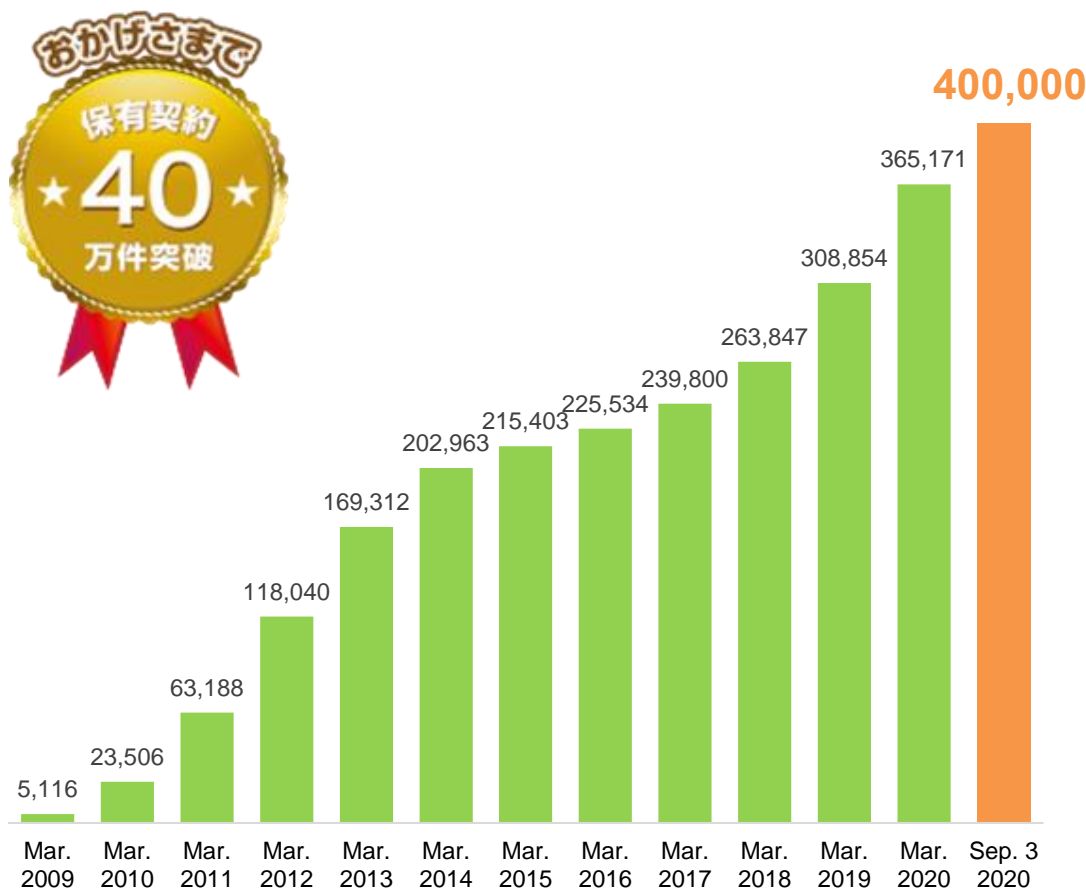
Policies-in-force Exceeded 400,000 on September 3, 2020
 Fastest pace of increase in 100,000-policy increments since the business commencement

TOKYO, September 10, 2020 – 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 400,000 on September 3, 2020.

Lifenet has been steadily growing since the business commencement in May 2008. The recent rate of growth has accelerated to a 100,000-policy increase in one year and seven months, the fastest pace since the Lifenet started its business, and policies-in-force reached 400,000. This is largely due to the support of our various stakeholders in our mission to realize the [LIFENET Manifesto](#) of providing Comprehensible, Cost-Competitive and Convenient.

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.

■ **Policies-in-force**



■ Main initiatives in the most recent year

Sep. 2019	Lifenet expanded the Lifenet app with biometric authentication to Androids.
Nov. 2019	Lifenet's Contact Center and Website Awarded 3 Stars in the HDI Benchmarking for the 7th Time
Dec. 2019	Lifenet Launched New Whole-life Medical Products <i>Jibun 3</i> and <i>Jibun 3 for Women</i>
Feb. 2020	Lifenet Offered <i>Warikan Cancer Insurance</i> as an Agent
Apr. 2020	Lifenet Started Sales of <i>Seven Financial Service Life Insurance</i>
	Term Life and Long-term Disability Ranked 1st for Fourth Consecutive Year in <i>Kakaku.com Insurance Award 2020</i>
	Lifenet's Three Products Ranked 1st in <i>the Most Chosen Insurance Ranking 2020</i> of HOKEN ICHIBA

■ Comments from Ryosuke Mori, Representative Director and President

In the twelve years since LIFENET INSURANCE COMPANY commenced business, it has successfully grown its business to more than 400,000 policies-in-force. We are deeply grateful to our policyholders and all other stakeholders who support us as we take on challenges.

Recently, the digitalization of the financial products and services is accelerating, and we recognize the increasing importance of the role the online channel plays in non-face-to-face contact. In addition, the impact from the recent spread of the novel coronavirus has changed customer behavior substantially. We feel that these changes will benefit the growth of the online life insurance market and keenly feel our social responsibility to stay close to our customers and provide them a sense of assurance when they need it most.

We will continue to make sure that we work to provide comprehensive products and services from the customer's perspective, provide assurance to even more customers, and become a familiar presence, without forgetting that Lifenet is a challenger in the life insurance industry.

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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