

March 25, 2021

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

## **Lifenet Ranked Highest in J.D. Power 2021 Japan Life Insurance Contract Customer Satisfaction Study<sup>SM</sup> <Direct Distribution Channel Segment>**

**Highest evaluation in the all factors:  
Interaction channel, Types of products, Price, and Forms and documents**

TOKYO, March 25, 2021 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it has been ranked highest in overall customer satisfaction in J.D. Power 2021 Japan Life Insurance Contract Customer Satisfaction Study<sup>SM</sup> <Direct distribution channel> conducted by J.D. Power Japan. Lifenet also has awarded top ratings in the all factors : Interaction channel, Types of products, Price, and Forms and documents.

■ **Highest in contract customer satisfaction in purchasing and renewing a life insurance policy during past 12 months**



■ **First place in the all factors**

- **1st in Interaction channel Satisfaction Ranking**
- **1st in Types of products Satisfaction Ranking**
- **1st in Price Satisfaction Ranking**
- **1st in Forms and documents Satisfaction Ranking**

The 2021 Japan Life Insurance Contract Customer Satisfaction Study<sup>SM</sup> <Direct distribution channel> measures customer satisfaction with the customer services during the purchase process provided by insurance companies. The 2021 study is based upon the responses of 6,285 policyholders who have purchased new life insurance policies or renewed a policy during past 12 months.

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

Remembering to 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. By using the Internet, we are able to offer highly cost-competitive products and accept applications from customers at any given time.

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