

April 4, 2018

Daisuke Iwase, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

## Lifenet's Products Ranked 1st in 2 Categories in the Most Chosen Insurance Ranking 2018 of HOKEN ICHIBA

TOKYO, April 4, 2018 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that Term Life Insurance *Kazoku* in the category of applying insurance via online and Long-term Disability Insurance *Hataraku-Hito 2* in the category of brochure request ranked 1st respectively in *the Most Chosen Insurance Ranking 2018* of HOKEN ICHIBA. HOKEN ICHIBA is one of the most popular website for comparing insurance products operated by Advance Create Co.,Ltd..

### ■ The Most Chosen Insurance Ranking 2018 of HOKEN ICHIBA

Category of Applying Insurance via Online Ranked 1st



Category of Brochure Request Ranked 1st



*The Most Chosen Insurance Ranking 2018* was released top five insurance products by category such as life insurance, educational endowment insurance and medical insurance in HOKEN ICHIBA. It is based on compiled date from the number of brochure request and application from January through December 2017.

**About Lifenet** URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning 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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