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(Securities Code: 7157, TSE Mothers)

Lifenet Adopts RPA for Partial Automation **Aiming for increasing customer response speed and improving service quality**

TOKYO, January 22, 2019 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces Lifenet has begun adopting RPA (robotic process automation) *1 to increase efficiency for repetitive workflows typically performed by humans.

Made possible by advancements in digital technology, RPA is an automated processing system that allows robots, in the form of software installed on PC, to process certain work tasks previously performed by humans. Adopting RPA will enable Lifenet to automate repetitive manual tasks (data extraction and organization, creation of materials required for following up on customer inquiries). This will increase workflow efficiency, quicken customer response, and improve service quality. Adopting RPA will also allow us to optimize personnel allocation towards the development of new services.

■ Applicable tasks

Initially, RPA is adopted in relation to the following tasks.

- Data organization for customers who have requested brochures and require follow-up via telephone or in the form of additional materials.
- Tabulation and analysis of daily data to enable analysis of calls sent and received.

We plan to expand the use of RPA to additional workflows as it is deemed effective and efficient.

■ Integration impact

(1) Workflow efficiency and workstyle reform

- Using RPA to organize customer response information, a task that previously was conducted manually, will improve workflow efficiency, promote workstyle reform for employees, and accelerate the start of customer follow-up.
- Personnel allocation optimization (strengthen resources in planning domain)

(2) Improve task and service quality

- Provide stable quality that is not staff-specific
- Reduce contact with highly confidential information

We also intend to use RPA to promote time reduction related to project advancement and new product adoption as well as promote efficiency in various other workflows.

Lifenet will continue to proactively utilize technology to improve productivity and customer service quality.

*1 RPA (Robotic Process Automation): Refers to software capable of recognizing an application on a PC and operating a PC in the same way as a human.

About LIFENET URL: <https://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. We aim to be the leading company driving the growth of the online life insurance market.

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