

February 12, 2020
Ryosuke Mori, President
LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Mothers)

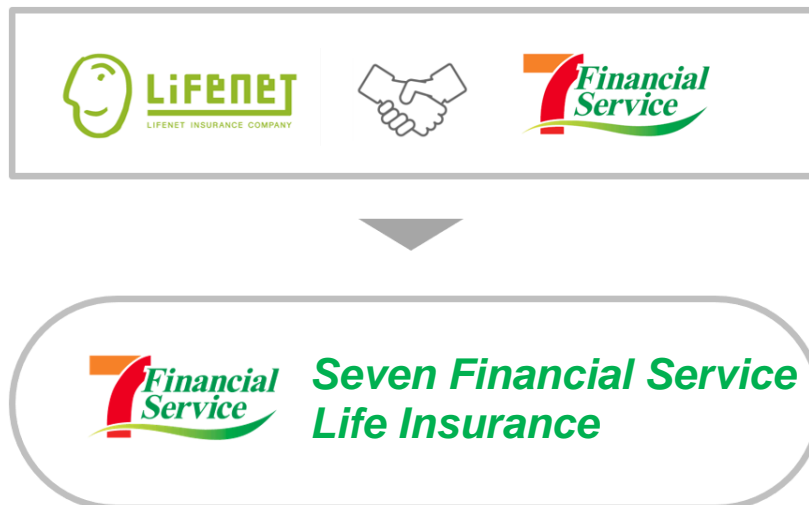
Lifenet Concludes Business Alliance Agreement with SEVEN FINANCIL SERVICE Co.,Ltd., Seven & i Group Plans to start offering *Seven Financial Service Life Insurance*

TOKYO, February 12, 2020 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>, "Lifenet") announces that Lifenet has concluded a business alliance agreement with SEVEN FINANCIL SERVICE Co.,Ltd. (President Tatsuya Mizuochi, URL: <https://www.7fin.jp/>, "Seven Financial Service"). Lifenet will start sales of *Seven Financial Service Life Insurance* this spring.

Lifenet designated "Enhancement of promotion capabilities" as one of the priority areas in the company's management policy disclosed in November 2018. We intend to use the brand power and customer base of our partner and expand white label business in life insurance products to achieve that. Lifenet plans to start offering *Seven Financial Service Life Insurance* with Seven Financial Service of the Seven & i Group. This will be Lifenet's second initiative in the white label business, following our *au Life Insurance* initiative with KDDI CORPORATION.

Seven Financial Service is aiming to sell *Seven Financial Service Life Insurance* as a life insurance product under the company's own brand to customers of the Seven & i Group. Seven Financial Service has supported Lifenet as a shareholder since 2007, before the company began operations.

Integration of expertise in online insurance sales with the brand and customer base



Lifenet will continue to dedicate itself to providing insurance products and services that contribute value and convenience to customers, based on the company's mission, "Help our customers embrace life more fully by offering comprehensible, cost-competitive and convenient products and services."

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. We aim to be the leading company driving the growth of the online life insurance market.

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