

July 1, 2021

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

## **Lifenet to Start Sales of *Money Forward Life Insurance***

**Delivered with a service to review life insurance to customers using *Money Forward ME***

TOKYO, July 1, 2021 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it starts sales of a new white label product *Money Forward Life Insurance*\*1 for customers who are using *Money Forward ME*, an automated personal financial management service provided by Money Forward, Inc., from July 1, 2021.

### ■ **New white label product *Money Forward Life Insurance***

*Money Forward Life Insurance* is a Lifenet insurance product that customers who have reviewed life insurance products in the *Money Forward Fixed Cost Review*\*2 can apply for online. It will provide simple, easy-to-understand insurance coverage for a reasonable insurance premium.

### ■ **Review of life insurance contracts in the *Money Forward Fixed Cost Review***

The review of life insurance contracts in the *Money Forward Fixed Cost Review* is a tool to review the amount of necessary coverage online. Part of the data that the customer has recorded in *Money Forward ME* is automatically reflected in the information needed for the review of life insurance contracts. This can reduce the work of entering data and makes it simple to review.

In addition to the amount of necessary coverage, the review results screen provides information on the current insurance premium and the potential annual reduction from a reviewed insurance premium. It helps customers take action to improve their household finances.

Lifenet will cooperate with Money Forward, Inc. on continually improving tool functions to help customers improve their household finances by reviewing their insurance. Both companies will continue to explore ways to provide new products and services in the household budget management and insurance domains, based on the needs of the customer.

\*1 *Money Forward Life Insurance* provides the same coverage and premiums as insurance products sold by Lifenet.

\*2 *Money Forward Fixed Cost Review* is a service provided by Money Forward, Inc. that promotes improvement in an individual's household budget by helping the individual to reduce fixed costs. Money Forward, Inc. started providing review of electricity bills in November 2020. The review of life Insurance contracts is the second release.

### **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.

Contact:

Investor Relations, Corporate Planning Department

Tel: +81-3-5216-7900

e-mail: [ir@lifenet-seimei.co.jp](mailto:ir@lifenet-seimei.co.jp)

*Disclaimer: This is a summarized translation/version of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.*