



Securities Code: 7157
TSE Growth



**Presentation
Material for
Investors**

**Second Quarter
for Fiscal 2022**

LIFENET INSURANCE COMPANY
November 10, 2022

LIFENET is...



**Comprehensible
Cost-Competitive
Convenient**

- **Remembering the original purpose** of life insurance – mutual support
- **Helping our customers embrace life more fully**

1H of FY2022 Key Highlights



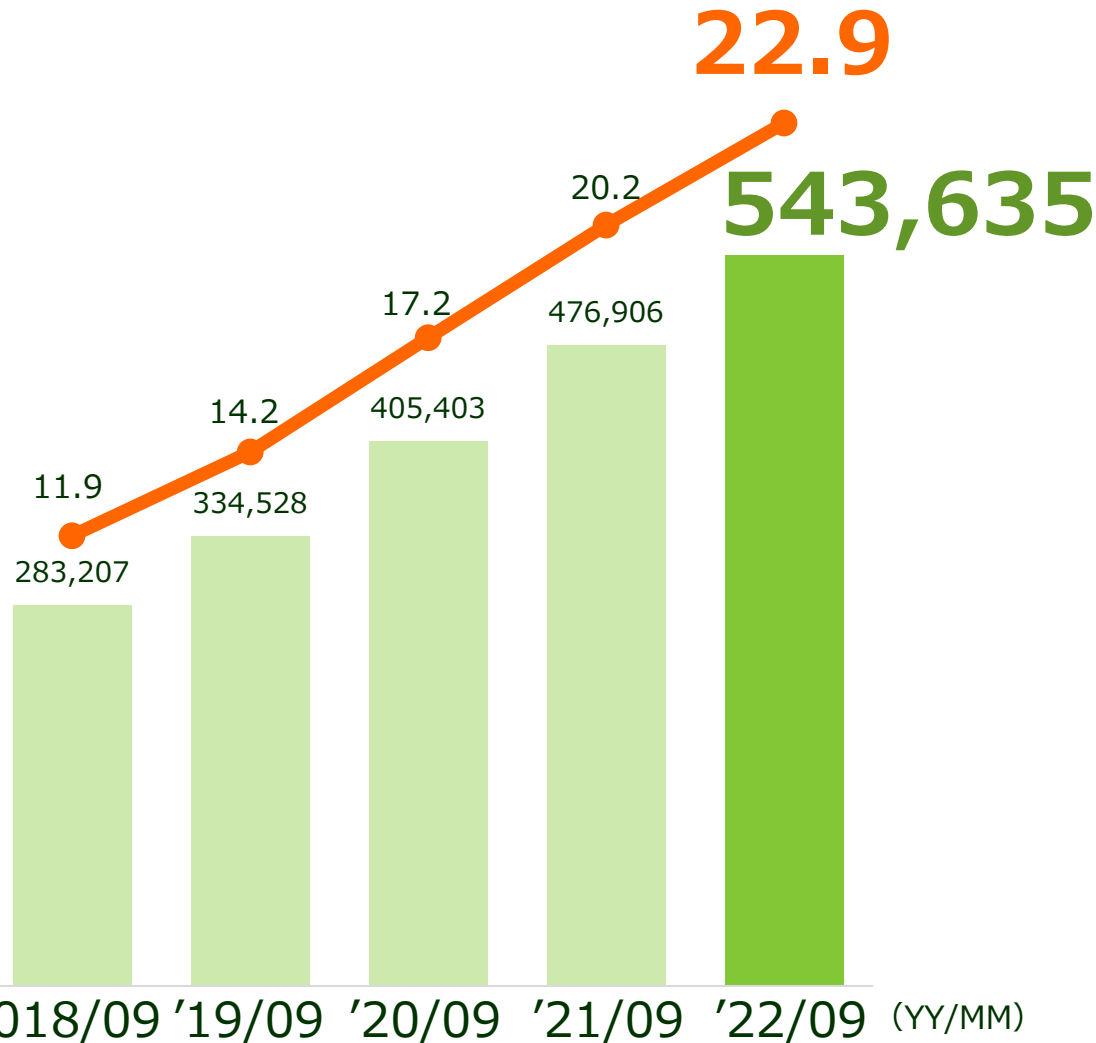
- Annualized premium¹ of policies-in-force up **13% YoY** to JPY 22.9 billion
- **Revised business forecasts** fiscal 2022 mainly due to COVID-19 claims of **JPY 883 million** for 1H of FY2022
- **EEV up 10% YoY** to JPY 123.0 billion
- Promoting business alliances with **au Jibun Bank, Eisai and Sumitomo Mitsui Card**

1. The amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months

Annualized Premium / Number of Policies-in-Force



■ : Annualized premium of policies-in-force¹ (JPY billions)
■ : Number of policies-in-force



■ Continued steady growth

■ Year-on-year annualized premium **113.4%**, number of policies-in-force **114.0%**

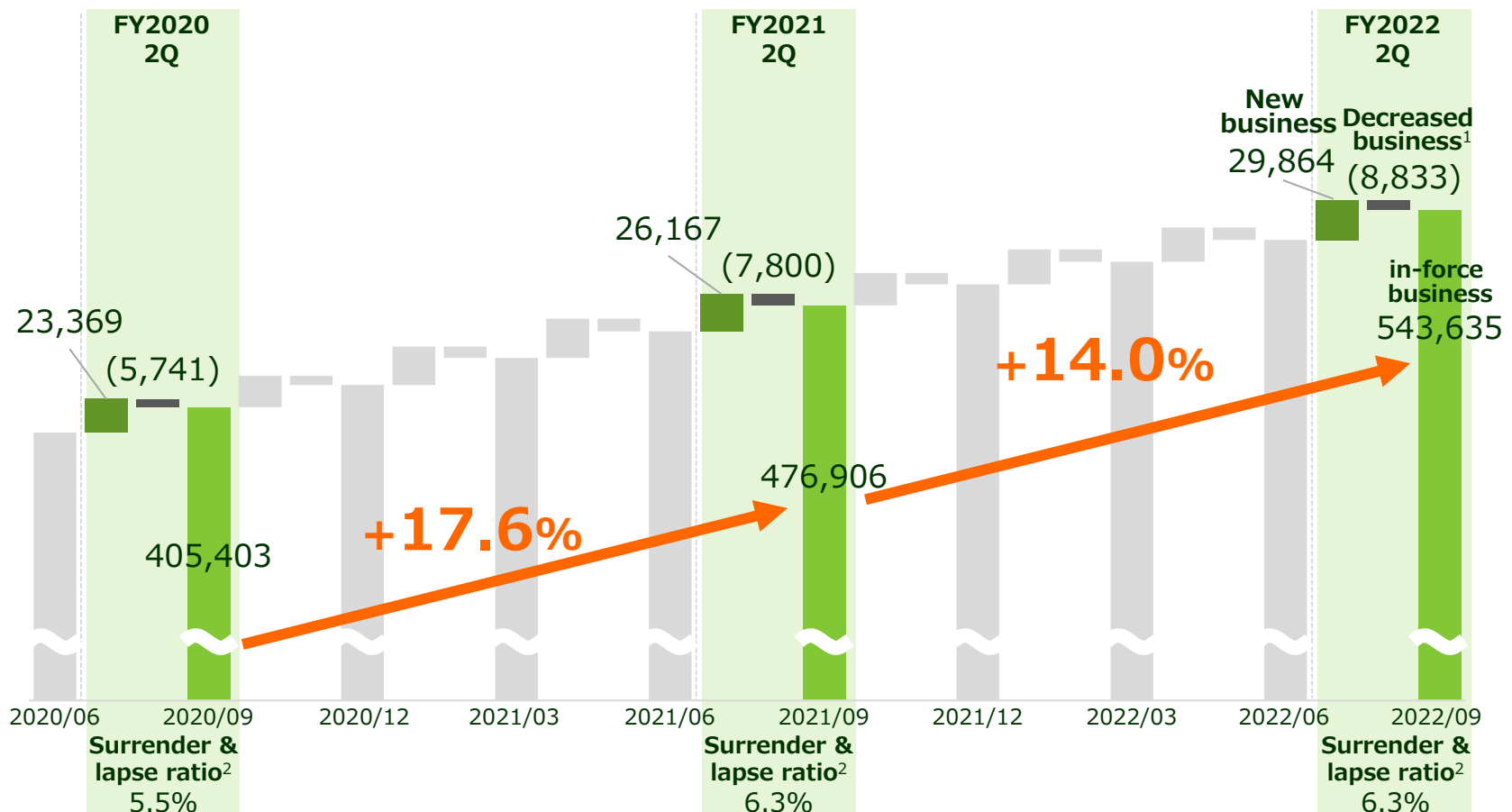
1. The amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

Policies-in-Force Movement



■ **Continues to grow in the mid-term while further acceleration is needed**

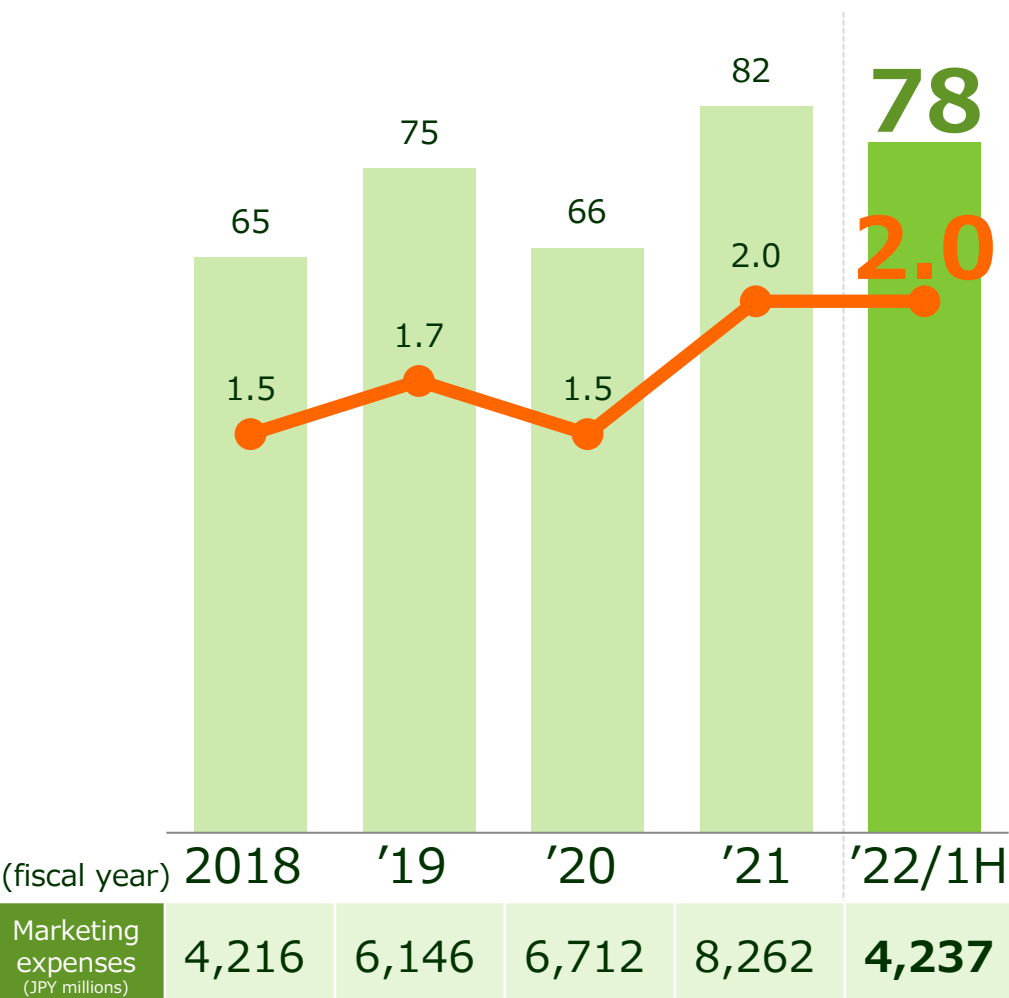
Number of policies



1. Decreased number of policies include death, expiration and others in addition to surrender and lapse.
 2. Surrender and lapse ratio is annualized. The surrender & lapse ratio in the second quarter of fiscal 2021 includes 0.1% of impact from lump-sum lapse regarding expiration of special grace period for COVID-19.

Marketing Efficiency

■ : Marketing expenses per new business (JPY thousands)
 ■ : Marketing expenses / Annualized premium of new business¹



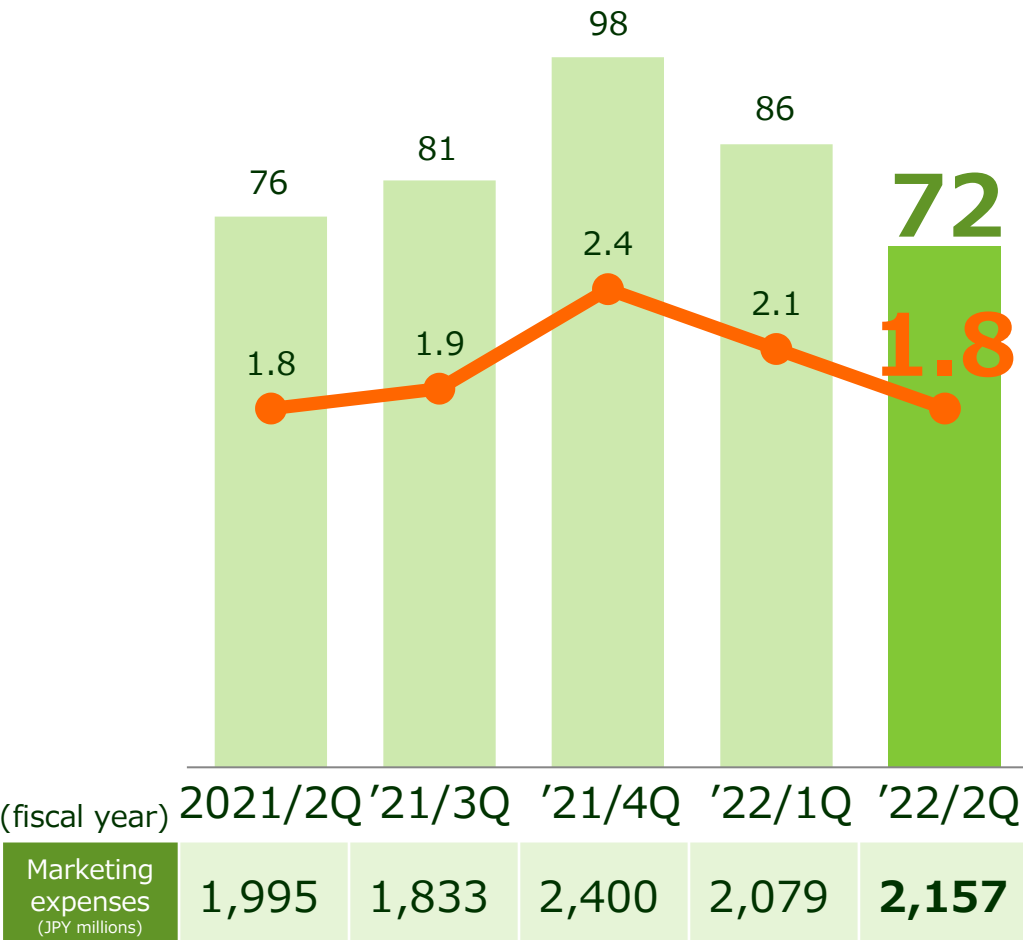
■ Continued a certain scale of marketing investment while carefully monitoring marketing efficiency

1. The amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

【Ref.】 Marketing Efficiency (Quarter)



■ : Marketing expenses per new business (JPY thousands)
 ■ : Marketing expenses / Annualized premium of new business¹



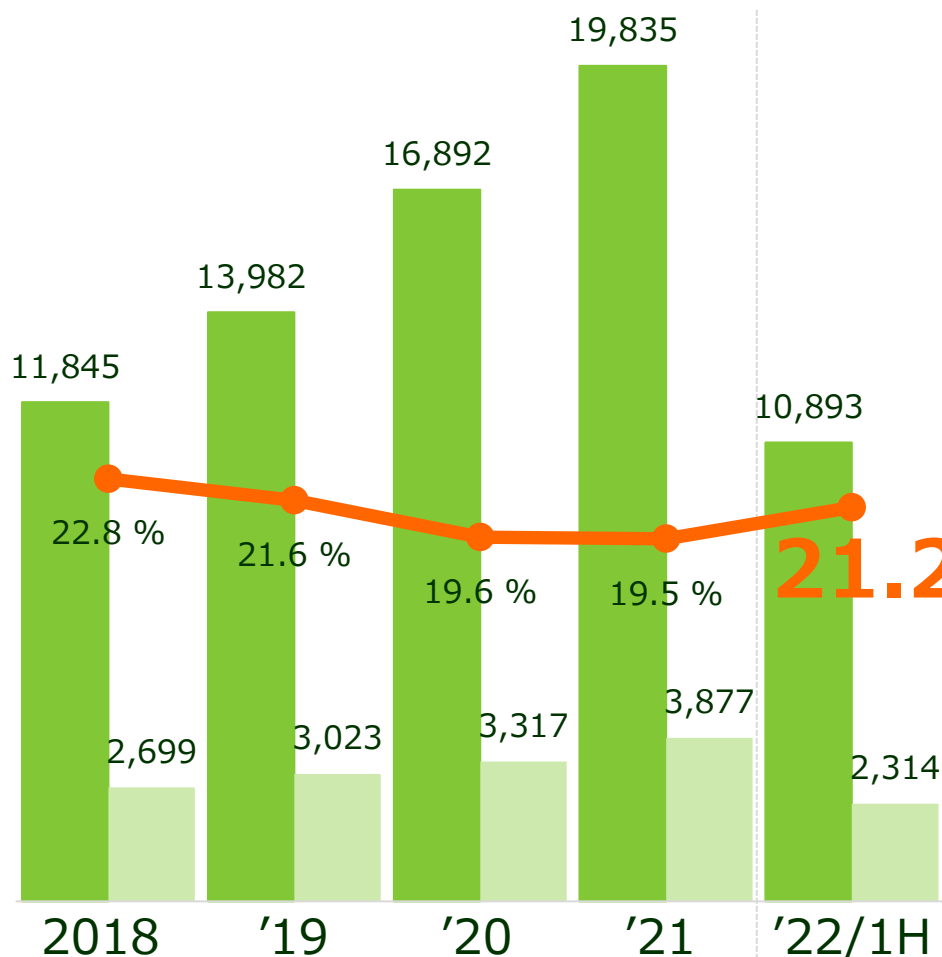
- Improved efficiency in 2Q due to increase in new business
- Explore the right timing to re-boost marketing investment

1. The amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

Operating Expenses Ratio



- : Operating expenses ratio¹ (%)
- : Insurance premiums (JPY millions)
- : Operating expenses excl. marketing expenses (JPY millions)



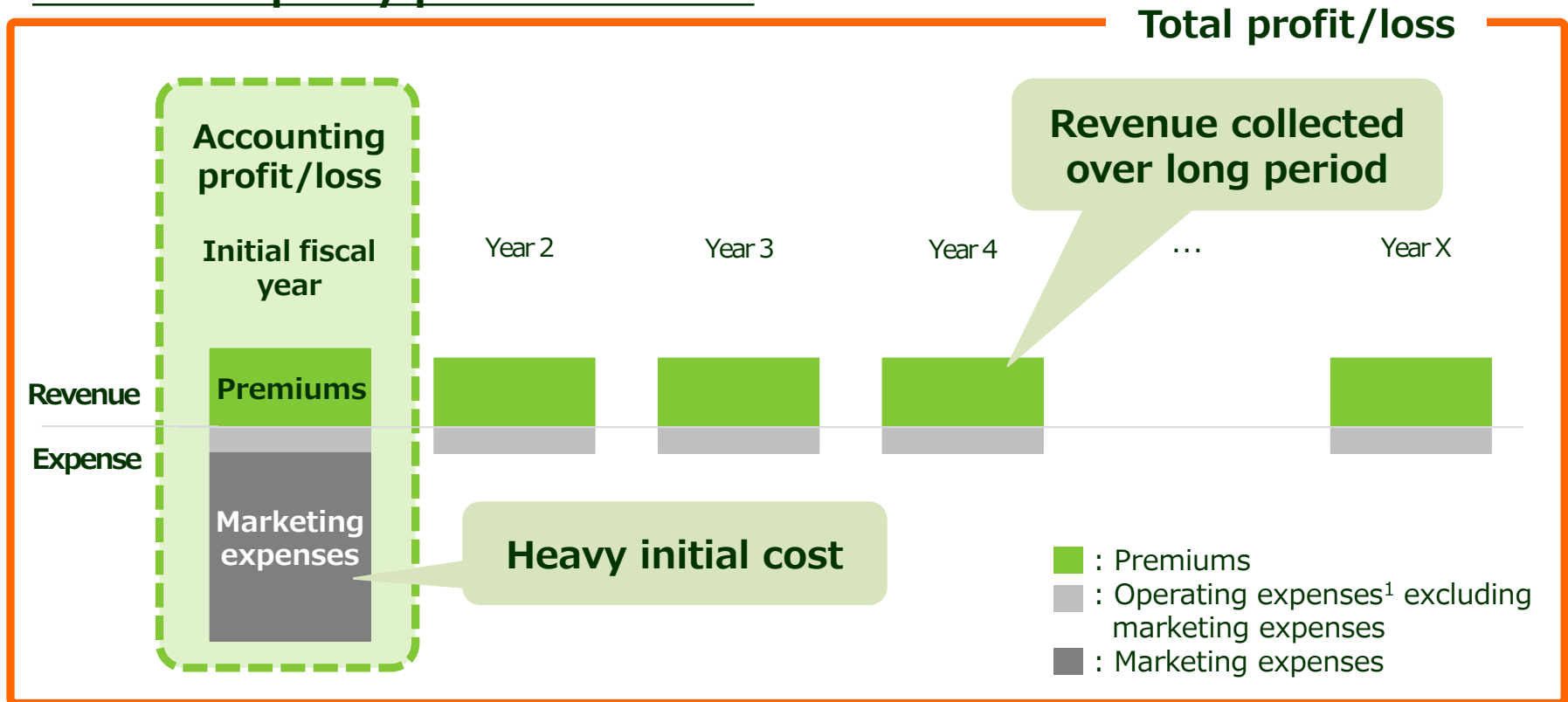
- Increased mainly due to **investments in new initiatives**
- Aim to improve in the mid-term by further **business expansion and productivity improvement**

1. Operating expenses ratio is calculated by dividing operating expenses excluding marketing expenses by insurance premiums.

Profit Structure under Current Statutory Accounting

- **Time lag is caused between the recognition of costs and revenue** as marketing expenses is recognized at the time of acquisition, and revenue is collected gradually over a long period

Insurance policy profit structure



1. Costs for policy management, payment of insurance claims and benefit claims, etc.

Adjusted Profit

- Steadily recorded adjusted profit generated from in-force business, while affected by **COVID-19 claims of JPY 883 million**

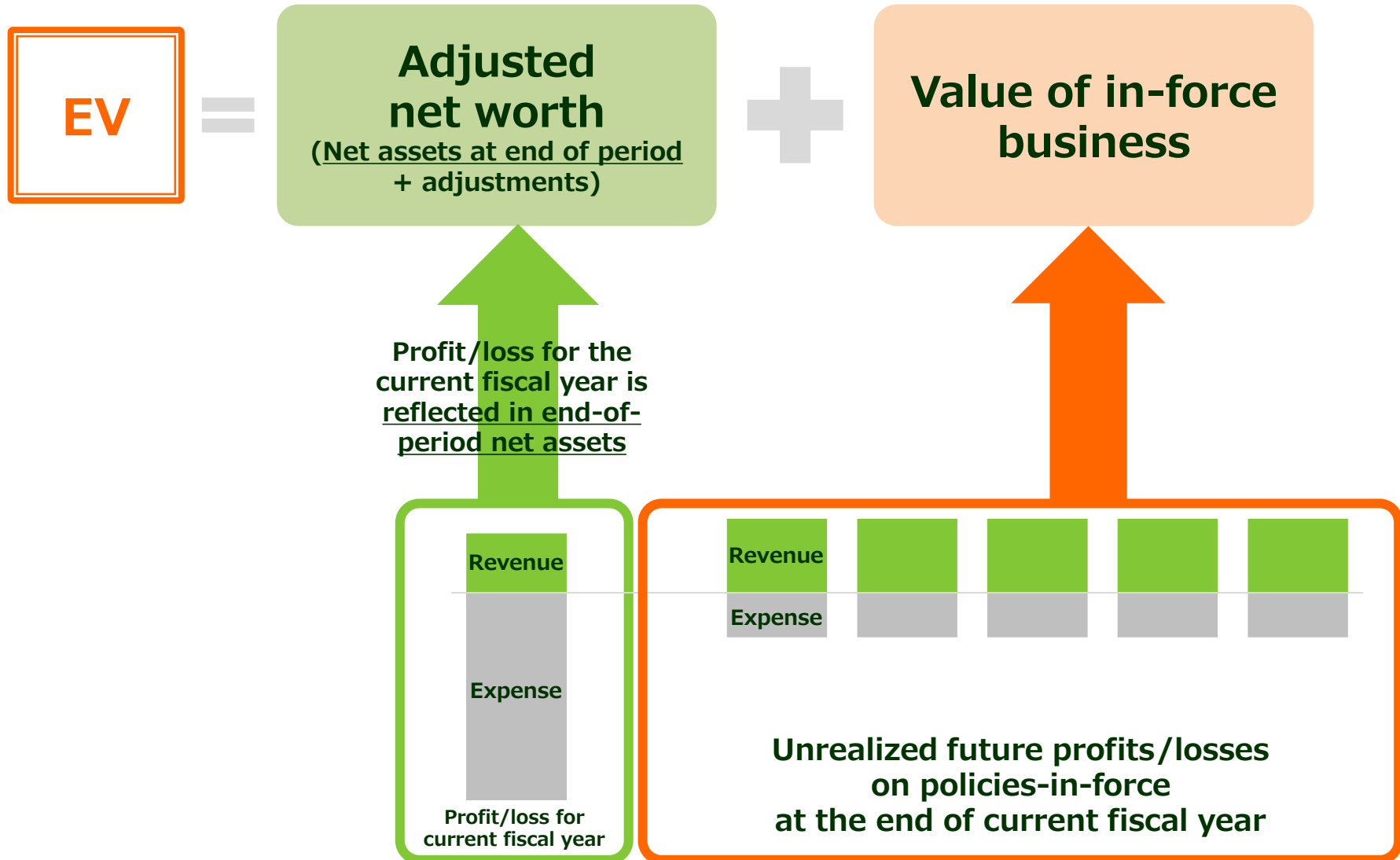
The method for calculating adjusted profit

Adjusted profit = i) Ordinary profit (loss) + ii) Marketing expenses
 – iii) Impact of modified co-insurance
 ± iv) Adjustment based on standard policy reserves¹

JPY millions / fiscal year	2018	2019	2020	2021	2022/1H
i) Ordinary profit (loss)	(1,719)	(2,382)	(3,089)	(3,245)	(2,492)
ii) Marketing expenses	4,216	6,146	6,712	8,262	4,237
iii) Modified co-insurance	–	(1,526)	(804)	(1,283)	(444)
iv) Adjustment	347	546	739	721	114
Adjusted profit	2,844	2,784	3,558	4,455	1,414

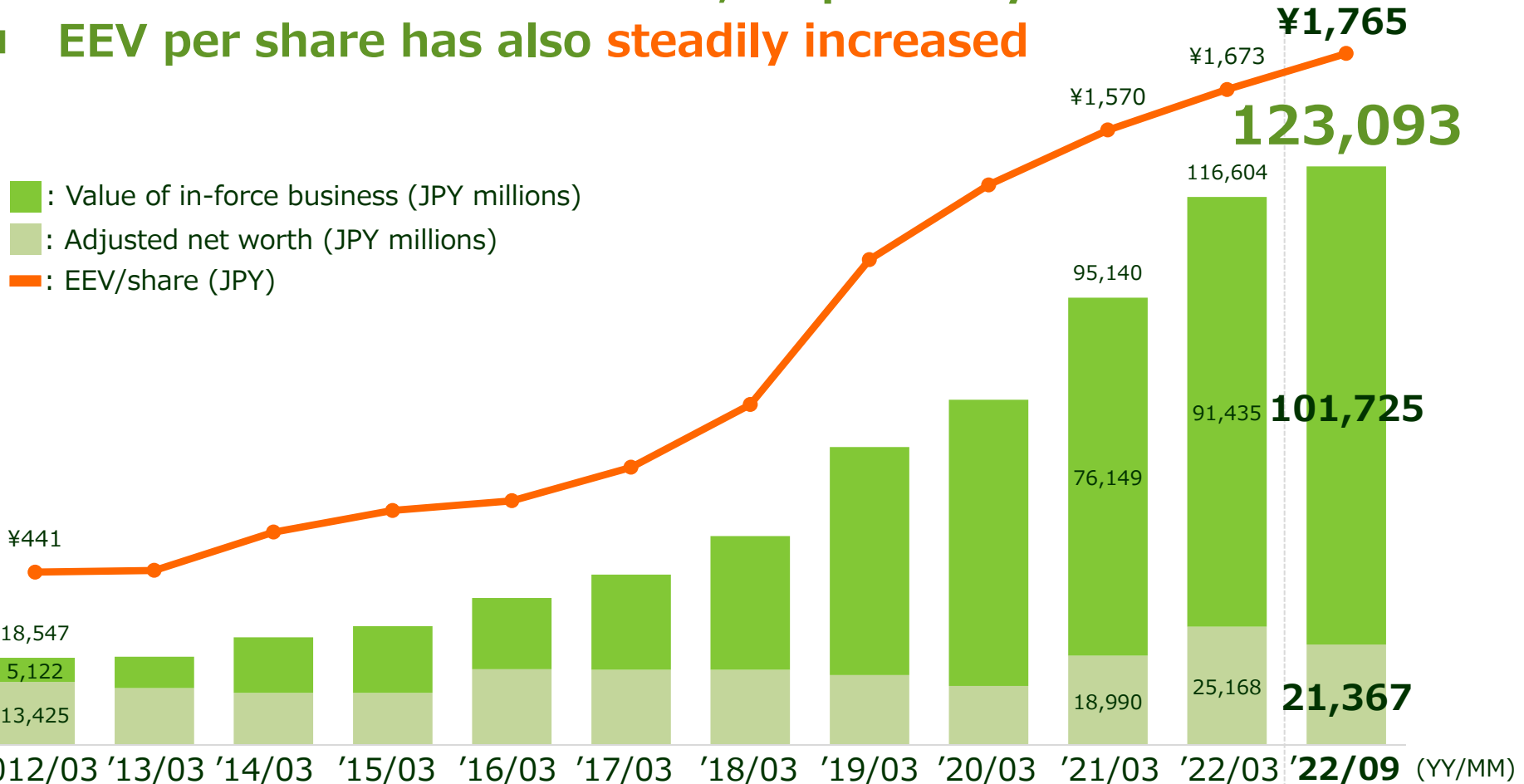
1. The amount of the adjustment to the policy reserve provision is the adjustment calculated by excluding the provision for contingency reserves and adjusting for the switch in method for calculating the provision from the Zillmer method to provision based on the standard policy reserves.

Structure of Embedded Value



Strong EEV¹ Growth

- EEV and value of in-force business have been growing at a CAGR of **20%**² and **33%**, respectively since IPO
- EEV per share has also **steadily increased**



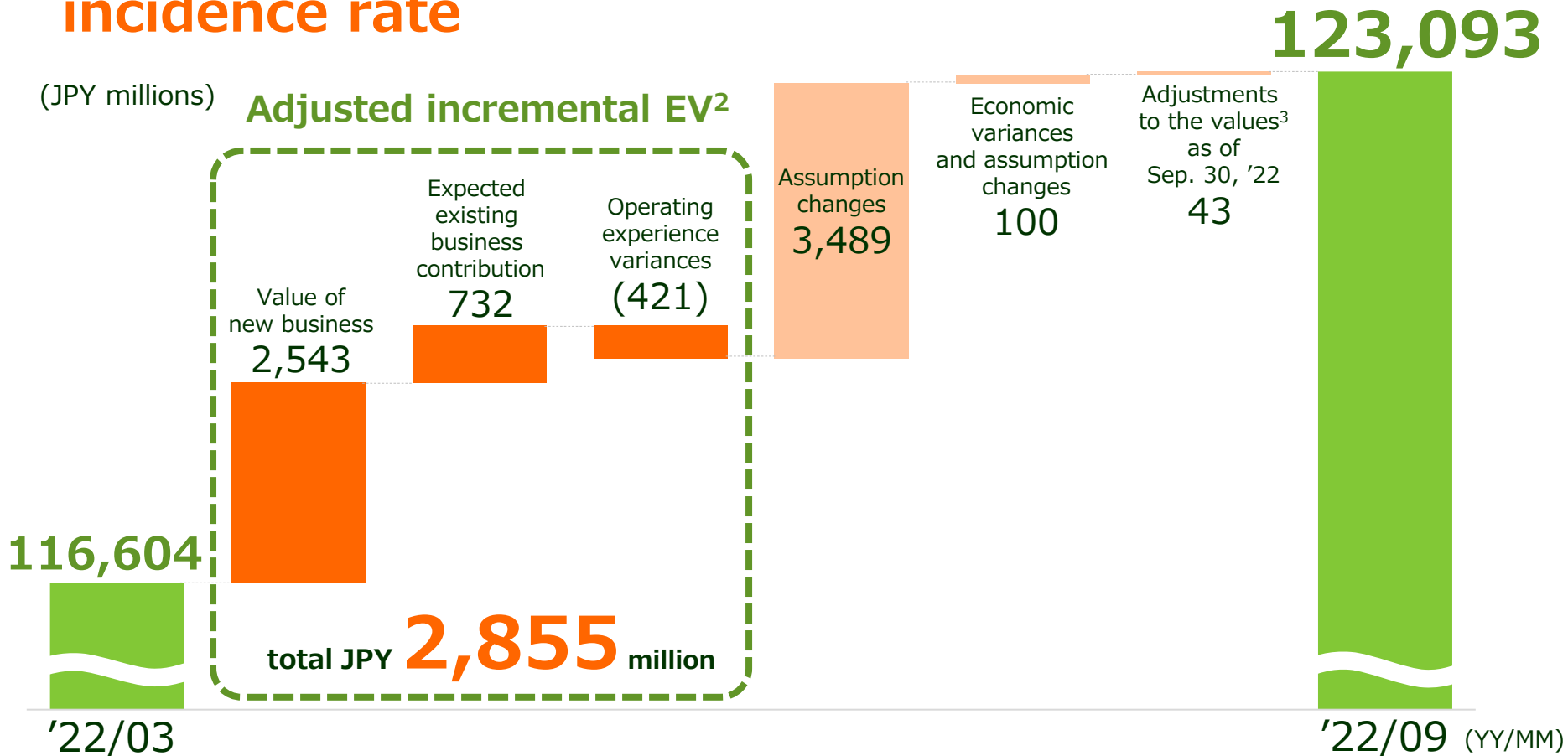
1. Lifenet's EEV is calculated following the EEV Principles and Guidance and in terms of allowance for risk, MCEV Principles (The European Insurance CFO Forum Market Consistent Embedded Value Principles©) is referred. From fiscal 2016 onward, a predetermined ultimate forward rate has been used to extrapolate the level of ultra-long-term interest rates past the last liquid data point. This method of extrapolation has also been used to restate EEV as of March 31, 2016. EEV as of September 30, 2022 is calculated applying the updated operating assumptions from those used for June 30, 2022, and is not reviewed by third-party specialists.

2. The calculation includes JPY 3,040 million in proceeds from a third-party allotment in May 2015 and JPY 9,005 million from overseas public offering in July 2020 and JPY 9,771 million from overseas public offering in September 2021.

1H of FY2022 EEV Movement¹



- EEV growth driven by value of new business, and assumption changes of renewal rate and claim incidence rate



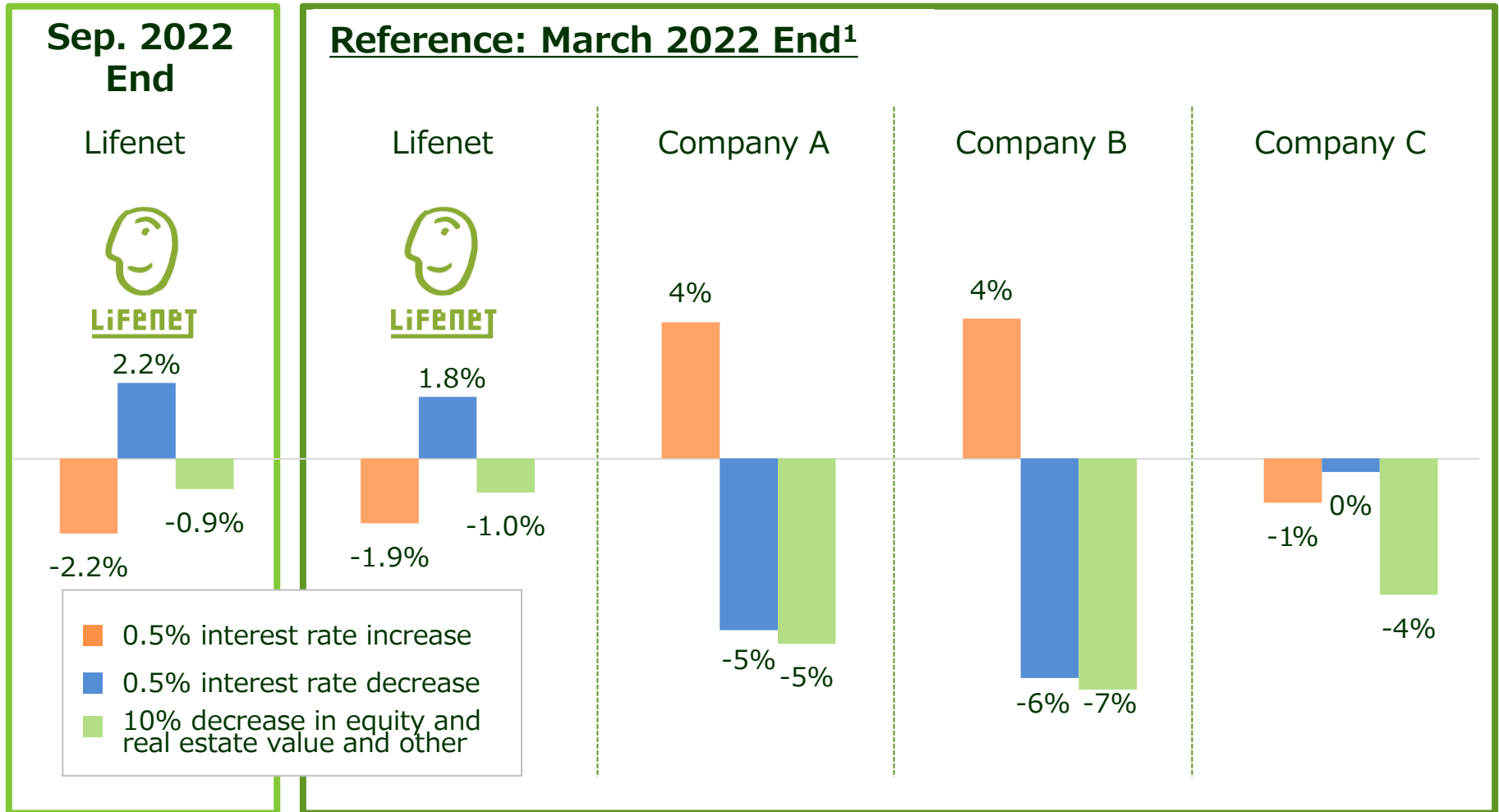
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2. Adjusted Incremental EV accurately indicates our business growth during a certain period within increase in EEV.

3. Item for change in capital

EV Resilience to Financial Changes

■ Limited sensitivity to interest rates and stock prices



1. Prepared by Lifenet based on disclosed information of domestic public life insurance companies.

Financial Condition

(JPY millions)	(YY/MM)	'22/03	'22/09
Total assets		67,820	68,065
Cash and deposits		3,761	3,193
Monetary claims bought		3,999	2,999
Money held in trust		5,460	5,635
Securities		47,425	48,526
Government bonds		8,946	8,870
Municipal bonds		1,469	1,450
Corporate bonds		24,042	24,986
Stocks		492	550
Foreign securities		98	497
Other securities ¹		12,375	12,170
Total liabilities		45,749	49,414
Policy reserves and other		43,542	47,593
Total net assets		22,071	18,650
Valuation difference on available-for-sale securities		697	(257)
Solvency margin ratio²		3,182%	3,187%
Modified duration (year)³		9.9	9.1

- **Maintained sufficient financial stability as indicated by solvency margin ratio²**
- **Continue to monitor the impact of changes in investment environment on market value of securities**

1. Investment trust including foreign bonds and others.
2. The solvency margin ratio is a key benchmark for industry regulators. It measures a life insurance company's ability to pay out claims when unforeseen events occur.
3. Duration of yen-denominated bonds

Growing Value of In-Force Business



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- Value of in-force business **up 20% YoY**, along with the growth of value of in-force business per policy

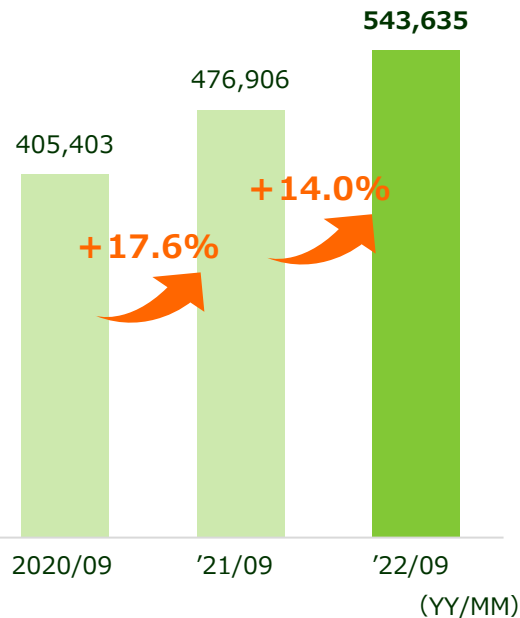
Number of policies-in-force

Value of in-force business per policy

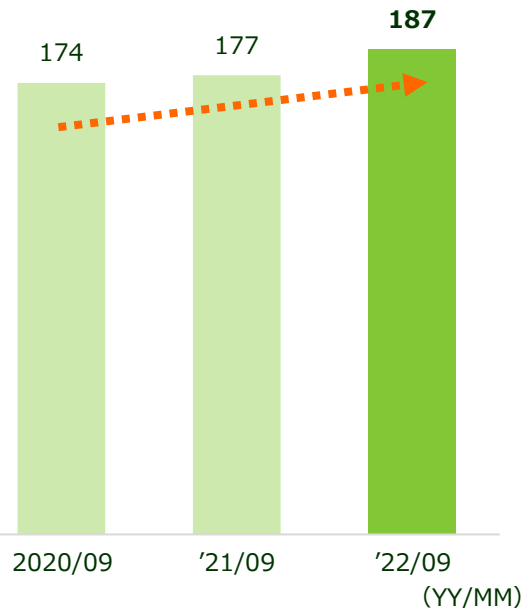
Value of in-force business
(Unrealized future value on policies-in-force)

(JPY thousands)

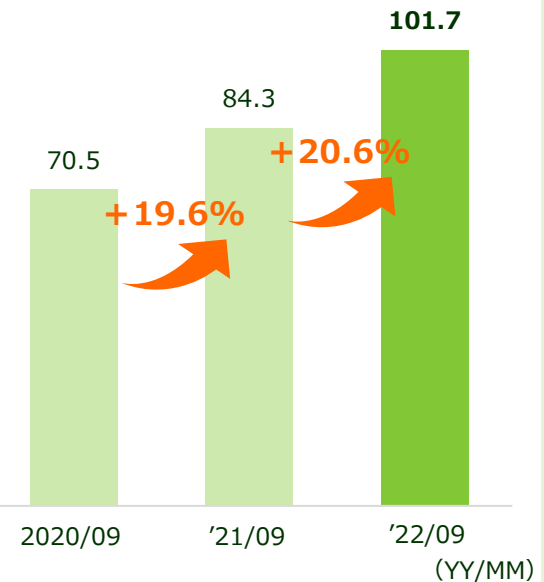
(JPY billions)



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Promoting Business Alliances



■ Aim to create new value of online life insurance through partnership

au Jibun Bank



au じぶん銀行

Business alliance in the group credit life insurance

- ✓ Start business around 2Q of FY2023¹
- ✓ au Jibun Bank to change its underwriting insurer of existing group credit life insurance contracts to Lifenet¹
- ✓ Explore further synergies within KDDI's ecosystem

Eisai



Capital and business alliance

- ✓ Started discussion for development of new products and services
- ✓ Eisai completed acquisition of Lifenet's common stock in the capital market

New Business Alliance

- Aim to provide new digital-based customer experiences leveraging strengths of the three

Lifenet Group

Leading the
online life insurance market



Sumitomo Mitsui Financial Group

Playing the core role
in digital financial services



Future initiatives

- ✓ Utilize broad customer base of Sumitomo Mitsui Card through data-driven marketing
- ✓ Develop digital tools and insurance stores to make choosing insurance online more convenient
- ✓ Discuss new insurance products and services

For More Convenient Services

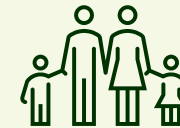
■ Improved customer services for policyholders

Electronic insurance certificate



Enables policyholders to check using smartphone when necessary

Second-contact registration



Policyholders' family can inquire about policy details

■ Gained high external evaluation

the 2022 HDI Benchmarking

**Three-star rating in two categories¹ 10 times,
the highest number of times² in the life insurance industry**



1. Two categories stand for "Phone Support (Contact Center)" and "Web Support (Website)"
2. Based on data collected by Lifenet

Adoption of International Financial Reporting Standards



■ Aim for the voluntary adoption of IFRS 17 from FY2023

Main points

- ✓ Expect to record an accounting profit¹ from FY2023
- ✓ Capital adequacy² and dividends will be regulated by statutory accounting standards (J-GAAP) even after the adoption of IFRS

Schedule

Jan. 2023

The third IFRS study session will be held (Japanese version only)

May 2023

Financial results for FY2022
✓ Disclose business forecasts under IFRS

May 2024

Financial results for FY2023
✓ Announcement of financial results under IFRS

1. IFRS adoption is still in the preliminary stage, and the estimate is based on the current approximation. It is unaudited information and may differ from the actual financial information under IFRS to be disclosed in the future.

2. Regarding capital adequacy, economic value-based solvency regulation is being considered for implementation toward 2025.

Recognition of Business Environment



- Though affected temporarily by COVID-19, focus on the structural growth potential of the online life insurance market

Temporary changes

Impact of COVID-19

- ✓ Significant increase or decrease in demand for life insurance
- ✓ Large increase in benefit payment of COVID-19 claims

Structural changes

Change in consumers' behavior from offline to online

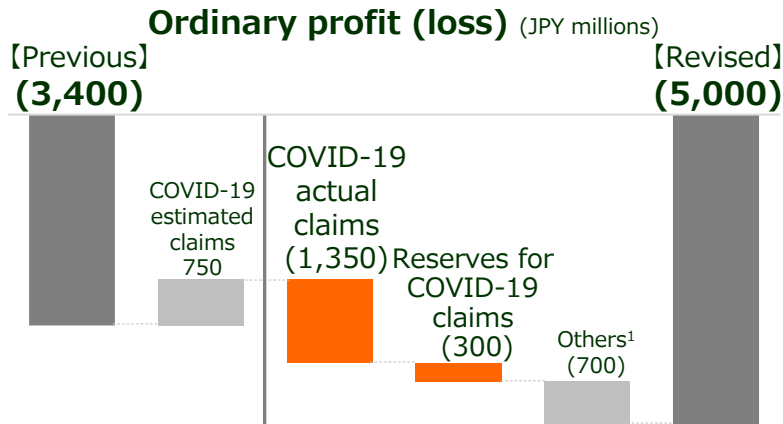
Ratio of intention to purchase insurance online¹

9.1% → **17.4%**
(2015) (2021)

Revision of Business Forecasts FY2022

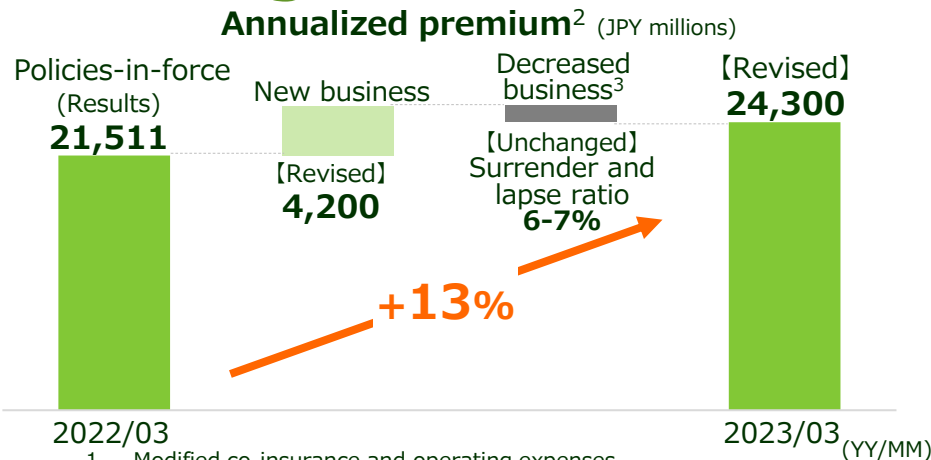


Revised due to significant increase in COVID-19 claims



	Revised	of which impact of modified co-insurance	Previous	of which impact of modified co-insurance
Ordinary income	30,000	5,900	30,300	6,300
Ordinary profit (loss)	(5,000)	800	(3,400)	1,000
Net income (loss)	(5,000)	800	(3,400)	1,000

Aim for double-digit growth in in-force business though revised based on business environment



	Revised	Previous
Annualized premium ² of policies-in-force	24,300	24,400
Annualized premium ² of new business	4,200	4,400

1. Modified co-insurance and operating expenses.
2. The amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.
3. Including death, expiration and others in addition to surrender and lapse.

Management Policy



Mission

Help our customers embrace life more fully by offering comprehensible, cost-competitive and convenient products and services

Vision

Be the leading company driving the growth of the online life insurance market

Priority areas

- **Innovation of customer experience**
Enhancing and evolving the quality of all services with digital technology
- **Enhancement of promotion capabilities**
Generating massive customer traffic by active promotion and expansion of agent sales and white label business

Management goal

Aim to achieve EEV (European Embedded Value) of 200 billion yen by business growth in a mid-term

LIFENET Manifesto



Comprehensible, Cost-Competitive, Convenient

I. Our Guiding Principles

- (1) Creating the life insurance of the future without losing sight of its original premise: “an ounce of prevention is worth more than a pound of cure.”
- (2) Listening to what our customers are saying. Recognizing their needs and acting accordingly. Allowing our actions to be borne out of their voices and needs.
- (3) Delivering the caliber of products and services that we would feel confident recommending to our own friends and families.
- (4) Being a “straight-shooter”. Committing to transparency. Communicating openly about our management team, our products, and our employees.
- (5) Embracing diversity and dialogue to keep us abreast of changing needs and preferences. Delivering peace of mind that we’ll be around in 100 years.
- (6) Acting in good faith means always taking the high road when it comes to compliance and ethics.

III. Making Life Insurance Accessible Again - Affordable

- (1) Giving the customer what he/she needs. No more, no less at a fair price.
- (2) Staying vigilant as to how we can provide our products more cost-efficiently.
- (3) Always putting ourselves in our customers’ shoes in thinking about how to minimize their premiums.

II. Making Life Insurance Accessible Again - Headache-free

- (1) Helping the customers help themselves. By making our materials easy to understand, customers can determine which coverage is truly the best fit.
- (2) Turning “clauses” in the insurance contract into succinct points that your grandmother could grasp.
- (3) Making all touch points headache-free. Beyond the application process, ensuring the claims and billing processes are also easy to understand.

IV. Making Life Insurance Accessible Again - Convenient

- (1) Thinking about our customers’ convenience from every angle and every touch point along the way.
- (2) Forming alliances with like-minded partners who can add value above and beyond our products and services to our customers.
- (3) Providing health and wellness tips beyond the framework of life insurance to create value in our policyholders’ lives.
- (4) Creating a precedent for future generations as to what life insurance is (and should be) all about.

**We wish to be a company that helps our customers embrace life more fully.
In order to live out that vision, we continue to challenge ourselves.**



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All information on this document that is not historical fact constitutes forward-looking information and is based on assumptions and forecasts available to the company at the time of preparation. The company cannot guarantee the accuracy of these assumptions and forecasts. Earnings projections and other information on this may differ materially from actual performance due to various risks and uncertainties. This is a translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.

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Appendix



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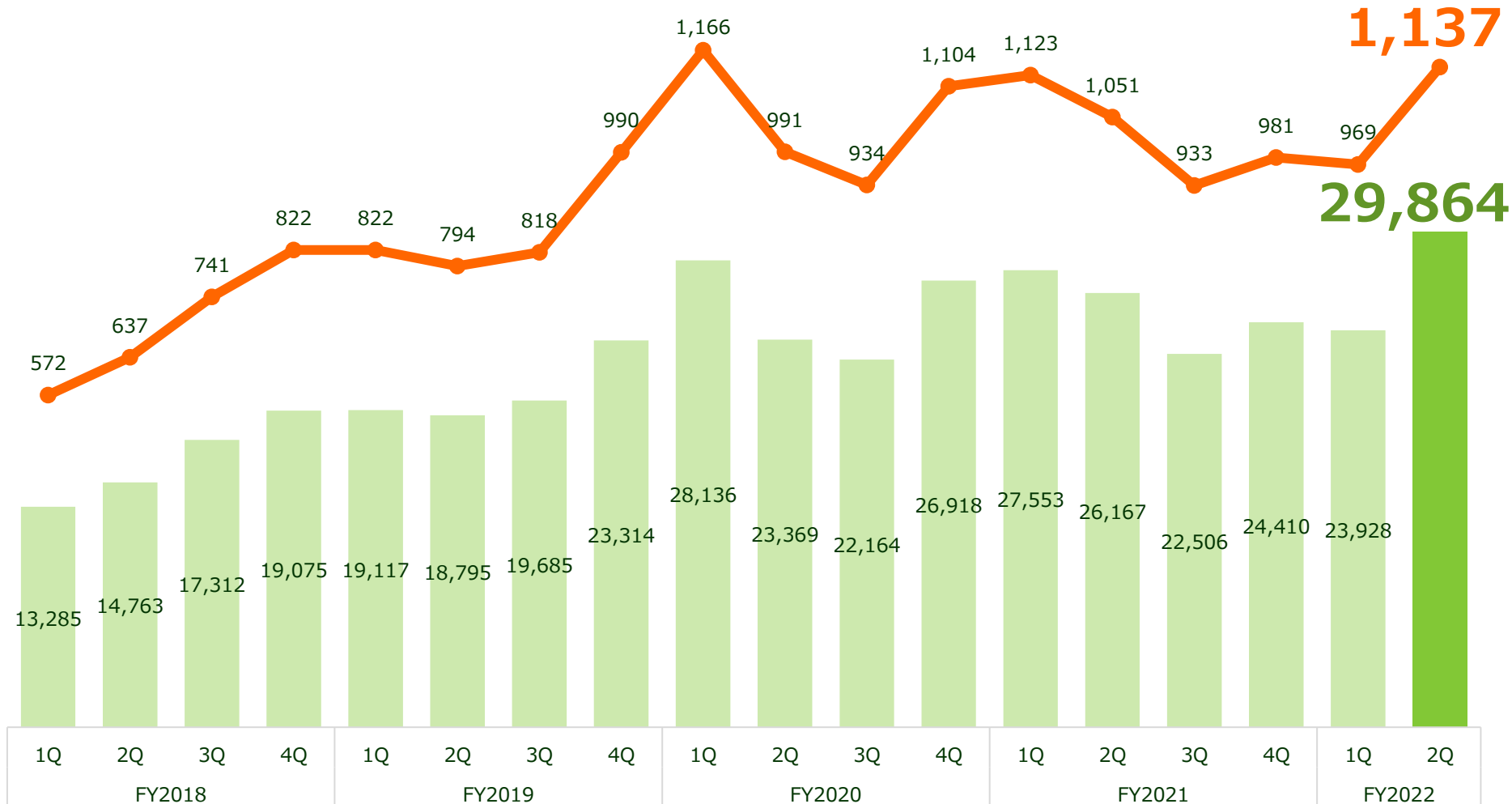
LIFENET INSURANCE COMPANY

Annualized Premium / Number of New Business (Quarter)



— : Annualize premium¹ of new business (JPY millions)

■ : Number of new business

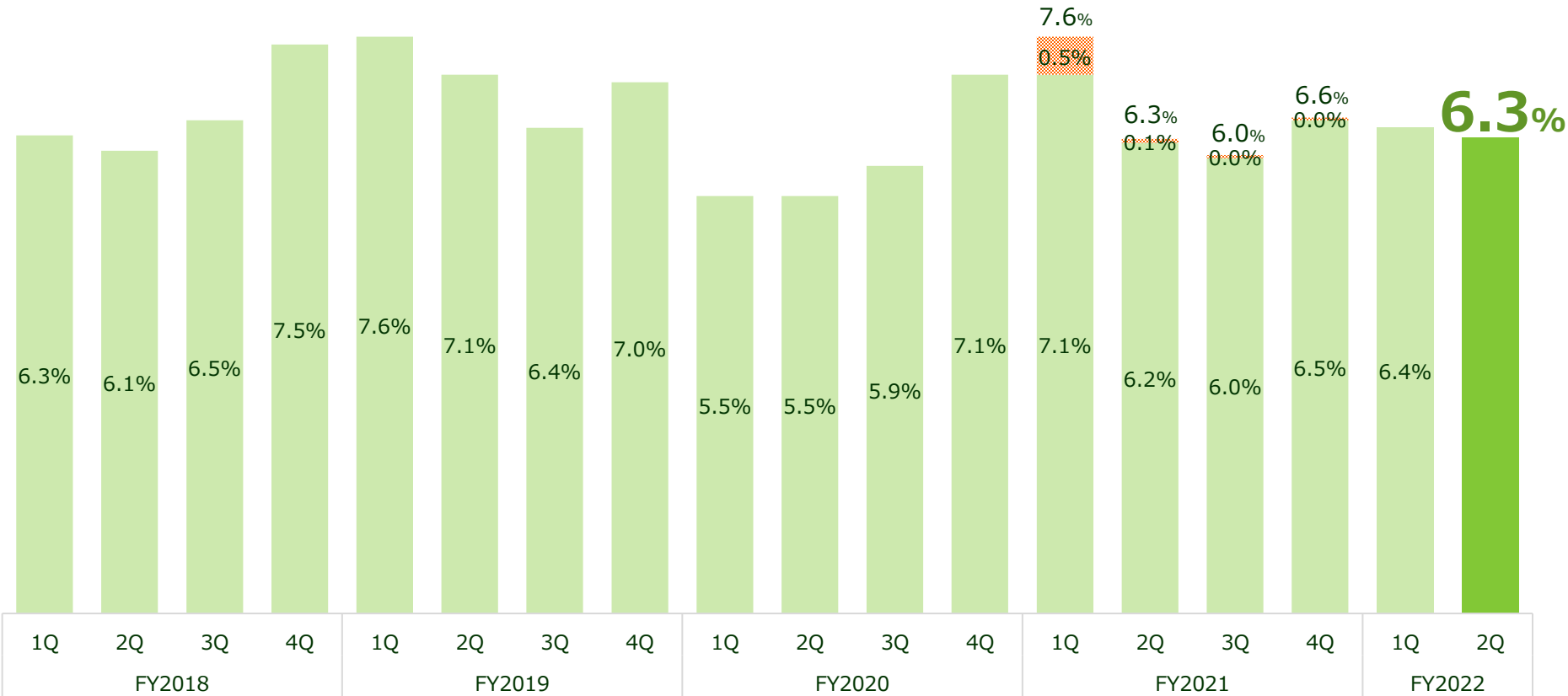


1. The amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

Surrender and Lapse Ratio (Quarter)



■ :Impact of lump-sum recording of policies lapsed¹ (%)
■ :Surrender and lapse ratio² without the above (%)



1. Lifenet has extended grace period for insurance premium payment as one of the special measures in the COVID-19 pandemic. Surrender and lapse ratio includes the impact of extended policies that were recorded as lapsed policies in a lump sum.
 2. The surrender and lapse ratio is the annual equivalent of the monthly number of policies surrendered and/or lapsed divided by the monthly average number of policies-in-force.

Breakdown of Policies-in-Force

	'21/09	'22/09	Component ratio
Number of policies-in-force	476,906	543,635	100%
- Term Life	232,487	263,856	49%
- Whole-life Medical	130,234	150,293	28%
- Term Medical Care	8,667	8,304	2%
- Long-term Disability	61,908	66,662	12%
- Cancer	43,610	54,520	10%
Sum insured of policies-in-force¹ (JPY millions)	3,198,619	3,514,030	
Number of policyholders	303,173	344,441	

1. Sum insured of policies-in-force are the sum of death coverage, and do not include third-sector insurance.

COVID-19 Claims Condition



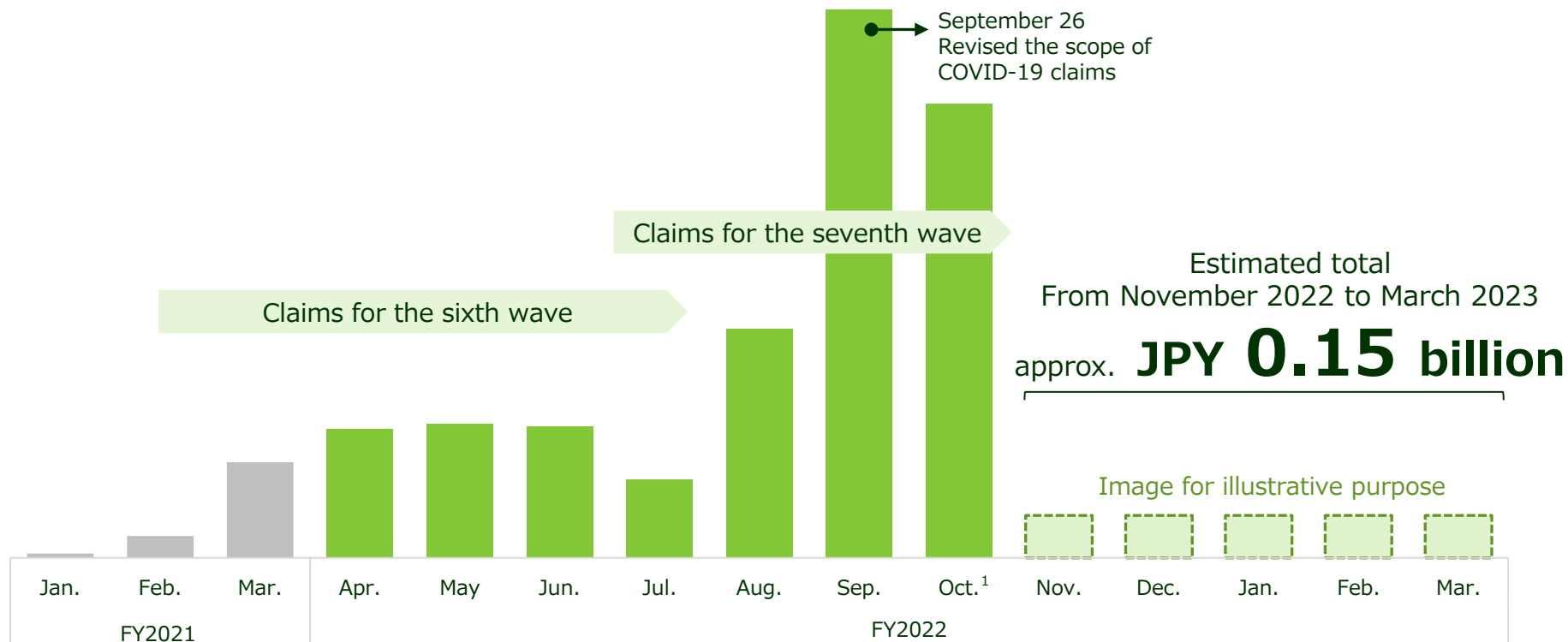
The amount of payment of insurance claims and benefits related to COVID-19

■: Actual results

□: Amount estimated (Image for illustrative purpose)

Total actual results
From April to October 2022

approx. **JPY 1.2 billion¹**



1. Figure for October 2022 is preliminary



【Ref.】 Life Time Value and Customer Acquisition Cost

Key Metrics for a SaaS Company and Lifenet

	FY2020	FY2021	FY2022/1H
ARR per Contract (Annual Recurring Revenue)	Annualized Premiums per Policy-in-force JPY 42,536 ×	Annualized Premiums per Policy-in-force JPY 42,394 ×	Annualized Premiums per Policy-in-force JPY 42,211 ×
Life Time¹ (Term of Contract)	Average Policy Term 16.7 years ×	Average Policy Term 15.2 years ×	Average Policy Term 15.9 years ×
Gross Profit Margin²	43% 	44% 	37% (45%)
Life Time Value (Annualized Premiums per Policy * Life Time * Gross Profit Margin)	JPY 305,451	JPY 283,531	JPY 248,327 (JPY 302,020)
Customer Acquisition Cost³ (Marketing Expenses per New Policy)	JPY 66,737	JPY 82,113	JPY 78,774

1. 1 / Churn rate. Churn rate represents the percentage of users who cancelled out their insurance policies.
 2. (Insurance premiums - Insurance claims and benefits - Provision for policy reserves and others) / Insurance premiums.
 3. Marketing expenses / Number of new business.

*Figures in () exclude the impact of COVID-19 claims of JPY 883 million

Condensed Statements of Operation / Fundamental Profit

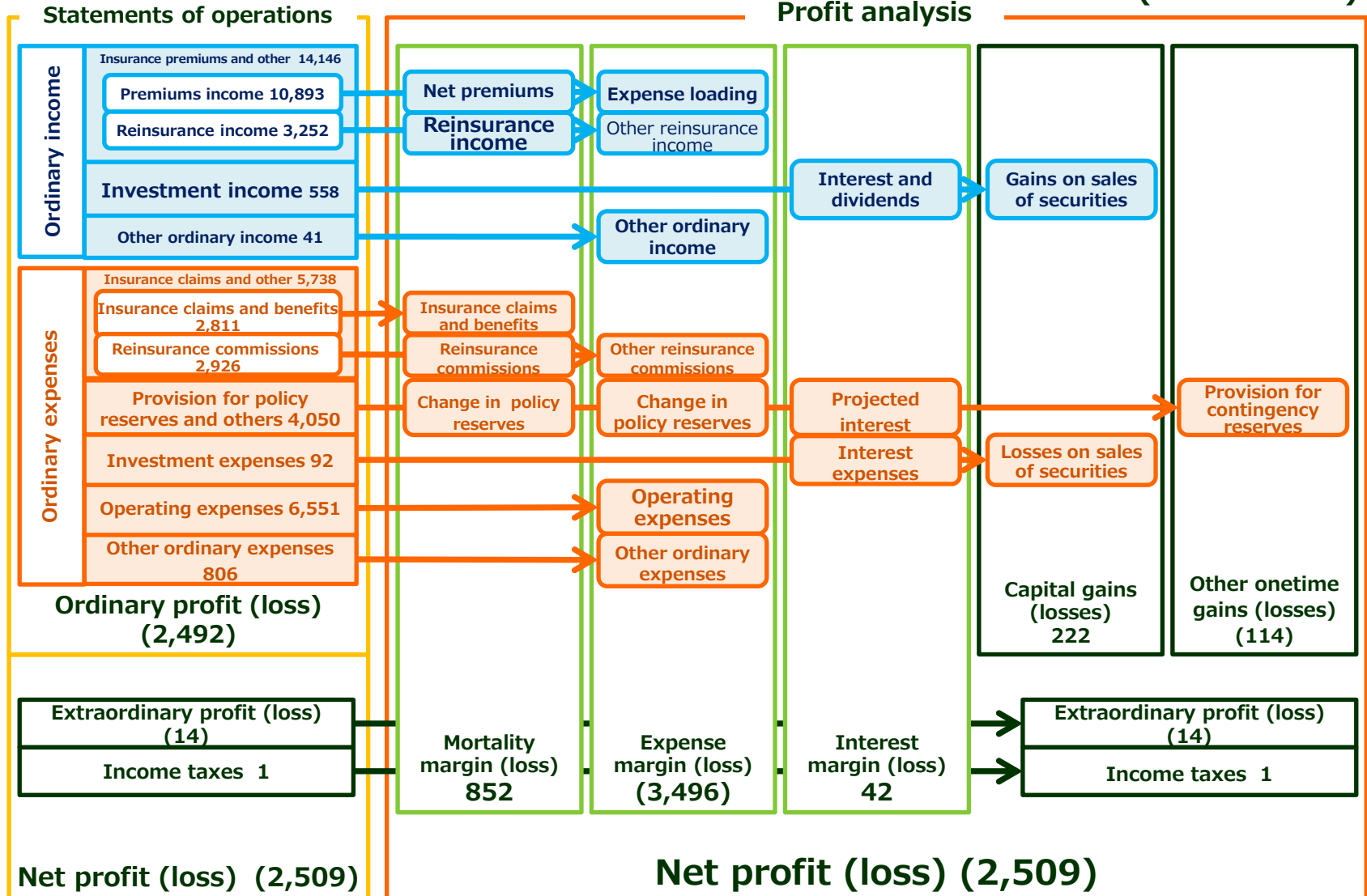


	(JPY millions)	FY2021/1H	FY2022/1H	Change	Note
Condensed statements of operation	Insurance premiums and other	12,301	14,146	1,845	Increased due to growth in in-force business and reinsurance income from modified co-insurance.
	Other	343	600	256	
	Ordinary income	12,644	14,746	2,101	Includes utilization of modified co-insurance of JPY 2,786M.
	Insurance claims and other	4,066	5,738	1,672	Increased due to an increase in COVID-19 claims (JPY 883M) and reinsurance commissions from modified co-insurance. Percentage of insurance claims and benefit claims to insurance premiums is 25.8%.
	Insurance claims	1,315	1,240	(74)	Increased from 115 cases in 1H of FY21 to 109 cases in 1H of FY22.
	Benefit claims	693	1,570	877	Increased from 6,452 cases in 1H of FY21 to 21,052 cases in 1H of FY22.
	Provision for policy reserves and other	3,208	4,050	842	Percentage of provision for policy reserves (JPY 3,473M) to insurance premiums is 31.9%.
	Operating expenses	5,885	6,551	665	
	Marketing expenses	4,029	4,237	208	Includes JPY 3,403M for advertising expenses.
	Customer service	619	713	93	
	System and other	1,236	1,600	364	
	Other	911	898	(12)	
	Ordinary expenses	14,071	17,239	3,167	
	Ordinary profit (loss)	(1,427)	(2,492)	(1,065)	Includes profit of JPY 444M for utilization of modified co-insurance.
Extraordinary losses and income taxes	49	16	(32)		
Net income (loss)	(1,476)	(2,509)	(1,033)	Includes profit of JPY 444M for utilization of modified co-insurance.	
Fundamental profit	Mortality margin	1,825	852	(972)	Decreased due to an increase in COVID-19 claims (JPY 883M). Includes JPY 306M loss due to utilization of modified co-insurance.
	Expense margin (loss)	(3,197)	(3,496)	(298)	Includes JPY 751M expense margin for utilization of modified co-insurance.
	Interest margin (loss)	55	42	(13)	
	Fundamental profit	(1,316)	(2,601)	(1,284)	Includes profit of JPY 444M for utilization of modified co-insurance.

Three Surplus Factors of Fundamental Profit

First 6 months of FY2022

(JPY millions)



1. Some items with minimal amounts have been omitted.

Solvency Margin Ratio Calculation



LIFENET

As of Sep. 30, 2022

$(\sqrt{(R_1 + R_8)^2 + (R_2 + R_3 + R_7)^2} + R_4) / 2$
(JPY millions)

Solvency margin ratio 3,187.0% = **Total amount of solvency margin <numerator> 35,551** ÷ **Total amount of risk/2 < the denominator> 2,230/2**

Cash and deposits 3,193	Other liabilities 1,705
Monetary claims bought 2,999	Reserves for outstanding claims 1,562
Money held in trust 5,635	Policy reserves 46,031
Securities 48,526	Contingency reserves 2,340
	Excess over the full-Zillmerized reserve 14,445
	Price fluctuation reserves 115
	Deferred tax liabilities on available-for-sale securities
	Valuation difference on securities available-for-sale (257) ¹
Tangible fixed assets 86	Capital stock and other assets 18,907
Intangible fixed assets 1,271	Net assets 18,650
Other assets 6,352	

Add liabilities with strong capital characteristics such as price fluctuation reserves and contingency reserves

- Insurance risk R₁ 1,061**
Risk of change in mortality rate (calculated based on value of policies in force)
- Medical insurance risk R₈ 392**
Risk of change in medical incidence rate (hospital admission rate, etc.)
- Assumed interest rate risk R₂ 4**
Risk that the actual investment return will fall below the expected return used as a basis for calculating policy reserves
- [Minimum guarantee risk] R₇ -**
Risk related to products, such as variable annuities with minimum guarantees
- Asset management risk R₃ 1,566**
[Credit risk] Risk that asset values decline due to deterioration in financial condition of creditors
[Price fluctuation risk] Risk of incurring losses due to decline in market value of stocks and bonds, etc.
- Business management risk R₄ 90**
3% of the total of the amounts of the other 5 risks (in the Company's case)

1. 90% of the valuation difference on available-for-sale securities and deferred gains or losses on hedges (pre-tax) (if negative, 100%)
2. Items that do not apply to the Company or for which the amount is minimal have been omitted, except for certain bracketed items.

EV Sensitivity Analysis¹

Impacts of changes in assumptions (sensitivities)

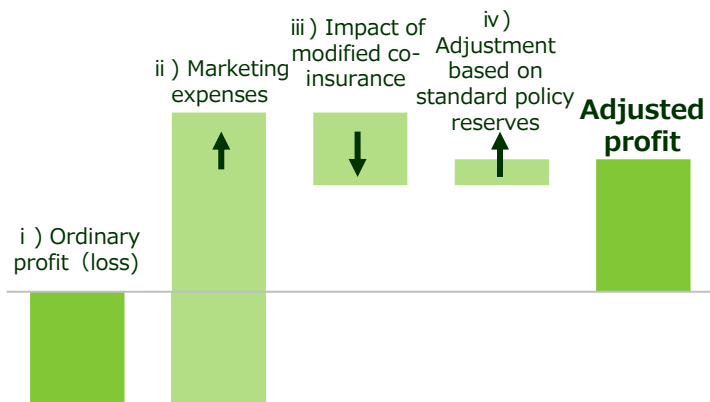
(JPY millions)	Change in EEV as of Sep. 30, 2022	Change in VoNB
EEV and new business value as of September 30, 2022	123,093	2,543
Sensitivity 1a: 1.0% increase in risk-free rate	(5,402)	(266)
Sensitivity 1b: 1.0% decrease in risk-free rate	5,348	222
Sensitivity 1c: 0.5% increase in risk-free rate	(2,712)	(129)
Sensitivity 1d: 0.5% decrease in risk-free rate	2,700	118
Sensitivity 2: 10% decrease in equity and real estate value and other	(1,134)	—
Sensitivity 3: 10% decrease in operating expenses	4,556	432
Sensitivity 4: 10% decrease in lapse rate	1,382	161
Sensitivity 5: 5% decrease in claim incidence rates for life business	6,179	401
Sensitivity 6: Change the required capital to the statutory minimum	221	16

1. For each sensitivity, only one specific assumption is changed and other assumptions remain unchanged. It should be noted that the effect of the change of more than one assumption at a time is likely to be different from the sum of sensitivities carried out separately. As Japanese policy reserves are calculated in accordance with the IBR, the sensitivities carried out do not affect the reserves at the valuation date. The sensitivity on the value of new business excludes the impact on the adjusted net worth.

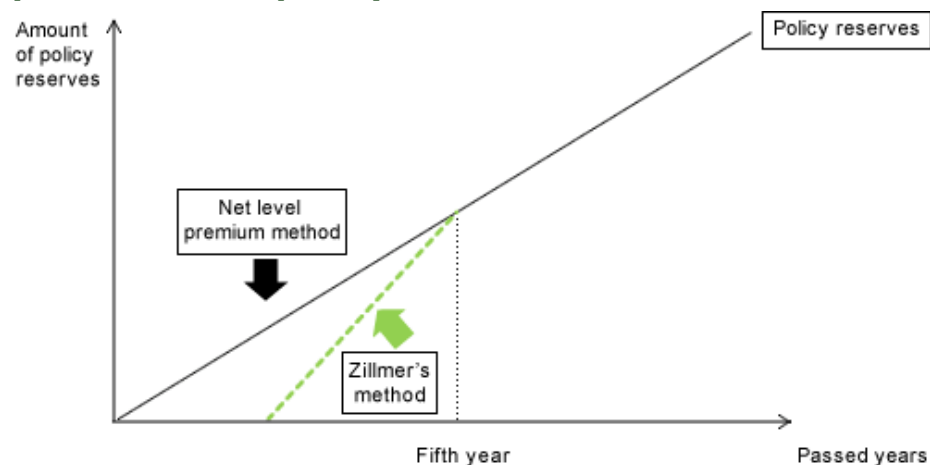
Explanation of Adjusted Profit

Adjustments to provision for policy reserves based on standard policy reserves

Calculation of adjusted profit



Difference between methods of calculating provision for policy reserves



Method of calculating the “iv) Adjustment based on standard policy reserves”

e.g. Fiscal 2021 (JPY millions)

Adjustment to provision for policy reserves¹ 721	=	+	Provision for policy reserves 6,756	-	Increase in standard policy reserves² 6,035
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- The amount of the adjustment to switch to provisioning based on standard policy reserves is calculated by excluding the provision for contingency reserves and adjusting for the switch in method for calculating the provision from the Zillmer method to provision based on the standard policy reserves. Please note that the provision for contingency reserves is included in the provision for policy reserves, but is not included in the increase in standard policy reserves. As the transition to the standard policy reserve was completed in FY2021, there will be no adjustment to the standard policy reserve in FY2022 regarding the premium reserve accumulation method except for the exclusion of the provision for contingency reserves.
- The increase in standard policy reserves is the amount of the increase (decrease) in the standard policy reserve balance for the current fiscal year from the balance in the previous fiscal year. The standard policy reserves is the amount calculated by excluding the provision for contingency reserves from actually provisioned policy reserves and adding the difference from the provision based on the standard policy reserves. There is no difference at the end of FY2022 because the transition to the standard policy reserve was completed.

Modified Co-Insurance

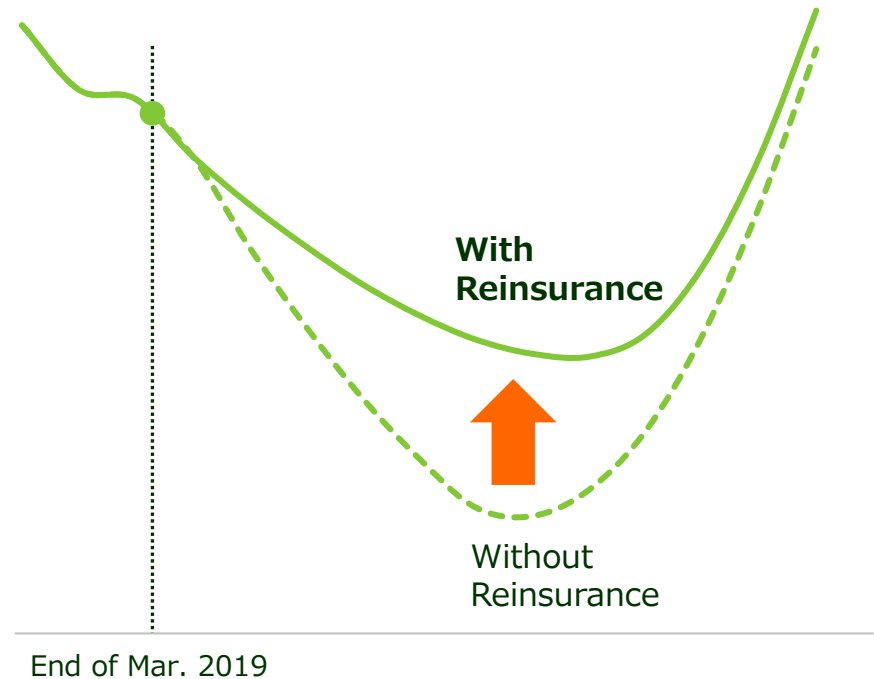
- **Ease pressure** of new business costs on P&L
- **Alleviate decrease in capital** during growth

Illustration image of change in profit/loss structure by reinsurance

■ : Revenue ■ : Costs ■ : Effects of reinsurance



Illustration image of impact of reinsurance on net assets



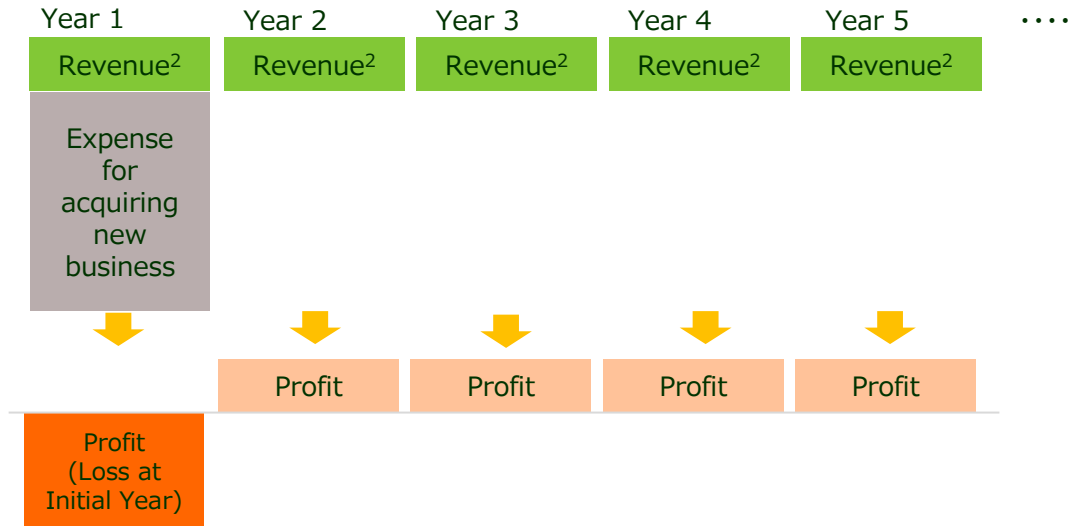
Note: Illustration of P&L structure of reinsuring new business of single fiscal year, where illustration of impact on net assets of reinsuring new business for multiple years. Lifenet has utilized reinsurance transactions by modified co-insurance method on part of new business since fiscal 2019.

J-GAAP vs IFRS

Illustration image of accounting structure¹

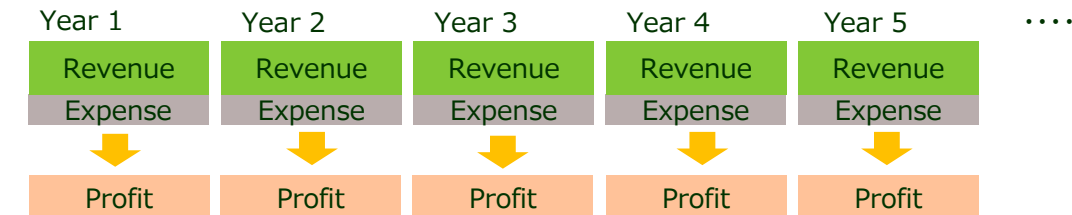
■ Current Statutory Accounting (J-GAAP)

Heavy initial cost for acquiring new business³ is recognized at initial fiscal year.



■ IFRS

Initial cost for acquiring new business³ is deferred under IFRS 17.



* Please refer to [Material for IFRS 17 Study Meeting](#) for details about IFRS 17.

1. This is illustrative purpose only, and it does not necessarily guarantee that Lifenet will make profits as indicated.
 2. Revenue is insurance premiums – costs for policy management, payment of insurance claims and benefit claims, etc. Expense for acquiring new business is not included.
 3. The definition of “expense for acquiring new business” may differ in each accounting rule.