

January 11, 2023  
Ryosuke Mori, President  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Growth)

## **Lifenet's IR Website Awarded the AAA Rating in the 2022 in All Japanese Listed Companies' Website Ranking for the 4th consecutive year**

Highly evaluated in terms of easy-to-understand, easy-to-use and abundance of information

TOKYO, January 11, 2023 - LIFENET INSURANCE COMPANY (TSE Growth 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces its Investor Relations' website has been awarded the AAA rating, the highest evaluation, at Japan's Growth Market\*<sup>1</sup> in All Japanese Listed Companies' Website Ranking announced by Nikko Investor Relations Co., Ltd. This is the fourth time for Lifenet to receive the AAA rating from 2019.

The 2022 All Japanese Listed Companies' Website Ranking was conducted for the purpose of investigating various levels of corporate information disclosure on the websites of all listed companies in Japan as well as promoting higher level of disclosure. It was evaluated all Japanese listed companies' website in terms of three points, easy-to-understand, easy-to-use and abundance of information.

We have established [IR Manifesto](#) since we were listed. We have been engaging in IR activities based on the five policy of the IR Manifesto – Open communication, Comprehensible, Fair, Long-term perspective, and Innovative. As an online life insurer, we also have improved our IR website continuously. We launched Sustainability webpage in February, 2022 and have provided information about sustainable growth of our company and an enhancement of our corporate value, based on LIFENET Manifesto.

We believe that our IR activities based on the IR Manifesto have contributed to the AAA rating of our IR website. Lifenet will continue to engage in IR activities and enhance our IR website which is positioned as one of the important communication tools with our shareholders and investors.

Lifenet's Investor Relations Website

Japanese version : <https://ir.lifenet-seimei.co.jp/ja/>

English version : <https://ir.lifenet-seimei.co.jp/en/>

### **■ All Japanese Listed Companies' Website Ranking**

The 2022 All Japanese Listed Companies' Website Ranking awards companies' website in four categories: All Markets Ranking, Sector Ranking, Standard Market Ranking and Growth Market Ranking based on the objective criteria in terms of three points, easy-to-understand, easy-to-use and, abundance of information. Lifenet's IR website was awarded as one of the AAA rating websites at the category of Growth Market.

All Japanese Listed Companies' Website Ranking :

<https://www.nikkoir.co.jp/english/rank/rank.html>

\*1: Growth Markets stand for Tokyo Stock Exchange Growth, Sapporo Securities Exchange Ambitious, Nagoya Stock Exchange Next, and Fukuoka Stock Exchange Q-Board.

**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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