

January 17, 2024
 Ryosuke Mori, President
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Growth)

Changes in Management Team and Organization

TOKYO, January 17, 2024 – LIFENET INSURANCE COMPANY (TSE Growth 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it decided to elect new Executive Officers and the change in the position of Executive Officers at the Board of Directors meeting held today, effective on April 1, 2024.

Lifenet also decided that it will change its organization structure, including the abolishment of the divisional organization that started in 2016 and establishment of new department on April 1, 2024, to reinforce business execution with enhancement of our business.

1. Newly elected Executive Officers (effective on April 1, 2024)

Name	New Position	Current Position
Hiroki Ito	Executive Officer of Direct Business Planning Department* ¹ , Contact Center	Head of Sales Planning Department, Sales & Marketing Division
Yasuhiro Hida	Executive Officer of Marketing Department, Brand Management Department* ¹	Head of Marketing Department, Sales & Marketing Division

*¹ Sales Planning Department will be reorganized into the Direct Business Planning Department, and Brand Management Department will be established on April 1, 2024.

2. Change in position of Executive Officers (effective on April 1, 2024)

Name	New Position	Current Position
Ryosuke Kondo	Director Executive Officer of Partner Business Department Director, LIFENET MIRAI Inc.	Director Executive Officer of Sales & Marketing Division Director, LIFENET MIRAI Inc.
Junpei Yokozawa	Director Executive Officer of IT Strategy Department, Information Systems Planning Department, Information Systems Operations Department, Data Science Promotion Office	Director Executive Officer of Information Systems Strategy Division, Data Science Promotion Office
Tsutomu Matsuura	Executive Officer of CX Design Department, Customer Services Department, Claims Department	Executive Officer of Customer Services Division

New management team will be as follows (effective on April 1, 2024)

Position	Name	Areas of Responsibility and Concurrent Positions* ²
Representative Director and President	Ryosuke Mori	Internal Auditing Department
Director, Executive Vice President Executive Officer	Yasuhiro Koba	Business Development Department, Product Development Department, Creditor Insurance Business Department, Investment Department
Director Executive Officer	Ryosuke Kondo	Partner Business Department Director, LIFENET MIRAI Inc.
Director Executive Officer	Junpei Yokozawa	IT Strategy Department, Information Systems Planning Department, Information Systems Operations Department, Data Science Promotion Office
Outside Director	Jun Hasebe	Representative Director and President, Tokyo Relations Inc.
Outside Director	Takeshi Saito	Senior Managing Director and Chief Financial Officer, au Financial Holdings Corporation
Director (Full-Time Audit and Supervisory Committee Member)	Takahiro Yamasaki	Corporate Auditor, LIFENET MIRAI Inc.
Outside Director (Audit and Supervisory Committee Member)	Keiko Hayashi	Professor Faculty of Commerce Graduate School of Accountancy, Waseda University
Outside Director (Audit and Supervisory Committee Member)	Tomoyuki Yamashita	Representative Director and President, Aon Solutions Japan Ltd.
Outside Director (Audit and Supervisory Committee Member)	Emima Abe	Attorney, Miyamasuzaka the Firm Law & Accounting Office
Executive Officer (Newly elected)	Hiroki Ito	Direct Business Planning Department, Contact Center
Executive Officer CCO (Chief Compliance Officer) CISO (Chief Information Security Officer)	Kaoru Katada	Human Resources & General Affairs Department, Legal Department, Risk Management Department
Executive Officer	Takeshi Kawasaki	Corporate Planning Department, Accounting & Actuarial Department
Executive Officer (Newly elected)	Yasuhiro Hida	Marketing Department, Brand Management Department
Executive Officer	Tsutomu Matsuura	CX Design Department, Customer Services Department, Claims Department

*2 Concurrent position of Outside Directors is as of January 17, 2024.

(Appendix) Brief career history of newly elected Executive Officers

Name (Date of Birth)	Brief Career History	
<p style="text-align: center;">Hiroki Ito (March 1, 1979)</p>	Apr. 2002	Joined POLA Cosmetics, INC. (currently POLA INC.)
	Aug. 2006	Joined eLife Inc.
	Jul. 2007	Joined American Life Insurance Company Japan branch (currently MetLife Insurance K.K.)
	Apr. 2017	Office Manager, Direct Business HQ, Direct Business Planning Office
	Apr. 2019	Joined Lifenet Insurance Company
	Jul. 2020	Head of Data Science Promotion Office
	Apr. 2021	Head of CX Design Department, Sales & Marketing Division, Head of Data Science Promotion Office
Oct. 2022	Head of Sales Planning Department, Sales & Marketing Division (incumbent)	
<p style="text-align: center;">Yasuhiro Hida (August 1, 1980)</p>	Apr. 2004	Joined TOKYU AGENCY INC.
	Nov. 2007	Joined J-ROCK Co.,Ltd
	Aug. 2010	Joined Dentsu Public Relations Inc. (currently PR Consulting Dentsu Inc.)
	Jun. 2012	Joined Lifenet Insurance Company
	Oct. 2018	Head of Marketing Department, Sales & Marketing Division
	Apr. 2021	Head of Sales Planning Department, Sales & Marketing Division
	May 2023	Head of Marketing Department, Sales & Marketing Division (incumbent)

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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