

September 18, 2024  
Ryosuke Mori, President  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Growth)

## Lifenet to Launch Term Medical Products *Jibun Z and Jibun Z for Women*

TOKYO, September 18, 2024 – LIFENET INSURANCE COMPANY (TSE Growth 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces it will launch term medical products on October 1, 2024.



**Term Medical**  
*Jibun Z*



**Term Medical**  
*Jibun Z for Women*

### 1. Background Behind the Development

Since our business commencement, we have advocated that Japan is a society with robust public welfare systems, exemplified by the public health insurance system and that it is important to insurance coverage from becoming excessive and focusing on necessary protection to make life insurance premiums low. However, many people in Japan still remain overly dependent on insurance, with premiums significantly impacting on household finances. Furthermore, a considerable number of people in Japan continue to view life insurance primarily as a means of asset building.

Recently, Japanese government has encouraged individual investment represented by NISA (Nippon Individual Savings Account) and iDeCo (individual-type Defined Contribution pension plan). Having considered this trend has made it easier for individual customers in Japan to build assets through methods other than life insurance, the fundamental purpose of insurance remains "protection". Especially for younger generations, whose life plans are more likely to change and whose incomes may be less stable, securing protection through "term" insurance with relatively low premiums is a rational choice. Based on this idea, we have been considering and developing "term" medical insurance products with selectable insurance periods, aiming to create an insurance option that continues to be chosen by younger generations.

### 2. Overview of *Jibun Z* and *Jibun Z for Women*

The new products are term medical insurance that allow customers to choose from insurance periods of 10, 20, or 30 years. It retains the features of our previously sold whole-life medical *Jibun* series, such as coverage for short-term hospitalizations. In addition, the new products maintain the easy-to-understand choice between two plans: (1) for those prioritizing lower premiums, and (2) for those seeking coverage for cancer and advanced medical treatments. While keeping these features, this term medical insurance offers lower initial premiums compared to whole life products.

### 3. Schedule

- (1) Date of the resolution of the Board of Directors: September 18, 2024
- (2) Date of the product launch: October 1, 2024 (planned)

### 4. Future Prospects

The product development will have a minor impact on Lifenet's expenditure and business forecasts for fiscal year ending March 31, 2025. If events requiring disclosure occur in the future, we will promptly disclose them.

#### About LIFENET URL: <https://ir.lifenet-seimei.co.jp/en/>

LIFENET INSURANCE COMPANY has developed the LIFENET Manifesto that embodies our mission of "Help our customers embrace life more fully by offering comprehensible, cost-competitive and convenient products and services". We have consistently delivered customer-oriented products and services since our business commencement. As the leading online life insurer, we aim to realize "a society where next generation can be nurtured with confidence in the future".

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