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(Securities Code: 7157, TSE Growth)

Sales Update on Term Medical Insurance Product **Applicants in their 10s, 20s, and 30s account for nearly 70% of total,** **with affordable monthly premiums averaging 1,602 yen**

TOKYO, November 19, 2024 – LIFENET INSURANCE COMPANY (TSE Growth 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) discloses application data as of the end of October for its term medical insurance products "Jibun Z" and "Jibun Z for Women" launched on October 1, 2024, which allow customers to select insurance periods starting from 10 years.



Term Medical
Jibun Z



Term Medical
Jibun Z for Women

■ **Approximately 90% of applicants selected a 10-year insurance period**

- Since its launch on October 1, 37.3% of medical insurance applicants^{*1} have applied for term medical insurance "Jibun Z" or "Jibun Z for Women".
- Applicants in their 10s and 20s accounted for 30.5%, those in their 30s for 34.7%, those in their 40s for 18.4%, and those aged 50 and over for 16.4%.
- As for "Jibun Z", the average monthly premium for all applicants was 2,312 yen, and 1,602 yen for those aged 39 and under.
- As for "Jibun Z for Women", the average monthly premium for all applicants was 3,031 yen, and 2,606 yen for those aged 39 and under.
- 88.7% of applicants selected a 10-year insurance period.

^{*1} Lifenet application data from October 1st to 31st, 2024. It refers to the applicants of all medical insurance products including whole life medical

The application data reveals that these newly launched term medical insurance products are being actively utilized by younger generations in their 20s and 30s. Additionally, with 88.7% of applicants selecting a "10-year insurance period," the results suggest that many people are embracing the idea of having coverage for 10 years as a milestone, with the premise of reviewing their insurance needs according to their life stage.

Toward "a society where next generation can be nurtured with confidence in the future", we will continue striving to meet the expectations and trust of its customers, aiming to be selected by the younger generation, and to deliver peace of mind.

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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