

January 6, 2025

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Growth)

Lifenet Ranked 1st in Overall Life Insurance Category of 2025 Oricon Customer Satisfaction Survey

**1st Place in Three Subcategories: Application Procedure, Product Coverage,
Insurance Premium
Ranked 1st in Online Life Insurance Category**

TOKYO, January 6, 2025 - LIFENET INSURANCE COMPANY (TSE Growth 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it has been ranked 1st in overall life insurance category of 2025 Oricon Customer Satisfaction Survey conducted by Oricon ME Inc. Lifenet also has awarded 1st place in online life insurance category.

■ 1st place in “overall life insurance category” out of the 33 insurance companies*1



- 1st in Application Procedure Satisfaction Ranking
- 1st in Product Coverage Satisfaction Ranking
- 1st in Insurance Premium Satisfaction Ranking
- 2nd in After-sales Service Satisfaction Ranking

■ Newly established, 1st place in the “online life insurance category”



The survey was conducted based on 33 insurance companies offering life insurance products from August 10 to 31, 2022, September 26 to October 4, 2023 and August 6 to September 24, 2024 and evaluated by 10,365 policyholders*2.

*1 Number of companies surveyed

*2 Policyholders who meet all of the following requirements:

- Have purchased a life insurance policy that covers them within the past 3 years.
- Involved in the selection process when purchasing the life insurance policy.

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”.

Contact:

Investor Relations, Corporate Planning Department

Tel: +81-3-5216-7900

e-mail: ir@lifenet-seimei.co.jp

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