

January 15, 2025
Ryosuke Mori, President
LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Growth)

Lifenet's IR Website Awarded the AAA Rating in the 2024 in All Japanese Listed Companies' Website Ranking for the 6th consecutive year

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

TOKYO, January 15, 2025 - 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*¹ in All Japanese Listed Companies' Website Ranking announced by Nikko Investor Relations Co., Ltd. This is the sixth consecutive year that we have been awarded AAA rating.



The 2024 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 the [IR Manifesto](#) since we were listed. We have been engaging in IR activities based on the five policies 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. In fiscal 2024, in line with the announcement of [a new management policy and mid-term business plan](#) in May 2024, we have created the content to enhance the understanding of the three priority areas for our growth strategy, "Tech & Services", "Rebranding" and "Embedded", as well as the newly established management indicator "Comprehensive Equity", which represents our corporate value.

We believe that our IR activities based on the IR Manifesto have contributed to the AAA rating of our IR website. We 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 2024 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 in the category of Growth Market.

*1: Growth Market stands 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/>

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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