Securities Code: 7157 TSE Growth



Presentation Material for Investors Third Quarter for Fiscal 2024

LIFENET INSURANCE COMPANY February 12, 2025





Notable Achievements

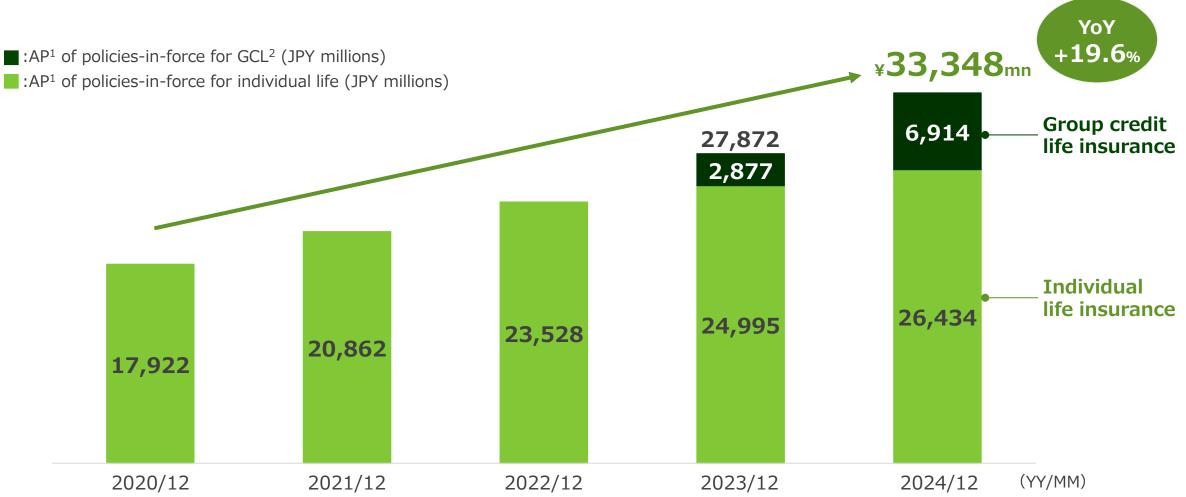
- Ranked No.1 in the Oricon Customer Satisfaction Survey as the leading online life insurance company
- Newly launched "Term" medical insurance successfully reaching young generations
- Started to offer "Insurance with V-points" to a new customer base, as part of our collaboration with the SMBC Group

2. The amount of money is equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium (for GCL, expected premium income for the next month based on the in-force business) by 12 months

Comprehensive Equity is an indicator defined by the Lifenet Group. It is the sum of "Equity (attributable to owners of the Company)" on the IFRS consolidated statement of financial position (B/S), "CSM", a liability representing
unearned profit that the Group expects to earn as it provides insurance contracts and reinsurance contracts are aggregated and tax-adjusted), and "GCL contracts value", which is the value of future IFRS earnings,
including future renewals for GCL policies-in-force.



Resulted in ¥33,348mn and achieved significant growth of 19.6% YoY

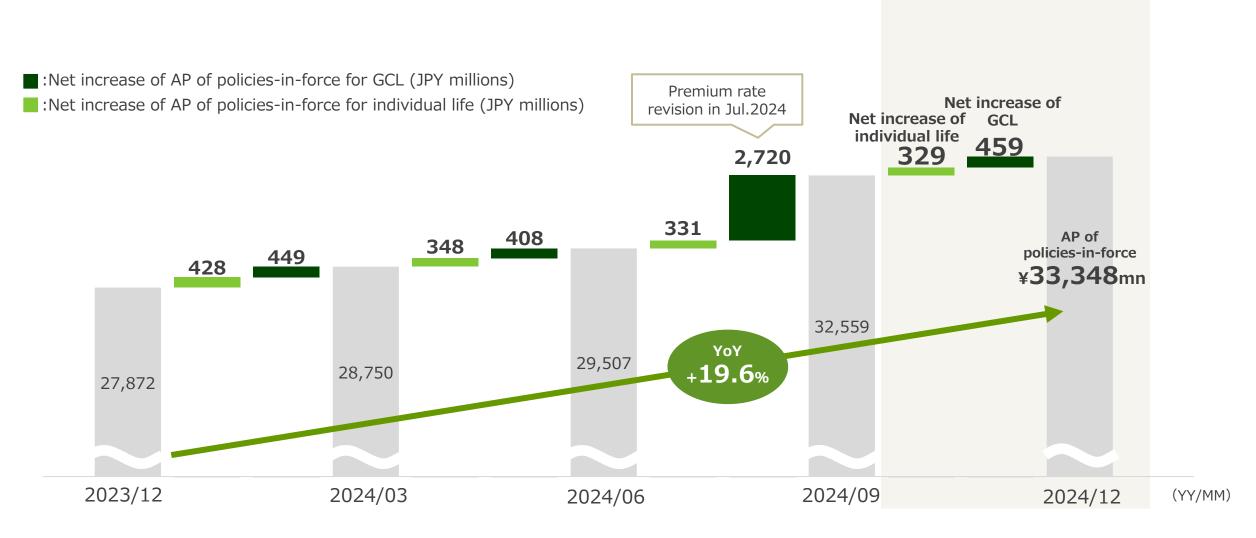


1. AP stands for Annualized premium (The same will apply hereafter)

2. GCL stands for Group Credit Life Insurance



Despite individual life being sluggish, GCL continued steady growth





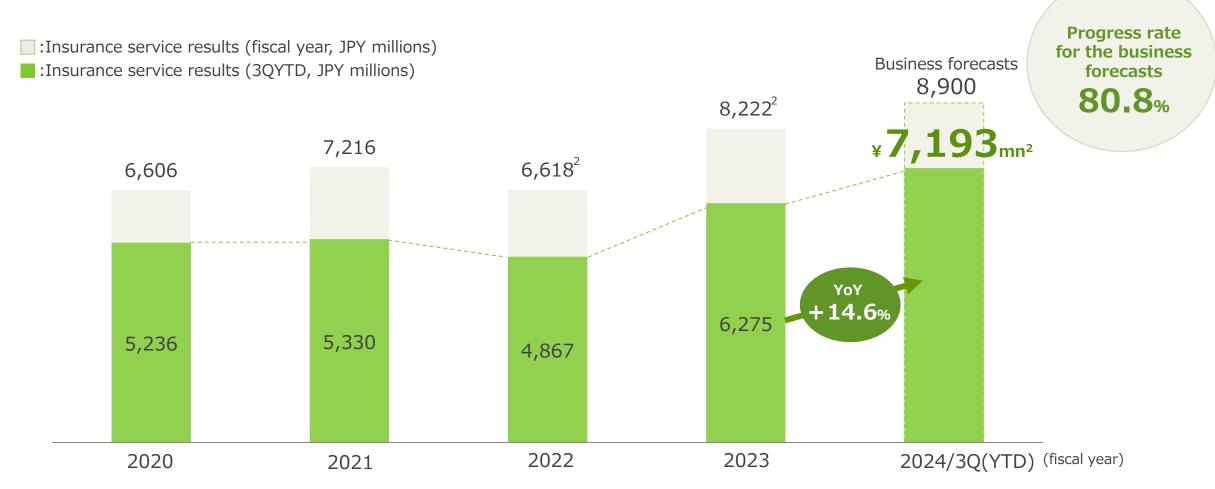
(JPY millions)

Insurance service results and net income resulted in ¥7,193mn and ¥4,956mn, respectively

FY2023/3Q FY2024/3Q Change Items (YTD) (YTD) **Insurance service results** 6,275 7,193 918 Financial results¹ 276 (67) (343)**Other results** (335)(241) 93 **Profit before tax** 6,215 6,884 668 Net income attributable to **591** 4,365 4,956 owners of the Company



Progress steadily at 80.8% of business forecasts

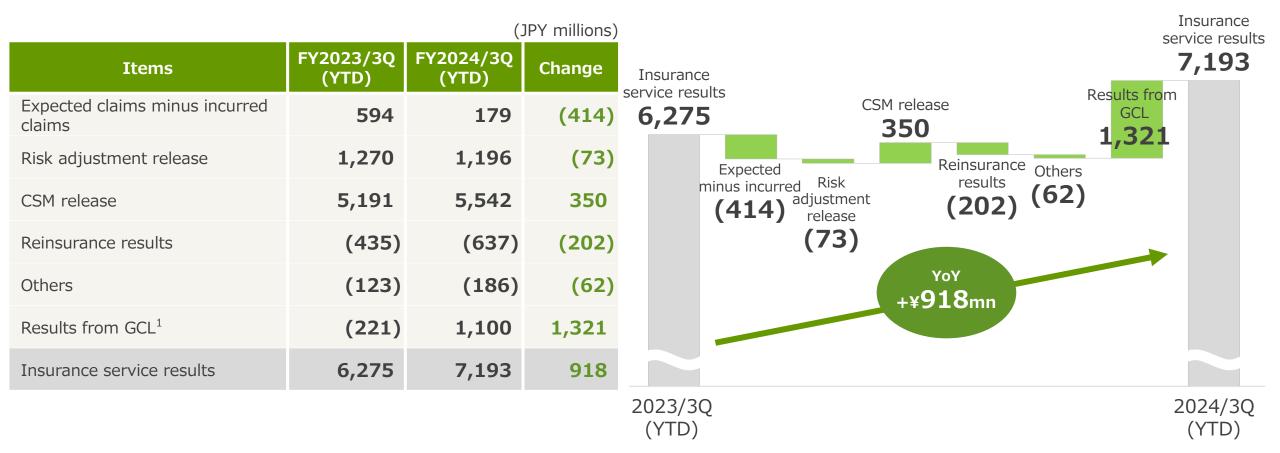


1. Figures for FY2021 and earlier are for reference use only as they are before date of transition to IFRS

2. COVID-19 related claims was ¥1,378mn in FY2022 and ¥36mn in FY2023. It is also included in FY2024, but detailed calculation has not been performed.



Achieved profit growth of 14.6% YoY by CSM release and GCL results

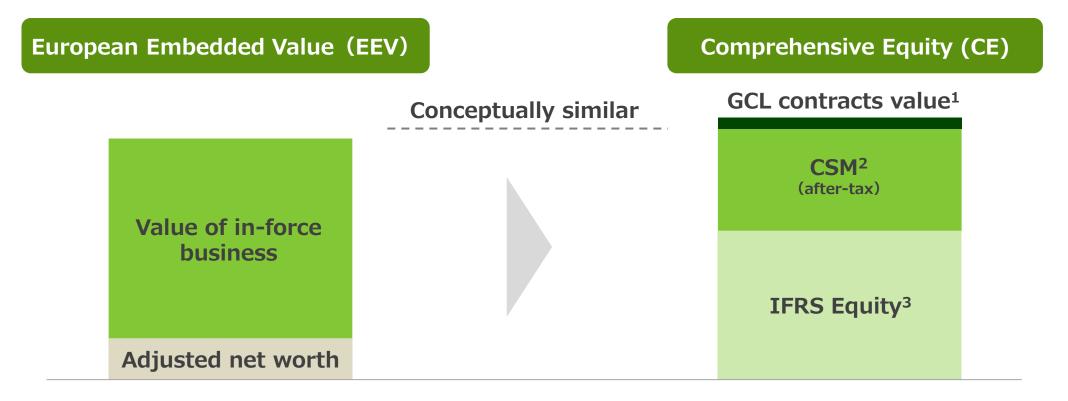


1. Insurance service results related to contracts measured under the Premium Allocation Approach (excluding reinsurance results)

New Management Indicator "Comprehensive Equity"



Having changed our management indicator from EEV to "Comprehensive Equity" based on IFRS, aim to achieve ¥200-240bn in FY2028



- 1. The value of future IFRS earnings for GCL policies-in-force (PAA applied) including future renewals as of the valuation date.
- 2. Aggregation of insurance contracts and reinsurance contracts with tax effect (28%) adjusted.
- 3. Attributable to owners of the Company



Strongly growing at a CAGR of 19% since IPO Comprehensive European Embedded Value (EEV) ¹ Equity (CE) ¥2,057 ¥1,991 165,229 ¥1,788 : EEV (JPY millions) 159,802 10,228 6,709 : GCL contracts value (JPY millions) : CSM after tax (JPY millions) 124,666 : IFRS Equity (JPY millions) 60,621 62,222 \blacksquare : CE per share (JPY) ² 94,379 90,870

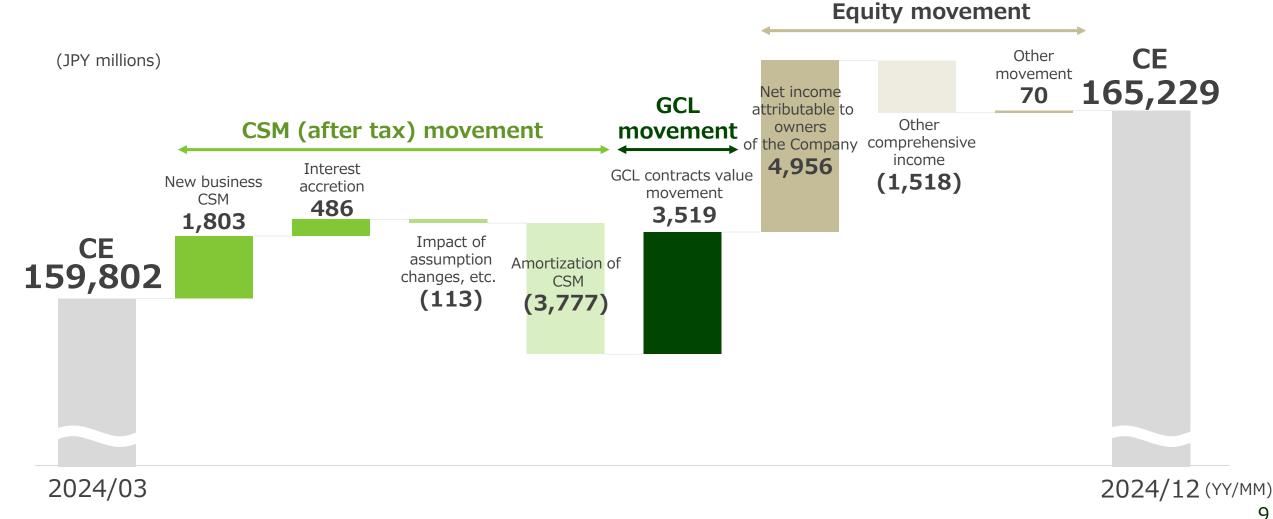
2012/03 13/03 14/03 15/03 16/03 17/03 18/03 19/03 20/03 21/03 22/03 23/03 24/03 **24/12** (YY/MM)

1. Lifenet's EEV is calculated following the EEV Principles and Guidance and in terms of allowance for risk, MCEV Principles (The European Insurance CFO Forum Market Consistent Embedded Value Principles©) is referred. From fiscal 2016 onward, a predetermined ultimate forward rate has been used to extrapolate the level of ultra-long-term interest rates past the last liquid data point. This method of extrapolation has also been used to restate EEV as of March 31, 2016.

2. EEV per share before March 2023

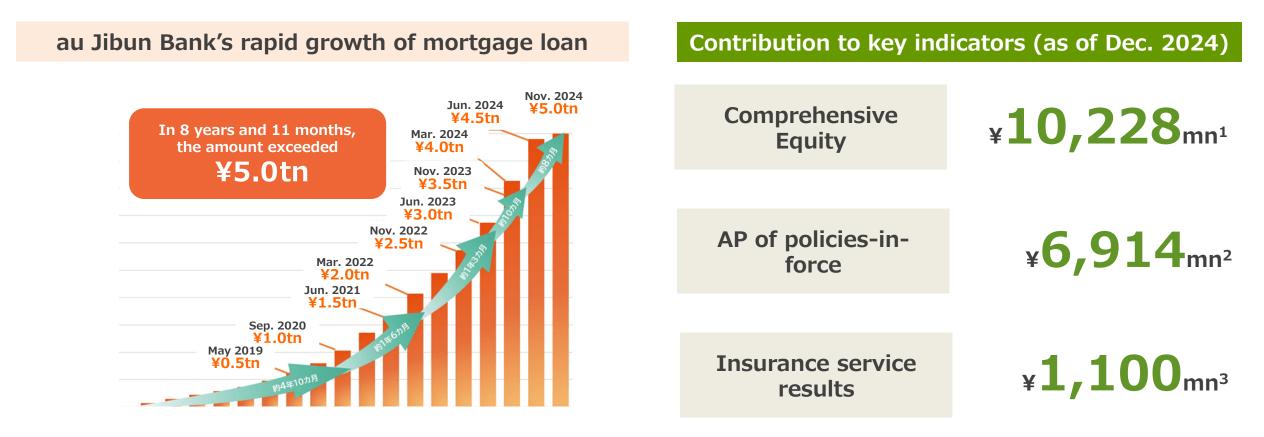


Increased due to GCL contracts value and net income, though affected by rising interest rates





Aim to further contribute to key indicators with the launch of new product, GCL for joint mortgage in January 2025



- 1. GCL contracts value in Comprehensive Equity as of the end of December 2024
- 2. Annualized premium of policies-in-force for GCL as of the end of December 2024
- 3. Insurance service results related to contracts measured under the Premium Allocation Approach (Excluding reinsurance results), cumulative 3Q results



11

Leading online life insurer ranked No.1 in life insurance overall as well



Oricon[®] Customer Satisfaction Survey¹ Life Insurance Overall No.1

Achieved the overall No.1 ranking for the third time

- Application Procedure
- Product Coverage
- Insurance Premium
- After-sales Service



Oricon[®] Customer Satisfaction Survey¹ Online Life Insurance No.1

- Ranked No.1 in the newly established "Online Life Insurance Category"
- Convenient services were evaluated



Newly launched "Term" medical insurance successfully reaching younger generations

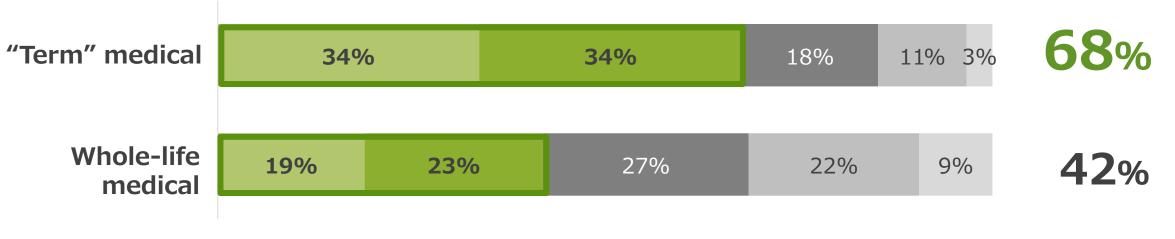






Number of new policies by age group¹

% of under 30s



■ -29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60-



Promoting collaboration with partners with a large customer base, strong brand and rich data



Jibun Bank

Approx. ¥5tn¹ mortgage loan execution amount

Started offering GCL for joint mortgage from Jan. 2025

All Payment

Approx. **37**mn² au PAY members

Became a sales agent from Jan. 2025

- 2. As of the end of December 2024, Fiscal Year Ending March 31, 2025 Q3 Financial Results, 2025 KDDI Corporation
- 3. V-Points and T-Points have been integrated since April 2024
- 4. V-Members stands for ex-T-Points members



Started to offer "Insurance with V-points" to a new customer base from Feb. 2025³



Active users after integration Approx. 86mn users



V-Members⁴

CCC

MK HOLDINGS





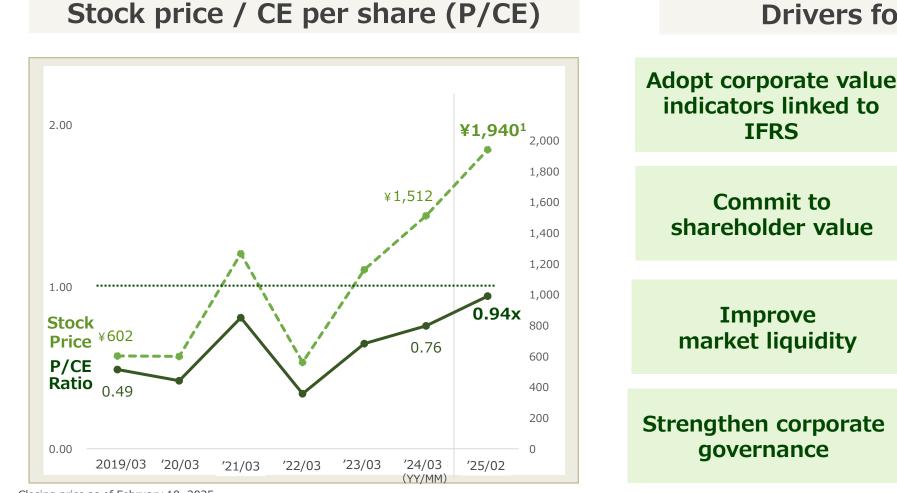
Improved UX in the app to strengthen service for insurance reviewer



^{1.} As of November 2024



Maintain P/CE ratio of 1.0x as a base, and further improve capital market evaluation



Drivers for improvement

Adopt corporate value indicators linked to IFRS	Changed indicator from "EV" to IFRS-based "CE"
Commit to shareholder value	 Commit to stock price target Introduced stock compensation plan for employees
Improve market liquidity	 Plan transition to TSE Prime Market by around 2025
Strengthen corporate governance	 Strengthen the Board of Directors as a Monitoring Board Established Sustainability Committee

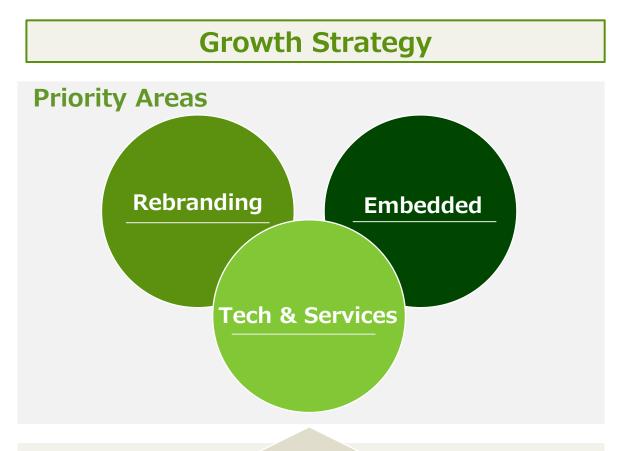


Remains unchanged while corporate tax rate change may temporarily reduce net income by ¥600-700mn and CE by ¥1.5-2.0bn (See page 21)

Growth	(JPY millions)	F	Profitability	(JPY millions)
AP of policies-in-force	GCL Business forecasts 34,000	Insu	rance service results	Business forecasts 8,900
approx. 1,700 28,750	approx. 3,500		8,222	
2024/03	2025/03 (ҮҮ/ММ)		FY2023	FY2024
		FY2023	FY2	.024
	(JPY millions)	Results	3Q(YTD) Results	Forecasts
Annualized premium of pe	olicies-in-force	28,750	33,348	34,000
Insurance revenue		24,698	22,041	30,000
Insurance service results		8,222	7,193	8,900
Net income attributable to Company	o owners of the	5,734	4,956	6,200

FY2024-2028 Mid-term Business Plan





Human Resources Strategy

- Promote organizational transition to focus on priority areas
- Create a virtuous cycle of employee growth and business growth
- Maintain and strengthen an organizational culture based on the LIFENET Manifesto

Goals in Fiscal 2028

Management Goal

Comprehensive Equity (CE) : ¥200-240bn

Financial Targets

Stock price : ¥3,000+

Annual growth rate of CE per share : approx. **10%**

Non-financial Targets (Human capital)

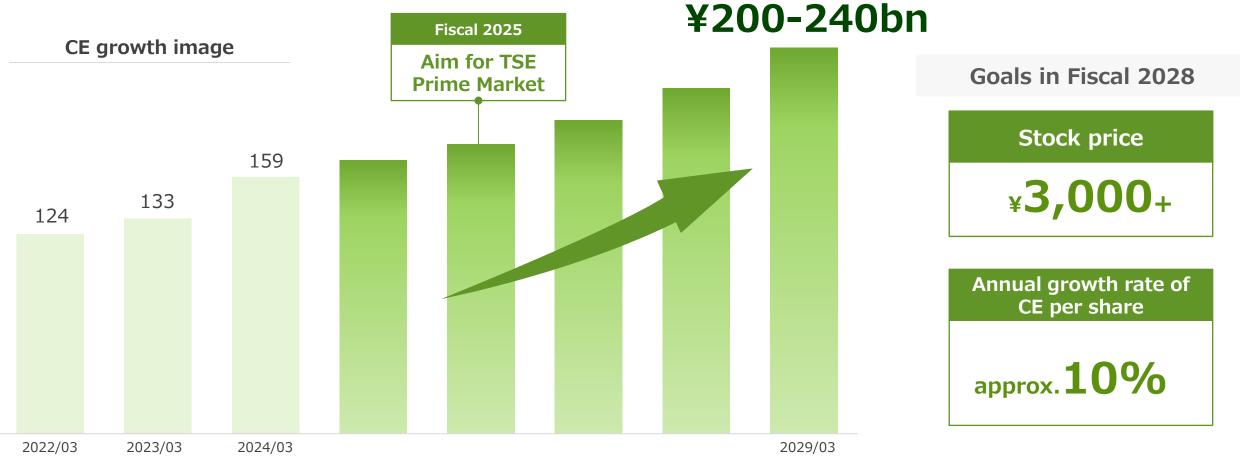
Overall engagement score: continuous improvement

Diversity

Ratio of decision-makers : Women 30%+, Under 30s 15%+

Growth Opportunities Engagement score (growth): continuous improvement

Aim to achieve Comprehensive Equity of ¥200-240bn in FY2028 by realizing sustainable growth through investment in priority areas



LIFENET Manifesto



Comprehensible, Cost-Competitive, Convenient

Our Guiding Principles

III.

- (1) Creating the future of the life insurance without losing sight of its original premise: "an ounce of prevention is worth more than a pound of cure."
- (2) Listening to what our customers are saying. Recognizing their needs and acting accordingly. Allowing our actions to be borne out of their voices and needs.
- (3) Delivering the caliber of products and services that we would feel confident recommending to our own friends and families.
- (4) Being a "straight-shooter". Committing to transparency. Communicating openly about our management team, our products, and our employees.
- (5) Embracing diversity and dialogue to keep us abreast of changing needs and preferences. Delivering peace of mind that we'll be around in 100 years.
- (6) Acting in good faith means always taking the high road when it comes to compliance and ethics.

Making Life Insurance Accessible Again - Affordable

- (1) Giving the customer what he/she needs. No more, no less at a fair price.
- (2) Staying vigilant as to how we can provide our products more costefficiently.
- (3) Always putting ourselves in our customers' shoes in thinking about how to minimize their premiums.

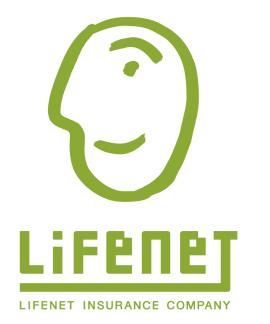
II. Making Life Insurance Accessible Again - Headache-free

- (1) Helping the customers help themselves. By making our materials easy to understand, customers can determine which coverage is truly the best fit.
- (2) Turning "clauses" in the insurance contract into succinct points that your grandmother could grasp.
- (3) Making all touch points headache-free. Beyond the application process, ensuring the claims and billing processes are also easy to understand.

IV. Making Life Insurance Accessible Again - Convenient

- (1) Thinking about our customers' convenience from every angle and every touch point along the way.
- (2) Forming alliances with like-minded partners who can add value above and beyond our products and services to our customers.
- (3) Providing health and wellness tips beyond the framework of life insurance to create value in our policyholders' lives.
- (4) Creating a precedent for future generations as to what life insurance is (and should be) all about.

We wish to be a company that helps our customers embrace life more fully. In order to live out that vision, we continue to challenge ourselves.



All information on this document that is not historical fact constitutes forward-looking information and is based on assumptions and forecasts available to the company at the time of preparation. The company cannot guarantee the accuracy of these assumptions and forecasts. Earnings projections and other information on this may differ materially from actual performance due to various risks and uncertainties. This is a translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.

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Appendix

Impact of Change in the Effective Corporate Tax Rate



 If the special defense corporation tax is introduced in the Diet, the effective statutory tax rate is expected to rise from 28.0% to 28.9%
 While an impact on performance at the end of March 2025 is expected, it is temporary and only for this period¹

Impact on net income

- FY 2024 performance: If the effective tax rate changes, Deferred Tax Liability, which is a liability for future corporate tax payments, will increase due to recalculation at the new tax rate, and the increase of approximately ¥600-700mn² will temporarily depress net income
- FY 2025 and after: No downward pressure from the recalculation described above

Impact on CE

• FY 2024 performance: In addition to the impact on net income described above, tax rate change in the future calculation of "CSM after tax" and "GCL contracts value," push down CE by approximately ¥1.5 to 2.0bn²

^{1.} In case of the introduction of the special defense corporation tax, which is currently being considered by the National Diet of Japan, is approved. Deferred tax liabilities recorded in previous years will be recalculated using the new tax rate, and the increase will be recorded as a lump sum in income taxes expense in FY2024. There will be no impact from the recalculation in subsequent years.

^{2.} Based on our projection as of the end of the December 2024, it is subject to change

Glossary 1



Glossary	Explanation
Insurance revenue	Revenue accrued for fulfillment of insurance services. Mainly, expected claims, expected maintenance expenses, risk adjustment release, CSM release and recovery of insurance acquisition cash flows. Investment components which will be paid regardless of insurance event are excluded from expected claims.
Insurance service expenses	Expenses incurred related to insurance service. Mainly, incurred claims, incurred maintenance expenses, amortization of insurance acquisition cash flows and losses on onerous contracts. Investment components which will be paid regardless of insurance event are excluded from incurred claims.
Insurance service results	Insurance revenue less insurance service expenses, plus reinsurance results.
Financial results	Total of investment results from financial assets, insurance finance income or expenses from insurance contract liabilities (or assets) and reinsurance finance income or expenses from reinsurance contract liabilities (or assets).
Other results	Expenses not directly related to insurance services such as product development costs and income/loss on other than insurance businesses such as results of subsidiaries.
CSM (Contractual Service Margin)	A component of insurance contract liabilities (or assets), which represents the unearned profit that the company will recognize as it provides services over the coverage period. Accumulation of CSM is important for future profit growth.
New business CSM	CSM at the time of acquisition of new contracts during the period.
Risk adjustment	A component of insurance contract liabilities (or assets), which is the adjustment for uncertainty of future cash flows (addition on liabilities).

Glossary 2



Glossary	Explanation
Comprehensive Equity (CE)	An indicator defined by the Group. It is the sum of "Equity (attributable to owners of the Company)" on the IFRS balance sheets, "CSM", a liability representing unearned profit that the Group expects to earn as it provides insurance services (insurance contracts and reinsurance contracts are aggregated and tax-adjusted), and "GCL contracts value". We have defined it as the indicator that represents the corporate value of the Group as it includes the value of future profits of policies-in-force.
Group Credit Life Insurance (GCL) contracts value	An indicator defined by the Group. It is the value of future IFRS earnings for GCL policies-in-force including future renewals as of the valuation date.
Premium Allocation Approach (PAA)	A simplified approach which can be applied for measuring insurance contracts with short coverage periods which is defined under IFRS17. We applied it for GCL contracts which have 1 year insurance period.
Insurance acquisition cash flows (IACF)	Cash flows from expenses which are directly attributable to acquisition of insurance contracts. Advertising expenses for new business, agency commissions and administrative expenses for underwriting new business are included. The difference from marketing expenses we had used for J-GAAP is addition of administrative expenses for underwriting.
Maintenance expenses	Expenses directly related to fulfillment of insurance contracts other than insurance acquisition cash flows. Administrative expenses for the maintenance of contracts and overhead expenses for the provision of insurance services are included.

Breakdown of Policies-in-Force

Lifenet	

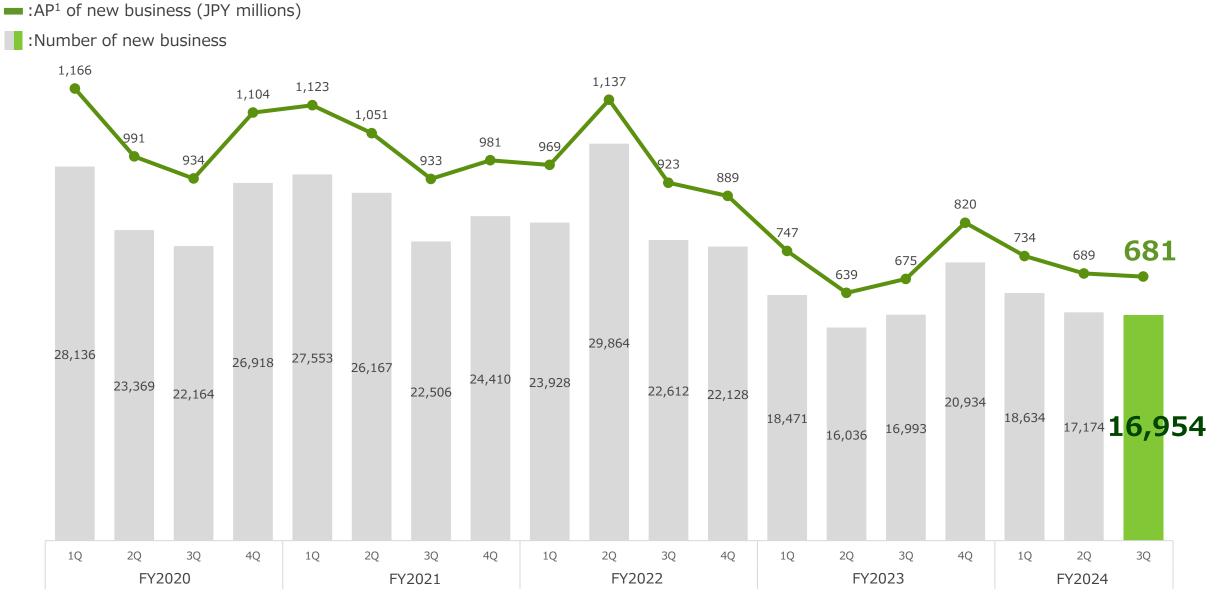
	2023/12	2024/12	Component ratio
Number of policies-in-force	590,097	626,146	100%
- Term Life	288,013	304,831	49%
- Whole-life Medical & Term Medical	161,384	171,163	27%
- Long-term Disability	69,074	71,263	11%
- Cancer	64,378	71,812	11%
- Other ¹	7,248	7,077	1%
Sum insured of policies-in-force ² (JPY millions)	3,746,702	3,918,668	
Number of policyholders	374,671	395,724	

1. Term Medical Care and Dementia

2. Sum insured of polices-in-force are the sum of death coverage, and do not include third-sector insurance.

Individual life

Annualized Premium / Number of New Business

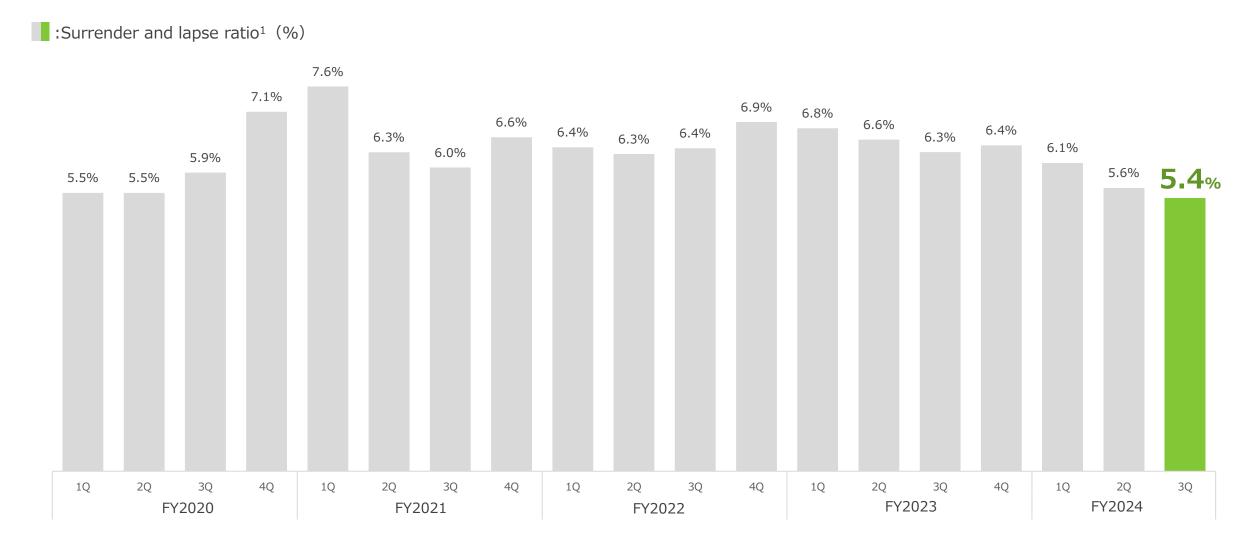


1. The amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12.



Surrender and Lapse Ratio





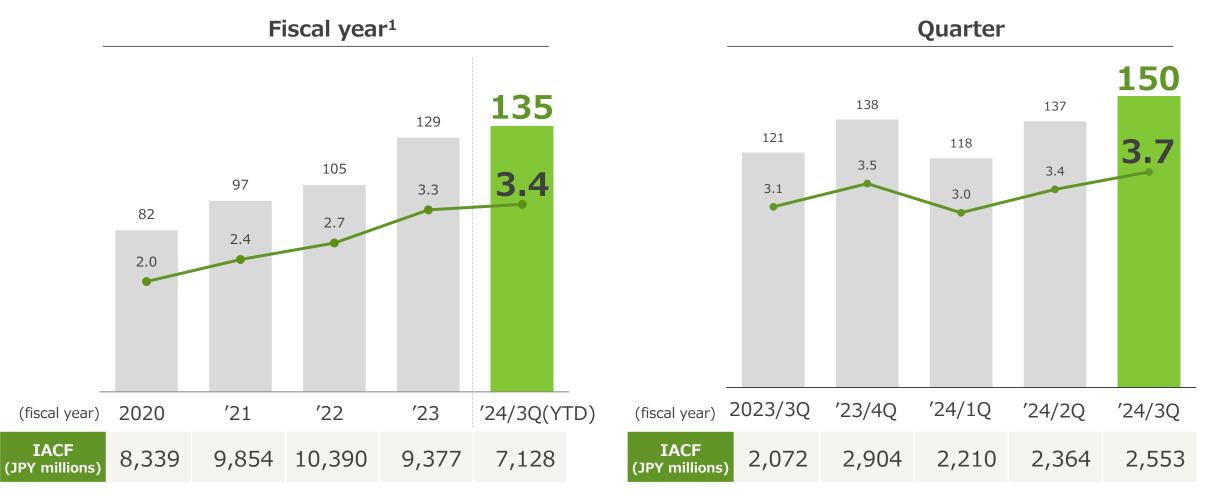
1. The surrender and lapse ratio is the annual equivalent of the monthly number of policies surrendered and/or lapsed divided by the monthly average number of policies-in-force.

Individual life

Insurance Acquisition Cash Flows (IACF) Efficiency

- :Insurance acquisition cash flows / AP of new business

Insurance acquisition cash flows per new business (JPY thousands)



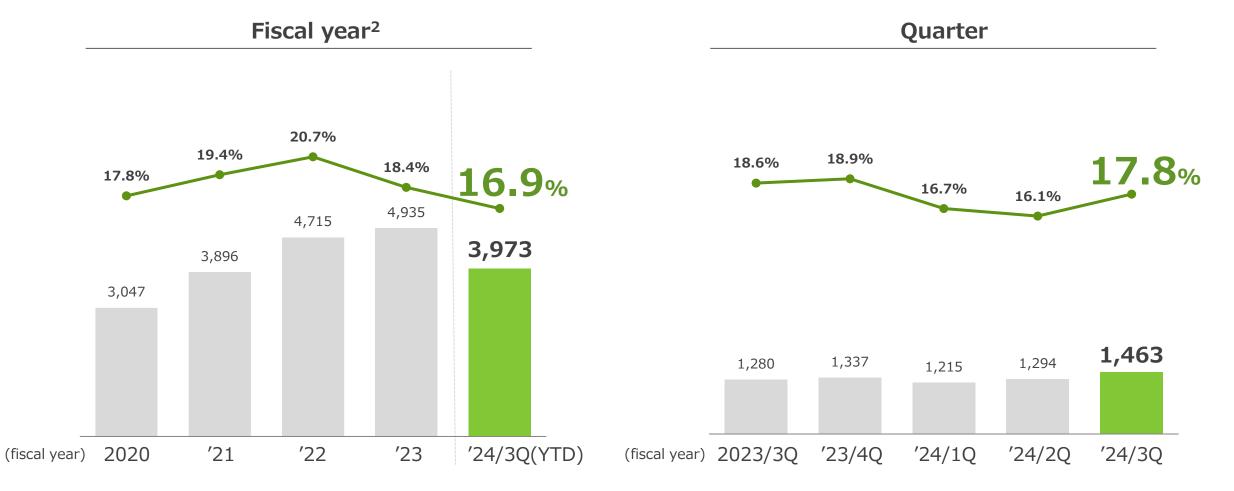
1. Figures for FY2021 and earlier are for reference use only as they are before date of transition to IFRS.

Operating Expenses Ratio¹



- :Operating Expenses Ratio (%)

:Operating expenses excl. insurance acquisition cash flows (JPY millions)



^{1.} Ratio of operating expenses excluding IACF divided by average in-force annualized premium for the period (annualized).

2. Figures for FY2021 and earlier are for reference use only as they are before date of transition to IFRS.



(1PY millions)

Items	2023/3Q	2023/4Q	2024/1Q	2024/2Q	2024/3Q	Note
Insurance service results	2,186	1,947	2,340	2,224	2,628	
Expected claims minus incurred claims ¹	331	189	46	(19)	153	Increased due to a decrease in claim payments for individual life
Risk adjustment release	397	407	391	405	399	
CSM release	1,755	1,864	1,864	1,834	1,842	
Reinsurance results	(52)	41	(211)	(72)	(354)	Due to a decrease in claim payments for GCL and individual
Results from GCL ²	(217)	(445)	272	175	651	Increased due to the decrease in claim payments
Financial results ³	209	279	338	(395)	(10)	Exchange loss improved
Other results	(106)	(191)	(57)	(71)	(112)	
Profit before tax	2,289	2,035	2,621	1,757	2,505	Insurance service results and financial results improved
Net income attributable to owners of the Company	1,606	1,368	1,887	1,265	1,804	

1. Applied only for individual life

2. Insurance service results related to contracts measured under the premium allocation approach (excluding reinsurance results)

3. Total of investment results from financial assets, insurance finance income or expense and reinsurance finance income or expense

Breakdown of Insurance Service Results



(JPY millio							
Items		FY2023					
	(Ref.) Fiscal Year	3Q(YTD)	3Q(YTD)				
Insurance revenue	24,698	18,087	22,041				
Expected claims	10,464	7,788	8,276				
Risk adjustment release	1,678	1,270	1,196				
CSM release	7,056	5,191	5,542				
Recovery of IACF	3,647	2,687	3,062				
Others	(150)	(110)	(71)				
Premium income of GCL ¹	2,004	1,261	4,034				
Insurance service expenses	16,081	11,377	14,209				
Incurred claims (Individual life)	9,679	7,193	8,096				
Incurred claims (GCL)	2,671	1,483	2,934				
Amortization of IACF	3,647	2,687	3,062				
Others	83	13	115				
Reinsurance results	(394)	(435)	(637)				
Insurance service results	8,222	6,275	7,193				

1. Insurance revenue related to contracts measured under the premium allocation approach



Impact on Comprehensive Equity and net income is limited

Impact on corporate value & net income

- CE : Sensitivity to interest rate changes in IFRS equity is limited due to protection type products line-up (See page 36 for details)
- IFRS-based net income : By shortening the duration of yen bonds and holding them in "OCI" in B/S, the impact on financial results is mitigated

Opportunity for interest income

 Stable interest income is expected from high turnover asset management of short duration bonds



Decreased by exchange loss while interest income rose due to increased foreign securities

(JPY millions)

Items	FY2023/3Q(YTD)	FY2024/3Q(YTD)	Change
Investment results	371	(16)	(387)
Interest income	272	716	444
Impairment losses on financial assets, net	(3)	(4)	(1)
Other investment income	102	(728)	(830)
Insurance finance income (expense)	(104)	(64)	39
Reinsurance finance income (expense)	9	13	4
Financial results	276	(67)	(343)

As of December 31, 2024						
		Available-for-Sale	Held-to-Maturity	Total		
JPY Bonds		16,858	33,993	50,851		
	Duration ²	4 years	7 years	6 years		
Foreign Curr	ency Bonds	11,063	_	11,063		
	Duration ²			4 years		
Non-Curr	ency Hedged	_	_	_		
Currency	Hedged	11,063	_	11,063		

CSM Movement



Decreased due to slower growth in new business CSM for individual life and assumption changes

(JPY millions) FY2024/3Q Items **FY2023** Impact of (YTD) assumption Interest New business changes, etc. accretion CSM 106 83,604 92,173 CSM, beginning of the period 716 Amortization CSM, 2,544 in current beginning of the period period 3,473 2,544 New business CSM (5,542) 92,173 CSM, end of the period 89,999 Interest accretion 842 716 106 Assumption changes, etc. 11,309 Recorded as insurance revenue (7,056) on PL Amortization of CSM (5,542)92,173 89,999 CSM, end of the period 2024/12 (YY/MM) 2024/03

CSM Future Allocation



Stable profits will be realized over long period from in-force CSM Aim for CSM release growth by adding CSM generated from future acquired new business

	Future all	ocation of CSM							(JPY billions)
					Expected	timing wher	n CSM is reco	ognized in Pl	L
			Amount	A+year 1	A+year 2	A+year 3	A+year 4	A+year 5	A+year 6 and more
Actual	In-force CSM	As of Dec. 2024 (A)	89.9	7.1	6.8	6.5	6.2	5.9	57.2
+						E)		
	A + year 1	XX	X	X	X	X	X	XX	
	A + year 2	XX		X	X	X	X	XX	
Fore- cast	Business CSM	A + year 3	XX			X	X	X	XX
cust	(B)	A + year 4	XX				X	X	XX
	A + year 5	XX					X	XX	
	CSI	M release (A+B)		XX	XX	XX	XX	XX	XXX

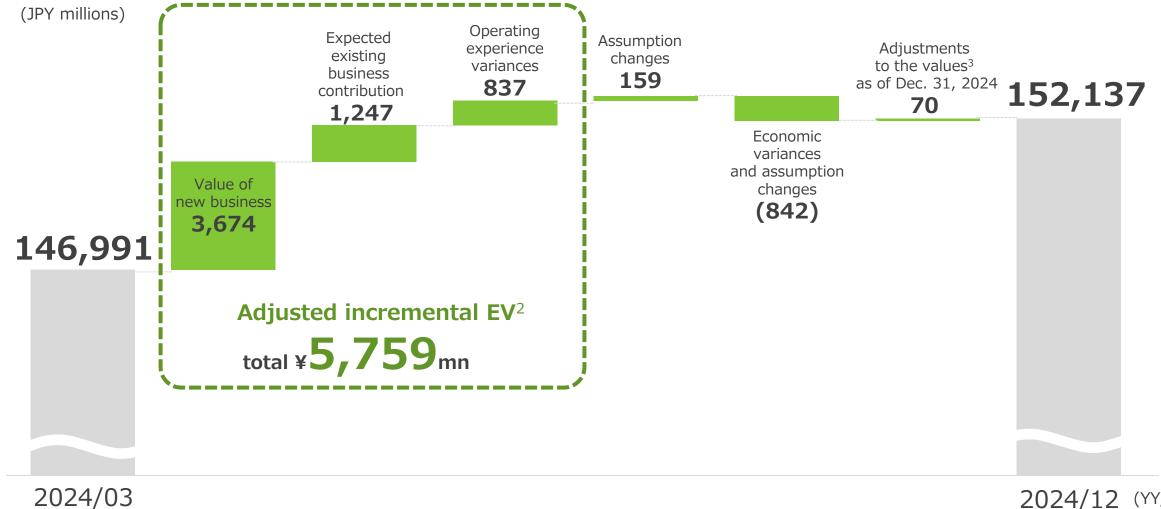
Impacts of changes in assumptions (sensitivities)

	Changes in Comprehensive Equity (CE) as of December 31, 2024Changes in CE% changesOf which changes in CSM					
(JPY millions)						
Comprehensive Equity as of December 31, 2024	165,229	-	60,621			
0.5% increase in risk-free rate	(4,053)	(2.5%)	_			
0.5% decrease in risk-free rate	4,155	2.5%	—			
10% decrease in equity and real estate value and other	(308)	(0.2%)	—			
10% decrease in operating expenses rate	6,231	3.8%	5,153			
10% decrease in surrender and lapse rate	1,706	1.0%	1,446			
5% decrease in claim incidence rates for life business	6,665	4.0%	6,760			
10% decrease in non-renewal rate	5,794	3.5%	5,794			

1. For each sensitivity, only one specific assumption is changed and other assumptions remain unchanged. It should be noted that the effect of the change of more than one assumption at a time is likely to be different from the sum of sensitivities carried out separately.

2. Aggregation of insurance contracts and reinsurance contracts with tax effect (28%) adjusted.





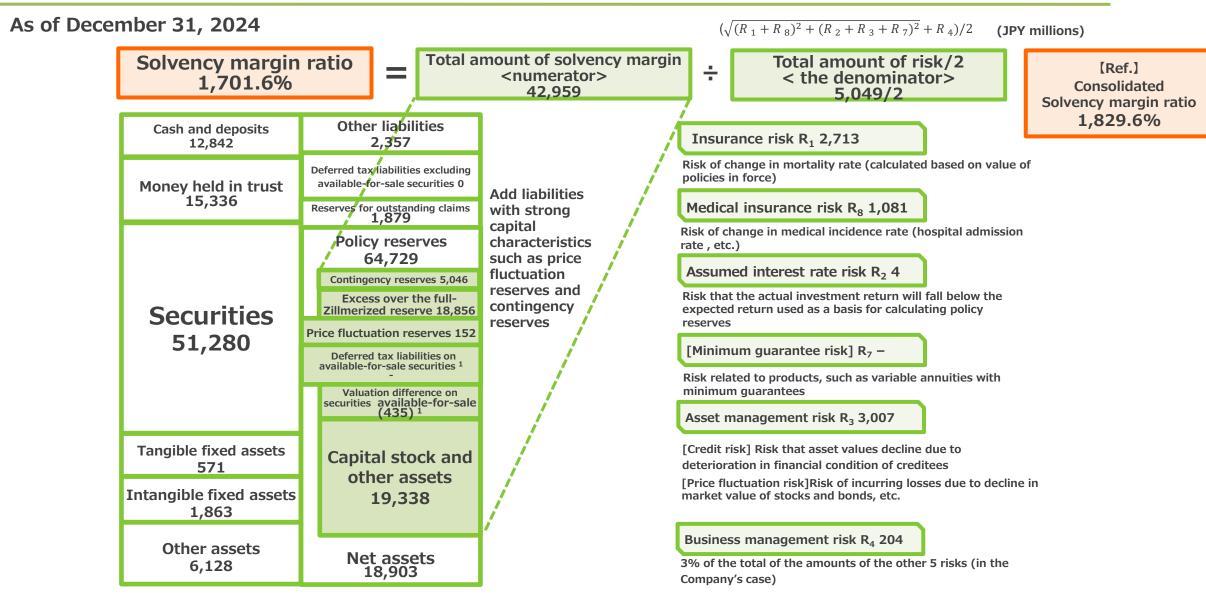
2024/12 (YY/MM)

1. Lifenet's EEV is calculated following the EEV Principles and Guidance and in terms of allowance for risk, MCEV Principles (The European Insurance CFO Forum Market Consistent Embedded Value Principles[®]) is referred.

2. Adjusted Incremental EV accurately indicates our business growth during a certain period within increase in EEV.

3. Item for change in capital

Solvency Margin Ratio Calculation



1. 90% of the valuation difference on available-for-sale securities and deferred gains or losses on hedges (pre-tax) (if negative, 100%)

2. Items that do not apply to the Company or for which the amount is minimal have been omitted, except for certain bracketed items.

Lifene'

IFRS Reporting



IFRS adoption better presents periodic performance and profitability from policies-in-force Capital adequacy and dividends are regulated by statutory accounting standards (J-GAAP)

	Statutory Accounting (J-GAAP)	Embedded Value	IFRS 17	
Important perspective	Financial soundness for policyholder protection	Economic value of insurance policies including future profit	Recognition of revenue based on the retention of in-force business	
Timing of profit recognition	Acquisition expense is recognized at the time of acquisition.	The expected profit for the policy period is <u>immediately</u> recognized.	The expected profit is allocated over the term of the policy .	
	Year1Year2Year3Year4profitImage: second seco	present value of profit	Year1 Year2 Year3 Year4 profit	



(JPY millions)						(JPY millions)
Items	FY2023	FY2023/3Q (YTD)	FY2024/3Q (YTD)	Items	FY2023	FY2024/3Q
Ordinary income	35,964	26,038	30,952	Total assets	84,194	88,023
Insurance premiums and other	34,264	24,933	30,489	Cash and deposits	20,009	12,842
Ordinary expenses	40,634	29,269	33,258	Money held in trust	13,358	15,336
Insurance claims and other	15,547	10,955	15,190	Securities	42,992	51,280
Provision for policy reserves and other	9,472	7,365	6,174	Total liabilities	63,130	69,120
Operating expenses	12,607	8,925	9,813	Policy reserves and other	60,469	66,609
Ordinary profit (loss)	(4,670)	(3,230)	(2,306)	Total net assets	21,063	18,903
Net income (loss)	(4,720)	(3,276)	(2,322)	Retained earnings	(31,643)	(33,966)



Aim for the increase in total shareholder return by capital gain¹

