

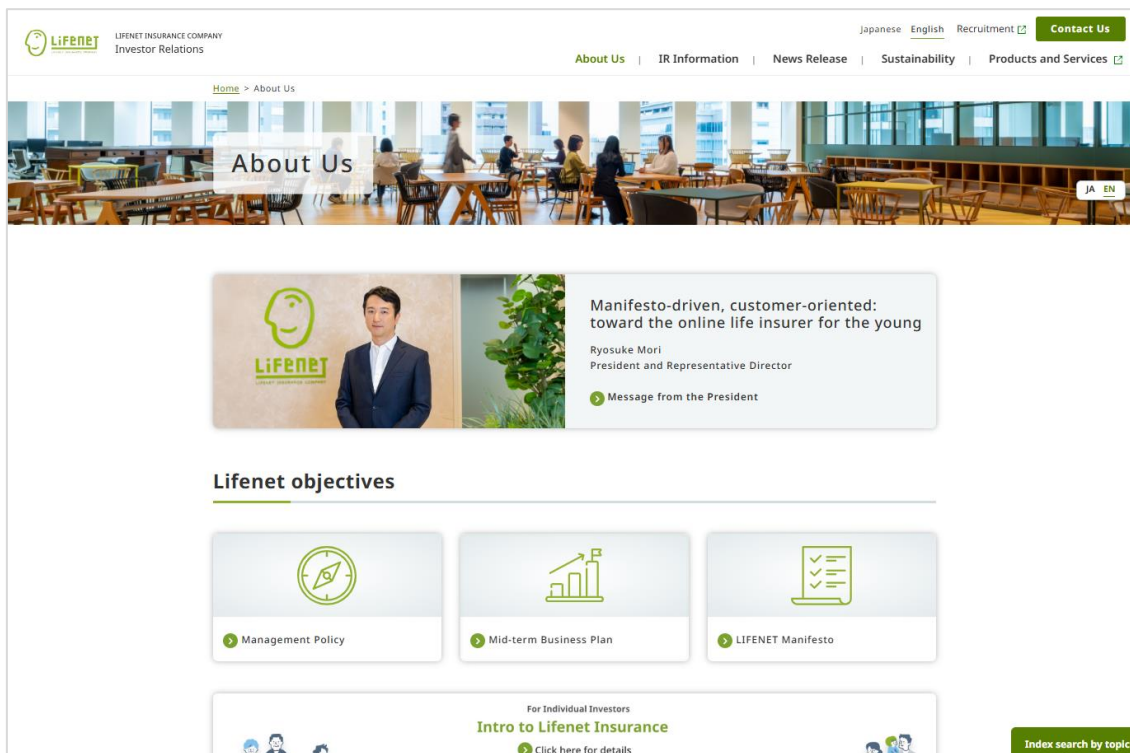
March 26, 2025
 Ryosuke Mori, President
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Growth)

Lifenet Revamped IR Website for the First Time Since Listing

Further pursuing "easy-to-understand" and "searchability"
 ahead of transition to TSE Prime Market

TOKYO, March 26, 2025 – LIFENET INSURANCE COMPANY (TSE Growth 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it has undertaken a full-scale renewal of its "Investor Relations Website (hereinafter "IR Website")" for the first time since its listing.

- Investor Relations Website URL: <https://ir.lifenet-seimei.co.jp/en/>



■ Background of the Renewal

Lifenet has established an "[IR Manifesto](#)" and promotes IR activities based on five basic policies: "Open communication," "Comprehensible," "Fair," "Long-term perspective," "Innovative" and "Forward-looking Information". The IR website is positioned as an important tool for embodying the IR Manifesto.

We are aiming to transition to the Tokyo Stock Exchange Prime Market during fiscal 2025. Through this market segment change, we expect that more investors will gain a deeper understanding of our company, leading to expanded investment opportunities. In addition, we have recently been undertaking significant initiatives in our business and financial reporting, such as the commencement of the group credit life insurance business and the adoption of IFRS (International Financial Reporting Standards). It is becoming increasingly important to

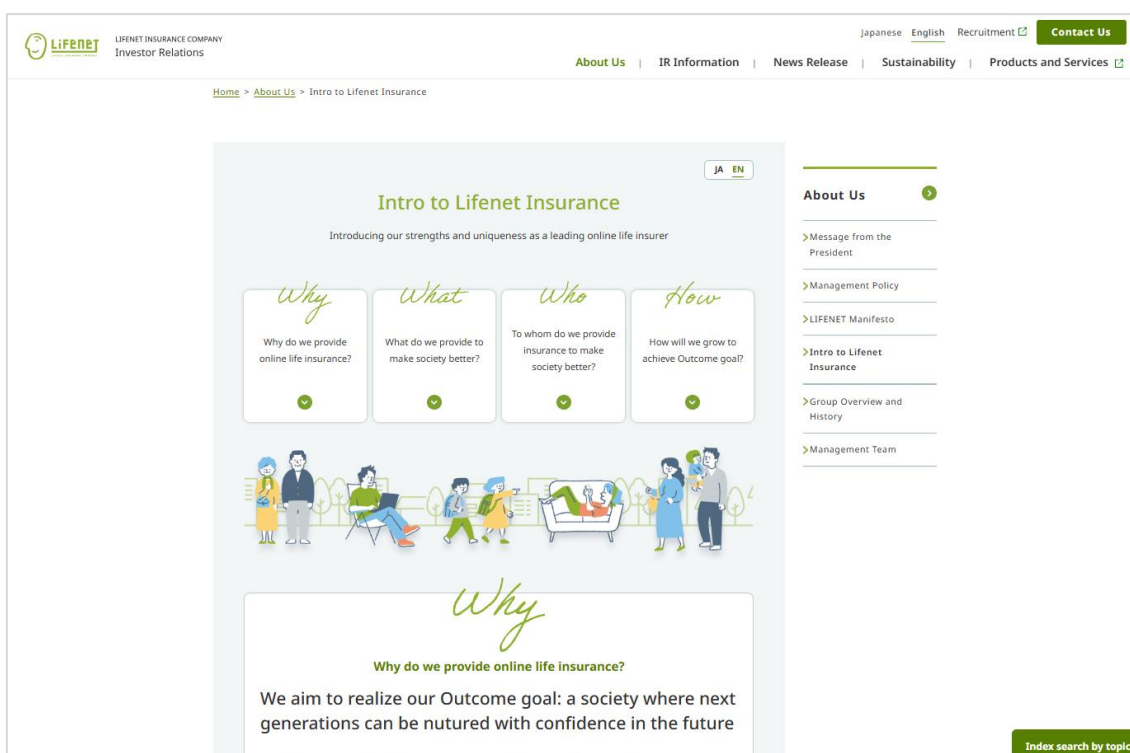
provide this information on IR website in a clearer and more searchable format, not only for institutional investors but also for individual investors.

Given this background, we have revamped it with the goal of constructing an IR website that pursues "easy-to-understand" and "searchability" for our shareholders and investors, taking the opportunity of this transition to the Prime Market.

■ Key Points of the New IR Website

1. Focusing on easy-to-understand contents

The newly established content, "Intro to Lifenet Insurance," explains our business and strengths in an easy-to-understand manner, primarily for individual investors, by organizing them using "Why," "What," "Who," and "How," and incorporating figures and illustrations.



2. Focusing on enhanced searchability

The navigation of the entire IR website has been renewed, and the design focuses on making it easy to find necessary information. In addition, the topic-based search function has been added, enabling website visitors to search for necessary information more efficiently.

Through this renewal, we will further strengthen our communication with shareholders and investors and strive for further enhancement of corporate value and sustainable growth.

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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