

March 17, 2025
 Ryosuke Mori, President
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Growth)

Notice Regarding Changes in Representative Director and Director

TOKYO, March 17, 2025 – LIFENET INSURANCE COMPANY (TSE Growth 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces to decide the changes in Representative Director and Director at the Board of Directors held today. These are subject to the approval of the proposal at the 19th Annual General Meeting of Shareholders and the resolution of the Board of Directors scheduled for June 22, 2025.

The changes in Executive Officers are also scheduled for the same date. For details, please refer to the “Notice Regarding Changes in Executive Officers” released today.

1. Change in Representative Director (effective on June 22, 2025)

(1) Appointment of Representative Director

Name	New Position	Current Position
Junpei Yokozawa	President and Representative Director Area of responsibility: Partner Business Department, IT Strategy Department, Information Systems Planning Department, Information Systems Operations Department	Senior Executive Officer of IT Strategy Department, Information Systems Planning Department, Information Systems Operations Department, Data Science Promotion Office

(2) Resignation of Representative Director

Name	Current Position
Ryosuke Mori	President and Representative Director Area of responsibility: Internal Auditing Department Director, LIFENET MIRAI Inc.*1

*1. The Directors of LIFENET MIRAI Inc., a consolidated subsidiary of the Company, are scheduled to change their positions as of June 24, 2025. For details, please refer to the “Notice Regarding Changes in Representative Director and Director of Consolidated Subsidiary” released today.

2. Change in Director (effective on June 22, 2025)

(1) Appointment of Director

Name	New Position	Current Position
Takeshi Kawasaki	Director, Executive Vice President CFO (Chief Financial Officer) Area of responsibility: Corporate Planning Department, Investment Department, Accounting & Actuarial Department	Senior Executive Officer of Corporate Planning Department, Accounting & Actuarial Department

(2) Resignation of Director

Name	Current Position
Yasuhiro Koba	Director, Executive Vice President Area of responsibility: Business Development Department, Product Development Department, Creditor Insurance Business Department, Investment Department

3. Reason for change

Under the leadership of Ryosuke Mori, the current President and Representative Director, who assumed office in 2018, Lifenet shifted its management policy to prioritize business expansion. We have focused on "Innovation of customer experience" and "Enhancement of promotion capabilities" as priority areas, while actively raising the necessary capital for business growth. We have established our position as a leading online life insurance company by enhancing customer experience on smartphones and actively investing in sales. In addition, through partnerships with strategic partner companies possessing strong financial ecosystems, we have created business opportunities for "partner business," embedding life insurance into their ecosystems. This synergy creates a positive cycle that expands the online life insurance market, and our entry into the group credit life insurance business in fiscal 2023. We believe that these developments confirm the continued progress in the penetration of online life insurance.

Through these achievements, we recognize that we are currently in a stage of further unleashing the growth potential of online life insurance, and that the financial foundation has also been established. Recognizing that it is crucial to further concentrate management resources on the promotion of each business going forward, we have decided to change to a new management structure that is more appropriate for this promotion.

Junpei Yokozawa, the newly appointed President and Representative Director, has a background as a system engineer. Since joining Lifenet in May 2008, he has engaged in core system development and business efficiency improvement projects in the insurance administration system area. He has also devoted himself to promoting the launch of partner business, materializing numerous large-scale projects by fully leveraging his high level of expertise and execution capabilities, and led to the enhancement of our corporate value. Under the leadership of Yokozawa, we will further promote initiatives based on the three priority areas of "Tech & Services," "Rebranding," and "Embedded" outlined in the mid-term business plan formulated in May 2024. By accelerating the growth of each business, we aim to further enhance corporate value and achieve the management goals of the mid-term business plan.

(Appendix) Brief career history of newly appointed Representative Director and Director

Name (Date of Birth)	Brief Career History	Number of shares owned*2
Junpei Yokozawa (June 18, 1980)	Apr. 2003 Joined NTT DATA Net's CORPORATION (currently NTT DATA FINANCIAL TECHNOLOGY CORPORATION) May 2008 Joined Lifenet Insurance Company Apr. 2018 Head of KDDI Business Department, Sales & Marketing Division Jul. 2020 Head of Operations Planning Department, Customer Services Division Apr. 2021 Executive Officer of Information Systems Strategy Division Jun. 2021 Director, Executive Officer of Customer Services Division, Information Systems Strategy Division Jun. 2023 Director, Executive Officer of Information Systems Strategy Division Jan. 2024 Director, Executive Officer of Information Systems Strategy Division, Data Science Promotion Office Jun. 2024 Senior Executive Officer of IT Strategy Department, Information Systems Planning Department, Information Systems Operations Department, Data Science Promotion Office (incumbent)	54,688
Takeshi Kawasaki (April 16, 1979)	Apr. 2002 Joined Citibank, N.A., Japan Branches (currently Citibank, N.A., Tokyo Branch) Mar. 2005 Joined Nikko Cordial Securities Inc. (currently SMBC Nikko Securities Inc.) Feb. 2014 Joined Regional Economy Vitalization Corporation of Japan Aug. 2020 Joined Lifenet Insurance Company Jul. 2021 Head of Corporate Planning Department Jun. 2022 Executive Officer of Corporate Planning Department, Accounting Department, Actuarial Department Jun. 2024 Senior Executive Officer of Corporate Planning Department, Accounting & Actuarial Department (incumbent)	4,774

*2. The number of shares owned is as of September 30, 2024.

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

Disclaimer: This is a summarized translation/version of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.