

March 14, 2025

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Growth)

Lifenet Ranked “1st Place of Direct Life Insurance” for 5th Consecutive Year in J.D. Power 2025 Japan Life Insurance Contract Customer Satisfaction StudySM

**Highest evaluation in the three factors:
Forms and documents, Types of products, and Price**

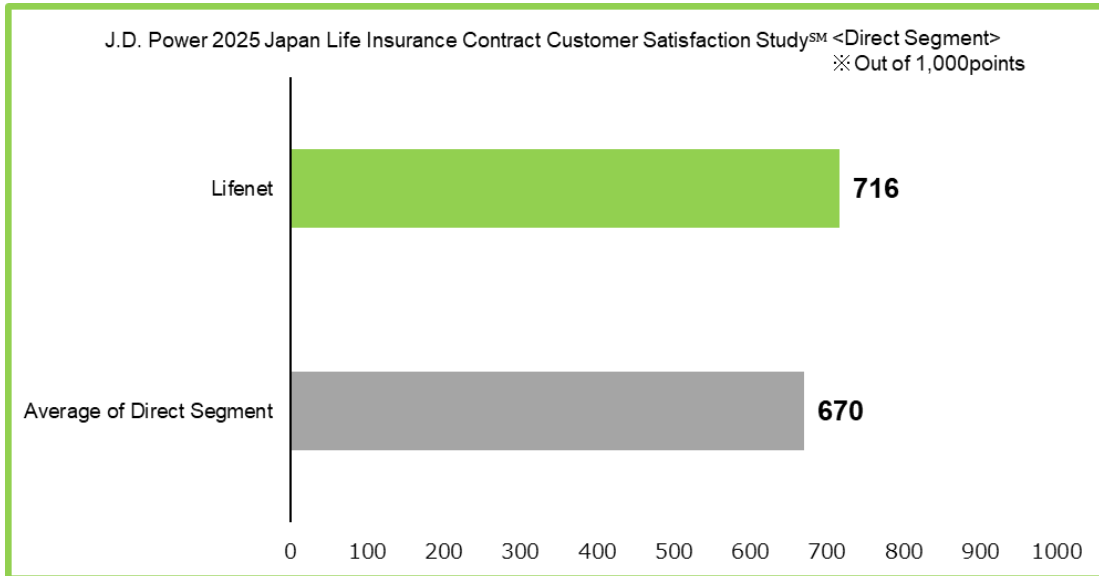
TOKYO, March 14, 2025 – LIFENET INSURANCE COMPANY (TSE Growth 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it has been ranked the highest evaluation as Direct Life Insurance for 5th consecutive year in overall customer satisfaction in J.D. Power 2025 Japan Life Insurance Contract Customer Satisfaction Study <Direct Segment> conducted by J.D. Power Japan¹.

Lifenet also has rated the highest in the three factors: “Forms and documents” “Types of products” and “Price”. In addition, Lifenet has received the highest evaluation for “Forms and documents” and “Price” for 5th consecutive year. “Types of products” received the highest evaluation for the first time in three years, since the 2022 survey.

We believe that our focus on the priority areas of “Tech & Services”, “Rebranding” and “Embedded” in the mid-term business plan, which was formulated in May 2024, has brought about positive evaluation from customers.

■ Top ratings in overall customer satisfaction and in the three factors of Forms and documents, Types of products, and Price





The 2025 Japan Life Insurance Contract Customer Satisfaction Study measures customer satisfaction with the customer services during the purchase process provided by insurance companies. The 2025 study is based on the responses of 8,413 policyholders (20 years old and over) who have purchased new life insurance policies or renewed a policy during past 12 months.

*1 The 2025 study <Direct Segment> is based upon the responses of 1,271 policyholders who have purchased new life insurance policies or renewed a policy during past 12 months.

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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