

LIFENET Value Creation Process



LIFENET Manifesto **Comprehensible, Cost-Competitive, Convenient**

Management policy

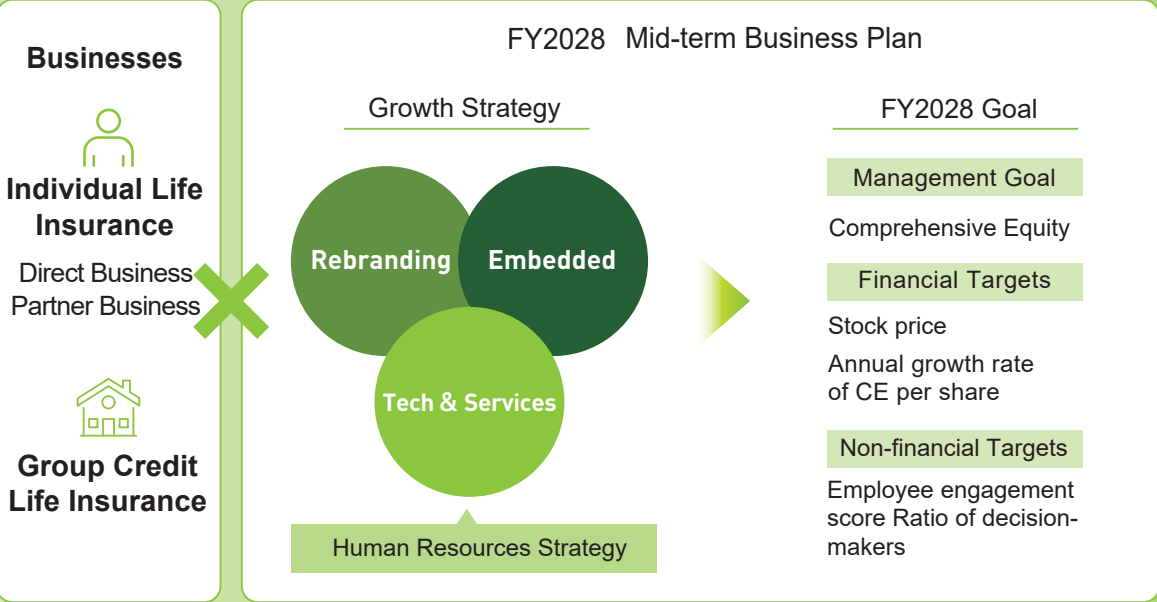
- Dedicated to Online, Simple Products

- Sophisticated UI/UX

- Diverse Human Resources Drawn to Our Philosophy

- Unique Customer Base

- Cross-Industry Partnerships



Materiality Customers / Society / Employees / Governance

External environment Digitalization in financial services , Decrease in the workforce , Increase in economic burden on consumers

A Society where next generations can be nurtured with confidence in the future

- Reference Indicators**
1. Market penetration rate of online life insurance
 2. Prospect for the future life
 3. Comfort of raising children