

March 29, 2022

Ryosuke Mori, President  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

## **Lifenet Ranked 1st for two consecutive years in J.D. Power 2022 Japan Life Insurance Contract Customer Satisfaction Study<sup>SM</sup> <Direct Distribution Channel Segment>**

**Highest evaluation in the all factors:  
Interaction channel, Types of products, Price, and Forms and documents**

TOKYO, March 29, 2022 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it has been ranked highest evaluation for two consecutive year in overall customer satisfaction in J.D. Power 2022 Japan Life Insurance Contract Customer Satisfaction Study<sup>SM</sup> <Direct distribution channel> conducted by J.D. Power Japan. Lifenet also has awarded top ratings in the all factors : Interaction channel, Types of products, Price, and Forms and documents.

### ■ Highest in contract customer satisfaction in purchasing and renewing a life insurance policy during past 12 months



### ■ Highest evaluation in the all factors for two consecutive year

- Interaction channel Satisfaction Ranking
- Types of products Satisfaction Ranking
- Price Satisfaction Ranking
- Forms and documents Satisfaction Ranking

The 2022 Japan Life Insurance Contract Customer Satisfaction Study<sup>SM</sup> <Direct distribution channel> measures customer satisfaction with the customer services during the purchase process provided by insurance companies. The 2022 study is based upon the responses of 6,355 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/>

Remembering the original purpose of life insurance - mutual support - LIFENET INSURANCE COMPANY was founded with the goal of offering simple, convenient and competitively priced products and services based on the highest levels of business integrity. We sell these products and services directly to customers over the Internet. We aim to be the leading company driving the growth of the online life insurance market.

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