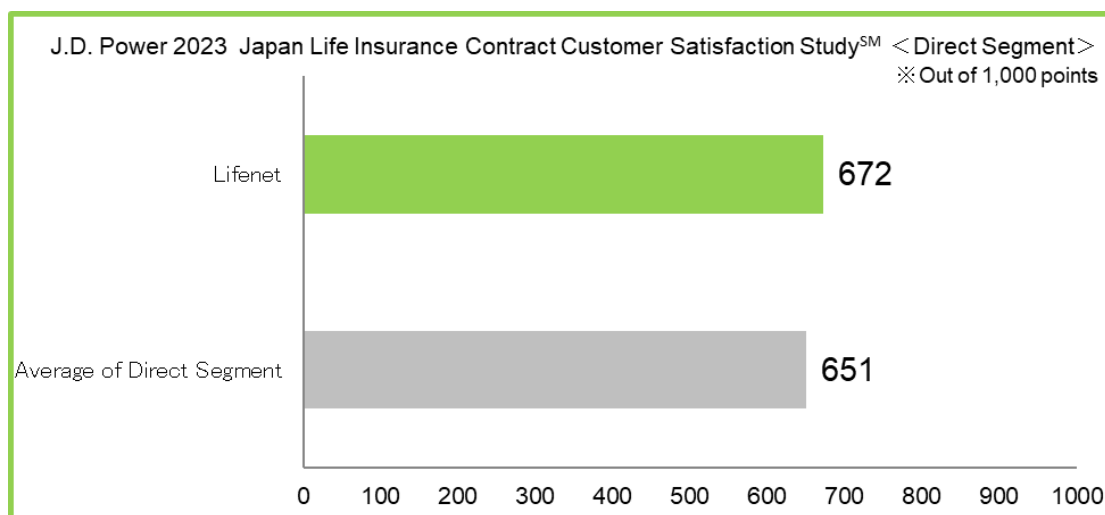


March 15, 2023
Ryosuke Mori, President
LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Growth)

**Lifenet Ranked “1st Place of Direct Life Insurance”
for 3rd Consecutive Year in J.D. Power 2023
Japan Life Insurance Contract Customer Satisfaction StudySM**
Highest evaluation in the two factors: Price, and Forms and documents

TOKYO, March 15, 2023 – 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 the 3rd consecutive year in overall customer satisfaction in J.D. Power 2023 Japan Life Insurance Contract Customer Satisfaction Study <Direct Segment> conducted by J.D. Power Japan. Lifenet also has rated the highest in the two factors: Price, and Forms and documents. We believe that Initiatives to achieve “Innovation of customer experience”, which is committed to the priority areas of our management policy, have brought Lifenet this evaluation from customers.

■ **Top ratings in overall customer satisfaction and in the two factors of Price, and Forms and documents**



Lifenet has been awarded the highest ranking in contract customer satisfaction in purchasing and renewing a life insurance policy during past 12 months for the 3rd consecutive year.

The 2023 Japan Life Insurance Contract Customer Satisfaction Study <Direct Segment> measures customer satisfaction with the customer services during the purchase process provided by insurance companies. The 2023 study is based upon the responses of 1,280 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.

| |
|---|
| <p>Contact: Investor Relations, Corporate Planning Department Tel: +81-3-5216-7900 e-mail: ir@lifenet-seimei.co.jp</p> |
|---|

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