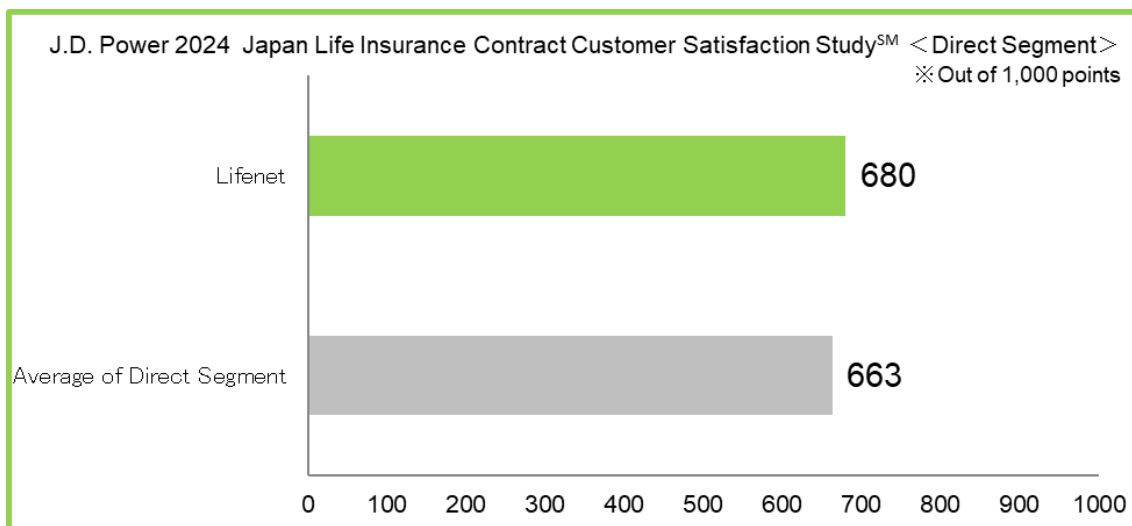


March 19, 2024
 Ryosuke Mori, President
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Growth)

**Lifenet Ranked “1st Place of Direct Life Insurance”
 for 4th Consecutive Year in J.D. Power 2024
 Japan Life Insurance Contract Customer Satisfaction StudySM
 Highest evaluation in the two factors: Price, and Forms and documents**

TOKYO, March 19, 2024 – 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 4th consecutive year in overall customer satisfaction in J.D. Power 2024 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*1. We believe that our 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 4th consecutive year.

The 2024 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 2024 study is based upon the responses of 8,568 policyholders (20 years old and over) who have purchased new life insurance policies or renewed a policy during past 12 months.

*1 The 2024 study <Direct Segment> is based upon the responses of 1,331 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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