

January 5, 2026

Junpei Yokozawa, President  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Prime)

## **Lifenet Ranked 1st in Overall Life Insurance Category of 2026 Oricon Customer Satisfaction Survey**

**1st place in three subcategories:  
Application procedure, Product coverage, Insurance premium  
Ranked 1st in term medical insurance category**

TOKYO, January 5, 2026 - LIFENET INSURANCE COMPANY (TSE Prime 7157, President Junpei Yokozawa, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that it has been ranked 1st in overall life insurance category of 2026 Oricon Customer Satisfaction Survey conducted by Oricon ME Inc. This marks the second consecutive year we have received this prestigious honor, following its top ranking in 2025. Lifenet also has been awarded 1st place in "term medical insurance (expert evaluation)" category.

■ 1st place in “overall life insurance category” out of the 33 insurance companies\*1



- 1st in Application Procedure Satisfaction Ranking
- 1st in Product Coverage Satisfaction Ranking
- 1st in Insurance Premium Satisfaction Ranking
- 2nd in After-sales Service Satisfaction Ranking

The survey was conducted based on 33 insurance companies offering life insurance products from September 26 to October 4, 2023, August 26 to September 24, 2024 and September 1 to 22, 2025 and evaluated by 10,995 policyholders\*2.

■ 1st place in the “term medical insurance category (expert evaluation)”



The term "expert evaluation" refers to a review performed by a panel of 40 financial planners. It specifically highlights the recognition received by *Jibun Z*, term medical insurance product released in October 2024. The survey was conducted from September 11 to 30, 2025.

\*1 Number of companies surveyed

\*2 Policyholders who meet all of the following requirements:

- Have purchased a life insurance policy that covers them within the past 3 years.
- Involved in the selection process when purchasing the life insurance policy.

**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 through management with integrity, and offering easy-to-understand, affordable, 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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