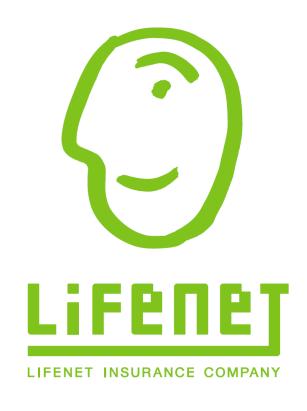
Securities Code: 7157

TSE Mothers



Presentation Material for Investors

First Quarter for Fiscal 2020

LIFENET INSURANCE COMPANY
August 11, 2020

LIFENET is...





Comprehensible Cost-Competitive Convenient

- Remembering the original purpose of life insurance – mutual support
- Helping our customers embrace life more fully

Overview of 1Q for Fiscal 2020



Annualized premium¹ of policies-in-force

16,461 million yen

(106.1% vs end of FY2019)

Adjusted profit²

854 million yen

Annualized premium¹ of new business

1,166 million yen

(Y-on-Y 141.9%)

EEV (European Embedded Value)

75,921 million yen

(Adjusted incremental EV³ 2,122 million yen)

Notable Achievements

- Launched new white label product with brand of Seven Financial Service
- Ranked #1 in major price comparison websites
- Raised new capital in July





^{1.} The amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

^{2.} See page 9, 32 and 33 for details.

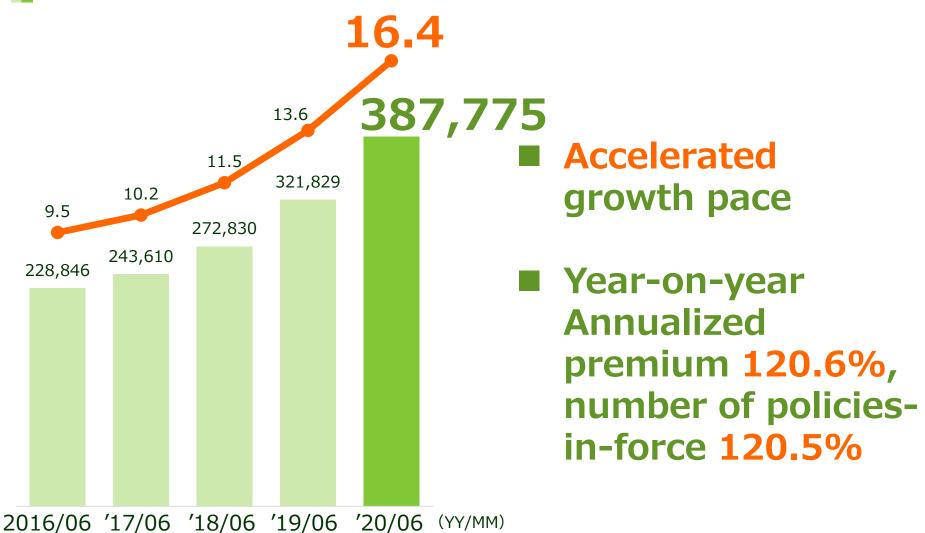
^{3.} Adjusted incremental EV consisted of components accurately reflecting our business growth for fiscal 2020, see page 31 for details.

Annualized Premium / Number of Policies-in-Force



: Annualized premium of policies-in-force¹ (JPY billions)





^{1.} The amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments are monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

Breakdown of Policies-in-Force



■ Improved surrender and lapse ratio

| | ′20/03 | ′20/06 | Component ratio |
|--|--------------|--------------|-----------------|
| Number of policies-in-force | 365,171 | 387,775 | 100% |
| - Term Life | 175,713 | 186,984 | 48% |
| - Whole-life Medical | 100,280 | 106,508 | 27% |
| - Term Medical Care | 9,105 | 9,041 | 2% |
| - Long-term Disability | 54,665 | 56,416 | 15% |
| - Cancer | 25,408 | 28,826 | 7% |
| Sum insured of policies-in-force ¹ (JPY millions) | 2,565,269 | 2,701,514 | |
| Number of policyholders | 232,537 | 246,432 | |
| | 1Q of FY2019 | 1Q of FY2020 | |
| (Reference) Surrender and lapse ratio ² | 7.6% | 5.5% | |

^{1.} Sum insured of polices-in-force are the sum of death coverage, and do not include third-sector insurance.

^{2.} The surrender and lapse ratio is the annual equivalent of the monthly number of policies surrendered and/or lapsed divided by the monthly average number of policies-in-force.

Annualized Premium / Number of New Business



- : Annualized premium of new business (1Q of fiscal year, JPY millions)
- : Number of new business (fiscal year)
- : Number of new business (1Q of fiscal year)



Achieved historical record high on a quarterly basis

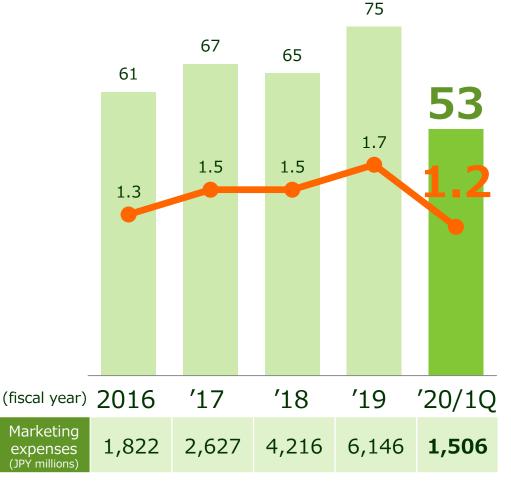
Year-on-Year annualized premium 141.9%, number of new business 147.2%

Marketing Efficiency



: Marketing expenses per new business (JPY thousands)

: Marketing expenses / Annualized premium of new business



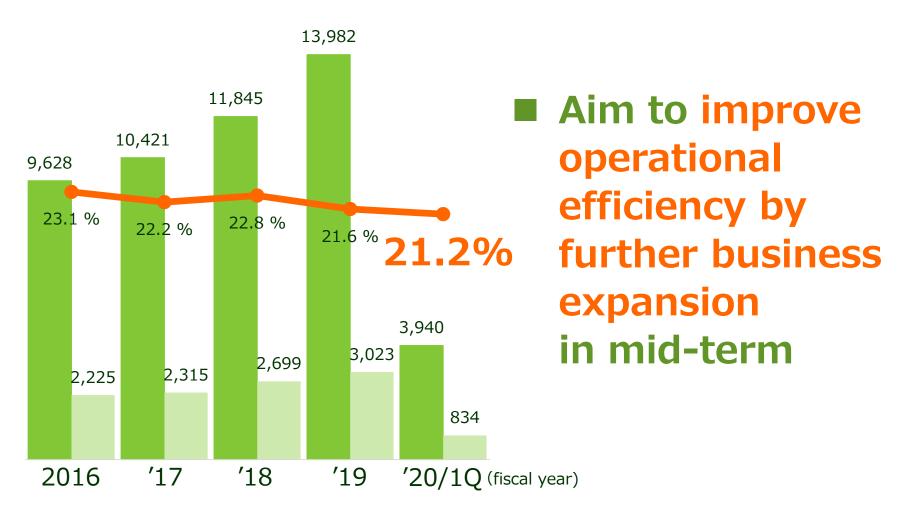
Significantly improved under COVID-19 environment

Aim to improve from the level in fiscal 2019

Operating Expenses Ratio



- : Operating expenses ratio¹ (%)
- : Insurance premiums (JPY millions)
- Operating expenses excl. marketing expenses (JPY millions)

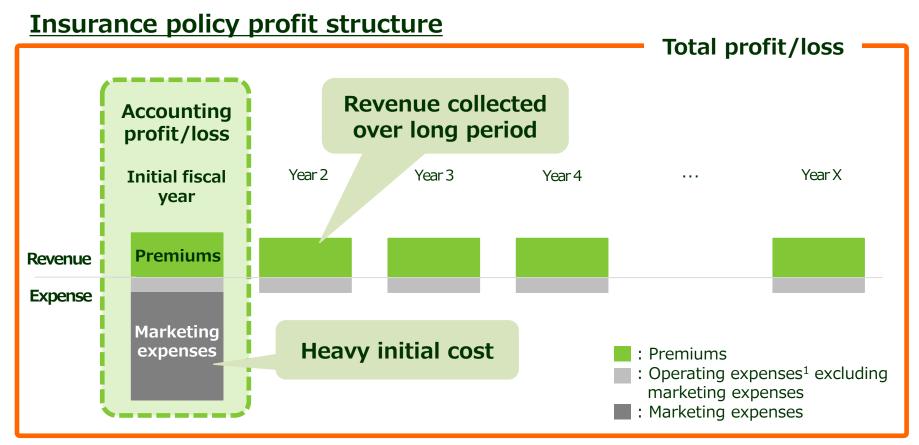


^{1.} Operating expenses ratio is calculated by dividing operating expenses excluding marketing expenses by insurance premium.

Profit Structure under Current Statutory Accounting



Time lag is caused between the recognition of costs and revenue as marketing expenses is recognized at the time of acquisition, and revenue is collected gradually over a long period.



Adjusted Profit



Steadily recorded adjusted profit generated from policies-in-force

The method for calculating adjusted profit

Adjusted profit = i) Ordinary profit (loss)¹ + ii) Marketing expenses

- iii) Impact of modified co-insurance

±iv) Adjustment based on standard policy reserves²

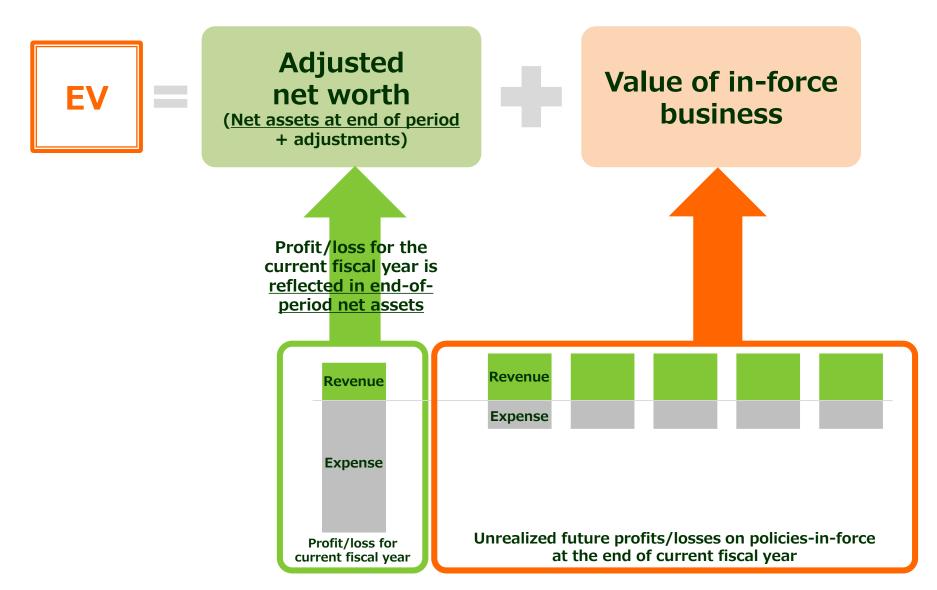
| JPY millions / fiscal year | 2016 | 2017 | 2018 | 2019 | 2020/1Q |
|-----------------------------|-------|-------|---------|---------|---------|
| i) Ordinary profit (loss) | 88 | (197) | (1,719) | (2,382) | (647) |
| ii) Marketing expenses | 1,822 | 2,627 | 4,216 | 6,146 | 1,506 |
| iii) Modified co-insurance | - | - | - | (1,526) | (212) |
| iv) Adjustment | 543 | 319 | 347 | 546 | 208 |
| Adjusted profit | 2,454 | 2,748 | 2,844 | 2,784 | 854 |

^{1.} The ordinary profit (loss) before amortization of deferred assets under Article 113 of the Insurance Business Act

[.] The amount of the adjustment to the policy reserve provision is the adjustment calculated by excluding the provision for contingency reserves and adjusting for the switch in method for calculating the provision from the Zillmer method to provision based on the standard policy reserves.

Structure of Embedded Value





EEV (European Embedded Value)



Characteristics of Lifenet's EEV are as follows:

Strong growth

- Maintaining increase in EEV since listing in March 2012
- Steadily growing even in a low interest rate environment

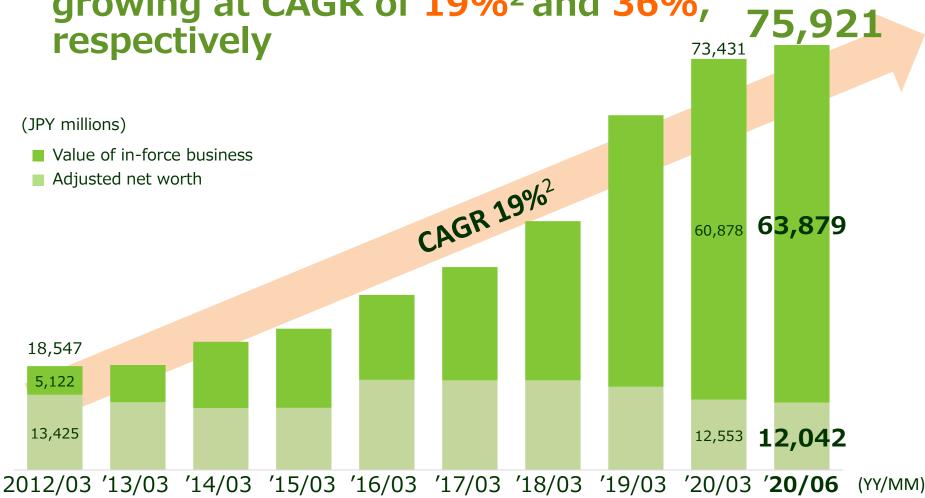
Resilience to interest rate changes

 Limited sensitivity to interest rate and stock fluctuations

Strong EEV¹ Growth



■ EEV and value of in-force business have been growing at CAGR of 19%² and 36%, 75,921



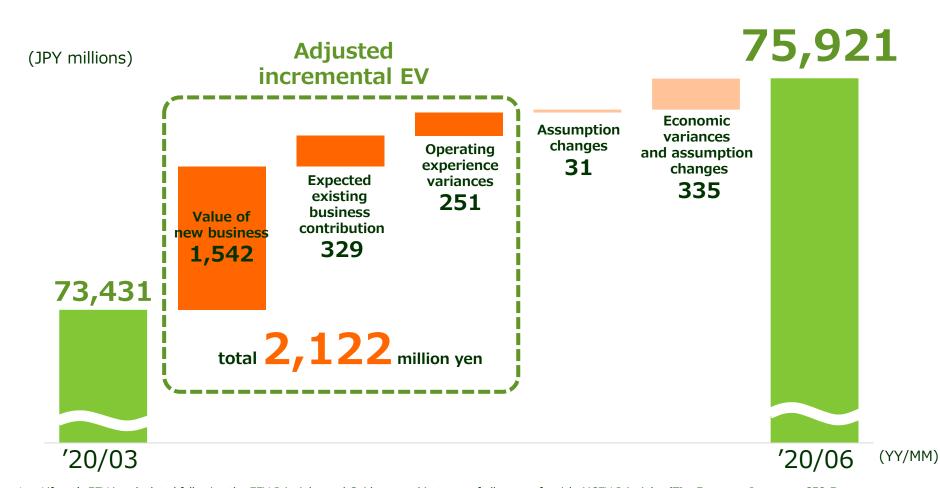
1. Lifenet's EEV is calculated following the EEV Principles and Guidance and in terms of allowance for risk, MCEV Principles (The European Insurance CFO Forum Market Consistent Embedded Value Principles©) is referred. From fiscal 2016 onward, a predetermined ultimate forward rate has been used to extrapolate the level of ultralong-term interest rates past the last liquid data point. This method of extrapolation has also been used to restate EEV as of March 31, 2016. EEV as of June 30, 2020 is calculated applying the same operating assumptions as those used for March 31, 2020, and is not reviewed by third-party specialists.

2. The calculation includes 3,040 million yen in proceeds from a third-party allotment in May 2015.

Changing Factors of EEV¹



■ Value of new business contributed to EEV growth because of strong new business performance

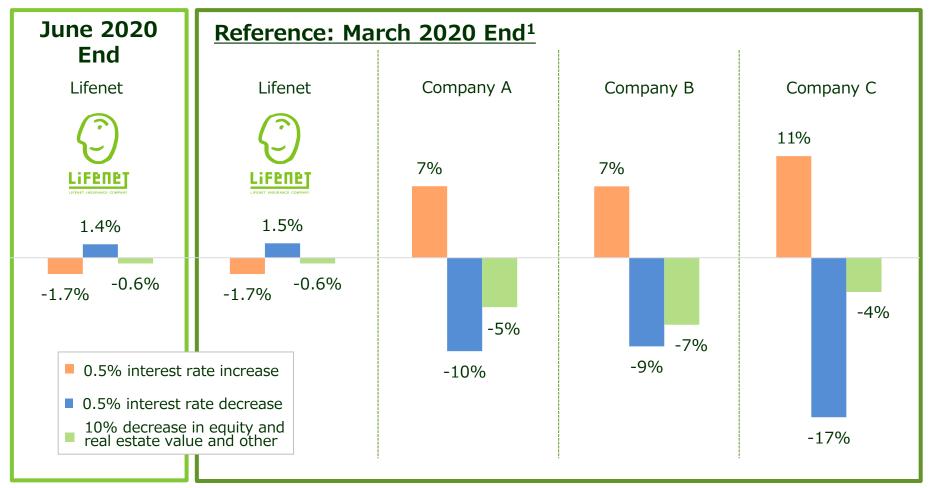


^{1.} Lifenet's EEV is calculated following the EEV Principles and Guidance and in terms of allowance for risk, MCEV Principles (The European Insurance CFO Forum Market Consistent Embedded Value Principles©) is referred. EEV as of June 30, 2020 is calculated applying the same operating assumptions as those used for March 31, 2020, and is not reviewed by third-party specialists.

EV Resilience to Financial Changes



Limited sensitivity to interest rates and stock prices



Financial Condition



| (JPY millions) (YY/MM) | ′20/03 | ′20/06 |
|------------------------------------|--------|--------|
| Total assets | 41,144 | 42,298 |
| Cash and deposits | 1,377 | 1,566 |
| Monetary claims bought | 299 | - |
| Money held in trust | 3,539 | 3,710 |
| Securities | 32,058 | 32,846 |
| Government bonds | 8,065 | 8,034 |
| Municipal bonds | 1,391 | 1,386 |
| Corporate bonds | 18,119 | 18,684 |
| Stocks | 313 | 388 |
| Foreign securities | 0 | 0 |
| Other securities ¹ | 4,167 | 4,352 |
| Total liabilities | 31,744 | 33,346 |
| Policy reserves and other | 30,328 | 31,822 |
| Total net assets | 9,400 | 8,951 |
| Solvency margin ratio ² | 2,117% | 2,093% |
| Modified duration (year) | 11.3 | 11.4 |

Solvency margin ratio remained above 2,000%

Raised capital in July to accelerate growth momentum

- 1. Investment trust including foreign bonds and others.
- The solvency margin ratio is a key benchmark for industry regulators. It measures a life insurance company's ability to pay out claims when unforeseen events occur.

Notable Achievements



Launched the second white label business with Seven & i group







■ Ranked number one in major price comparison websites^{1,2}

Term Life



Whole-life Medical



Long-term Disability



Cancer



- The most popular insurance products in each category from January through December 2019, receiving the highest number of applications of Kakaku.com Insurance, the sales agent company of insurance products
- 2. The Most Chosen Insurance Ranking 2020 of HOKEN ICHIBA is based on compiled date from the number of application from January through December 2019.

Overseas Public Offering and Secondary Offering



Successfully executed full marketing while working remotely under COVID-19

Overview

- Offered shares totaled 13.8 billion yen
- Raised new capital of 9 billion yen from overseas market, mainly Asia and Europe
- All the proceeds to be used for future business growth
- Low discount rate of 4.02% due to excess demand
- Aim for improvement market liquidity by secondary offering

Objectives for Offering



Aim for Growth and Transformation

Growth

- Confirm the positioning as a financial institution with strong growth potential
- Accelerate growth of in-force business

Transformation

- Realize the mid-term vision of "Internet Service Company of Life Insurance"
- Improve the market liquidity
- Multiple expansion in stock valuation

[Ref.] Life Time Value and Customer Acquisition Cost



Key Metrics for a SaaS Company and Lifenet

ARR per Contract

The value of the contracted recurring revenue components of the term subscriptions normalized to a one-year period

Commonly Used SaaS Glossary

Life Time (Term of Contract)

(Annual Recurring Revenue)

- Contract period: from date entered into contract until the contract is cancelled
- Calculated by reciprocal of churn rate

Gross Margin Rate

Percentage of revenue left over after the cost of servicing that revenue is taken into account

LTV Time Value

(Life Time Value)

- Accumulated profit per client during the contract period
- Revenue from new client * total revenue profitability (%) * contract period

<u>CAC</u> (Customer Acquisition Cost)

Marketing and sales expenses incurred in bringing 1 client

FY2019-

Annualized Premiums per Policy-in-force

JPY 42,486

X

Average Policy Term

14.3 years¹

X

45%²

(Annualized Premiums per Policy * Life Time * Gross Margin Rate)

JPY 273,397

Marketing Expenses per New Policy

JPY 75,970³

FY2020/1Q

Annualized Premiums per Policy-in-force

JPY 42,452



Average Policy Term

18.2 years¹

X

44%²

(Annualized Premiums per Policy * Life Time * Gross Margin Rate)

JPY 339,956

Marketing Expenses per New Policy

JPY 53,541³

- 1 / Churn rate. Churn rate represents the percentage of users who cancelled out their insurance policies.
- . (Insurance premiums Insurance claims and benefits Provision for policy reserves and others) / Insurance premiums.
- Marketing expenses / Number of new business.

Business Forecast FY2020



■ Aim for record high of new business performance under COVID-19 environment

(JPY millions)

| | FY2020 Forecast | | (Reference) FY2019 Results | |
|---|-----------------|---|-------------------------------|---|
| | | Of which: impact of modified co-insurance | | Of which: impact of modified co-insurance |
| Ordinary income | 20,000 | 2,700 | 16,850 | 2,034 |
| Ordinary profit (loss) | (3,200) | 650 | (2,382) | 1,526 |
| Net income (loss) | (3,200) | 650 | (2,400) | 1,526 |
| (Reference) Annualized premium of new business ¹ | 4,000 | | 3,425 | |

^{1.} Annualized premium is the amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments for Lifenet products are in monthly installments; we calculate annualized premium as multiplying the monthly premium by 12 months.

Management Policy



Mission

Vision

Priority areas

Management goal Help our customers embrace life more fully by offering comprehensible, cost-competitive and convenient products and services

Be the leading company driving the growth of the online life insurance market

- Innovation of customer experience
 Enhancing and evolving the quality of all services with digital technology
- Enhancement of promotion capabilities

 Generating massive customer traffic by active promotion and expansion of agent sales and white label business

Aim to achieve EEV (European Embedded Value) of 100 billion yen by business growth in a mid-term

LIFENET Manifesto



Comprehensible, Cost-Competitive, Convenient

Our Guiding Principles

- (1) Creating the life insurance of the future without losing sight of its original premise: "an ounce of prevention is worth more than a pound of cure."
- (2) Listening to what our customers are saying. Recognizing their needs and acting accordingly. Allowing our actions to be borne out of their voices and needs.
- (3) Delivering the caliber of products and services that we would feel confident recommending to our own friends and families.
- (4) Being a "straight-shooter". Committing to transparency. Communicating openly about our management team, our products, and our employees.
- (5) Embracing diversity and dialogue to keep us abreast of changing needs and preferences. Delivering peace of mind that we'll be around in 100 years.
- (6) Acting in good faith means always taking the high road when it comes to compliance and ethics.

III. Making Life Insurance Accessible Again - Affordable

- (1) Giving the customer what he/she needs. No more, no less at a fair price.
- (2) Staying vigilant as to how we can provide our products more cost-efficiently.
- (3) Always putting ourselves in our customers' shoes in thinking about how to minimize their premiums.

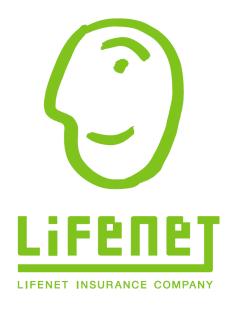
II. Making Life Insurance Accessible Again - Headache-free

- (1) Helping the customers help themselves. By making our materials easy to understand, customers can determine which coverage is truly the best fit.
- (2) Turning "clauses" in the insurance contract into succinct points that your grandmother could grasp.
- (3) Making all touch points headache-free. Beyond the application process, ensuring the claims and billing processes are also easy to understand.

IV. Making Life Insurance Accessible Again - Convenient

- (1) Thinking about our customers' convenience from every angle and every touch point along the way.
- (2) Forming alliances with like-minded partners who can add value above and beyond our products and services to our customers.
- (3) Providing health and wellness tips beyond the framework of life insurance to create value in our policyholders' lives.
- (4) Creating a precedent for future generations as to what life insurance is (and should be) all about.

We wish to be a company that helps our customers embrace life more fully. In order to live out that vision, we continue to challenge ourselves.



All information on this document that is not historical fact constitutes forward-looking information and is based on assumptions and forecasts available to the company at the time of preparation. The company cannot guarantee the accuracy of these assumptions and forecasts. Earnings projections and other information on this may differ materially from actual performance due to various risks and uncertainties.

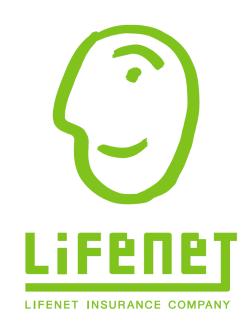
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Appendix



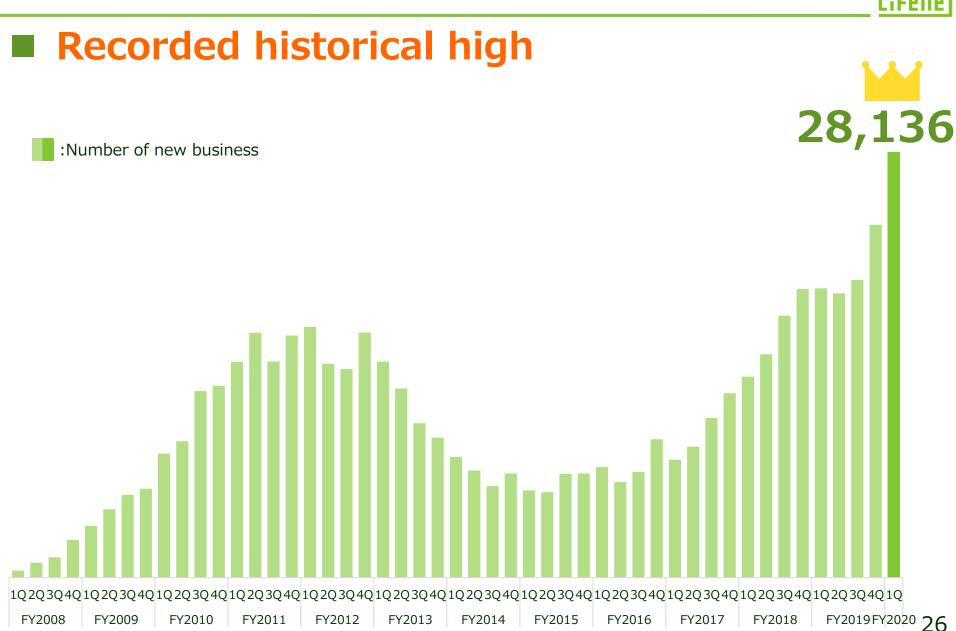
Impact of COVID-19 for 1Q of Fiscal 2020



- New business performance achieved record high on a quarterly basis
- Surrender and lapse ratio improved
- No significant impact on payment of insurance claim
- Various special measures based on customer-oriented business

Number of New Business (Quarter)





Condensed Statements of Operation / Fundamental Profit



| | (JPY millions) | FY2019/1Q | FY2020/1Q | Change | Note |
|-------------------------|---|-----------|-----------|--------|--|
| | Insurance premiums and other | 3,774 | 4,633 | 859 | Increased due to growth in in-force policies business and utilization of modified co-insurance |
| | Other | 121 | 92 | (28) | diffication of modified co insurance |
| _ | Ordinary income | 3,895 | 4,726 | 831 | Includes 558M increase for utilization of modified co-insurance |
| statements of operation | Insurance claims and other | 772 | 1,236 | 463 | Increased due to growth in in-force policies. Percentage of insurance claims and benefit claims to insurance premiums is 18.1%. |
| оре | Insurance claims | 386 | 447 | 61 | Increased from 27 cases in 1Q of FY19 to 38 in 1Q of FY20. |
| of | Benefit claims | 227 | 267 | 40 | Increased from 1,960 cases in 1Q of FY19 to 2,201 in 1Q of FY20. |
| nents | Provision for policy reserves and other | 1,015 | 1,497 | 481 | Increased by transferring to standard policy reserves. Percentage of provision for policy reserves (1,497 million yen) to insurance premiums is 38.0%. |
| ten | Operating expenses | 2,199 | 2,341 | 141 | |
| sta | Marketing expenses | 1,502 | 1,506 | 3 | |
| þ | Customer service | 211 | 242 | 31 | |
| JSE | System and other | 486 | 592 | 106 | |
| de l | Other | 228 | 299 | 71 | |
| Condensed | Ordinary expenses | 4,216 | 5,374 | 1,157 | |
| O | Ordinary profit (loss) | (321) | (647) | (326) | Includes profit of 212M for utilization of modified co-insurance. |
| | Extraordinary losses and income taxes | 4 | 4 | 0 | |
| | Net income (loss) | (325) | (652) | (326) | Includes profit of 212M for utilization of modified co-insurance. |
| _ | | 757 | 077 | 110 | |
| ne Fit | Mortality margin | 757 | 877 | 119 | Includes 263M expense margin for utilization of modified co- |
| <u>Б</u> | Expense margin (loss) | (1,180) | (1,424) | (243) | insurance. |
| | Interest margin (loss) | (5) | (15) | (10) | |
| ш — | Fundamental profit | (428) | (562) | (134) | |
| | | | | • | 27 |

EV Sensitivity Analysis¹



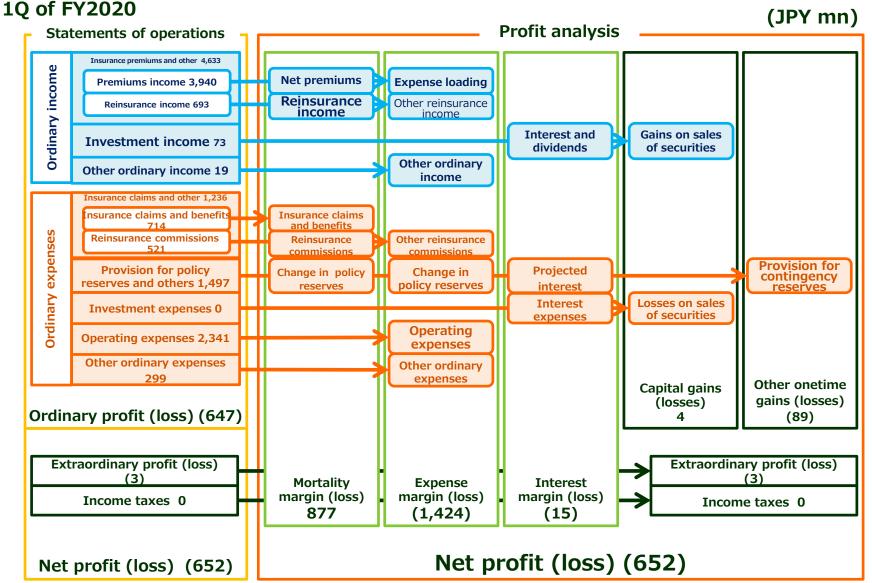
Impacts of changes in assumptions (sensitivities)

| (JPY millions) | Change in EEV as of June 30, 2020 | Change in VoNB |
|---|-----------------------------------|-------------------|
| EEV and new business value as of June 30, 2020 | 75,921 | 1,542 |
| Sensitivity 1a: 1.0% increase in risk-free rate | (2,612) | 9 |
| Sensitivity 1b: 1.0% decrease in risk-free rate | 1,969 | (97) |
| Sensitivity 1c: 0.5% increase in risk-free rate | (1,253) | 13 |
| Sensitivity 1d: 0.5% decrease in risk-free rate | 1,096 | (34) |
| Sensitivity 1e: Interest rates based on JGB yields | 962 | 73 |
| Sensitivity 2: 10% decrease in equity and real estate value and other | (442) | _ |
| Sensitivity 3: 10% decrease in operating expenses | 3,301 | 236 |
| Sensitivity 4: 10% decrease in lapse rate | 145 | 12 |
| Sensitivity 5: 5% decrease in claim incidence rates for life business | 3,963 | 183 |
| Sensitivity 6: Change the required capital to the statutory minimum | 62 | 3 |

^{1.} For each sensitivity, only one specific assumption is changed and other assumptions remain unchanged. It should be noted that the effect of the change of more than one assumption at a time is likely to be different from the sum of sensitivities carried out separately. As Japanese policy reserves are calculated in accordance with the IBR, the sensitivities carried out do not affect the reserves at the valuation date. The sensitivity on the value of new business excludes the impact on the adjusted net worth. EEV as of June 30, 2020 is calculated applying the same operating assumptions as those used for March 31, 2020, and is not reviewed by third-party specialists.

Three Surplus Factors of Fundamental Profit





Solvency Margin Ratio Calculation



| A | s of June 30, 2020 | | $\sqrt{(R_1+R_8)^2+(R_2+R_3+R_7)^2}+R_4/2$ (JPY mn) |
|---|---|---|--|
| | Solvency margin 2,093.9% | Total amount of solvenumerate | |
| | Cash and deposits 1,566 | Other liabilities 1,190 | Insurance risk R ₁ 1,137 |
| | Money held in trust 3,710 | Policy reserves 31,187 Contingency reserves 1,812 Reserves for outstanding claims 634 Add liabilities with strong capital characteristic | Medical insurance risk R ₈ 338 Risk of change in medical incidence rate (hospital admission |
| | Securities 32,846 | Excess over the full-Zillmerized reserve 8,368 Price fluctuation reserves 59 Deferred tax liabilities on available-for-sale securities 246¹ Valuation difference on securities available-for-sale 634¹ | Assumed interest rate risk R ₂ 3 Risk that the actual investment return will fall below the expected return used as a basis for calculating policy reserves [Minimum guarantee risk] R ₇ – Risk related to products, such as variable annuities with minimum guarantees |
| | Tangible fixed assets 88 Intangible fixed assets 764 | Capital stock and other assets 8,245 | Asset management risk R ₃ 984 [Credit risk] Risk that asset values decline due to deterioration in financial condition of creditees [Price fluctuation risk]Risk of incurring losses due to decline in market value of stocks and bonds, etc. |
| | Other assets 3,320 | Net assets 8,951 | Business management risk R_4 73 3% of the total of the amounts of the other 5 risks (in the |

- 1. 90% of the valuation difference on available-for-sale securities and deferred gains or losses on hedges (pre-tax) (if negative, 100%)
- 2. Items that do not apply to the Company or for which the amount is minimal have been omitted, except for certain bracketed items.

Company's case)

Adjusted Incremental EV



 Adjusted Incremental EV accurately indicates our business growth during a certain period within increase in EEV

Adjusted incremental EV

Defined as constitution of components below:

- New business value in the fiscal year
- Expected existing business contribution
- Operating experience variances

Adjusted Profit



Significance of *Adjusted profit* disclosure

- As accrual timing of cost and revenue do not match, statutory accounting does not necessarily provide an accurate picture of business profit for a given fiscal year.
- We disclose adjusted profit as an indicator of profit generated by policies-in-force. It is calculated by excluding marketing expenses for periods other than the period in which income was generated from ordinary profit (loss) and adjusting for the benefit from modified co-insurance and the level of policy reserves.

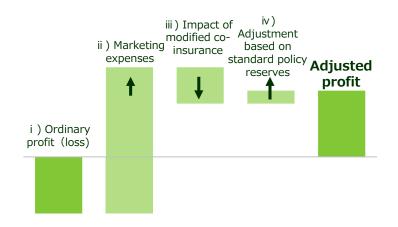
Adjusted profit

Explanation of Adjusted profit



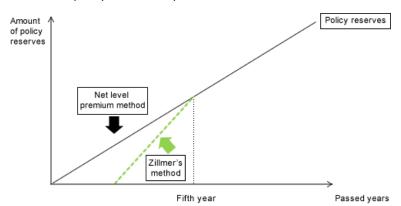
 Adjustments to provision for policy reserves based on standard policy reserves

Calculation of adjusted profit



Difference between methods of calculating provision for policy reserves

We are currently in the transitional period and will transition all business to standard policy reserves by the end of Fiscal 2022.



Method of calculating the "iv) Adjustment based on standard policy reserves"

e.g. 1Q for fiscal 2020 (JPY millions)



- 1. The amount of the adjustment to switch to provisioning based on standard policy reserves is calculated by excluding the provision for contingency reserves and adjusting for the switch in method for calculating the provision from the Zillmer method to provision based on the standard policy reserves. Please note that the provision for contingency reserves is included in the provision for policy reserves, but is not included in the increase in standard policy reserves.
- 2. The increase in standard policy reserves is the amount of the increase (decrease) in the standard policy reserve balance for the current fiscal year from the balance in the previous fiscal year. The standard policy reserves is the amount calculated by excluding the provision for contingency reserves from actually provisioned policy reserves and adding the difference from the provision based on the standard policy reserves. The difference was 837 million yen as of June 30, 2020.

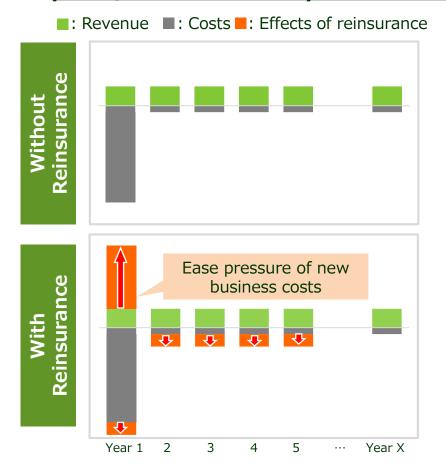
Modified Co-Insurance

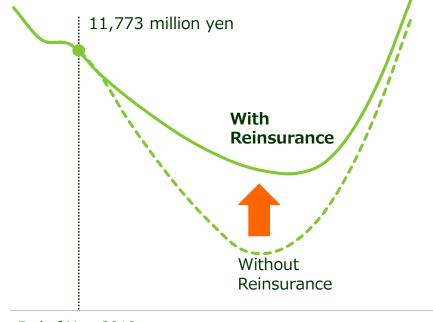


- Ease pressure of new business costs on P&L
- Alleviate decrease in capital during growth

Illustration image of change in profit/loss structure by reinsurance

<u>Illustration image of impact of</u> reinsurance on net assets





End of Mar. 2019

Note: Illustration of P&L structure of reinsuring new business of single fiscal year, where illustration of impact on net assets of reinsuring new business for multiple years.