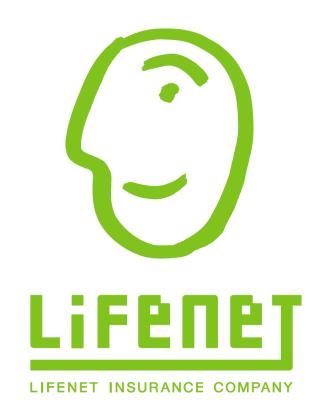
Securities Code:7157 TSE Mothers



Investor Meeting Presentation for 2Q of Fiscal 2015

LIFENET INSURANCE COMPANY
November 13, 2015

FY2015 2Q Key Highlight



- **Ordinary income up 5% year on year**
- Objection in the contract of the contract o
- (2) Tight control of operating expenses
- (2) Recorded positive ordinary profit¹
- (2) Fundamental profit recorded profitable on a quarterly basis
- Challenges for achieving of Mid-term business plan

Contents



- 1. Progress of Mid-term Business Plan
- 2. Results for 2Q of Fiscal 2015
- 3. Key Initiatives

Mid-term Business Plan



LIFENET 2015

Offer new products and services as an "innovator" to create the future of life insurance that resonate with stakeholders, and achieve the highest sustainable growth among online life insurance businesses.

Management Goal

- ✓ Achieve 9.5 billion in ordinary income (FY 2015)
- ✓ Push the company toward profitability (FY 2015)

(Based on ordinary profit before amortization of deferred assets under Article 113 of the IBA)

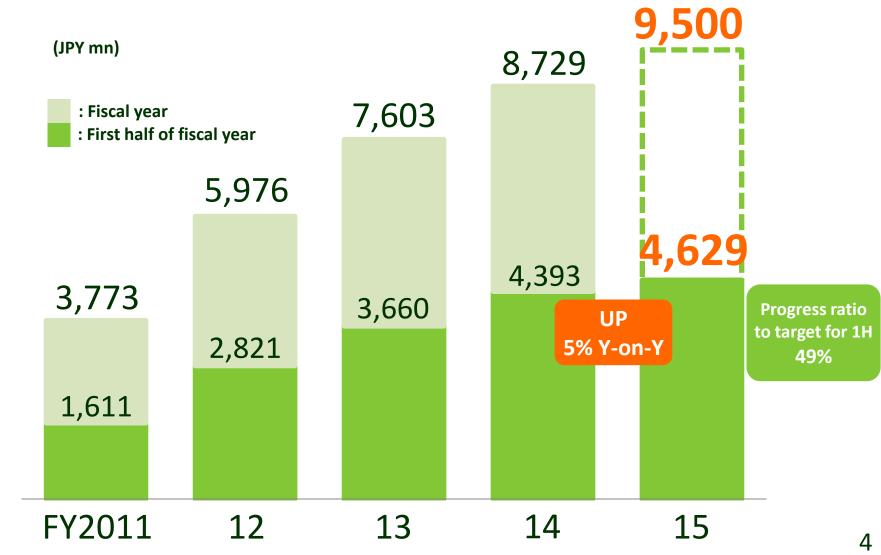


^{1.} The ordinary loss before deferred expenses and amortization of deferred assets under Article 113 of the Insurance Business Act for the fiscal 2012 ended March 31, 2013 included the effect of changing calculation formula of policy reserves on provision, 0.5 billion yen. When excluding the effect, it was 2.1 billion yen.

Progress of Mid-term Business Plan (Ordinary Income)



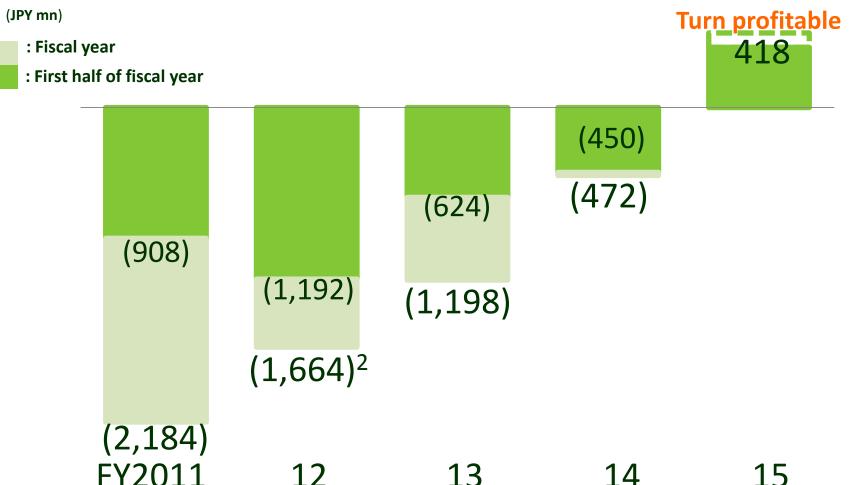
■ Recorded 105% year on year



Progress of Mid-term Business Plan (Ordinary Profit / Loss)¹



Recorded positive earnings, toward achieving annual profitability



L. The Ordinary profit(loss) before amortization of deferred assets under Article 113 of the Insurance Business Act

The ordinary loss before deferred expenses and amortization of deferred assets under Article 113 of the Insurance Business Act for the fiscal 2012 ended March 31, 2013 included the effect of changing calculation formula of policy reserves on provision, 501 million yen. When excluding the effect, it was 2,165 million yen.

Contents



- 1. Progress of Mid-term Business Plan
- 2. Results for 2Q of Fiscal 2015
- 3. Key Initiatives

Summary of 2Q for FY2015 Results



(JPY mn)

	2014/1H	2015/1H	Year on year
Ordinary income	4,393	4,629	105.4%
Operating expenses	2,130	1,460	68.5%
Ordinary profit / loss ¹	(450)	418	-
Cash flows from operating activities	1,151	2,252	195.7%
Mortality margin	869	1,059	121.8%
Annualized premium ² of policies-in-force	8,450	9,043	107.0%
Number of policies-in-force	209,814	219,471	104.6%
Annualized premium ² of new business	694	548	79.0%
Number of new business	15,053	11,403	75.8%

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

^{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.

Key Accomplishment in FY2015 1H



- Challenges for return to growth in online channel
 - Building a secure feeling for customers
 - (2) Enrichment of customer services
 - Rigorous improvement of follow-up
- Sales channel enhancement with partnership
 - **©** Enhance agents channel
 - (2) Capital and business alliance with KDDI

Building a Secure Feeling for Customers



Started airing new TVCM creative



Enrichment of Customer Services



Aiming to further improvement of customer satisfaction

Accept application documents via website captured by Smartphone



Number 1 in the J.D. Power Asia Pacific 2015 Japan Life Insurance Contract Customer Satisfaction Pre-Purchase Study



Rigorous Improvement of Follow-up



Contact center and website awarded the highest rating three stars in the 2015 HDI Contact Center Rankings for 4 consecutive years¹

Contact Center



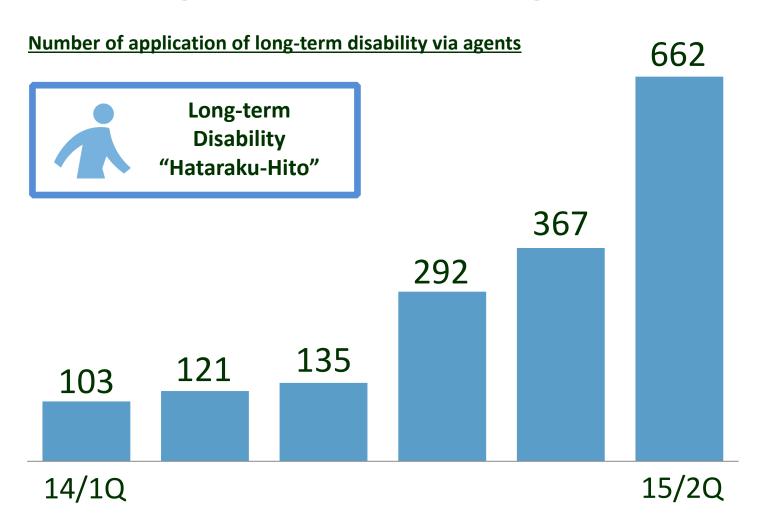
Support Portal (Website)



Enhance Agents Channel



■ The number of application via agents is increasing due to sales of long-term disability



Capital and Business Alliance with KDDI



Became largest shareholder by third-party allotment







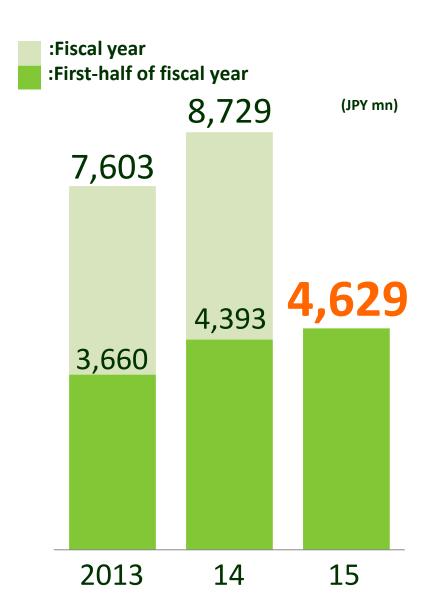
Overview of third-party allotment

Issued price	380 yen per share
Number of newly issued shares	8,000,000
Funds raised	3,040 million yen (Increased capital by issuance: 1,520 million yen)
Other	Largest shareholder with holdings of 15.95% of voting rights and a major shareholder ¹ of an insurance company

¹³

Ordinary Income

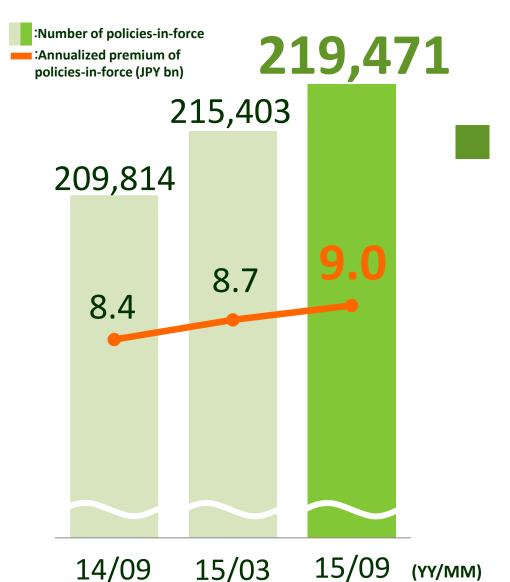




- Number of policies-in-force steadily increased
- Reinforce improvement to achieve management goals of mid-term business plan

Annualized Premium / Number of Policies-in-force





Exceeded 9 billion yen of annualized premium of in-force business

Breakdown of Policies-in-force



135,017 in-force policyholders (as of Sep. 30)

(YY/MM)	14/09	15/09
Number of policies-in-force	209,814	219,471
- "Kazoku": Term Life	108,755	114,912
- "Jibun", New "Jibun", New "Jibun" for Women: Whole-Life Medical	63,843	66,623
- "Jibun Plus": Term Medical Care	12,320	11,498
- "Hataraku Hito": Long-term Disability	24,896	26,438
Sum insured of policies-in-force ¹ (JPY mn)	1,770,602	1,868,961
Number of policyholders	126,840	135,017
	14/1H	15/1H
(Reference) Surrender and lapse ratio ²	7.9%	6.7%

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

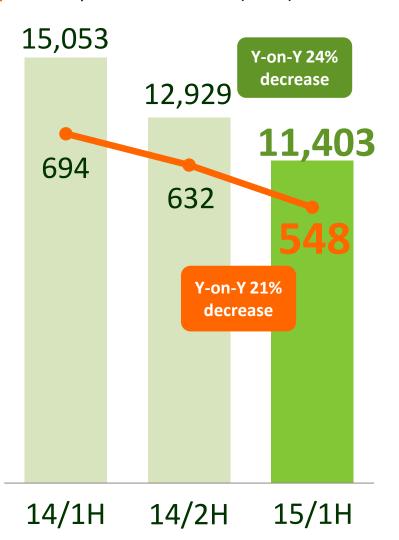
^{2.} The surrender and lapse ratio is the annual equivalent of the monthly number of policies surrendered and/or lapsed divided by the monthly average number of policies-in-force.

Annualized Premium / Number of New Business



:Number of new business

:Annualized premium of new business (JPY mn)



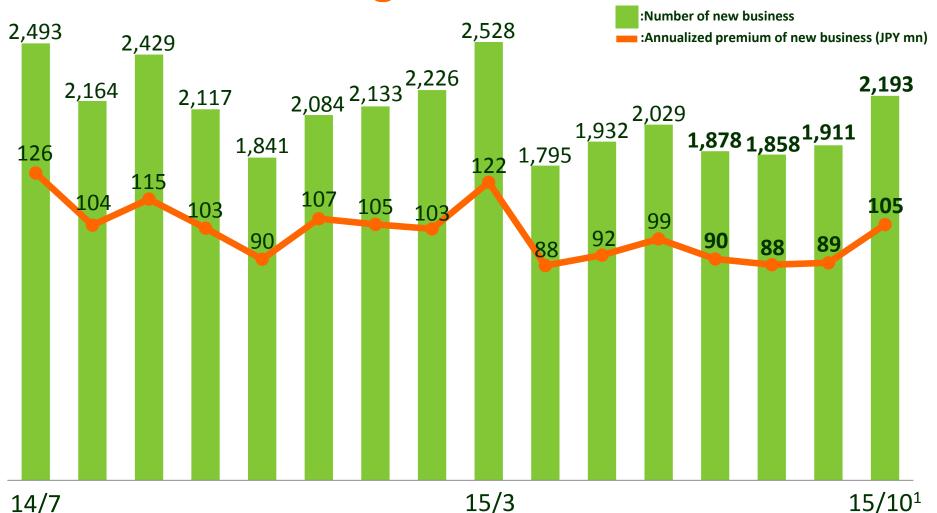
Annualized new premium JPY 548 mn

Continuous challenge is return to growth in new business performance

Annualized Premium / Number of New Business (Monthly)

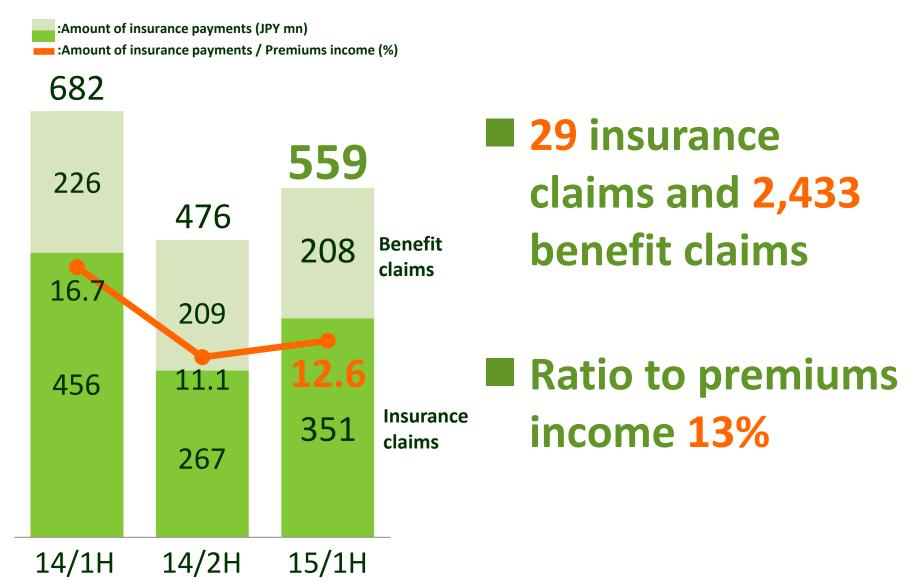


New business performance is seesawing while bottoming out



Amount of Insurance Claims and Benefits

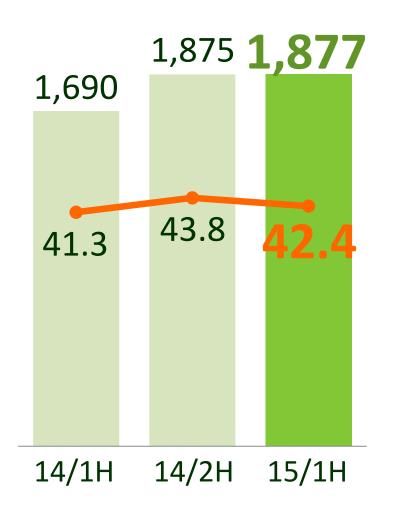




Provision for Policy Reserves



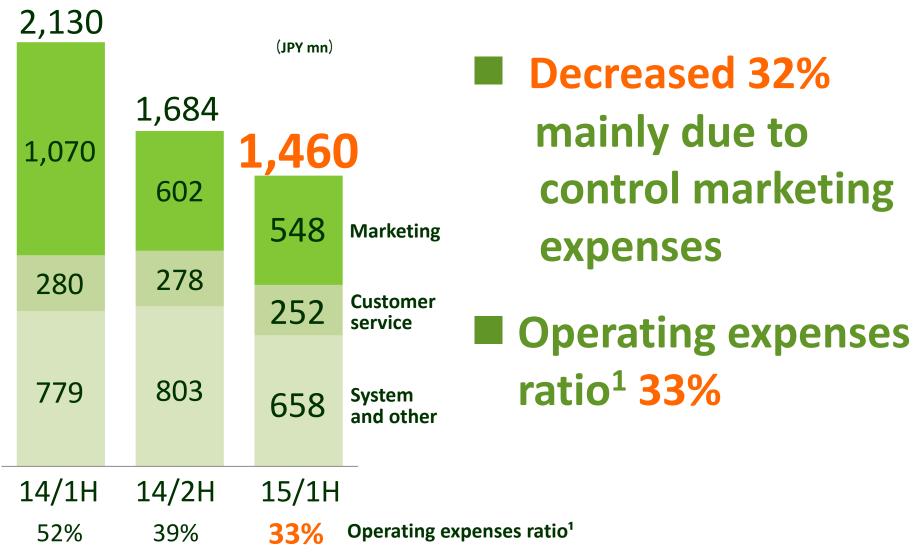




- Same level as previous year
- Calculations based on the fiveyear Zillmer method since business commencement

Operating Expenses



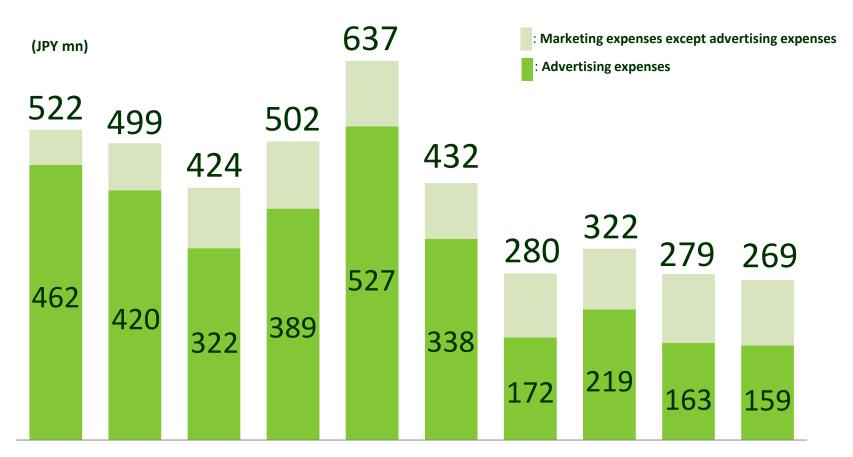


²¹

Marketing Expenses / Advertising Expenses (Quarterly)



Marketing expenses decreased due to controlling advertising expenses

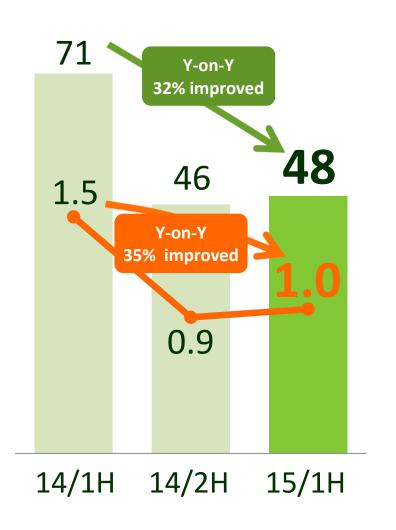


13/1Q 13/2Q 13/3Q 13/4Q 14/1Q 14/2Q 14/3Q 14/4Q 15/1Q 15/2Q

Marketing Expenses per New Business



- :Marketing expenses per new business (JPY thousand)
- : Marketing expenses / Annualized premium of new business

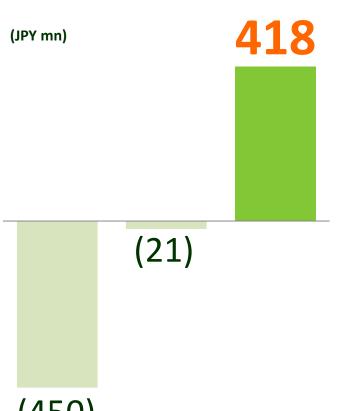


- Improved year on year basis
- Increased marketing expense in 1H of FY14 due to new products launch

Ordinary Profit/Loss



Ordinary profit¹ became profitable on half year basis



	2014/1H	2014/2H	2015/1H
Ordinary profit (loss) before amortization	(450)	(21)	418
Amortization cost	(530)	(530)	(530)
Ordinary profit (loss)	(980)	(551)	(111)

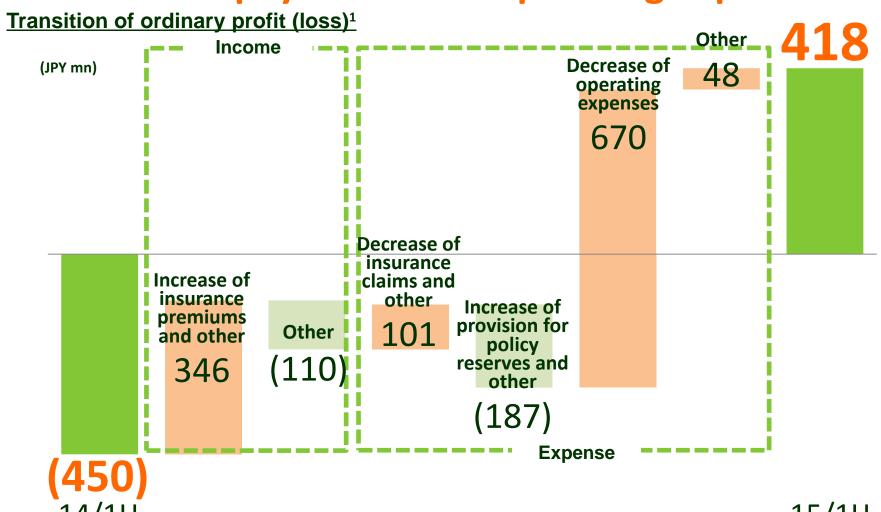
(450)

14/1H 14/2H 15/1H

Structure Breakdown of **Ordinary Profit/Loss¹**



Main factors of profitability are decrease of insurance payments and operating expenses



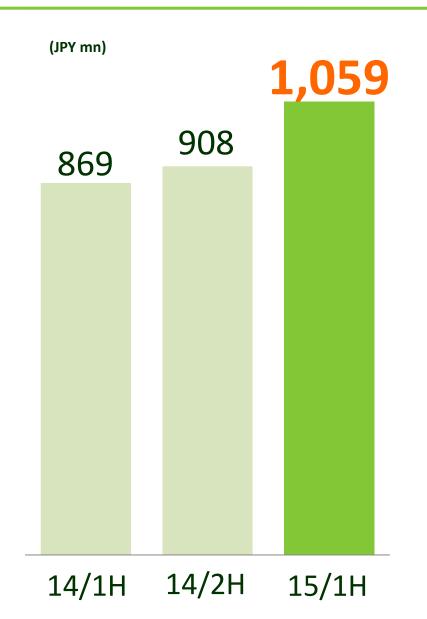
Condensed Statements of Operation



				(JPY mn)
		14/1H	15/1H	Change
Insurance premiums and other		4,155	4,502	346
Other		237	127	(110)
Ordinary income	(A)	4,393	4,629	236
Insurance claims and other		760	658	(101)
Provision for policy reserves and other		1,690	1,877	187
Operating expenses		2,130	1,460	(670)
Other		262	214	(48)
Ordinary expenses	(B)	4,844	4,211	(633)
Ordinary profit (loss) before amortization deferred assets under Article 113 of IBA (A		(450)	418	869
Amortization of deferred assets under Air 113 of IBA	rticle (C)	530	530	-
Ordinary loss (A-B)	-(C)	(980)	(111)	869

Mortality Margin





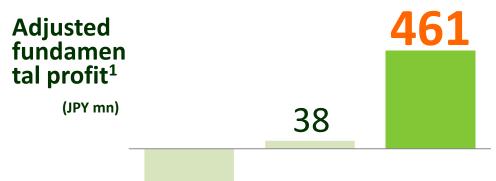
- Steadily recorded mortality margin
- Increased 22%
 due to insurance
 premium up

Fundamental Profit



(JPY mn)

	2014/1H	2014/2H	2015/1H
Mortality margin	869	908	1,059
Expense margin (loss)	(1,868)	(1,413)	(1,150)
Interest margin	5	13	22
Fundamental profit	(993)	(491)	(68)
(ref.) Insurance premiums and other	4,155	4,337	4,502



(462)

Steadily improved fundamental profit

Adjusted fundamental profit¹ become profitable on 2nd consecutive half year

^{1.} Fundamental profit before amortization of deferred assets under Article 113 of the Insurance Business Act.

Fundamental Profit (Quarterly)



Fundamental profit became profitable on a quarterly basis

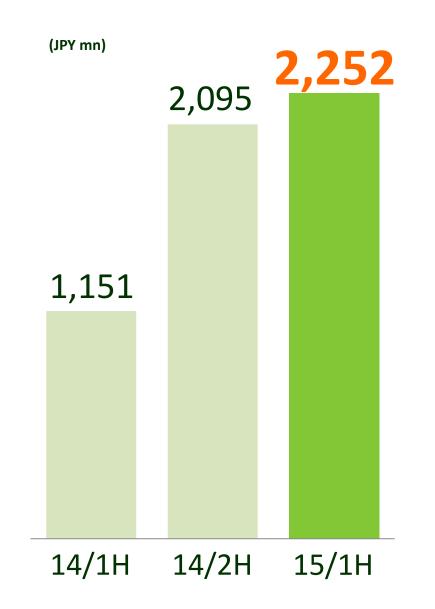
(JPY mn)

	14/2Q	14/3Q	14/4Q	15/1Q	15/2Q
Mortality margin	549	382	525	513	545
Expense margin (loss)	(828)	(683)	(730)	(602)	(547)
Interest margin	6	4	8	8	14
Fundamental profit	(272)	(295)	(195)	(81)	12
(ref.) Insurance premiums and other	2,094	2,154	2,182	2,241	2,261
Adjusted fundamental profit ¹				183	277
(JPY mn)			69		
	(7)	(30)			

^{1.} Fundamental profit before amortization of deferred assets under Article 113 of the Insurance Business Act.

Operating Cash Flows





- Steadily maintained positive cash flows
- Up 96% year on year

Financial Condition



(YY/MM)

(JPY mn)	14/09	15/03	15/09
Total assets	21,727	23,387	27,972
Cash and deposits	455	731	680
Monetary claims bought	-	-	1,499
Money held in trust	1,007	1,033	1,033
Securities	15,126	17,082	20,804
Government bonds	7,391	8,227	9,338
Municipal bonds	510	851	1,449
Corporate bonds	6,245	6,894	8,980
Stocks ¹	214	222	210
Foreign securities ²	764	886	825
Total liabilities	8,740	10,899	12,601
Policy reserves and other	8,125	10,084	11,930
Total net assets	12,987	12,487	15,371

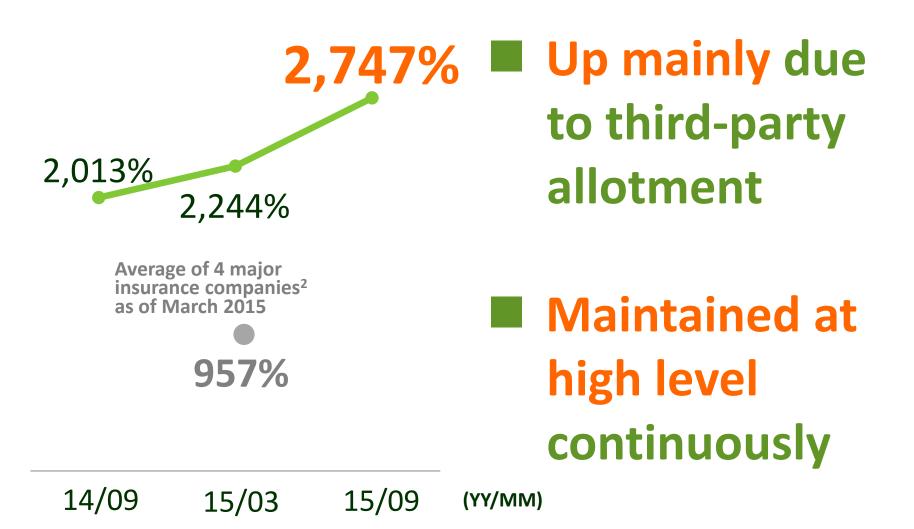
- Increased assets due to Thirdparty allotment
- Modified duration10.7 years

^{1.} Lifenet is holding shares of Advance Create Co., Ltd., its insurance sales agent, for the purpose of maintaining equity and business partnership.

^{2.} Investment in Kyobo Lifeplanet Life Insurance Company in Korea

Solvency Margin Ratio¹



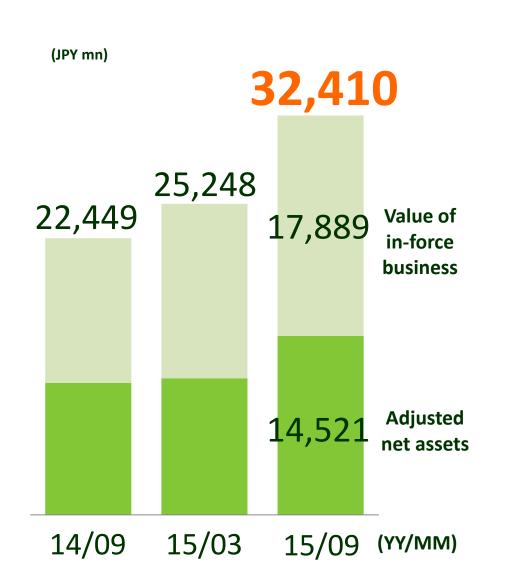


^{1.} The solvency margin ratio measures a life insurance company's ability to pay out claims when unforeseen events occurs, such as natural disaster or a stock market collapse.

^{2.} Simple arithmetic average

European Embedded Value¹



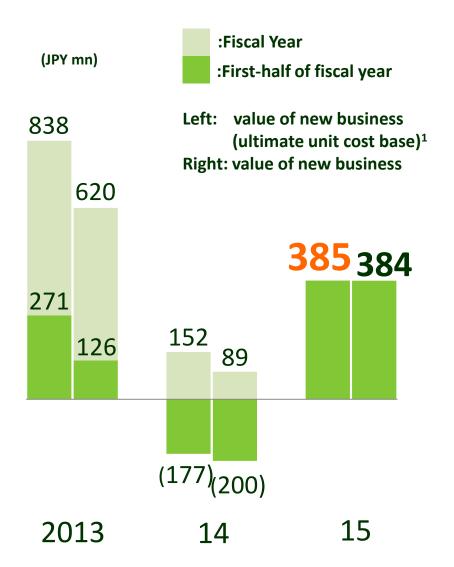


■ JPY 17,889mn value of in-force business due to updates made to operating assumptions

Adjusted net assets increased due to Thirdparty allotment

Value of New Business (VoNB)





Improved year on year by initial expense decrease

Resulted in same level as ultimate unit cost base¹ due to new business performance

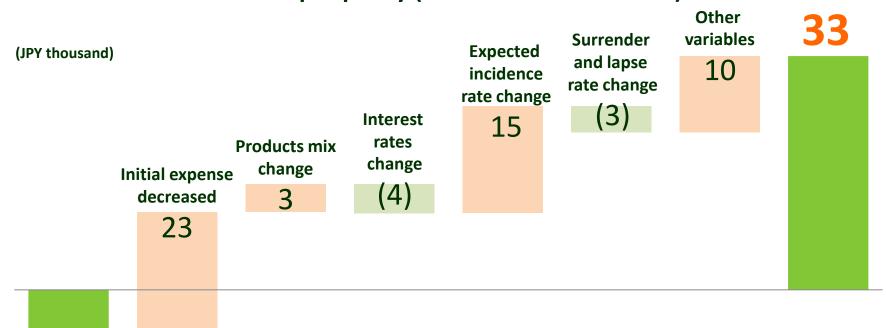
^{1.} The expense assumptions used to calculate the EEV and the value of new business are set based on the premise that unit costs decrease as the number of policies in force increases, and reach their ultimate equilibrium levels, at which income and expenses are equal, in the tenth year after the company's start-up (fiscal 2017). For reference, "Value of new business (Ultimate Unit Cost base)" shows the value of new business calculated applying the ultimate unit costs to all years.

Structure Breakdown of VoNB per Policy



Significantly improved by initial expense decrease etc.

VoNB per policy (ultimate unit cost base)



(11)

14/1H

15/1H

VoNB (Ultimate Unit Cost Base)



(JPY mn)		14/1H	15/1H	Per new business for 15/1H (JPY thousand)	
Certainty equivalent present value of future profit		1,720	1,694	148	
-)	Time value of financial options and guarantees	_	_	_	
—)	Frictional cost of capital	(12)	(7)	(0)	
-)	Allowance for non market risk	(747)	(759)	(66)	
Value of in-force business		960	927	81	
—)	Adjusted net worth	(1,137)	(541)	(47)	
Value of new business (Ultimate unit cost base)		(177)	385	33	
(Ref.) Value of new business		(200)	384	33	
(Ref.) Present value of in-force business premiums		9,831	8,186		
Number of new business (policy)		15,053	11,403	36	

EV Sensitivity Analysis¹



Impacts of changes in assumptions (sensitivities) on the EEV results

(JPY mn)	Change in EEV as of Sep. 30, 2015	Change in value of new business
EEV and new business value as of September 30, 2015	32,410	384
Sensitivity 1a: 1.0% increase in risk-free rate	463	123
Sensitivity 1b: 1.0% decrease in risk-free rate	(2,141)	(267)
Sensitivity 1c: 0.5% increase in risk-free rate	319	70
Sensitivity 1d: 0.5% decrease in risk-free rate	(771)	(106)
Sensitivity 2: 10% decrease in equity and real estate value	(73)	_
Sensitivity 3: 10% decrease in operating expenses	1,735	87
Sensitivity 4: 10% decrease in lapse rate	(1,132)	(73)
Sensitivity 5: 5% decrease in claim incidence rates for life business	3,394	162
Sensitivity 6: 5% decrease in mortality for annuity business		_
Sensitivity 7: Change the required capital to 200% of solvency margin ratio	98	5

^{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.

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- 1. Progress of Mid-term Business Plan
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Mid-term Business Plan



Aim to achieve management goal in the last fiscal year of current mid-term business plan

LIFENET2015	Offer new products and services as an "innovator" to create the future of life insurance that resonate with stakeholders, and achieve the highest sustainable growth among online life insurance businesses.
Management Goal	Achieve 9.5 billion yen in ordinary income, pushing the company toward profitability ¹ in fiscal 2015
Priority Areas	 Sustainable growth in insurance premium income (top-line) Improvement in productivity Being an "innovator" (front-runner) in life insurance
Risk Management Area	Sophisticate risk management and establish risk-based business management

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

Progress of Business Alliance with KDDI



Establishing customer-oriented services































Business Potential by Telecommunication x Life Insurance



Large potential because of high affinity

Similarities between telecommunication business and life insurance business

- Telecommunication and life insurance are both stock businesses (monthly payment required)
- Long-term relationship with customers required
- **Essential infrastructure for daily life**
 - Forwarding with regulations because of license business

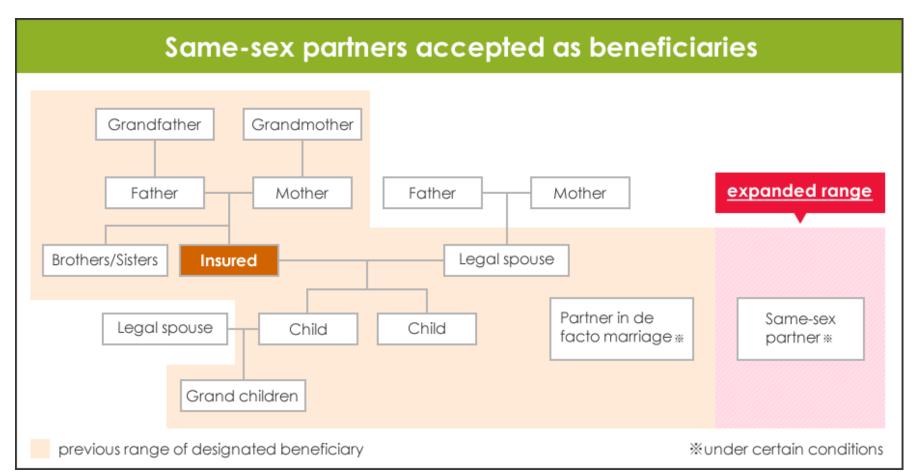
Progress of Business Alliance with KDDI



- Preparation is in progress as planned
- Started Business Alliance in April 2015
- Established Business Alliance Committee in May 2015 aiming to discuss details
- Starts trial sales at a shop managed KDDI for successful business start-up
- Ensure adequate preparation period to maximize alliance effect and details to be announced next spring in 2016

Expanded Range of Designatable Beneficiaries

- S C
- Necessary insurance for those who needs it
 - Same-sex partners accepted as beneficiaries



http://www.lifenet-seimei.co.jp/rainbow/

Same-sex Partners Accepted as Beneficiaries



Responding to actualized needs and changes in society

Customers' voice after announcement

"Want to consider applying, send me brochures."

"Glad to know about this by press. Let me know about detailed conditions and required documents."

"Want to change my beneficiary. As I'm not living in Shibuya, how can I do to make it?"



Approx. 50 companies attended our press conference



our novelty "rainbow" goods

SNS posts after announcement



Services for Policyholders



Free health consultation services via web and phone



Strengthen Sales Activity of Long-term Disability

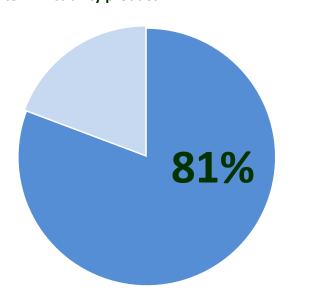


Enhance agents channels and expands range of underwriting



Strengthen sales via agent

Over 80%¹ of application via over-the-counter agent is Long-term Disability product



Started accepting applications from part-time workers

Reviewed acceptable range

Acceptable occupation

(annual income over 1.5 million yen)
Office workers (incl. contractors and temps)
Public servants
Corporate officials
Self-employed

from 12/1

(annual income over 1.5 million yen)
Office workers (incl. contractors and temps)
Public servants
Corporate officials
Self-employed
Part-time workers

1. Results for 2Q of FY2015

Business Forecast



- Business forecast for FY2015 remains same as management goals of mid-term business plan
- Effect of business alliance with KDDI is not incorporated in fiscal 2015

(JPY mn)

,				
	Ordinary income	Ordinary profit/loss ¹		
Business forecast FY2015	9,500	Turn profitable		
(Reference) Results for 1H of FY2015	4,629	418		

LIFENET Manifesto



I. Our Guiding Principles

- (1) We believe that our responsibility to society is to return life insurance to its original state. Life insurance is for the customers, not for the company. In order to achieve this goal, we will only offer products we can recommend with confidence.
- (2) We will be transparent. We will disclose information on our management, products and company as a whole on our website to actively communicate with customers and society.
- (3) We will be fair. We believe that our services will be more benevolent if the employees are free of any and all limitations they may feel in the work environment, and as such, we will not discriminate against education, gender, age, nationality, or familial situations.
- (4) We will adhere to laws protecting personal information and comply with laws, regulations, and other social standards. We pledge to be respectable global citizens, acting fairly and ethically.

III. Life Insurance will be Cost-Competitive

- (1) We believe that no one should pay premiums that are more expensive than necessary, and will be innovative and creative in order to develop and maintain the most cost-competitive products possible.
- (2) We will handle every step of the process in providing good products to our customers; from the development of the products to the sales. This allows for us to maintain our cost-competitive prices.
- (3) Our products will be cost-competitive, but the content of the products and our services will not be sacrificed. All communication with customers will be conducted accurately and quickly, including claim processes.
- (4) Life insurance is a very expensive purchase, and life is also very expensive. We want for our customers to spend less on life insurance, and more on enjoying life.

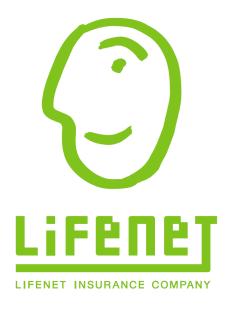
II. Life Insurance will be Comprehensive

- (1) Our products will be simple and comprehensible. There will not be complex policies with special provisions.
- (2) Life insurance is a financial product designed to mitigate risk, and we believe the customer should decide what products are necessary for them. As we feel it is critical for customers to be well informed of products and policies, we will make accessible any and all relevant information on our website for customers to make logical and rational decisions. The Customer Contact Center is also available for further clarifications and questions.
- (3) Our website will promote the understanding of not only our company's products, but of life insurance in general.
- (4) We will make life insurance products tangible via clearly written policies and comprehensible terms and conditions.

IV. Life Insurance will be Convenient

- (1) We know our customers have very busy lives. That is why our customers can apply for our life insurance policies via the internet, 24 hours a day, 7 days a week.
- (2) Our documents require only a signature. There are no other typical official items required to verify personal identification.
- (3) Our definition of "surgery" is aligned with the national healthcare insurance point table, making the claim process much more convenient and comprehensible.
- (4) We have a proxy claim system, allowing for the third party designated by the claim holder to file a claim. The appointed proxy need simply to make a phone call to our contact center for necessary documents.

This manifesto is not simply as a declaration. This is how we do things. Join us on our journey.



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.

This is a translation of the original Japanese

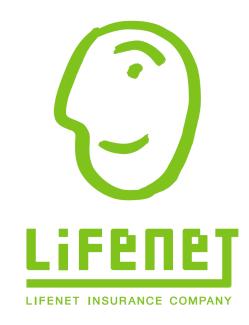
This is a translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.

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Appendix



Embedded Value and Value of New Business

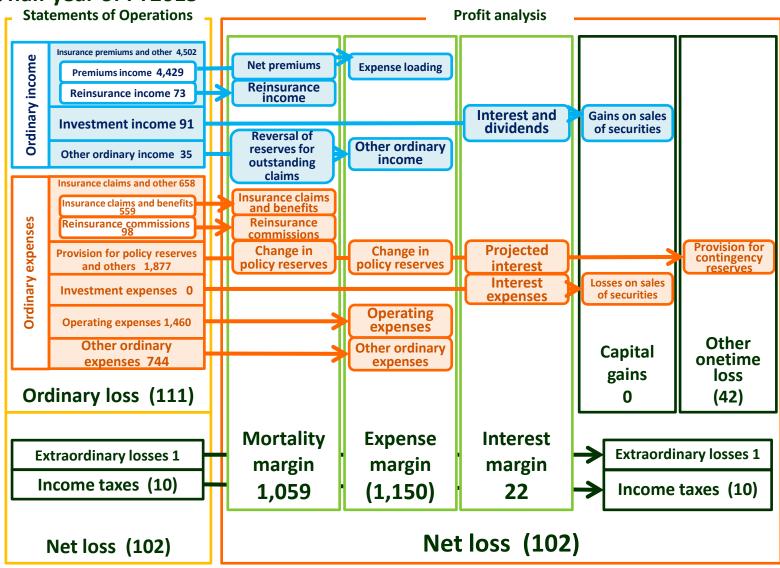


(Illustrative purpose only: Based on present value) **Appraisal Value (AV)** Insurance **Premium for** payments Value of in-force business is the present value future growth at the valuation date of future after-tax profits distributable to shareholders from in-force potential business as of the valuation date, calculated under a set of assumptions. Insurance premiums Value of in-**Embedded** force business Value Initial expenses Adjusted net (EV) Administration asset expenses Fluctuation risks and others Adjusted net asset is defined as the excess of the market value of a life insurance company's assets over the market value of its policy reserves and Value of new business other liabilities, and is considered to be the value (One fiscal year) attributable to the company's shareholders.

Three Surplus Factors of Fundamental Profit



1st half year of FY2015



Solvency Margin Ratio Calculation



As of Sep. 30, 2015

Solvency margin ratio 2,747.3%

Total amount of solvency margin <numerator>
18,133

 $\sqrt{(R_1+R_8)^2+(R_2+R_3+R_7)^2}+R_4/2$

Total amount of risk/2 < the denominator> 1,320/2

Cash and deposits 680

Monetary claims bought 1,499

Money held in trust 1,033

Securities 20,804

Tangible fixed assets

Intangible fixed assets 404

Other assets 3.457

Deferred assets under Article 113 of the Insurance Business Act 2.650 Other liabilities

Deferred tax liabilities (excluding those on availablefor-sale securities) 256

Reserves for outstanding claims 246

Policy reserves 11,684

Contingency reserves 1,260

Excess over the fullZillmerized reserve 4,084

Price fluctuation reserves

Deferred tax liabilities on available-for-sale securities 771

Valuation difference on available-for-sale securities 190 ¹

Capital stock and other assets 12,508

Net assets

15,371

with strong capital characteristics such as price fluctuation reserves and contingency reserves

Add liabilities

Subtract deferred assets under Article 113 of the Insurance Business Act from net assets

Insurance risk R₁ 998

Risk of change in mortality rate (calculated based on value of policies in force)

Medical insurance risk R₈ 221

Risk of change in medical incidence rate (hospital admission rate, etc.)

Assumed interest rate risk R₂ 1

Risk that the actual investment return will fall below the expected return used as a basis for calculating policy reserves

[Minimum guarantee risk] R₇ —

Risk related to products, such as variable annuities with minimum guarantees

Asset management risk R₃ 361

[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.

Business management risk R₄ 47

3% of the total of the amounts of the other 5 risks (in the Company's case)

- 1. 90% of the valuation difference on available-for-sale securities (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.