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LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

## **Lifenet to Commence Insurance Sales through KDDI CORPORATION in April**

**“au Life Insurance” will launch**

TOKYO, February 17, 2016 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) hereby announces that insurance sales conducted through KDDI CORPORATION (“KDDI”) will fully commence starting in April 2016.

In April 2015, Lifenet and KDDI entered into a capital and business alliance, with both companies conducting continuous considerations with the aim of creating financial services that customers would find convenient and affordable. As the first step toward this aim, sales for “au Life Insurance” with KDDI will commence in April 2016 by joining together websites, some au shops, and au Financial Support Center.

“au Life Insurance” allows customers to easily submit applications for three types of insurance products using their smartphone or PC: “au Term Insurance”, which provides coverage if the worst should happen at the lowest premium level in the industry\*<sup>1</sup>, “au Medical Insurance”, which provides coverage for cancer and access to advanced medical care in addition to hospitalization and surgery coverage, and “au Medical Insurance for Women”, which provides exclusive coverage to women for illnesses which affect them. This will also allow customers to save on living costs under the “au Life Design Strategy” concept.

The effect on our business performance for fiscal 2015, ending March 31, 2016, is minor.

\*1. Comparison of Lifenet and 5 other online life insurance companies' term life insurance products as of February 1, 2016 (excluding risk sub-divided insurance products) under the following conditions: Insurance coverage amount 5,000 thousand yen, 10,000 thousand yen / Insurance term 10 years/monthly payment, Age at issue 30, 40 and 50 years old of each sex.

**About LIFENET** URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE 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. By using the Internet, we are able to offer highly cost-competitive products and accept applications from customers at any given time.

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