

November 8, 2016  
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LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

**October 2016: MONTHLY DISCLOSURE**  
**Annualized premium of new business was 108 million yen, 103% of October 2015**

TOKYO, November 8, 2016 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for October 2016.

Annualized premium<sup>\*1</sup> of new business in the month of October 2016 was 108 million yen (103% of October 2015). The number of applications was 3,121 (108% of October 2015), with the number of new business at 2,324 (106% of October 2015). Accordingly, annualized premium<sup>\*1</sup> of policies-in-force was 9,749 million yen. The number of policies-in-force as of the end of October 2016 resulted in a total of 232,654, and sum insured of policies-in-force stands at 1,940,986 million yen.

In October 2016, insurance premiums and claims and benefits recorded 803 million yen (107% of October 2015) and 114 million yen (159% of October 2015), respectively.

## Topics

- Oct. 7 Contact Center and Website Awarded 3 Stars in the 2016 HDI Benchmarking for 5th Consecutive Year  
[http://file.swcms.net/file/lifenet-seimei/en/news/index/auto\\_20161007408692/pdfFile.pdf](http://file.swcms.net/file/lifenet-seimei/en/news/index/auto_20161007408692/pdfFile.pdf)

Lifenet's steady growth of policies-in-force has been driven by the public's increasing support and interest in its Manifesto; to offer simple, convenient and competitively priced products and services based on the highest levels of business integrity. Lifenet will continue to build its customers' trust and satisfaction by improving our website and contact center, by ensuring thorough and transparent disclosure of information, and by adhering to our Manifesto, offering our products and services twenty four hours a day, seven days a week through the convenience of our website. (Manifesto of Lifenet <http://ir.lifenet-seimei.co.jp/en/company/manifesto.html>)

## Number of new business, policies-in-force and premiums and claims (preliminary report)<sup>\*2</sup>

Number of new business (month)	Oct. 2016	Oct. 2015
Number of applications	3,121	2,884
Number of new business	2,324	2,193
Sum insured of new business <sup>*3</sup> (million yen)	12,660	14,385
Annualized premium <sup>*1</sup> (million yen)	108	105
- excl. death coverage (million yen)	68	60

Number of new business (accumulated total)	Apr. 2016 - Oct. 2016	Apr. 2015 - Oct. 2015
Number of applications	21,616	18,380
Number of new business	15,943	13,596
Sum insured of new business <sup>*3</sup> (million yen)	91,674	100,816
Annualized premium <sup>*1</sup> (million yen)	743	653
- excl. death coverage (million yen)	461	352

Number of policies-in-force	End of Oct. 2016	End of Oct. 2015
Number of policies-in-force	232,654	220,409
- Term Life <sup>*4</sup>	120,498	115,383
- Whole-Life Medical <sup>*4</sup>	69,620	66,834
- Term Medical Care <sup>*4</sup>	10,744	11,436
- Long-Term Disability <sup>*4</sup>	31,792	26,756
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,940,986	1,875,186
Annualized premium <sup>*1</sup> (million yen)	9,749	9,098
- excl. death coverage (million yen)	4,520	4,106

Insurance premiums and claims (million yen)	Oct. 2016	Oct. 2015
Insurance premiums	803	751
Insurance claims and benefits	114	72

\*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, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

\*2: This report is preliminary and may be different from the final settlement report.

\*3: Sum insured of new business and sum insured of policies-in-force are the sum of death coverage, and do not include medical and survival coverage.

\*4: Term Life insurance: "Kazoku" and "au Term Insurance", Whole-Life Medical insurance: "Jibun", New "Jibun", New "Jibun" for Women, "au Medical Insurance" and "au Medical Insurance for Women", Term Medical Care insurance: "Jibun Plus", Long-Term Disability insurance: "Hataraku-Hito" and "Hataraku-Hito 2".

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