

March 15, 2017

Daisuke Iwase, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

Changes in Representative Director and Directors

TOKYO, March 15, 2017 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the changes in Representative Director and Directors. Election of new Directors is subject to the approval of the proposals at the 11th Annual General Meeting of Shareholders scheduled on Sunday, June 25, 2017. The details are as follows:

1. Resignation of Representative Director and Director (effective on June 25, 2017)*¹

Name	Position
Haruaki Deguchi	Representative Director and Chairman
Kazuko Nakada	Executive Managing Director Executive Officer

*1. Haruaki Deguchi will foster future generations and be engaged in public relations as a founder of Lifenet after his resignation from Director.

2. Newly elected Directors (effective on June 25, 2017)

Name	New Position	Previous Position* ¹
Yasuhiro Koba	Director Executive Officer, General Manager of Corporate Strategy Division	Executive Officer, General Manager of Corporate Administration Division
Ryosuke Mori	Director Executive Officer, General Manager of Sales & Marketing Division	Executive Officer, General Manager of Corporate Strategy Division

*1. Yasuhiro Koba and Ryosuke Mori to be appointed to General Manager of Corporate Strategy Division and General Manager of Sales & Marketing Division as of April 1, 2017, respectively.

(Reference) Brief Career History of Newly Elected Directors

Name (Date of Birth)	Brief career history	
Yasuhiro Koba (April 9, 1979)	Apr. 2002	Joined Ministry of Health, Labour and Welfare
	Sep. 2010	Joined Lifenet Insurance Company
	Oct. 2013	Head of Legal Department
	Jun. 2015	Executive Officer
	Jan. 2016	Executive Officer, General Manager of Corporate Administration Division (incumbent)
Ryosuke Mori (March 10, 1984)	Apr. 2007	Joined Goldman Sachs Japan Co., Ltd.
	Sep. 2012	Joined Lifenet Insurance Company
	May 2013	Head of Corporate Development Department
	Jan. 2016	Executive Officer, General Manager of Corporate Strategy Division (incumbent)

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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