

June 22, 2017

Daisuke Iwase, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

## **Lifenet Launches of Cancer Insurance for Workers, “Lifenet Cancer Insurance Double Yell”**

**Supporting those who are working while being treated for cancer  
with two benefits to cover treatment expenses and income decreases**

TOKYO, June 22, 2017 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en>) hereby announces that it has resolved at the meeting of its Board of Directors to launch its new product “Lifenet Cancer Insurance Double Yell” on August 1, 2017 (planned).

In recent years, the relative survival rate for cancer has risen to 62.1%<sup>\*1</sup> through advances in medical technology and others and approximately 75% of cancer patients continue working while receiving treatment after a cancer diagnosis<sup>\*2</sup>. In such cases, in addition to needing to balance work and treatment, around 60% of cancer patients face the challenge of income decreases<sup>\*2</sup> compared with before suffering cancer.

“Lifenet Cancer Insurance Double Yell” is its cancer insurance based on a new concept of “backing up those who are working while being treated for cancer” with double support, consisting of “Treatment support benefit” which covers major cancer treatments, and “Income support benefit,” which supplements for the income decreases after suffering cancer.

\*1 Data from National Cancer Center

\*2 Data from Bureau of Social Welfare and Public Health, Tokyo Metropolitan Government



## **Lifenet Cancer Insurance Double Yell**

## **Features of “Lifenet Cancer Insurance Double Yell”**

### **1. Provides double support for treatment expenses and income decreases**

- “Treatment support benefit” for the three main treatments including surgery
- “Income support benefit” for the decrease in income after suffering cancer

### **2. Offers extensive coverage with reasonable premiums**

- Policyholders may receive “Lump-sum payment upon cancer diagnosis” and “Lump-sum payment upon intraepithelial neoplasm diagnosis” when first diagnosed with cancer (malignant neoplasm).
- Simple Plan offers reasonable premiums of 1,209 yen/month for a 30-year old male and 1,437 yen/month for a 30-year old female (for lump-sum payment upon cancer diagnosis of 1 million yen).
- “Advanced medical care benefit for cancer treatment” also covers up to total of 20 million yen for the advanced medical care expenses that are not covered by public insurance.

### **3. Introduces to full Survivorship Support Services for working while being treated for cancer.**

- Introduction to various services such as “housekeeping services”, “information provision about cancer” and “second opinion”

## **1. Background of Product Development -Changes in the environment around cancer treatment and employment-**

In 2012, about one third of cancer patients suffered from cancer at working age from 20 to 64, and there were 260,000 of these patients<sup>\*1</sup>. Through advances in medical technology and others, the five-year survival rate for cancer rose from 56.9% between 2000 and 2002 to 62.1% between 2006 and 2008<sup>\*1</sup>, and cancer has changed from being a “fatal disease” to being a “disease that is lived with for a long time.”

In this situation, when balancing cancer treatment and work, not only prolonged treatment expenses, but also decreased income due to suffering cancer become major issues. Approximately 60% of cancer patients experience a decrease in income after suffering cancer<sup>\*2</sup>, and the income of about 60% of these patients was less than 70% of the level before suffering cancer<sup>\*3</sup>. When being treated for cancer while working, it is necessary to be ready in advance for treatment expenses and income decreases.

In the face of this circumstance, in its Basic Plan to Promote Anti-Cancer Measures (the third phase), Japan’s Ministry of Health, Labour and Welfare is looking into the employment of cancer patients and others as well as cancer treatment based on the theme of “coexisting with cancer.” In addition, the Action Plan for the Realization of Work Style Reform by the Japanese government acknowledged cancer treatment and employment as a social issue, which includes the incorporation of balance in treatment for disease and work.

Lifenet has been selling long-term disability insurance ahead of the life insurance industry since 2010 and promoting support for those who have difficulties working due to cancer with long-term disability benefit payments. On the other hand, approximately 75% of cancer patients continue working while receiving treatment after a cancer diagnosis<sup>\*2</sup> through advances in medical technology and others. Under this circumstance, Lifenet recognized the necessity to strengthen the coexistence support.

LIFENET INSURANCE COMPANY

Based on the change in the environment mentioned above and customer opinions, Lifenet has developed the new product “Lifenet Cancer Insurance Double Yell” to support those who are working while being treated for cancer. In addition to a lump-sum payment when diagnosed with cancer, Lifenet offers “Treatment support benefit” which covers even prolonged treatment with no limit on the number of treatments, including surgery, radiation therapy and therapy with anti-cancer agents (includes hormone therapy), and “Income support benefit” up to a maximum of five times in order to supplement a decrease in income and living expenses after suffering from cancer.

\*1 Data from National Cancer Center

\*2 Data from Bureau of Social Welfare and Public Health, Tokyo Metropolitan Government

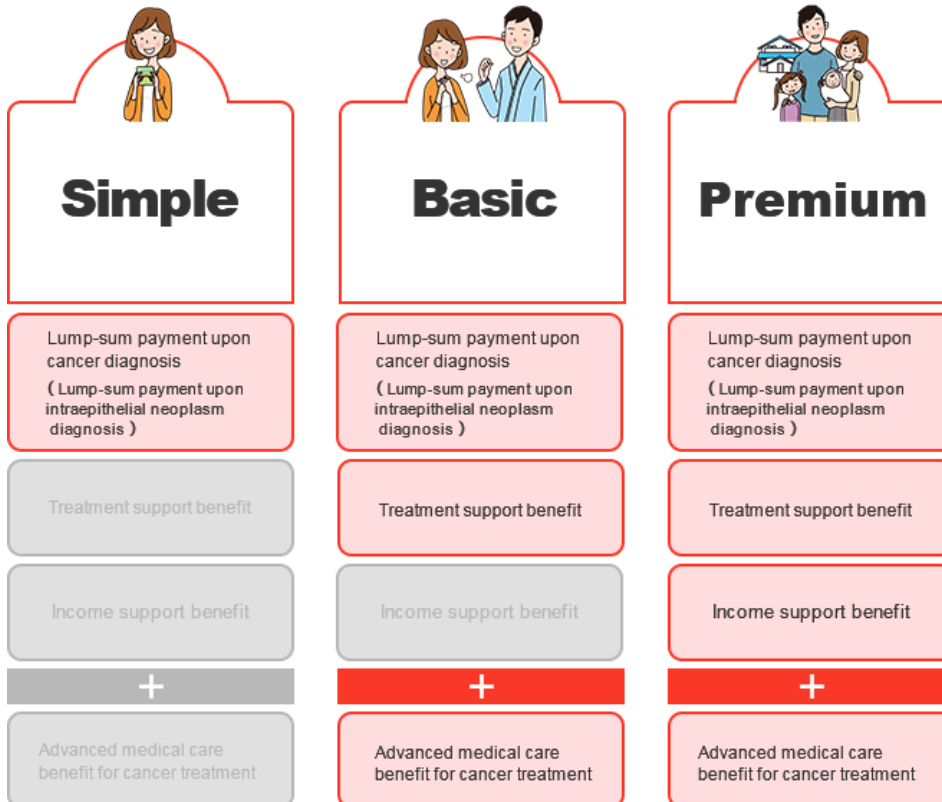
\*3 Data from Ministry of Health, Labour and Welfare

## 2. Coverage

The coverage of “Lifenet Cancer Insurance Double Yell” is as below.

Based on the “Lump-sum payment upon cancer diagnosis,” it backs up treatment for cancer while working after suffering cancer with the addition of two benefits consisting of “Treatment support benefit” and “Income support benefit” as necessary. Moreover, “Lifenet Cancer Insurance Double Yell” provides support for both direct costs such as cancer treatment expenses and hospitalization expenses in addition to associated costs such as advanced medical care expenses and care products such as wigs needed by the side effects from therapy with anti-cancer agents and supplements.

### ■Case Age at issue: 20 to 70, Insurance term: Whole-life



\*Advanced medical care benefit for cancer treatment can only be added to Basic Plan and Premium Plan.

	Coverage
Lump-sum payment upon cancer diagnosis	Pays a lump-sum when the customer is first diagnosed with cancer during the insurance term on and after the inception date (select from 1 million yen to 3 million yen in 500,000 yen units).
Lump-sum payment upon Intraepithelial neoplasm diagnosis	Pays 50% of the lump-sum payment upon cancer diagnosis when the customer is diagnosed with an intraepithelial neoplasm during the insurance term on and after the inception date.
Treatment support benefit	Pays up to 100,000 yen once a month in each month when the date of a relevant payment event falls for (1) surgery, (2) radiation therapy, (3) therapy with anti-cancer agents (includes hormone therapy) directly due to cancer or an intraepithelial neoplasm with no limit on the number of treatments.
Income support benefit	Starting the year following payment of the lump-sum payment upon cancer diagnosis, in the event that the customer survives, pays 50% of the lump-sum payment upon cancer diagnosis once a year for up to a maximum of five times.
Advanced medical care benefit for cancer treatment	Pays up to 20 million yen in total for the amount of technical fees when receiving treatment through advanced medical care directly due to cancer with a confirmed diagnosis on or after the inception date.
Premium waiver	Premium payments are waived following a confirmed diagnosis of cancer. (In the case of the Simple Plan, the policy terminates.)

### 3. Introduction to Survivorship Support Services

In order to support those who are working while being treated for cancer, Lifenet plans to introduce services that are helpful in the lives of customers during and after treatment for cancer through various means. These services include “housekeeping services,” “information provision about cancer,” “second opinion” and “appearance care” are provided in collaboration with partner companies as Survivorship Support Services.

Lifenet aims that ongoing support that goes beyond the provision of coverage and payment of benefits is required to continue cancer treatment while working after suffering from cancer through sales of “Lifenet Cancer Insurance Double Yell.”

## 4. Monthly Premiums

The monthly premiums for “Lifenet Cancer Insurance Double Yell” are shown as below. Coverage: Lump-sum payment upon cancer diagnosis 1 million yen, Treatment support benefit 100,000 yen, Income support benefit 500,000 yen, Advanced medical care benefit for cancer treatment

(JPY)

Sex	Age at issue	Premium		
		Simple Plan	Basic Plan	Premium Plan
Male	20 y/o	895	1,759	2,644
	30 y/o	1,209	2,341	3,646
	40 y/o	1,735	3,307	5,297
	50 y/o	2,661	5,006	8,211
Female	20 y/o	1,104	2,138	3,428
	30 y/o	1,437	2,793	4,663
	40 y/o	1,798	3,523	6,073
	50 y/o	2,110	4,122	7,122

Lifenet believes that the basis of offering services that are trusted by its customers is full information disclosure. Based on this belief, Lifenet is fully disclosing the loading expenses, which represent the portion of the premiums that cover a life insurance company’s operating expenses, for all products. As an example, the breakdown of the net premiums and the loading expenses for customers aged 30 at issue are as shown below.

(JPY)

Sex	Age at issue		Simple Plan	Basic Plan	Premium Plan
Male	30 y/o	Premium	1,209	2,341	3,646
		Net premiums	799	1,563	2,670
		Loading expenses	410	778	976
Female	30 y/o	Premium	1,437	2,793	4,663
		Net premiums	1,009	1,959	3,564
		Loading expenses	428	834	1,099

## 5. Effect on business performance

With respect to the effect from the launch of “Lifenet Cancer Insurance Double Yell” on its business performance, the effect on ordinary income is expected to be immaterial, and the expected expenditure is around 160 million yen including system development expenses to be recorded as assets.

### 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.

Contact:  
Investor Relations, Corporate Planning Department  
Tel: +81-3-5216-7900  
e-mail: [ir@lifenet-seimei.co.jp](mailto:ir@lifenet-seimei.co.jp)

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