

February 7, 2019
 Ryosuke Mori, President
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

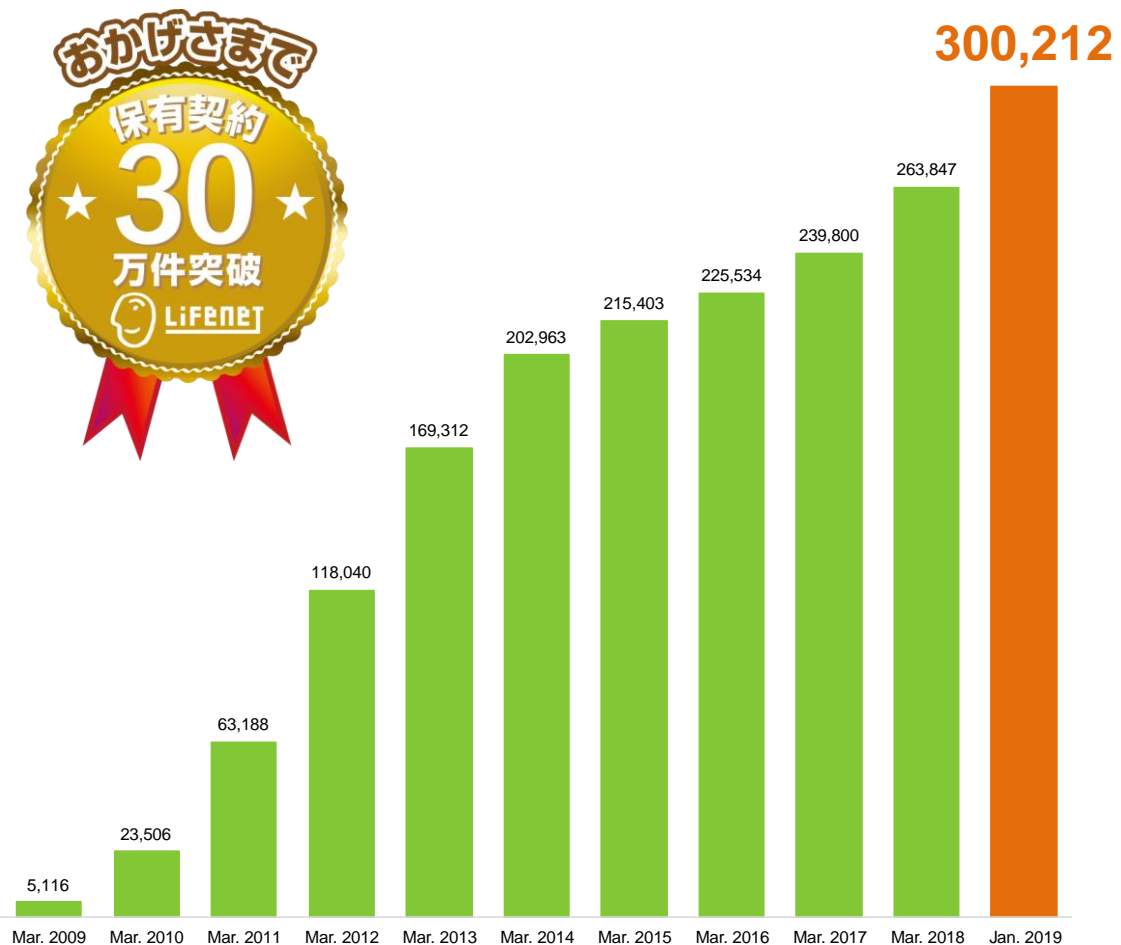
Policies-in-force exceeded 300,000 on January 31, 2019
Comprehensible, Cost-Competitive, Convenient
Support from stakeholders continues to lead to steady growth

TOKYO, February 7, 2019 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that its number of policies-in-force exceeded 300,000 on January 31, 2019.

Since commencing business on May 18, 2008, Lifenet has continued its steady growth for the past decade and has exceeded 300,000 policies-in-force. This is largely due to the support of our various stakeholders in our mission in realizing [our Manifesto](#) of providing comprehensible, cost-competitive and convenient products and services.

With our new management structure from June 2018, we will continue our endeavor to provide customers with products that meet their lifestyle needs, looking to technology to bring additional convenience.

■ Policies-in-force and notable achievements



Fiscal 2008	Load charge rates disclosed for providing consumers with the information necessary to compare insurance products
Fiscal 2009	Japan's first mobile online life insurance application site launched
	Long-term Disability product <i>Hataraku Hito</i> launched, the first comprehensive income protection insurance product for individuals in Japan's life insurance market
Fiscal 2012	Lifenet becomes the first company in Japan to accept applications for life insurance policies from smartphones
Fiscal 2013	Started accepting medical insurance benefits claims to be made online
Fiscal 2015	Started accepting same-sex partners in de facto marriages as the designated beneficiary for Term Life product <i>Kazoku</i>
	Lifenet becomes industry first in Japan to allow completion of benefit claims filing for Whole-life Medical online
Fiscal 2016	Lifenet started sales of <i>au Life Insurance with Refunds</i>
	Lifenet becomes first Japanese life insurance company to start insurance consultation service via LINE Business Connect
	Launched paperless application process
Fiscal 2017	Started sales of cancer insurance product <i>Double Yell</i> for workers
Final 2018	Lifenet started sales of the revised Term Life product <i>Kazoku</i>
	Announcement of new management policy

**"First initiatives" are according to our research at the releases.

■ Comments from Ryosuke Mori, Representative Director and President

With the support of our many stakeholders, Lifenet has grown to exceed 300,000 policies-in-force in just over a decade. I am deeply grateful to all of those who have joined us on this journey and taken part in our growth.

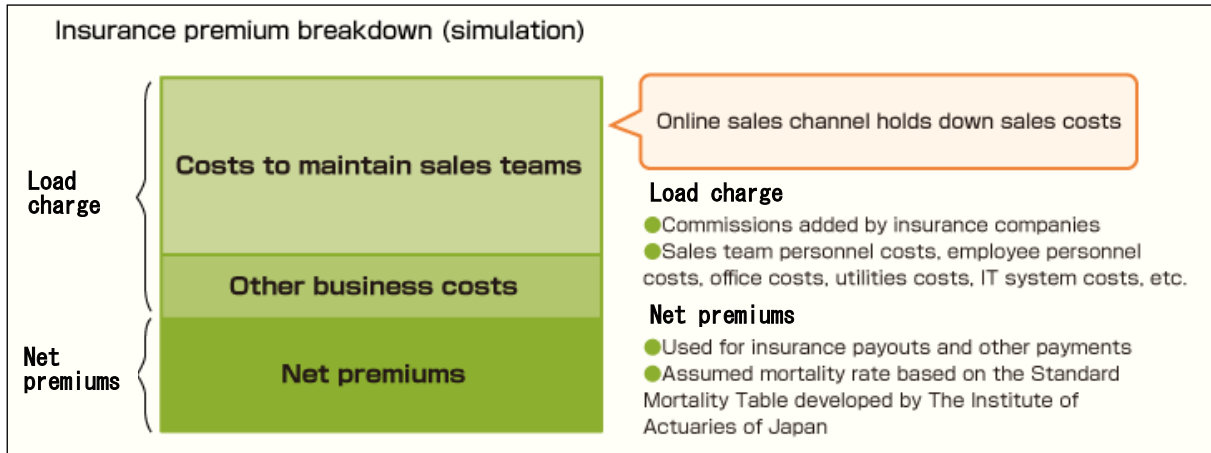
Since becoming President in June 2018, successor to Haruaki Deguchi (current President of Ritsumeikan Asia Pacific University) and Daisuke Iwase (Director and Chairman), my biggest mission and responsibility has been to accelerate business growth. This can only be done by continuing to increase our customers, and having more individuals know and understand our Manifesto of providing comprehensible, cost-competitive and convenient products and services. In doing this we have announced our [new management policy](#) in November 2018, in which we have stated one of our priority areas as innovation of customer experience. We will continue to strive to change the industry and be an advocate of the consumers, and become the leading company driving the growth of the online life insurance market.

-- Notable measures to realize the Lifenet Manifesto --

Integrity

■ Lifenet is the only life insurance company in Japan to disclose load charge rates

Lifenet discloses the insurance premium breakdown as well as load charge.



Comprehensiveness

■ Simple Products

We offer simple and competitively priced pure protection products. Internet-based low cost operations enable us to be extremely price competitive.

We have provided Term Life Insurance with lowest premium levels in the industry, which has been our main product since the business commencement. We have also the first to launched Long-term Disability Insurance to individuals as a life insurance company, and although we are a latecomer to Cancer Insurance, we are providing Survivorship Support Services in addition to a broad range of coverages.

Term Life Kazoku
For death due to illness, accident or disaster

Long-term Disability Hataraku-Hito 2
For being unable to work due to disease or injuries

Whole-life Medical New Jibun for Women
For more extensive coverage for women

Whole-life Medical New Jibun
For hospitalization, surgery and advanced medical care

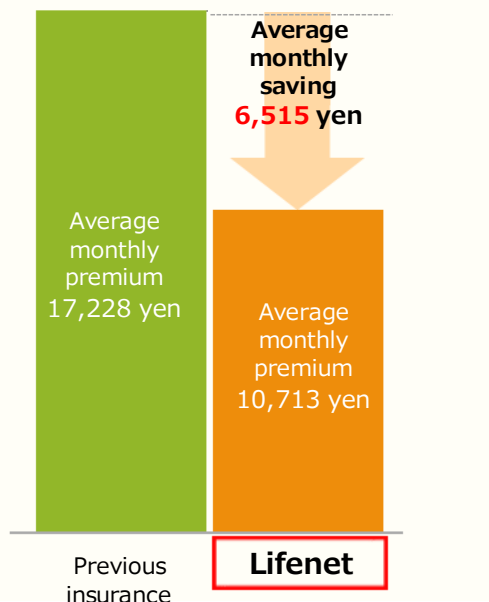
Cancer Double Yell
For double support of treatment and income decreases

Cost-Competitiveness

Reconsider insurance policies and choosing Lifenet may save an average of JPY 6,515 per month, approximately JPY 78,180 per year

Internet-based low cost operations enable us to be price competitive.

Average cost reduction (Including insurance coverage reduction)




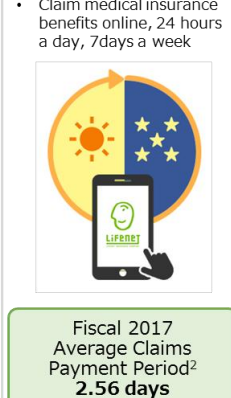


(Policyholders' data at Lifenet compiled by Lifenet customer survey from Oct. 1, 2017 to Oct. 15, 2017)

Convenience

Provide convenient services by utilizing smartphones

We are striving to provide the convenience that only an online insurance company can provide. We use technology to establish an environment that enables customers to request insurance consultation, apply for insurance, and claim benefits 24 hours a day, 365 days a year, as it fits into their lifestyles.

Insurance Consultation	Application	Procedures while enrolled in a policy	Claim payments
<ul style="list-style-type: none"> Using LINE enables customers to seek consultation on insurance via chat Implemented Visual-IVR to make service menu more intuitive 	<ul style="list-style-type: none"> A paperless application process that customers can complete by submitting photos of necessary documents 	<ul style="list-style-type: none"> Enable to log-in to My Page, using fingerprint and face recognition technology 	<ul style="list-style-type: none"> Medical certification submission no longer necessary for most medical claims¹ Claim medical insurance benefits online, 24 hours a day, 7 days a week
 <p>(Launched in Jul. 2016) (Launched in Feb. 2019)</p>	 <p>(Launched in Dec. 2016)</p>	 <p>(Launched in Jun. 2018)</p>	 <p>Fiscal 2017 Average Claims Payment Period² 2.56 days</p>

1. Excluded whole-life medical New *Jibun* for Women
 2. Not including the number of days required to obtain lacking documents. Cases which required fact confirmation before insurance payments were made are not included when calculating the average number of days required for payment.

About LIFENET URL: <https://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. We aim to be the leading company driving the growth of the online life insurance market.

Contact:

Investor Relations, Corporate Planning Department

Tel: +81-3-5216-7900

e-mail: ir@lifenet-seimei.co.jp

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