

February 28, 2014
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(Securities Code: 7157, TSE Mothers)

Lifenet Customer Survey Results

The number one expectation for insurance is “reasonable insurance premiums”.
Average saving in insurance premiums was 9,014 yen/month as a result of switching to Lifenet.

TOKYO, February 28, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the results of the annual customer satisfaction survey conducted at the end of January 2014. This survey targeted policyholders who had an existing policy with Lifenet in January 2014, and are the results of the 3,401 answers received.

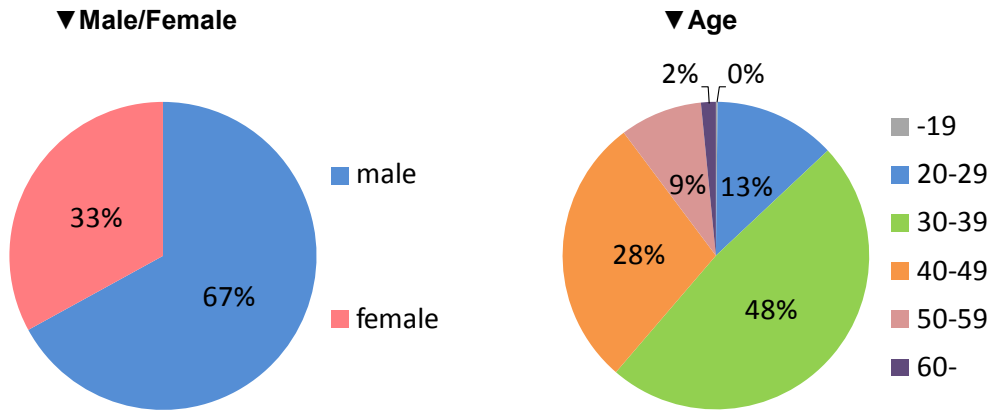
■Significant Findings

1. The number one expectation for insurance is “**reasonable insurance premiums**” (88%), the second being “**comprehensibility of products**” (54%), with “**ease of application process**” (46%) following as the third expectation.
2. Of the customers whose insurance premiums decreased as a result of switching to Lifenet from other insurance companies, **the average decrease in insurance premiums was 9,014 yen/month; 52% of their previous insurance premiums.**
Note: 51% answered they have lessened their insurance coverage, 23% added coverage, and 26% did not change the content of coverage when switching insurance companies.
3. The number of clients who have **changed to a Lifenet policy from other life insurance companies has increased by 42%**
4. **Roughly half (56%) of applicants** answered that they **did not consult anyone when making a decision about their policy.** Of those who did consult someone before making a decision, **41% answered that they consulted a parent or partner.**
5. **92% of customers** answered they are “**satisfied**” with their insurance premiums.

See following pages for details of survey results.

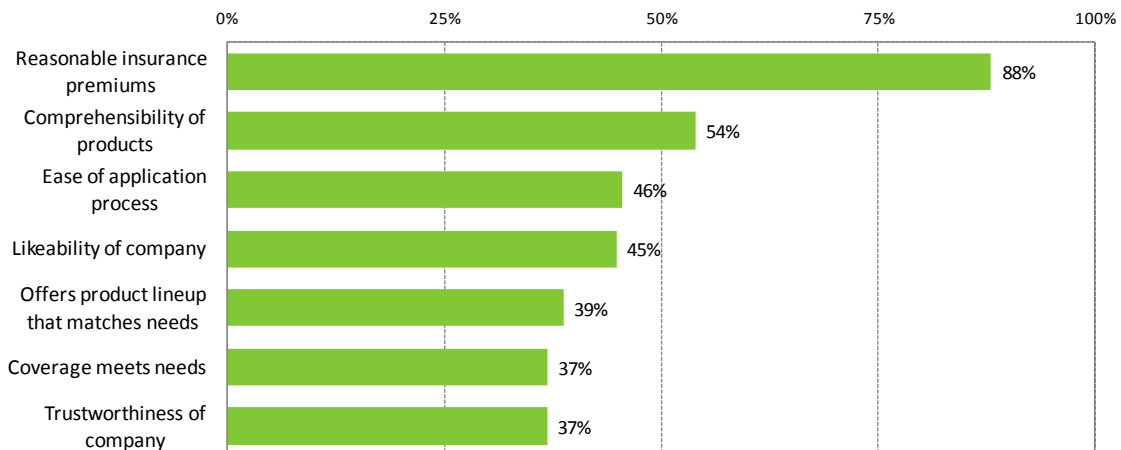
Survey Duration: January 25, 2014 - February 6, 2014
Objective: To improve products and services based on direct feedback from customers
Survey Method: Internet questionnaire
Target: Survey sent to 64,398 customers with an existing policy in Jan. 2014 whom Lifenet is permitted to send surveys
Response Rate: 5.3% (3,401 responses)

■ Survey Results Demographics of Customers Surveyed



Finding 1: Decision making factors when choosing an insurance policy

The number one expectation for insurance is “reasonable insurance premiums” (88%), the second being “comprehensibility of products” (54%), with “ease of application process” (46%) following as the third expectation. (multiple choice, displaying top 7 answers)



Finding 2: Insurance premium decrease as a result of switching to Lifenet from other insurance companies

Of the customers whose insurance premiums decreased as a result of switching to Lifenet from other insurance companies, the average decrease in insurance premiums was 9,014 yen/month; 52% of their previous insurance premiums.

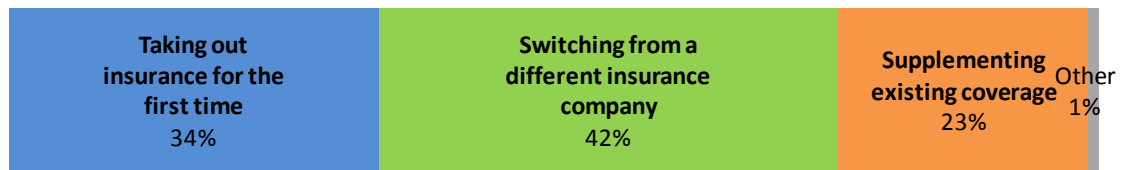
	Previous insurance policy	Lifenet policy	Amount decreased	% of decrease
Average monthly insurance premium	17,239 yen	8,225 yen	9,014 yen	52%

Note: Of the 3,041 surveys, 1,278 replied that they were able to decrease insurance premiums as a result of switching to Lifenet.

51% answered they have lessened their insurance coverage, 23% added coverage, and 26% did not change the content of coverage when switching.

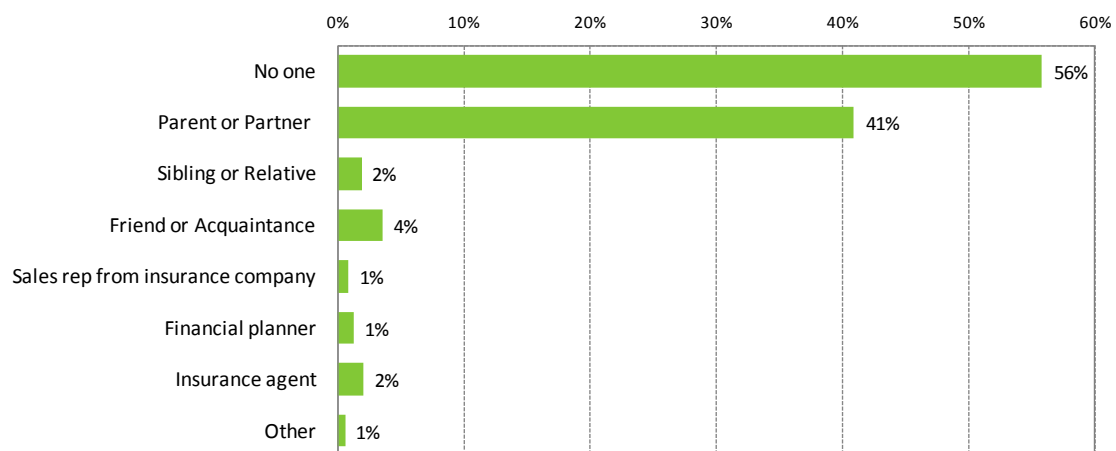
Finding 3: Reason for buying a policy with Lifenet Insurance

The number of customers switching to Lifenet from a different insurance company has increased to 42%



Finding 4: Person consulted when making a decision

Roughly half (56%) of applicants answered that they did not consult anyone when making a decision about their policy. Of those who did consult someone before making a decision, 41% answered that they consulted a parent or partner. (multiple choice)



Finding 5: Satisfaction of insurance premiums

92% of customers answered they are “satisfied” as to their insurance premiums.

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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