

January 15, 2014
Daisuke Iwase, President & COO
LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Mothers)

FY2013 3Q: CUSTOMER INQUIRY REPORT
Contact Center and Website Awarded Three Stars
in the 2013 HDI Contact Center Rankings for 2nd Consecutive Years

TOKYO, January 15, 2014 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL:<http://ir.lifenet-seimei.co.jp/en/>) announces the report on the number of inquiries from customers for the third quarter of fiscal year 2013, ending March 31, 2014.

In the third quarter of FY2013, we received a total of 15,865 inquiries. This is 96.1% the number of inquiries of the previous quarter, and 99.6% compared to the same quarter of the previous fiscal year. The number of complaints was 290. Accordingly, the total number of inquiries received in the first nine months of FY2013 (April through December) stands at 49,436 with a total of 911 complaints.

At Lifenet, we view customer inquiries as a valuable asset to continuously better our products and services. All inquiries received are compiled and analyzed, and are reflected directly in our daily operations by the company as a whole for the purpose of maximizing customer satisfaction. Such unending efforts were acknowledged, and Lifenet had been given the rating of three stars in the 2013 HDI Contact Center Rankings (Life Insurance Industry) in two categories, "Contact Center" and "Support Portal (Website)" for second consecutive years, hosted by HDI-Japan (Help Desk Institute/ThinkService Inc.) this past November.

Contact Center



Support Portal (Website)



LIFENET INSURANCE COMPANY

1. Number of inquiries and complaints from customers

FY2013 (Fiscal Year ending March 2014)

Item	1Q (Apr.-Jun. 2013)	2Q (Jul.-Sep. 2013)	3Q (Oct.-Dec. 2013)	Accumulated total
Inquiries	17,062	16,509	15,865	49,436
Complaints	290	331	290	911

< Reference: FY2012 (Fiscal Year ended March 2013)>

Item	1Q (Apr.-Jun. 2012)	2Q (Jul.-Sep. 2012)	3Q (Oct.-Dec. 2012)	4Q (Jan.-Mar. 2013)	Accumulated total
Inquiries	18,882	16,026	15,933	18,920	69,761
Complaints	124	128	121	234	607

2. Breakdown of complaints^{*1}

FY2013 (Fiscal Year ending March 2014)

Item	1Q (Apr.-Jun. 2013)	2Q (Jul.-Sep. 2013)	3Q (Oct.-Dec. 2013)	Accumulated total	%
Acquisition	203	193	168	564	61.9%
Collection	15	27	27	69	7.6%
Maintenance	19	35	31	85	9.3%
Claims/ Benefits	14	21	21	56	6.1%
Others	39	55	43	137	15.0%
Total	290	331	290	911	100.0%

< Reference: FY2012 (Fiscal Year ended March 2013) >

Item	1Q (Apr.-Jun. 2012)	2Q (Jul.-Sep. 2012)	3Q (Oct.-Dec. 2012)	4Q (Jan.-Mar. 2013)	Accumulated total	%
Acquisition	93	98	68	150	409	67.4%
Collection	7	8	12	20	47	7.7%
Maintenance	5	7	9	9	30	4.9%
Claims/ Benefits	10	5	14	19	48	7.9%
Others	9	10	18	36	73	12.0%
Total	124	128	121	234	607	100.0%

*1 Based on the classifications determined by The Life Insurance Association of Japan

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:
Corporate Development Department, Investor Relations
Tel: +81-3-5216-7900
e-mail: 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.

LIFENET INSURANCE COMPANY