

March 7, 2014
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

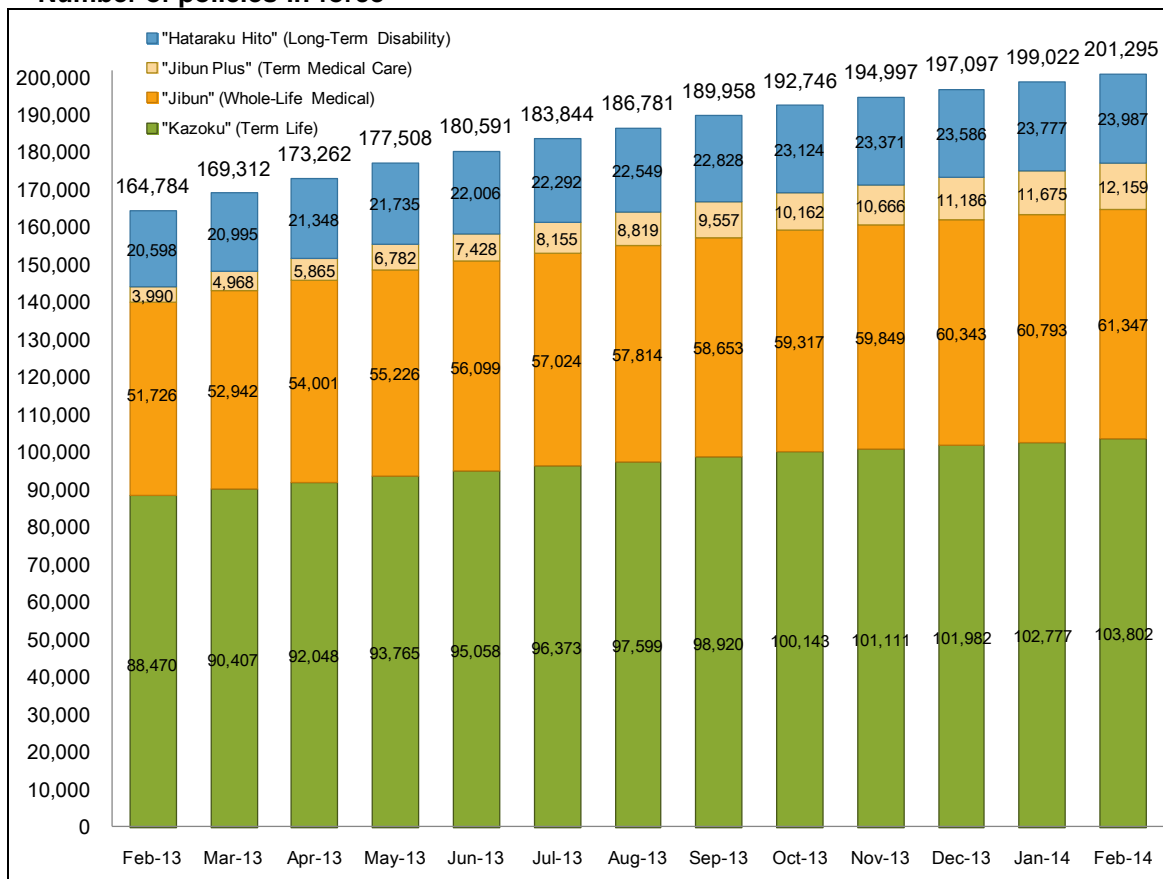
February 2014: MONTHLY DISCLOSURE
Policies-in-force exceeded 200,000 in five years and nine months
since commencing business operations

TOKYO, March 7, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for February 2014.

The number of applications in the month of February 2014 was 4,234 (58% of February 2013), with the number of new business at 3,301 (63% of February 2013). Accordingly, the number of policies-in-force as of the end of February 2014 resulted in a total of 201,295, exceeding 200,000 on February 12 in five years and nine months since commencing business operations, annualized premium^{*1} of policies-in-force was 8,010 million yen and sum insured of policies-in-force stands at 1,689,686 million yen.

In February 2014, insurance premiums and claims and benefits recorded 658 million yen (121% of February 2013) and 96 million yen (179% of February 2013), respectively.

Number of policies-in-force



Lifenet's steady growth of polices-in-force has been driven by the public's increasing support and interest in its Manifesto; to offer simple, convenient and competitively priced products and services based on the highest levels of business integrity. Lifenet will continue to build its customers' trust and satisfaction by improving our website and contact center, by ensuring thorough and transparent disclosure of information, and by adhering to our Manifesto, offering our products and

services twenty four hours a day, seven days a week through the convenience of our website.
(Manifesto of Lifenet <http://ir.lifenet-seimei.co.jp/en/company/manifesto.html>)

Number of new business, policies-in-force and premiums and claims (preliminary report)^{*2}

Number of new business (month)	Feb. 2014	Feb. 2013
Number of applications	4,234	7,349
Number of new business	3,301	5,256
Sum insured of new business ^{*3} (million yen)	22,211	34,592
Annualized premium ^{*1} (million yen)	122	193
- excl. death coverage (million yen)	63	100

Number of new business (accumulated total)	Apr. 2013 - Feb. 2014	May 2008 - Feb. 2014 ^{*4}
Number of applications	59,392	338,849
Number of new business	43,292	231,451
Sum insured of new business ^{*3} (million yen)	288,763	1,930,315
Annualized premium ^{*1} (million yen)	1,590	9,304
- excl. death coverage (million yen)	836	4,220

Number of policies-in-force	End of Feb. 2014	End of Feb. 2013
Number of policies-in-force	201,295	164,784
- "Kazoku": Term Life	103,802	88,470
- "Jibun": Whole-Life Medical	61,347	51,726
- "Jibun Plus": Term Medical Care	12,159	3,990
- "Hataraku Hito": Long-Term Disability	23,987	20,598
Sum insured of policies-in-force ^{*3} (million yen)	1,689,686	1,449,243
Annualized premium ^{*1} (million yen)	8,010	6,708
- excl. death coverage (million yen)	3,582	2,909

Insurance premiums and claims (million yen)	Feb. 2014	Feb. 2013
Insurance premiums	658	545
Insurance claims and benefits	96	53

- *1: Annualized premium is the amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments for Lifenet products are in monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.
- *2: This report is preliminary and may be different from the final settlement report.
- *3: Sum insured of new business and sum insured of policies-in-force are the sum of death coverage, and do not include medical and survival coverage.
- *4: Accumulated since the commencement of business operations on May 18, 2008

Topics

- Feb. 3 New Online Tool to Support Insurance Selection
<http://pdf.irpocket.com/C7157/GpH7/YwjZ/iuQr.pdf>
- Feb. 3 Allows Insurance Claims and Benefits to be Made in 2 Days
<http://pdf.irpocket.com/C7157/GpH7/YwjZ/sMzC.pdf>
- Feb. 12 Policies-in-Force Exceeded 200,000
<http://pdf.irpocket.com/C7157/GpH7/qyVN/lj1J.pdf>
- Feb. 14 Disclosed Financial Results for 3Q of Fiscal 2013 Ending March 31, 2014
<http://pdf.irpocket.com/C7157/GpH7/qyVN/fwwl.pdf>
- Feb. 17 Disclosed Management Team of Lifenet as of April 1, 2014
<http://pdf.irpocket.com/C7157/GpH7/G9WO/VPZc.pdf>

About Lifenet URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE COMPANY 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.