

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

## Lifenet to end some feature phone services

### Services for policy holders and brochure requests via feature phones to continue

TOKYO, January 15, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that a few specific services offered via feature phones, such as life insurance policy applications via feature phones, will be ending as of March 30, 2014. Lifenet will continue to accept requests for brochure, and services offered to policy holders in “My Page” via feature phones will not be affected.

Lifenet began its feature phone services in June 2009 to offer our services to customers who did not have access to a computer. In recent years, however, the internet usage environment has changed drastically due to the rapid increase in smartphone users, and as a result, there has been a shift in insurance policy applications from feature phones to smartphones. In light of this trend and taking into consideration the change in the methods and devices customers use when considering life insurance products, Lifenet has decided to end some of its services offered for feature phones.

#### ■Details of changes in services offered via feature phones

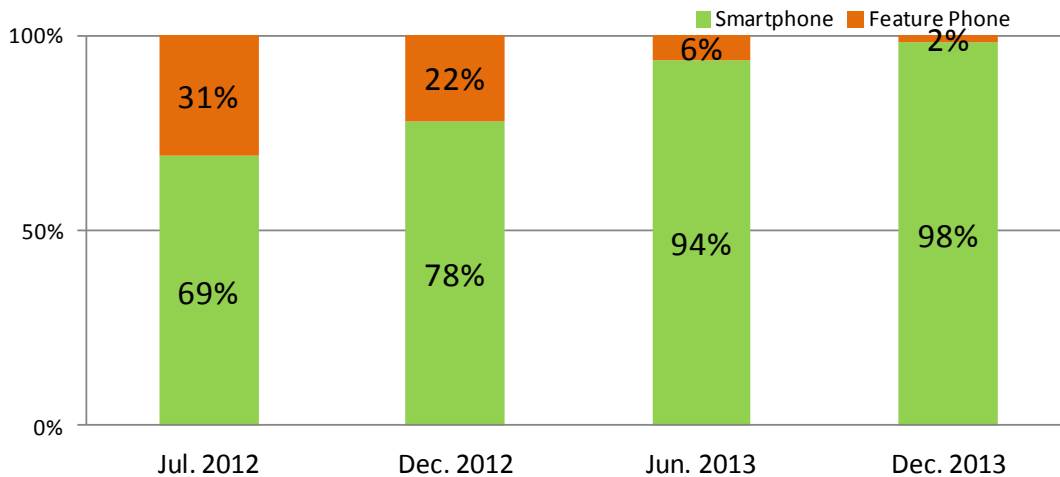
<b>Effective Date</b>	Sunday, March 30, 2014
<b>Feature phone services ENDING</b>	<p>■<b>Services for customers considering life insurance</b></p> <ul style="list-style-type: none"> <li>● Applications for life insurance policies</li> <li>● Policy estimates service</li> <li>● Product information</li> <li>● Insurance information</li> </ul>
<b>Feature phone services that are not affected</b>	<p>■<b>Services for customers considering life insurance</b></p> <ul style="list-style-type: none"> <li>● Request for brochures</li> </ul> <p>■<b>Services for policy holders</b></p> <p>All current services offered to policy holders who have applied for policies via feature phones will be continued.</p> <ul style="list-style-type: none"> <li>● “My Page” features                             <ul style="list-style-type: none"> <li>-Change/Update account information                                     <ul style="list-style-type: none"> <li>- registered email address</li> <li>- username/password</li> <li>- credit card information</li> <li>- address, telephone number</li> </ul> </li> <li>-View information on all policies held</li> </ul> </li> </ul>
<b>URL</b>	<a href="http://mobile.lifenet-seimei.co.jp/">http://mobile.lifenet-seimei.co.jp/</a>

The Lifenet website and smartphone sites will continue to offer policy estimates and accept applications for life insurance policies 24 hours a day, 365 days a week. We kindly request customers who are currently considering a life insurance policy with Lifenet to view our website and smartphone site.

## ■Appendix: Smartphone and Feature Phone Ratios

There has been a change in the devices customers use to apply for life insurance policies with Lifenet with the rapid increase of smartphone users.

In July of 2012 when Lifenet began accepting policy applications from smartphones, roughly 31% of applications were via feature phones, with the remaining applications via mobile devices being from smartphones, but as of December 2013, the percent of applications via feature phones has dropped significantly to 2%.



**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.

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