

January 15, 2015
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

FY2014 3Q: CUSTOMER INQUIRY REPORT
Contact Center and Website Awarded Three Stars
in the 2014 HDI Contact Center Rankings for 3rd Consecutive Year

TOKYO, January 15, 2015 - 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 2014, ending March 31, 2015.

In the third quarter of FY2014, we received a total of 14,719 inquiries. This is 105.0% of the number of inquiries of the previous quarter, and 92.8% compared to the same quarter of the previous fiscal year. The number of complaints was 218. Accordingly, the total number of inquiries received in the first nine months of FY2014 (April through December) stands at 43,760 with a total of 692 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.

Due to such continuous efforts, Lifenet awarded three stars in the 2014 HDI Contact Center Rankings (Life Insurance Industry) in two categories, "Contact Center" and "Support Portal (Website)" for the third consecutive year.

1. Number of inquiries and complaints from customers

FY2014 (Fiscal Year ending March 2015)

Item	1Q (Apr.-Jun. 2014)	2Q (Jul.-Sep. 2014)	3Q (Oct.-Dec. 2014)	Accumulated total
Inquiries	15,020	14,021	14,719	43,760
Complaints	237	237	218	692

< Reference: FY2013 (Fiscal Year ended March 2014)>

Item	1Q (Apr.-Jun. 2013)	2Q (Jul.-Sep. 2013)	3Q (Oct.-Dec. 2013)	4Q (Jan.-Mar. 2014)	Accumulated total
Inquiries	17,062	16,509	15,865	14,188	63,624
Complaints	290	331	290	243	1,154

2. Breakdown of complaints^{*1}

FY2014 (Fiscal Year ending March 2015)

Item	1Q (Apr.-Jun. 2014)	2Q (Jul.-Sep. 2014)	3Q (Oct.-Dec. 2014)	Accumulated total	% ^{*2}
Acquisition	149	139	113	401	57.9%
Collection	22	19	21	62	9.0%
Maintenance	24	31	28	83	12.0%
Claims/ Benefits	10	15	27	52	7.5%
Others	32	33	29	94	13.6%
Total	237	237	218	692	100.0%

< Reference: FY2013 (Fiscal Year ended March 2014) >

Item	1Q (Apr.-Jun. 2013)	2Q (Jul.-Sep. 2013)	3Q (Oct.-Dec. 2013)	4Q (Jan.-Mar. 2014)	Accumulated total	%
Acquisition	203	193	168	146	710	61.5%
Collection	15	27	27	30	99	8.6%
Maintenance	19	35	31	16	101	8.8%
Claims/ Benefits	14	21	21	20	76	6.6%
Others	39	55	43	31	168	14.6%
Total	290	331	290	243	1,154	100.0%

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

*2 (Postscript on April 16, 2015) Lifenet has revised the percentage.

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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