

June 10, 2014  
 Daisuke Iwase, President & COO  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

**Lifenet IR Website Ranked 1st in Activeness and Innovativeness of Disclosure for 2nd Consecutive Year in Emerging Company Category**  
**No.1 among Financial Institutions of Overall Ranking**

TOKYO, June 10, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that its Investors Relations website has been awarded 1st place for the second consecutive year in the Gomez IR Site Rankings 2014 under the Emerging Company Category for “Activeness and Innovativeness of Information Disclosure”. The rankings are made by the Gomez Consulting Dept. of Morningstar Japan K.K. Additionally Lifenet has been ranked in 11th place in the overall “Activeness and Innovativeness of Information Disclosure” of 376 companies that meet a minimum requirement as well as ranked in 1st place among financial institutions.

**■ 1st Place in “Activeness and Innovativeness of Information Disclosure” in Emerging Company Category**

Lifenet was listed as a public company on March 14, 2012 on the Tokyo Stock Exchange, Mothers and on the same day opened the Investors Relations site both in Japanese and in English. Our IR Manifesto (<http://ir.lifenet-seimei.co.jp/en/irmanifesto.html>) was made alongside our overall corporate Manifesto (<http://ir.lifenet-seimei.co.jp/en/company/manifesto.html>), focusing on open communication, comprehensiveness, fairness, having long-term perspective and innovativeness as the five main guiding concepts for our IR activities. As a life insurance company with the internet as its main sales channel, we have strived for our IR site to fulfill its role as an effective source of information and communication with our investors and shareholders.

Our IR site offers visitors videos of briefing and information sessions on our financial results, transcripts of the Q&A sessions, monthly sales reports and other information regarding the status and activities of Lifenet in an proactive and timely fashion, simultaneously incorporating social media for the disclosure of information. We also launched some new contents such as “Answers from the CEO and COO – Investor FAQs” offering answers to frequently asked questions directly from our CEO, COO and IR staff. As a result, our IR site has been ranked 1st for the second consecutive year in the Emerging Company Category for “Activeness and Innovativeness of Information Disclosure” in the Gomez IR Site Overall Rankings 2014, following last year which was one year after our initial public offering.

Activeness and Innovativeness of Information Disclosure Emerging Company Category		
Rank	Company name	Market
1	<b>Lifenet</b>	<b>Mothers</b>
2	CyberAgent	Mothers
3	Septeni Holdings	JASDAQ

LIFENET INSURANCE COMPANY

Activeness and Innovativeness of Information Disclosure Overall Rankings		
Rank	Company name	Market
1	Capcom	TSE 1st
2	Softbank	TSE 1st
3	KDDI	TSE 1st
...		
<b>11</b>	<b>Lifenet</b>	<b>Mothers</b>

## ■ 5th in overall score for Emerging Companies

Lifenet has been ranked 5th in the overall score for Emerging Companies.

Overall Score for Emerging Companies		
Rank	Company name	Market
1	Fields	JASDAQ
2	MTI	JASDAQ
3	Harmonic Drive Systems	JASDAQ
4	CyberAgent	Mothers
<b>5</b>	<b>Lifenet</b>	<b>Mothers</b>

Lifenet will continue to engage in investor relations activities, pursuing the timely and proactive disclosure of information while continuously improving its IR site to further meet and exceed the expectations of our investors and shareholders.

**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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*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.*