

July 5, 2013

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

June 2013: MONTHLY DISCLOSURE

Policies-in-force exceeded 180,000

Haruaki Deguchi assumed Chairman & CEO, Daisuke Iwase assumed President & COO

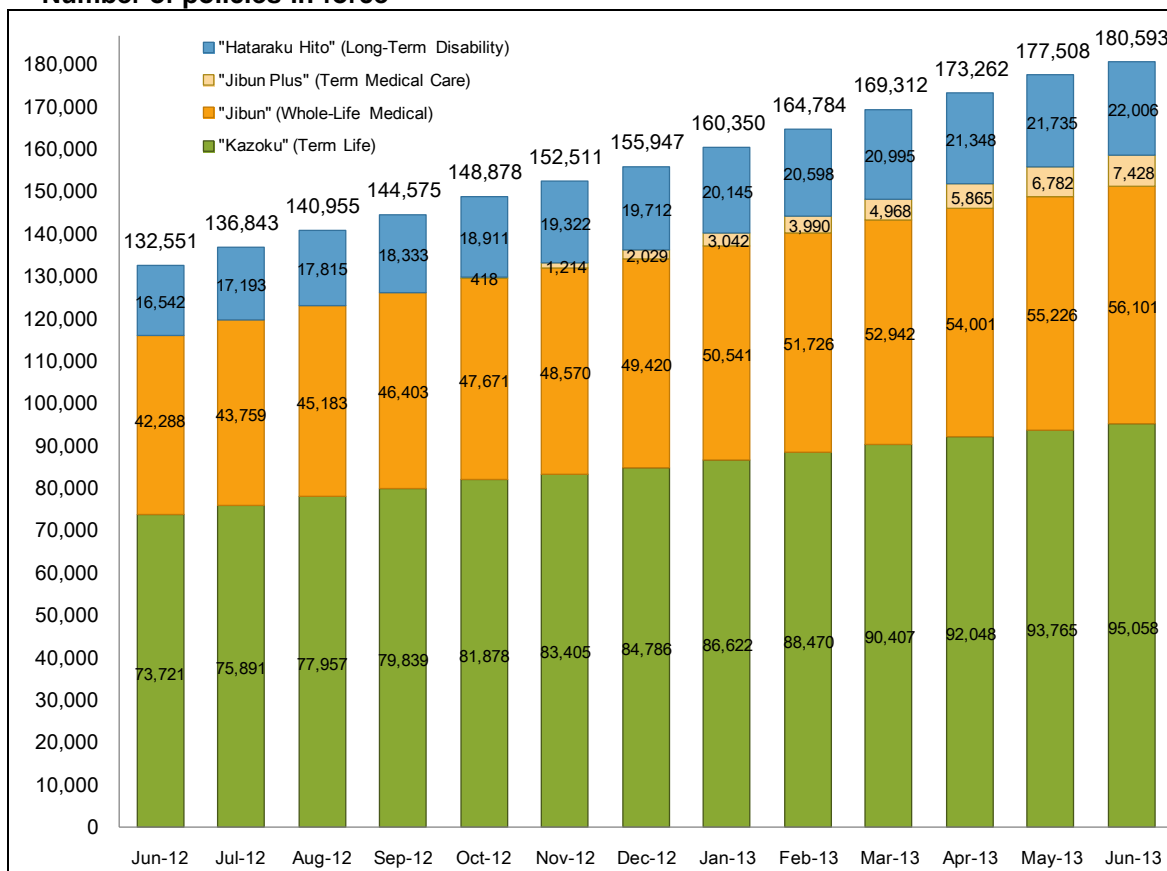
TOKYO, July 5, 2013 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for June 2013.

The number of applications in the month of June was 6,071 (76% of June 2012), with the number of new business at 4,097 (74% of June 2012). Accordingly, the number of policies-in-force as of the end of June 2013 resulted in a total of 180,593, exceeding 180,000; annualized premium*1 of policies-in-force was 7,271 million yen; and sum insured of policies-in-force stands at 1,552,029 million yen.

In June 2013, insurance premiums and claims and benefits recorded 596 million yen (136% of June 2012) and 112 million yen (309% of June 2012), respectively.

In order to strengthen corporate governance for the continued sustainable growth, Haruaki Deguchi assumed the post of Representative Director, Chairman & CEO, and Daisuke Iwase assumed the post of Representative Director, President & COO on June 23.

Number of policies-in-force



Lifenet's steady growth of policies-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)	Jun. 2013	Jun. 2012
Number of applications	6,071	8,025
Number of new business	4,097	5,556
Sum insured of new business ^{*3} (million yen)	26,614	42,902
Annualized premium ^{*1} (million yen)	145	229
- excl. death coverage (million yen)	77	114

Number of new business (accumulated total)	Apr. 2013 - Jun. 2013	May 2008 - Jun. 2013 ^{*4}
Number of applications	19,538	298,995
Number of new business	14,279	202,438
Sum insured of new business ^{*3} (million yen)	93,759	1,735,311
Annualized premium ^{*1} (million yen)	520	8,233
- excl. death coverage (million yen)	274	3,658

Number of policies-in-force	End of Jun. 2013	End of Jun. 2012
Number of policies-in-force	180,593	132,551
- "Kazoku": Term Life	95,058	73,721
- "Jibun": Whole-Life Medical	56,101	42,288
- "Jibun Plus": Term Medical Care	7,428	—
- "Hataraku Hito": Long-Term Disability	22,006	16,542
Sum insured of policies-in-force ^{*3} (million yen)	1,552,029	1,214,964
Annualized premium ^{*1} (million yen)	7,271	5,458
- excl. death coverage (million yen)	3,202	2,286

Insurance premiums and claims (million yen)	Jun. 2013	Jun. 2012
Insurance premiums	596	439
Insurance claims and benefits	112	36

*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

- Jun. 12 Enhanced services for iPad^{*5}
<http://pdf.irpocket.com/C7157/qnwX/CoQT/tnyU.pdf>
- Jun. 23 Held 7th Annual General Shareholders Meeting
<http://ir.lifenet-seimei.co.jp/en/stock/meeting.html>
- Jun. 23 Haruaki Deguchi assumed as Chairman & CEO
Daisuke Iwase assumed as President & COO
<http://ir.lifenet-seimei.co.jp/en/company/management.html>
- Jun. 24 Policies-in-force exceeded 180,000
<http://pdf.irpocket.com/C7157/qnwX/pV1o/CT5p.pdf>
- Jun. 26 Announced that Lifenet was awarded UCDA Awards 2013
“Easy-To-Understand” Award for payment procedure information web pages
in the life insurance website category
<http://pdf.irpocket.com/C7157/qnwX/cPJ5/iGvk.pdf>

*5: iPad is a registered trademark of Apple Inc.

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.