

October 1, 2013

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LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Mothers)

Lifenet Top in Oricon Client Satisfaction Rankings 2014

Ranked 1st for “Insurance Premium Satisfaction” in the Medical Insurance Category

LIFENET INSURANCE COMPANY (“Lifenet”, TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it has been ranked 1st in the Oricon Client Satisfaction Rankings 2014 for “Insurance Premium Satisfaction” in the Medical Insurance Category hosted by Oricon Inc.

This is the third time Lifenet has been awarded 1st place for the same title; in 2011, 2012 and now 2014.

■ Oricon Client Satisfaction Rankings 2014 – Medical Insurance Category Insurance Premium Satisfaction Ranking: 1st Place



The Oricon Client Satisfaction Rankings is based upon the satisfaction of customers who have received benefits for an illness or injury within the past two years for a policy they themselves had chosen.

Details of Survey

- Survey Method: Internet Survey
- Survey Criteria: Men and women over the age of 20 who have taken out a medical insurance policy within the past four years, who have received benefits for an illness or injury within the past two years. The individuals must also have chosen the policy themselves, or have been involved in the selection process.
- Survey Duration: July 19 ~ July 28, 2013
- Sample Size: 9,856

【Measures for Prompt and Accurate Payments】

■ Reducing the costs and time required for customers to claim benefits by omitting submission of medical certificates

Submission of designated medical certificates was previously required for Lifenet medical policy holders to claim benefits. Since October 2012, Lifenet no longer requires the submission of medical certificates, in principle. Customers are now able to save the costs required to obtain such medical certificates (roughly 5,000 to 10,000 yen*¹), and the time required for the payment of medical benefits has been shortened considerably.

*1 Based on “2007 Report: Documentation Costs of Medical Institutions” (SANRO Research Institute, Inc.)

■ Sending “Lifenet Letters” to customers for accurate payments

In order to ensure customers are aware of the situations in which they can file a benefit claim, Lifenet periodically sends out “Lifenet Letters” to customers. The Letters allow for customers to review the details of their policy, and additionally include examples of surgery and hospitalization costs that can be claimed that are often and easily misunderstood. This is done to ensure customers are aware of the situations in which they can make a claim.

Lifenet believes the most important responsibility for an insurance company is to make claim payments accurately and without delay. In Fiscal 2012, Lifenet has made 2,356 insurance payments amounting in 520 million yen. We will continue to thrive to ensure insurance claims and benefits are made promptly and accurately.

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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