

May 9, 2012

Haruaki Deguchi, President/Founder  
LIFENET INSURANCE COMPANY

(Code: 7157, TSE Mothers)

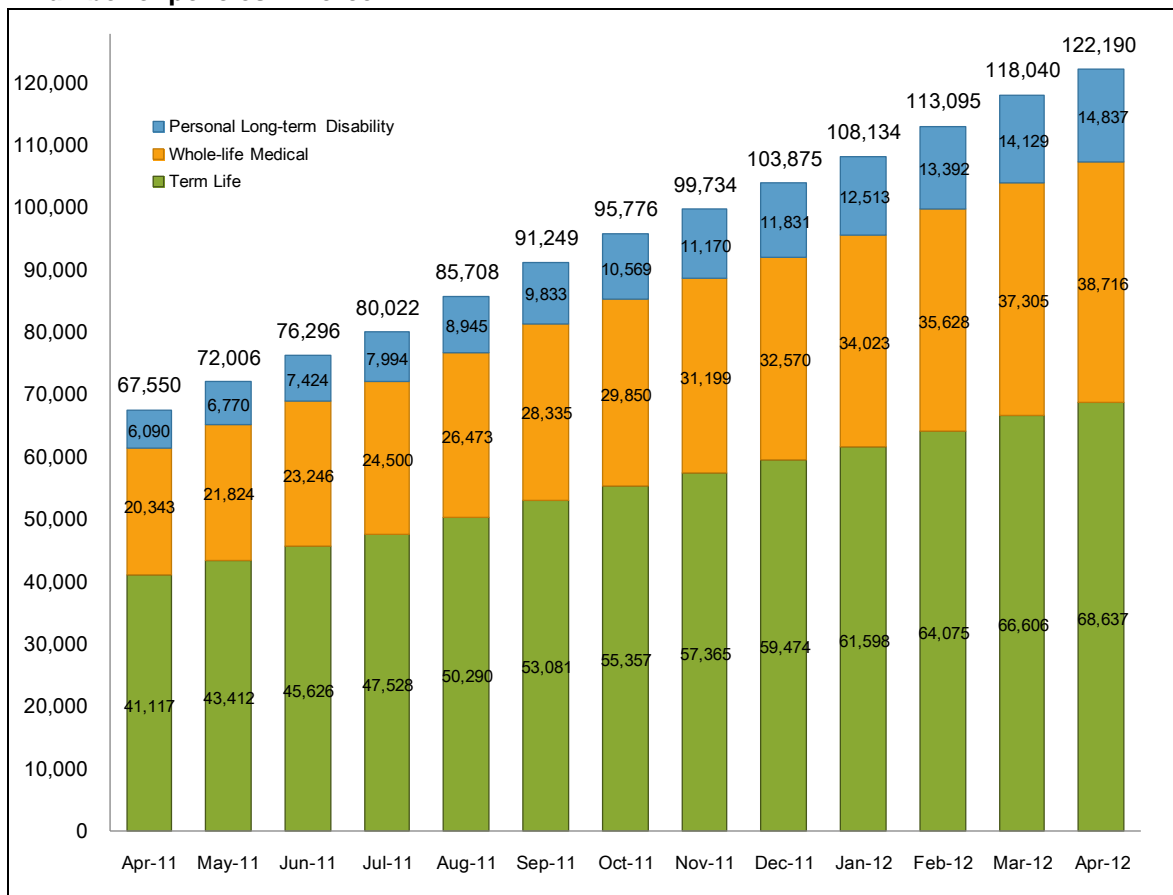
## April 2012: MONTHLY DISCLOSURE

**- Policies-in-force exceeded 120,000 -**

TOKYO, May 9, 2012 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi) announces April 2012 monthly sales performance.

The number of applications in the month of April was 7,661 (119% of April 2011) with the number of new business at 4,772 (102% of April 2011). The number of policies-in-force as of the end of April 2012 exceeded 120,000, resulting in a total of 122,190; annualized premium\*<sup>1</sup> at 5,039 million yen; and sum insured of policies-in-force stands at 1,136,779 million yen as of April 30<sup>th</sup>.

### Number of policies-in-force



Our steady growth of policies-in-force has been driven by the public's increasing support and interest in our company's Manifesto; to offer simple, convenient and competitively priced products and services based on the highest levels of business integrity. We will continue to build our 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>)

LIFENET INSURANCE COMPANY

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## Number of new business and policies-in-force (preliminary report) <sup>\*2</sup>

Number of new business (month)	Apr. 2012	Apr. 2011
Number of applications	7,661	6,445
Number of new business	4,772	4,665
Sum insured of new business <sup>*3</sup> (JPY million)	36,530	37,999
Annualized premium <sup>*1</sup> (JPY million)	196	186
- excl. death coverage (JPY million)	95	88

Number of new business (accumulated total)	Apr. 2012	May 2008 - Apr. 2012 <sup>*4</sup>
Number of applications	7,661	198,868
Number of new business	4,772	132,246
Sum insured of new business <sup>*3</sup> (JPY million)	36,530	1,229,354
Annualized premium <sup>*1</sup> (JPY million)	196	5,499
- excl. death coverage (JPY million)	95	2,275

Number of policies-in-force	End of Apr. 2012	End of Apr. 2011
Number of policies-in-force	122,190	67,550
- "Kazoku": Term Life	68,637	41,117
- "Jibun": Whole-life Medical	38,716	20,343
- "Hataraku Hito": Personal Long-term Disability	14,837	6,090
Sum insured of policies-in-force <sup>*3</sup> (JPY million)	1,136,779	703,259
Annualized premium <sup>*1</sup> (JPY million)	5,039	2,832
- excl. death coverage (JPY million)	2,074	1,019

\*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 Insurance Company 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

- Apr. 16 Policies-in-force exceeded 120,000
- Apr. 25 Redesigned the Company's website
- Apr. 26 Aired new TV commercial

**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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