

April 14, 2015

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

## Lifenet Number 1<sup>\*1</sup> in the J.D. Power Asia Pacific 2015 Japan Life Insurance Contract Customer Satisfaction Pre-Purchase Study<sup>SM</sup>

Performed particularly well in the three factors:  
policy offering, price and forms and documents

TOKYO, APRIL 14, 2015 – LIFENET INSURANCE COMPANY 2015 (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it has been ranked highest in a tie<sup>\*1</sup> in the J.D. Power Asia Pacific 2015 Japan Life Insurance Contract Customer Satisfaction Pre-Purchase Study<sup>SM</sup> hosted by J.D.Power Asia Pacific. Lifenet also has performed particularly well in three of four ratings factors: policy offering, price, and forms and documents.

■Highest<sup>\*1</sup> in contract customer satisfaction in purchasing and renewing a life insurance policy during past 12 months



The 2015 Japan Life Insurance Contract Customer Satisfaction Pre-Purchase Study<sup>SM</sup> measures customer satisfaction with the customer services provided by insurance companies and agencies during the purchase process. The 2015 study is based upon the responses of 12,198 policyholders who have purchased new life insurance policies or renewed a policy during past 12 months.

\*1. tied for First Place with Sony Life Insurance

**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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LIFENET INSURANCE COMPANY