

July 15, 2014

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

## FY2014 1Q: CUSTOMER INQUIRY REPORT

Free online health consultation service “Doctors Me” for our policyholders available

TOKYO, July 15, 2014 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the report on the number of inquiries from customers for the first quarter of fiscal 2014, ending March 31, 2015.

In the first quarter of FY2014, we received a total of 15,020 inquiries. This is 105.9% the number of inquiries of the previous quarter, and 88.0% compared to the same quarter of the previous fiscal year. The number of complaints was 237.

At Lifenet, we view customer inquiries as a valuable asset to continuously better our products and services. All inquiries received are compiled and analyzed, and are reflected directly in our daily operations by the company as a whole for the purpose of maximizing customer satisfaction.

On May 20, 2014, Lifenet started providing our customers with free access to “Doctors Me”, an online health consultation service operated by CyberBuzz, Inc., in response to customers’ requests.

### 1. Number of inquiries and complaints from customers

**FY2014** (Fiscal Year ending March 2015)

| Item       | 1Q<br>(Apr.-Jun. 2014) | Accumulated<br>total |
|------------|------------------------|----------------------|
| Inquiries  | 15,020                 | 15,020               |
| Complaints | 237                    | 237                  |

< Reference: FY2013 (Fiscal Year ended March 2014)>

| Item       | 1Q<br>(Apr.-Jun. 2013) | 2Q<br>(Jul.-Sep. 2013) | 3Q<br>(Oct.-Dec. 2013) | 4Q<br>(Jan.-Mar. 2014) | Accumulated<br>total |
|------------|------------------------|------------------------|------------------------|------------------------|----------------------|
| Inquiries  | 17,062                 | 16,509                 | 15,865                 | 14,188                 | 63,624               |
| Complaints | 290                    | 331                    | 290                    | 243                    | 1,154                |

## 2. Breakdown of complaints <sup>\*1</sup>

FY2014 (Fiscal Year ending March 2015)

| Item             | 1Q<br>(Apr.-Jun. 2014) | Accumulated<br>total | %      |
|------------------|------------------------|----------------------|--------|
| Acquisition      | 149                    | 149                  | 62.9%  |
| Collection       | 22                     | 22                   | 9.3%   |
| Maintenance      | 24                     | 24                   | 10.1%  |
| Claims/ Benefits | 10                     | 10                   | 4.2%   |
| Others           | 32                     | 32                   | 13.5%  |
| Total            | 237                    | 237                  | 100.0% |

< Reference: FY2013 (Fiscal Year ended March 2014) >

| Item             | 1Q<br>(Apr.-Jun. 2013) | 2Q<br>(Jul. -Sep. 2013) | 3Q<br>(Oct.-Dec. 2013) | 4Q<br>(Jan.-Mar. 2014) | Accumulated<br>total | %      |
|------------------|------------------------|-------------------------|------------------------|------------------------|----------------------|--------|
| Acquisition      | 203                    | 193                     | 168                    | 146                    | 710                  | 61.5%  |
| Collection       | 15                     | 27                      | 27                     | 30                     | 99                   | 8.6%   |
| Maintenance      | 19                     | 35                      | 31                     | 16                     | 101                  | 8.8%   |
| Claims/ Benefits | 14                     | 21                      | 21                     | 20                     | 76                   | 6.6%   |
| Others           | 39                     | 55                      | 43                     | 31                     | 168                  | 14.6%  |
| Total            | 290                    | 331                     | 290                    | 243                    | 1,154                | 100.0% |

\*1 Based on the classifications determined by The Life Insurance Association of Japan

### 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.

Contact:  
Investor Relations, Corporate Development Department  
Tel: +81-3-5216-7900  
e-mail: [ir@lifenet-seimei.co.jp](mailto:ir@lifenet-seimei.co.jp)

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