

June 16, 2015

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

Changes in Executive Officers

TOKYO, June 16, 2015 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the change in Executive Officers subject to the resolution of the Board of Directors to be held on June 21, 2015. The details are as follows:

1. Changes in Executive Officers

(1) Newly elected Executive Officers (effective on June 21, 2015)

Name	New Position	Previous Position
Masayuki Nishida	Executive Officer ^{*1} of Application Support Department, Product Development Department and Marketing Department (Web Management Group and Advertisement Group)	Director & COO, Mercer Japan Ltd. (resigned on June 15, 2015)
Yasuhiro Koba	Executive Officer of Risk Management Department, Legal Department and Customer Affairs Department General Manager of Legal Department	General Manager of Legal Department
Takahiro Yamasaki	Executive Officer of General Affairs Department, Customer Services Department and Claims Department ^{*2} General Manager of Claims Department	Director, Nippon Venture Capital Co., Ltd. (to be resigned on June 16, 2015)

*1. Masayuki Nishida will concurrently serve as Director, Executive Vice President subject to the approval of the proposal at the 9th Annual General Meeting of Shareholders.

*2. Claims Department will be established on June 21, 2015.

(2) Changes in Executive Officers (effective on June 21, 2015)

Name	New Position	Previous Position
Haruaki Deguchi	Executive Officer	Executive Officer of Internal Auditing Department
Daisuke Iwase	Executive Officer of Corporate Development Department	Executive Officer of Application Support Department, Corporate Development Department, Product Development Department and Marketing Department (except Agent Management Group and PR Group)
Shunichiro Higuchi	Executive Officer of Internal Auditing Department	Executive Officer of Risk Management Department, Legal Department and Customer Affairs Department
Shuji Nariai	Executive Officer of Accounting Department, Actuarial Department, Finance Department and Information Technology Department General Manager of Accounting Department	Executive Officer of Accounting Department, Actuarial Department and Finance Department

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(3) Resignation of Executive Officer (as of June 21, 2015)

Name	Position
Gen Suzuki	Executive Officer of General Affairs Department, Customer Services Department and Information Technology Department

2. New management team (effective on June 21, 2015)

Position	Name	Other
Representative Director, Chairman & CEO Executive Officer	Haruaki Deguchi	
Representative Director, President & COO Executive Officer	Daisuke Iwase	Executive Officer of Corporate Development Department
Director, Executive Vice President Executive Officer (Newly elected)	Masayuki Nishida	Executive Officer of Application Support Department, Product Development Department and Marketing Department (Web Management Group and Advertisement Group)
Executive Managing Director Executive Officer	Kazuko Nakada	Executive Officer of Marketing Department (Agent Management Group and PR Group)
Executive Managing Director Executive Officer	Shunichiro Higuchi	Executive Officer of Internal Auditing Department
Outside Director	Sakuya Fujiwara	Former Deputy Governor of the Bank of Japan
Outside Director	Yoko Ishikura	Emeritus Professor of Hitotsubashi University
Outside Director	Kazunari Uchida	Professor of Faculty of Commerce, Waseda University
Outside Director (Newly elected)	Tomohiko Katsuki	General Manager, Financial and Commerce Business Division, Value Business Sector, KDDI CORPORATION
Full-time Corporate Auditor	Seijiro Isa	Former Executive Managing Director of Asahi Mutual Life Insurance Company
Outside Corporate Auditor	Yasuharu Fushimi	Chairman & President, Tsuneishi Holdings Inc.
Outside Corporate Auditor	Kenichi Masuda	Attorney-at-law Partner, Anderson Mori & Tomotsune
Outside Corporate Auditor	Tadasu Kawai	Former Executive Officer and Corporate Executive Vice President of Sony Corporation
Executive Officer (Newly elected)	Yasuhiro Koba	Executive Officer of Risk Management Department, Legal Department and Customer Affairs Department
Executive Officer	Shuji Nariai	Executive Officer of Accounting Department, Actuarial Department, Finance Department and Information Technology Department
Executive Officer (Newly elected)	Takahiro Yamasaki	Executive Officer of General Affairs Department, Customer Services Department and Claims Department

(Reference) Brief Career History of Newly Elected Executive Officer

Name (Date of Birth)	Brief career history
<p>Masayuki Nishida (June 4, 1963)</p>	<p>Apr. 1987 Joined Sanyo Securities Company Ltd. Jul. 2000 Director of Business Development, Strategic Alliance and Marketing & Communication, Frank Russel Japan, Ltd. (currently Frank Russel Investments Japan Ltd.) Sep. 2004 Director of Client Services, Mercer Human Resource Consulting Ltd. (currently Mercer Japan Ltd.) Jun. 2006 Member of Board, Director of Client Services Representative Feb. 2013 Member of Board, Director & COO</p>
<p>Yasuhiro Koba (April 9, 1979)</p>	<p>Apr. 2002 Joined Ministry of Health, Labour and Welfare Feb. 2012 Deputy General Manager of Legal Department, Lifenet Insurance Company Oct. 2013 General Manager of Legal Department (incumbent)</p>
<p>Takahiro Yamasaki (December 23, 1957)</p>	<p>Apr. 1981 Joined Nippon Life Insurance Company Apr. 2005 General Manager, U.S.A. Branch Dec. 2007 General Manager of Securities Administration Jun. 2009 Full-time Corporate Auditor, Nippon Venture Capital Co., Ltd. Jun. 2013 Director</p>

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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