

April 7, 2015
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

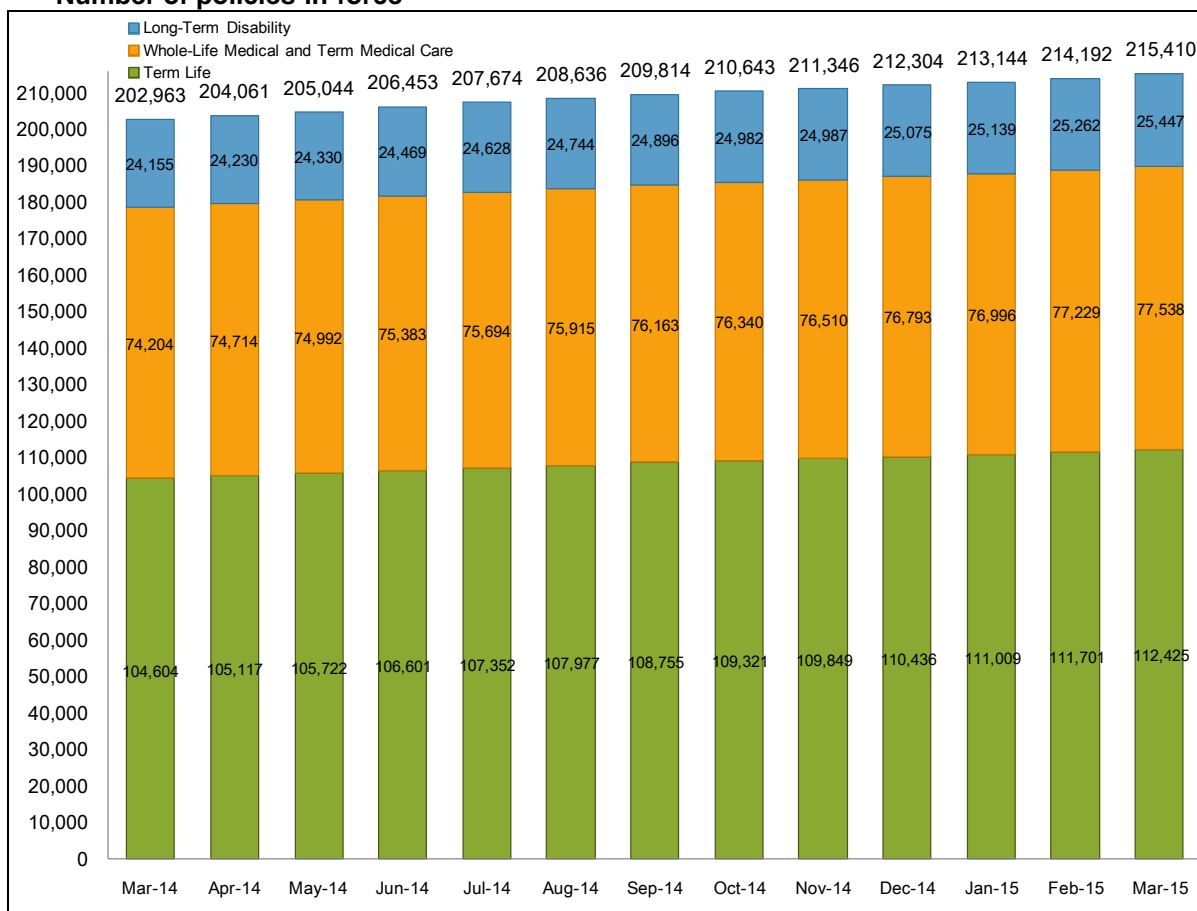
March 2015: MONTHLY DISCLOSURE
Annualized premium of new business was 122 million yen, 104% of March 2014

TOKYO, April 7, 2015 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for March 2015.

The number of applications in the month of March 2015 was 2,884 (69% of March 2014), with the number of new business at 2,528 (86% of March 2014). Annualized premium^{*1} of new business was 122 million yen (104% of March 2014). Accordingly, the number of policies-in-force as of the end of March 2015 resulted in a total of 215,410, annualized premium^{*1} of policies-in-force was 8,794 million yen and sum insured of policies-in-force stands at 1,831,156 million yen.

In March 2015, insurance premiums and claims and benefits recorded 722 million yen (109% of March 2014) and 77 million yen (82% of March 2014), respectively.

Number of policies-in-force



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

Number of new business, policies-in-force and premiums and claims (preliminary report)^{*2}

Number of new business (month)	Mar. 2015	Mar. 2014
Number of applications	2,884	4,152
Number of new business	2,528	2,945
Sum insured of new business ^{*3} (million yen)	20,671	20,947
Annualized premium ^{*1} (million yen)	122	117
- excl. death coverage (million yen)	63	58

Number of new business (accumulated total)	Apr. 2014 – Mar. 2015	Apr. 2013 – Mar. 2014
Number of applications	37,519	63,544
Number of new business	27,982	46,237
Sum insured of new business ^{*3} (million yen)	228,951	309,710
Annualized premium ^{*1} (million yen)	1,327	1,707
- excl. death coverage (million yen)	688	895

Number of policies-in-force	End of Mar. 2015	End of Mar. 2014
Number of policies-in-force	215,410	202,963
- “Kazoku”: Term Life	112,425	104,604
- “Jibun”, New “Jibun” and New “Jibun” for Women: Whole-Life Medical ^{*4}	65,667	61,700
- “Jibun Plus”: Term Medical Care	11,871	12,504
- “Hataraku Hito”: Long-Term Disability	25,447	24,155
Sum insured of policies-in-force ^{*3} (million yen)	1,831,156	1,702,381
Annualized premium ^{*1} (million yen)	8,794	8,077
- excl. death coverage (million yen)	3,953	3,613

Insurance premiums and claims (million yen)	Mar. 2015	Mar. 2014
Insurance premiums	722	665
Insurance claims and benefits	77	93

*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 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: As of the end of March 2015, the number of policies-in-force of Whole-life Medical “Jibun” is 57,005, New “Jibun” is 5,354, and New “Jibun” for Women is 3,308. The number of policies-in-force as of the end of March 2014 was that of “Jibun” only.

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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