

August 6, 2014
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

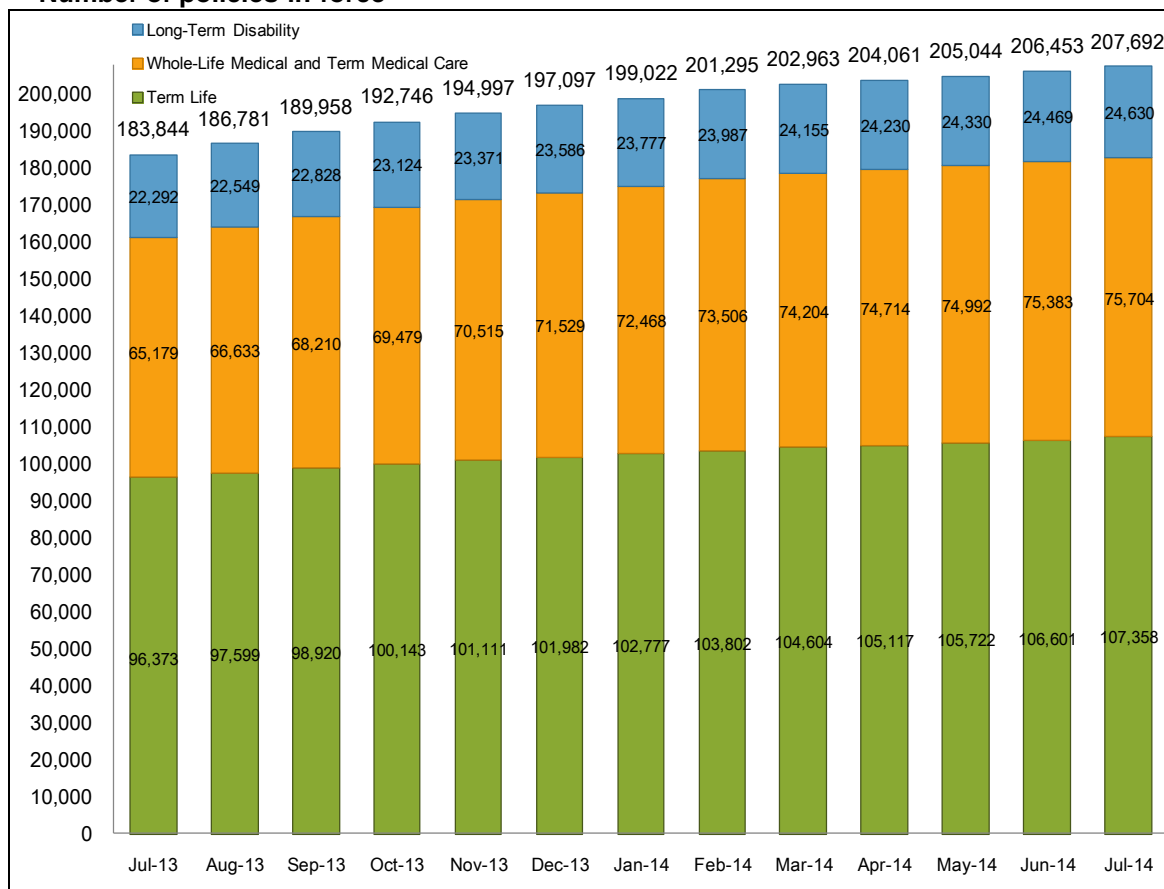
July 2014: MONTHLY DISCLOSURE
The number of policies-in-force of the revised term life
and new whole-life medical exceeded 5,000

TOKYO, August 6, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for July 2014.

The number of applications in the month of July 2014 was 3,275 (58% of July 2013), with the number of new business at 2,493 (58% of July 2013). Annualized premium*1 of new business was 126 million yen (81% of July 2013). Accordingly, the number of policies-in-force as of the end of July 2014 resulted in a total of 207,692 and annualized premium*1 of policies-in-force was 8,326 million yen and sum insured of policies-in-force stands at 1,747,998 million yen. The number of policies-in-force of the revised term life “Kazoku” and new whole-life medical New “Jibun” and New “Jibun” for Women released in May 2014 exceeded 5,000.

In July 2014, insurance premiums and claims and benefits recorded 685 million yen (113% of July 2013) and 106 million yen (299% of July 2013), respectively.

Number of policies-in-force



Lifenet’s steady growth of polices-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)	Jul. 2014	Jul. 2013
Number of applications	3,275	5,603
Number of new business	2,493	4,330
Sum insured of new business ^{*3} (million yen)	21,123	28,473
Annualized premium ^{*1} (million yen)	126	156
- excl. death coverage (million yen)	65	83

Number of new business (accumulated total)	Apr. 2014 – Jul. 2014	Apr. 2013 – Jul. 2013
Number of applications	14,076	25,141
Number of new business	10,460	18,609
Sum insured of new business ^{*3} (million yen)	81,948	122,232
Annualized premium ^{*1} (million yen)	474	676
- excl. death coverage (million yen)	249	358

Number of policies-in-force	End of Jul. 2014	End of Jul. 2013
Number of policies-in-force	207,692	183,844
- “Kazoku”: Term Life	107,358	96,373
- “Jibun”, New “Jibun” and New “Jibun” for Women: Whole-Life Medical ^{*4}	63,189	57,024
- “Jibun Plus”: Term Medical Care	12,515	8,155
- “Hataraku Hito”: Long-Term Disability	24,630	22,292
Sum insured of policies-in-force ^{*3} (million yen)	1,747,998	1,572,344
Annualized premium ^{*1} (million yen)	8,326	7,381
- excl. death coverage (million yen)	3,734	3,262

Insurance premiums and claims (million yen)	Jul. 2014	Jul. 2013
Insurance premiums	685	607
Insurance claims and benefits	106	35

*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 July 2014, the number of policies-in-force of Whole-life Medical “Jibun” is 60,414, New “Jibun” is 1,685, and New “Jibun” for Women is 1,090. The number of policies-in-force as of July 2013 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.

Contact:

Investor Relations, Corporate Development Department

Tel: +81-3-5216-7900

e-mail: ir@lifenet-seimei.co.jp

Disclaimer: This is a summarized translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.