

November 7, 2012

Haruaki Deguchi, President/Founder

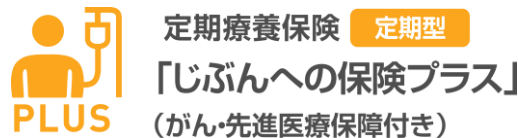
LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

Lifenet announces applicant data for the new copayment-linked medical insurance “Jibun Plus”

84% of applicants simultaneously apply to “Jibun” whole-life medical insurance

TOKYO, November 7, 2012 - LIFENET INSURANCE COMPANY (“Lifenet”; TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the applicant data for the new copayment-linked medical insurance “Jibun Plus”.



Applicant data for “Jibun Plus” (From October 2 to October 31, 2012)

- 36% of all new business applied for “Jibun Plus”
- Applicant breakdown: 22% in their 20s, 48% in their 30s, 24% in their 40s, 5% in their 50s
- 71% male applicants, 29% female applicants
- Average monthly premium at 2,458 JPY
- 84% of “Jibun Plus” applicants simultaneously apply to “Jibun” whole-life medical insurance

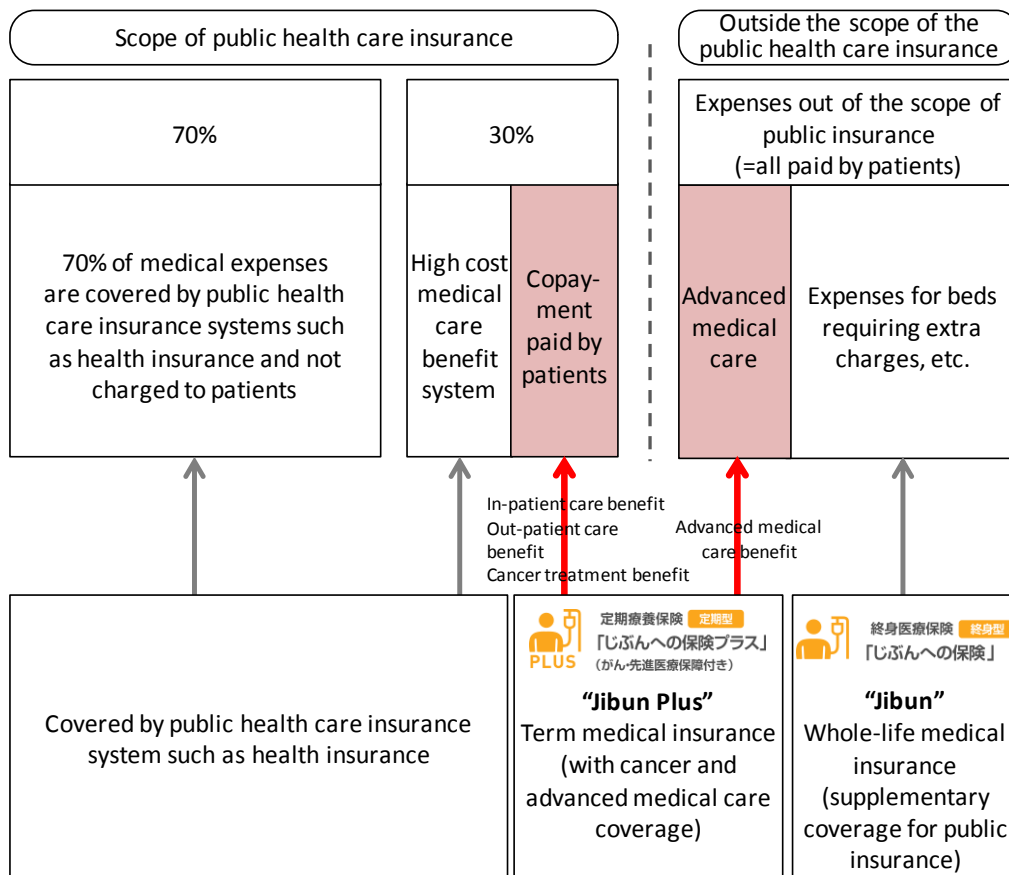
Lifenet started sales of its copayment-linked medical insurance “Jibun Plus” (with cancer and advanced medical care coverage) on October 2, considering Japan’s medical environment and inquiries to the company made by its customer. This medical insurance product not only offers copayment-linked benefits that help reduce policyholders’ copayment in the public health care insurance system, but also meets wide-ranging needs related to medical expenses with its coverage for cancers and advanced medical care.

From applicant data, it can be concluded that “Jibun Plus” also appeals strongly to the younger generations, namely consumers in their 20s to 40s, as do our other products. 84% of customers also apply for “Jibun” alongside “Jibun Plus”, indicating that the younger generations agree with and support Lifenet’s proposition to join “Jibun Plus” term medical insurance to cover expenses not covered by public health insurance such as advanced medical care and copayments, and “Jibun” whole-life medical insurance to supplement public insurance coverage.

■Product Features of “Jibun Plus”

- ✓ Benefits linked with copayment regardless of hospitalization period
- ✓ “Cancer” and erts linked with copayment regardless of
 [Cancer treatment benefit]
 Lump-sum benefit of JPY 1 million is paid on the first-time diagnosis of cancer (malignant neoplasm). In addition, JPY 1 million is paid every year when receiving continued cancer treatment.
 [Advanced medical care benefit]
 For advanced medical care to be fully charged to patients, the same amount as technical fees related to advanced medical care is paid.
- ✓ Use of 10-year ical care to be fully charged to patients, the same amount as technic
- ✓ Affordable insurance premiums realized by online sales
 Example: the monthly insurance premiums are JPY 1,499 for 30 year-old males, and JPY 2,207 for 30 year-old females
- ✓ 24-hour online application available

■Scope of public health care insurance and Lifenet medical insurance products



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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