

October 9, 2014

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

Lifenet Awarded the UCDA Awards 2014
“Another Voice ” Award for Payment Procedure and Documents

TOKYO, October 9, 2014 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that the company has been awarded the “Another Voice” Award for Payment Procedure and Documents in the life insurance category in the UCDA Awards 2014. This award is hosted by the Universal Communication Design Association (UCDA) (URL: <http://www.ucda.jp/en>).

Another Voice Award for Payment Procedure and Documents in the UCDA Awards 2014



The UCDA Award is an objective third-person evaluation of the information provided by companies. In the UCDA Awards 2013, we were awarded the Easy-To-Understand Award for Payment Procedure Information Web Pages in the life insurance website category.

This year, Lifenet has received the highest overall evaluations from the panel and citizens, and the following areas of our business have been acknowledged as being simple, comprehensive, and user friendly:

- Lifenet can file medical insurance benefits claims 24 hours a day
- In order to shorten and simplify the claim process, Lifenet has eliminated the submission of designated medical certificates^{*1} in principle
- Lifenet allows insurance claims and benefits to be made in minimum 2 days.

*1 This does not apply to all cases, and some insurance claims will require the submission of medical certificates and/or other documents.

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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LIFENET INSURANCE COMPANY